How can organizations quantify their environmental, social, and economic impacts, ensuring that investments are positively impacting communities served and issues being addressed? How can we hold organizations accountable to the promises made at the onset of a new project or program? How do we ensure we are implementing interventions that optimize sustainable impact without simply shifting the burden to elsewhere? How can you take something anecdotal and make it more accessible to gain support for good ideas?

These are the questions GTECH worked through, leading to the application of a Sustainable Return on Investment (SuROI) methodology on our McKeesport Ambassador Program. The SuROI methodology aligns with GTECH's people and place approach and provides the ability to value the impact we have on the Ambassadors, residents, and greater community.

Sustainable Return on Investment (SuROI)
SuROI is the combination of a number of social and environmental valuation approaches and developed by RealWorth and builds heavily on the principles promoted by Social Value International. This unique, credible and well-evidenced approach places a monetary value on social and environmental change, helping to identify better and more sustainable outcomes for the work and wider society.

Instead of focusing on market-based outcomes, SuROI puts a value on the social and environmental changes experienced by the very people who are affected by policies, investments and development decisions. SuROI has enabled GTECH to place a dollar value on the social and environmental changes experienced by the McKeesport community as a result of the Ambassador Program. This not only helps to communicate the benefits in a language everyone understands, but it also enables a return on investment to be calculated showing why the Ambassador Program adds value, in monetary terms, for the wider economy. The report enables stakeholders to understand both the overall sustainable value, and the component factors that contributed to it such as health, crime, skills, employment, wellbeing and empowerment, and ecology.

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Impact
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While assumptions were made by the GTECH program team, the methodology applied was supported by RealWorth, consultants who work with organizations to put a price on social and environmental change to help achieve better, more sustainable outcomes.

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