

Poster

**Title: Applying Social Impact Assessment methodology at Lega del Filo d'Oro**

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Main focus: Mainly research/Both congenital and acquired deafblindness

**Abstract:** Building on recent advancements in the field of measuring effectiveness in social sector organizations, our study applies social return on investment (SROI) approach to the intervention model of Lega del Filo d'Oro (Italy) with the aim of quantifying in monetary terms the value created for its direct beneficiaries, their families and the whole territorial community in which the organization is embedded.

Pressured by internal and external demand for evaluation tools to exercise accountability on how resources have been used and results achieved, third sector organizations are increasingly experimenting with impact evaluation of the service they deliver for the direct beneficiaries and all the other stakeholders involved.

It is in this context that there is a growing interest in social return on investment (SROI), conceived as the process aimed at translating into monetary value the ability of an organization to produce a tangible, durable change in the life of people benefiting from a certain action in a given field of intervention.

In accordance with the basic principles and typical steps in a SROI process, our project started with the identification of key stakeholder categories who are currently benefiting from and/or contributing to the realization of the social mission of Lega del Filo d'Oro, that is, to provide assistance, education and rehabilitation of the deaf-blind and multisensory impaired, as well as his/her integration into the family and society. Out of a more comprehensive list of categories, we decided to focus on direct beneficiaries and their families, employees, and local community as primary stakeholders to start with in this experimentation.

Then, causal relationships between activities and impacts were identified based on in-depth consultation with key internal and external informants (e.g., parent association representatives, medical doctors, staff and members of the management team). As a result, a questionnaire was developed and sent to families having benefited of the services by Lega del Filo d'Oro between 2014 and 2016. The questionnaire was meant to capture the differential impact of Lega del Filo d'Oro on the quality of life of families, by comparing their perceptions on multiple areas before and after starting their relationships with the organization. Secondary data were collected to quantify the impact of Lega del Filo d'Oro on employees and the local community. In this regards, impact areas were

related to the value of professional training received by employees, the increase in volunteering attitude at the community level, the incremental value of the knowledge transferred to local institutions and organizations related to the social inclusion of deaf-blind and multisensory impaired, and the increase in the volume of economic activities in the regional area.

The study offers insights into methodological and procedural aspects of quantifying the impact of interventions models for deaf-blind and multisensory impaired. Key issues explored include the quantification of benefits in areas where qualitative measures and storytelling still prevails. Beyond measuring results, this research project shows the feasibility of applying such a methodology even in multi-faceted, complex contexts.