

# Social Return on Investment

## “Improving the life of seniors”



The program «*Improving the life of seniors*» was implemented by the NGO **Mission ANTHROPOS** in collaboration with the Postgraduate Studies Program (PGP) of the Medical School of the NKUA, “Physiology of Aging and Geriatric Syndromes” in the context of CIVIS Open Labs.



# Objective

The aim of the program «*Improving the life of Seniors*» was :

- the mobilization and the active participation of seniors residing in non-profit Care Homes for the Elderly (NPCHE), through regular, intergenerational contact with students, and
- training and empowering their caregivers, by learning good practices in the field of Geriatrics from the members of the PGP.

Program Duration: November 2021-July 2022



Πρόγραμμα Μεταπτυχιακών Σπουδών  
**Φυσιολογία της Γήρανσης  
και Γηριατρικά Σύνδρομα**



# SROI Methodology

*SROI* methodology was utilized to identify, measure and assess the impact of the program «*Improving the life of Seniors*» for every stakeholder:

- The seniors/residents of the NPCHE that participated in the program,
- Their caregivers,
- High School and Middle School students,
- Members of the Medical School (students and Teaching staff),
- Volunteers and staff of the NGO Mission ANTHROPOS.



«When this program was taken place, I felt alive, I felt lonely [before]...»

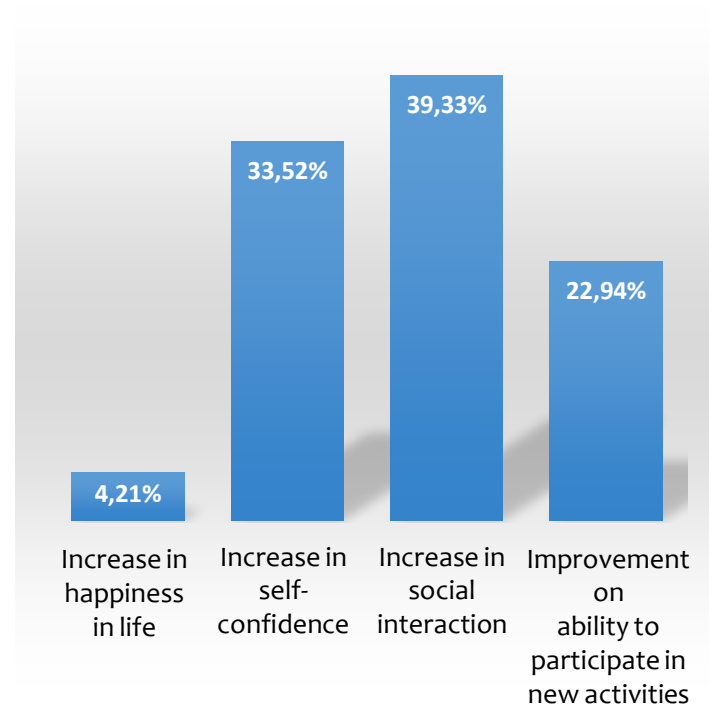
Ms Evanthia, 82 years old

# OUTCOMES

## Seniors

According to the findings, seniors mentioned that the program positively affected their well-being in multiple ways, creating :

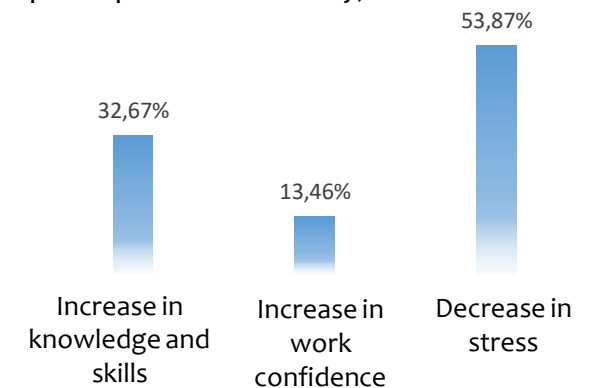
- ✓ increased self-esteem and social interaction,
- ✓ increased sense of security, allowing them to be more active in their daily life
- ✓ Reduced social isolation
- ✓ Improved ability to participate in new activities



## Caregivers and NPCHE Staff

From all the caregivers from the NPCHE (70), 64,29% of them participated in the study, and experienced changes such as:

- ✓ Increased knowledge and skills
- ✓ Increased work confidence
- ✓ Increased patience, reduced stress

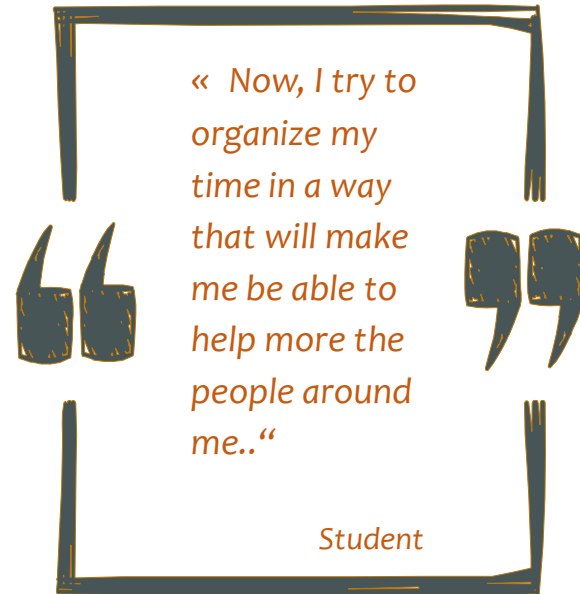
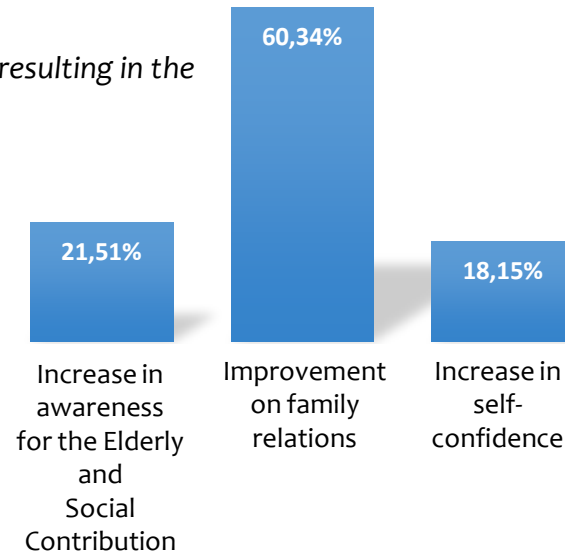


## Students

Students reported that they learned about the world of seniors, resulting in the positive value of creating an intergenerational bond.

The main changes that occurred concern:

- ✓ Increased awareness and Social Contribution
- ✓ Improved family relations
- ✓ Increased self-confidence



## Members of the PGP

The main change for the students and the teaching staff of the PGP is concerning the acquisition of awareness of the elderly as well as of their caregivers.

- ✓ Increased Awareness of the Elderly

*“I feel that I am a member of a group of people whose goal is to improve the daily life of the elderly. I have become more aware of issues related to the elderly...”*

PGP Student

## Volunteers - Staff

Volunteers assist in the coordination of the initiative, being a valuable contribution to the program that should be taken into account. Volunteers noted changes such as :

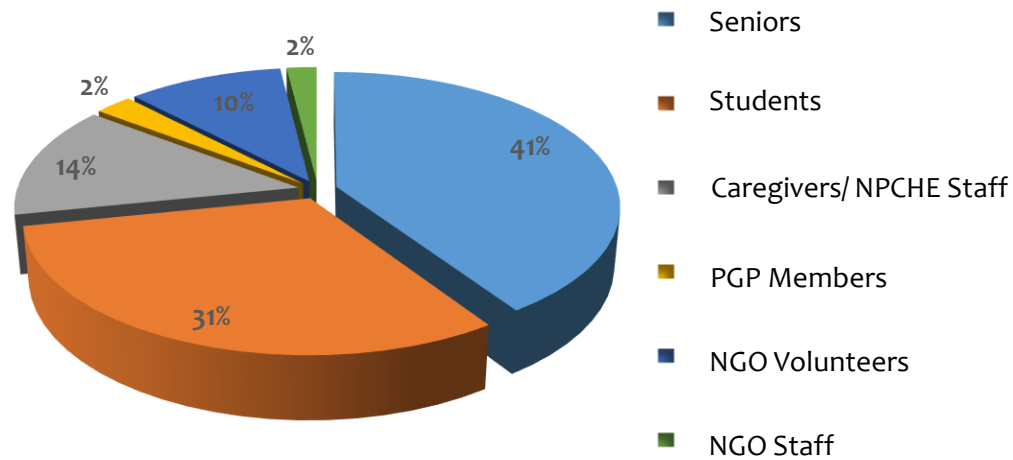
- ✓ Improved interpersonal relations
- ✓ Further increase of willingness for volunteering

Similar results were noted for the NGO staff, such as:

- ✓ Increased self-confidence
- ✓ Increased social awareness

# Total Social Value

The total social value was calculated at 132.109,42 € and after subtracting the social discount rate, the net present value of these changes was calculated at 125.204,23 €, presenting an index ratio of 5,22:1.



“Every **1 euro** invested in the program «Improving the life of Seniors» produced **5,22 euros of social value”**

