

INDEX

- Activity/process indicators, 33
- Acute respiratory infections (ARIs), 90
- Advertising media, 60
- Analysis of the investment, 102–105
- Anticipated impacts versus non-anticipated impacts, 35
- Application (App), Uber, 74, 75, 77, 78
- Attribution, 50, 53, 100
 - calculation of, 55
 - case of education, 123
- Avoided cost, 62, 112
- Awareness-raising stage, 5–7
- “Business control” activity, 75
- Calculation of isolation, 54, 55
- Cash flow, steps for, 68
- Cash outflows, 67–68
- Children stage, 9–10
- Clean delivery attention kit, 92
- Clients, 27
- Coding, 153
- Collection of information, 20, 49, 73
- Community, 26, 27–28, 87
- Community leader, 95–96
- Contingent value, 22, 63–64
- Control group, 51
- Conversion into monetary value, 22
- Corporate social responsibility, 1
- Demand curve, 63
- Desirable versus undesirable impacts, 34
- Diarrheal disease, 90
- Direct and indirect impacts, 34–35
- Economic indicators, 45
- Education, 113
 - application of the SROIM model in, 118–120, 121–125

- Educational supervision,
 - styles of, 155
- Employees, 26, 28, 77
- Environment, 28,
 - 134–139
- Environmental impact, 36,
 - 37, 38, 40
- Environmental
 - indicators, 45
- Falling-in-love process, 6, 7
- Field School methodology,
 - 126
- Financial indicators, 2
- Free advertising,
 - value of, 60
- Global Reporting Initiative
 - (GRI), 37
- Government entities, 27
- GPS navigator, 75
- Grandparents stage,
 - 10–13
- Grassroots organizations,
 - 28
- Group discussion, 160
- Health and nutrition,
 - 73, 87
 - productive agricultural
 - development, 90
 - social development, 90
 - application of the
 - SROIM model,
 - 93–97
 - health, 90–91
 - non-institutional births,
 - 92–93
 - nutritional
 - reinforcement, 91–92
 - organic
 - vegetable gardens, 92
 - training in nutrition,
 - hygiene, and health, 92
 - valuation, 97, 101–113
 - stakeholders versus
 - impacts matrix,
 - 98–101
- Health and Productive
 - (project), 87
- Hedonic prices, 22, 63
- Higher income, 59–60, 81,
 - 141
- “Imminent delivery kit”,
 - 92
- Impact indicators, 15, 22,
 - 37, 48
- Impact investor, 28, 29,
 - 45, 50, 53, 69, 70
 - attribution of, 53
- Impact measurement
 - indicators, 134–135
- Impacts versus
 - Stakeholders
 - Indicators Matrix, 59
- Implementation stage, 8,
 - 56, 78, 94
- Inductive process, 161
- Information-collection
 - methods, 49
- Information gathering
 - techniques,
 - 152–163
 - focus groups, 160
 - advantages, 161

- art of asking questions
 - in, 161
 - limitations, 162–163
 - use, 161
- interview, 154
 - advantages and disadvantages of, 154–155
 - applying for, 156–157
 - designing, 155–156
 - observation, 157–160
 - surveys, 152–153
 - advantages and disadvantages, 154
- Input indicators, 32–33
- Integration matrix of social inclusion programs, 142–146
- International Standard Organization, 35
- Intervention
 - isolation of, 20–22, 50–55
 - social network, 28
- Interview, 154
 - advantages and disadvantages of, 154–155
 - application for, 156–157
 - designing, 155–156
- JaipurKnee, 71
- Kitchen stove, improved, 91, 94
- Knowledge acquisition, price of, 60
- Kyoto protocol, 61
- Life cycle
 - of marriage, 12
 - of target beneficiary, 18, 38–44, 93
- Local Educational Management Unit (LEMU), 118
- Logic Framework, 15, 23
 - indicators, 15
- Management indicators, 2, 101
- Market price, 59–61
- Marriage case, 5–13, 40–44
 - awareness-raising, 40, 41
 - end of life cycle, 41, 42
 - implementation, 41, 41–42
 - life cycle, 42, 43
 - use, 41, 42
- Marriage project, 3
- Marriage stage, 7–9
- Mayor, 96
- Millennium development goals (MDG), 110
- Mining Company, 112
- Mining Foundation, 96, 97, 111, 113
- Monetary value, calculation of, 56–65
- Monetary value of initial benefits, 57
- Multiplier effect of investment, 20
- Non-institutional births, 92–93

- Nutritional reinforcement, 1, 56, 58, 91–92, 105
- Opportunity costs method, 64–65
- Organic vegetable gardens, 92
- Outcome indicators, 34, 105
- Outcomes/impacts, typology of, 34
- Output indicators, 34
- Participant observation, 157, 159
- Pilot test, 155
- Polyaluminum, 134
- Prevention costs, 64
- Primary information, 49, 73
- Production function, methods based on, 62
- Productive project, 4, 120, 126–127, 132–133
 - calculation of SROIM, 128
 - market articulation, 127
 - objectives, 126
 - organization, 127
 - technical training and implementation, 126–127
 - visualizing the real impacts, 127–128
- Public investment project
 - extracts resources, 149
- Rapport, 156
- Replacement cost, 62
- Rural Health Post, 96
- Rural Medical Post, 94
- Sampling surveys, 152
- Secondary information, 49, 57
- Shareholders, defined, 26–27
- “Sharing expenses”, 75
- Social cash flow, 4, 22, 65–68, 113, 128
- Social discount rate, 113, 118, 149–150
- Social inclusion programs, integration matrix of, 142–146
- Social indicators, 45
- Social intervention process, 17
- Social network, 18, 25–32, 93
 - formation of, 28–32
 - stakeholders, 25–28
- Social responsibility projects, 1, 2, 3, 4, 15, 87
- Social return on investment, 2, 3, 18, 20, 50
- Social sensitivity of business, 1
- Social value of time, 60
- SROIM (Social Return on Investment Management) model, 2–4, 15–23, 25–71
 - application

- in education, 118–120, 121–125
 - in social development, 93–97
 - in Uber, 77–84
- calculation of, 16, 20–23, 48, 69–71, 84–87, 119
- calculation of monetary value, 56–65
- collection of information, 49
- isolation of intervention, 50–55
- social cash flow, 65–68
- objectives, 17
- philosophy of, 5–13
 - awareness-raising stage, 5–7
 - children stage, 8–10
 - grandparents stage, 10–13
 - marriage stage, 7–8
- SROIM formula, 23
- visualizing the impacts, 15, 17–20, 25–48
 - life cycle of target beneficiary, 38–44
 - social network, 25–32
 - stakeholders versus impacts matrix, 44–48
 - sustainability indicators, 32–38
- Stakeholders, 25–28, 112
- Stakeholders versus impacts matrix, 20, 21, 44–48
 - advantages of, 48
 - life cycle of target beneficiary, 48
 - sustainability indicators, 45–48
- “Stated preference technique”, 64
- Suppliers, 26, 28, 31
- Sustainability indicators, 3, 15, 18, 25, 32–38, 45–48, 150–152
 - interrelationship between, 36
 - typologies of, 32–36
- Sustainable development, 35
- Sustainable social interventions, 37
- Target beneficiary intervenido, 28
 - life cycle of, 18, 38–44
- Traditional stoves, disadvantages of, 90–91
- Training in nutrition, hygiene, and health, 92
- Transfer of results, 64
- Transversal indicators, 141
- Travel cost, 63
- Trend line, 52
- Triangulation, 159–160
- Typology of indicators, 32–36
- Uber, case study, 73
 - background, 73
 - entry of, 74–77
 - SROIM model, 77

- calculation of SROIM, 84–87
- visualizing the real impacts, 77–83
- stakeholders versus impacts matrix, 83
- Use stage, 10
- Valuation techniques of intangibles, 62
- Valuation techniques of tangible impacts, 59
- Value of human life, 61
- Value of ton of CO₂, 60–61
- Willingness to pay (WTP), 61, 63, 64
- Work time, 60