

SOCIAL RETURN ON INVESTMENT (SROI)

TRAINING

AMERTA Pijar Indonesia

SROI (Social Return on Investment) training equips CSR professionals with a framework to quantify the social, environmental, and economic value their initiatives create beyond traditional financial ROI. It moves from measuring just reach and engagement to measuring impact—like changes in awareness, behavior, or community benefit. Training focuses on mapping stakeholders, identifying material outcomes, valuing what matters (even non-financial data), and telling a credible impact story.

Importance Based on Field Experience:

1. **Moves Beyond Vanity Metrics:** Shifts the conversation from "likes" and impressions to tangible social impact (e.g., "Our campaign reduced stigma on Issue X by Y%" or "generated Z hours of volunteer action"). This builds deeper credibility with purpose-driven audiences and clients.
2. **Aligns with Modern Brand & Consumer Expectations:** Today's consumers, B2B clients, and other stakeholders demand authentic social purpose. SROI provides the rigorous evidence that your media work delivers real societal value, strengthening brand reputation and trust.
3. **Secures Funding & Wins Pitches:** For CSR initiatives, NGO partnerships, or ESG-focused campaigns, an SROI analysis is a powerful tool to demonstrate value to leadership, investors, and grant-making bodies. It translates "doing good" into a compelling business and impact case.
4. **Improves Strategic Decision-Making:** The process forces teams to clarify objectives, identify key stakeholders (not just "consumers"), and measure what truly matters. This leads to more effective, focused, and stakeholder-centric campaigns.
5. **Mitigates Purpose-Washing Risks:** In an era of scrutiny around greenwashing and empty promises, SROI methodology provides a disciplined, evidence-based approach to ensure and prove that your social impact claims are substantive and accountable.

In essence, SROI training transforms the CSR function from a cost center focused on outputs to a demonstrable value creator focused on outcomes, future-proofing its role in an impact-driven economy.



Contact Us for a training need assessment to see how our participative, field-based approach can enhance your social performance.

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