

FSB

Industry: Services (Social Innovation and Circular Economy) | **Client:** Fundação Sarah Beirão e António Costa Carvalho – FSB

Social Innovation aims to support Innovation Initiatives and Social Entrepreneurship (IIES). These are distinct solutions to society's problems with proven positive impact, superior to existing solutions, taking into account the opportunity cost of the resources used. Ideally it should be a simple solution in design, replicable and based on cheap, abundant resources or highly scalable resources and business models.

Social Innovation is thus the successful result of the social entrepreneurship process, having as priority focus financiamento to the dissemination of social innovations.

The Social Innovation and Entrepreneurship Initiatives encompass projects that propose innovative responses, due to their potential for impact and sustainability financeira. The IIES intends to demonstrate in the long run that they generate more value than the existing traditional responses.

It is a Private Institution of Social Solidarity that is located in Quinta dos Freixos, in a beautiful rural farm with 30 hectares that is 2 km away from Tábua in the district of Coimbra.

It shelters elderly people from all social strata, not only from the district, but also at a national level, to whom it provides support in the following areas: Residential Structure for the Elderly (Home), Home Support and Day Centre, to a total of about 100 users.

Problems and Challenges:

The problems and challenges of this project had to do with the need to evaluate the impact on the different stakeholders of the IIES, calculating the SROI; and the definition of the growth strategy, and through partnerships.

The purpose of the IIES "Intervention Plan for the Reduction of Hypertension" is to reduce the high consumption of salt at the national level, since it stands out as an important factor of hypertension and therefore of cardiovascular diseases. In concrete, the objectives of IIES are:

1. Reduction of hypertension in the elderly population;
2. Change to foods with lower salt content;

3. Decrease of salt addition in food confection.

Methodology Used

The methodology followed was based on a set of actions aiming at a gradual change in the eating habits of the elderly under observation, and then a comparison was made of the results with the elderly who kept the same menu.

Elements of Value

We made, in partnership with FSB, the qualification of the different projects of Social Innovation:

1. Impact Evaluation
2. Strategy, partnerships and growth

In addition, he provided specialized training in Benefit Measurement.

Transformational Vectors:

In this sense, a set of actions was developed:

1. Critical analysis of the auscultation instruments used in the initiative;
2. Documentation and systematization of the methodology used;
3. In-depth research of social partnerships and companies in the area of influence;
4. Determination of dependent and independent variables, according to the answers to interviews, focus group, online surveys, ideation and observation sessions;
5. Calculation of ROI and SROI, quantifying benefits and costs, quantitative and qualitative;
6. Preparation of institutional presentations of the IIES to attract investment.

The implementation of this project resulted in lasting transformational effects for FSB. Specifically, **the quantification of costs and benefits of the IIES**, quantifying the value in euros that the initiative returns to its stakeholders, for each euro invested in it; and the respective strategic plan.