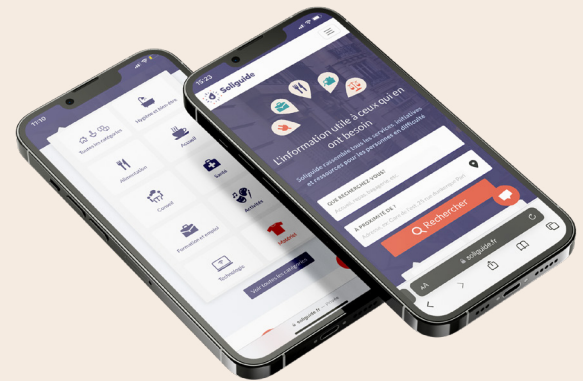




WHAT IMPACT HAS SOLIGUIDE HAD ON SOCIETY?

Social Impact Assessment Summary 2022





Message from the CEO

“Between 2021 and 2022, Soliguide was rolled out in **15 new French regions**. These rollouts were made possible thanks to the involvement of local organisations and the **France Relance Government support plan**.

After conducting an initial impact assessment of Soliguide in 2021, we wanted to continue the process and go even further. The results showed that **Soliguide had a significant impact, but is it worth the cost?**

To find out, we asked ESSEC’s E&MISE Laboratory to help by introducing **SROI (Social Return on Investment)** methodology to measure Soliguide’s social and economic value. This study’s purpose is twofold: Firstly, it updates and expands upon the data published in 2021, showing Soliguide’s progress and areas where it can improve. Secondly, it also makes it possible to more specifically identify Soliguide’s impact and use the SROI methodology to assess the social value created.”

Victoria MANDFIELD,
Founder and CEO of Solinum

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2 • METHODOLOGY

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4 • SROI CALCULATION

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INTRODUCTION

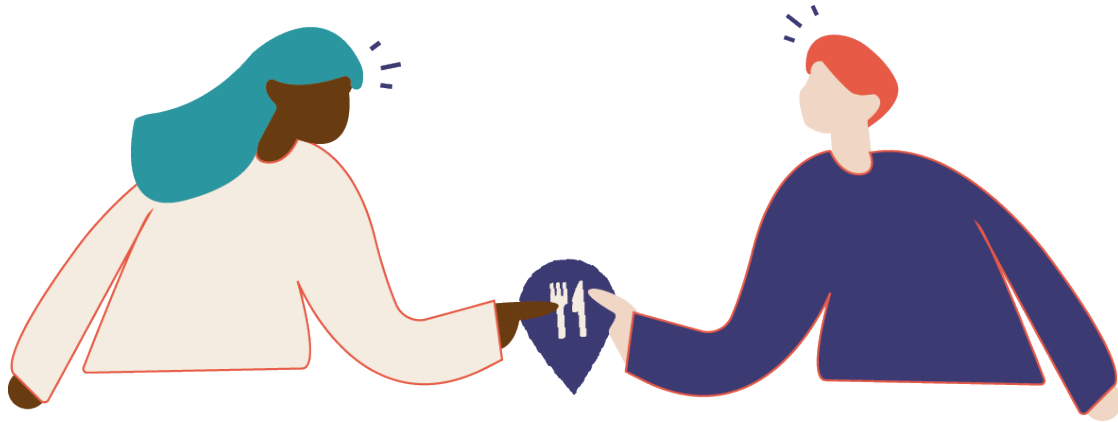
SOCIAL NEED



Given the **complexity of social action services**, people facing insecurity have difficulty obtaining helpful information to get referrals. As a result, it can be hard for them to access useful places and services. This situation leads to **discouragement or even a loss of confidence in solidarity and social action services as a whole**.

Conversely, solidarity providers encounter **difficulties in making referrals**:

- > Difficulty keeping information about their organisation up to date
- > Lack of knowledge about structures that can meet needs other than the need in question





“

It's complicated to
get information about
food aid.

A recipient



The Soliguide solution

Soliguide's social mission is to make quality information accessible to all who need it.

Soliguide is a platform that lists services and places useful to people facing uncertainty such as food distribution, drop-in centres, legal advice, French classes, etc.

The platform makes it possible to geolocate these services while providing information about schedules, means of transport, how busy services are etc.

The Soliguide database is structured into categories, divided into services:



Food



Training - employment



Health



Drop-in centers



Hygiene



Activities



Technology



Equipment



Mobility

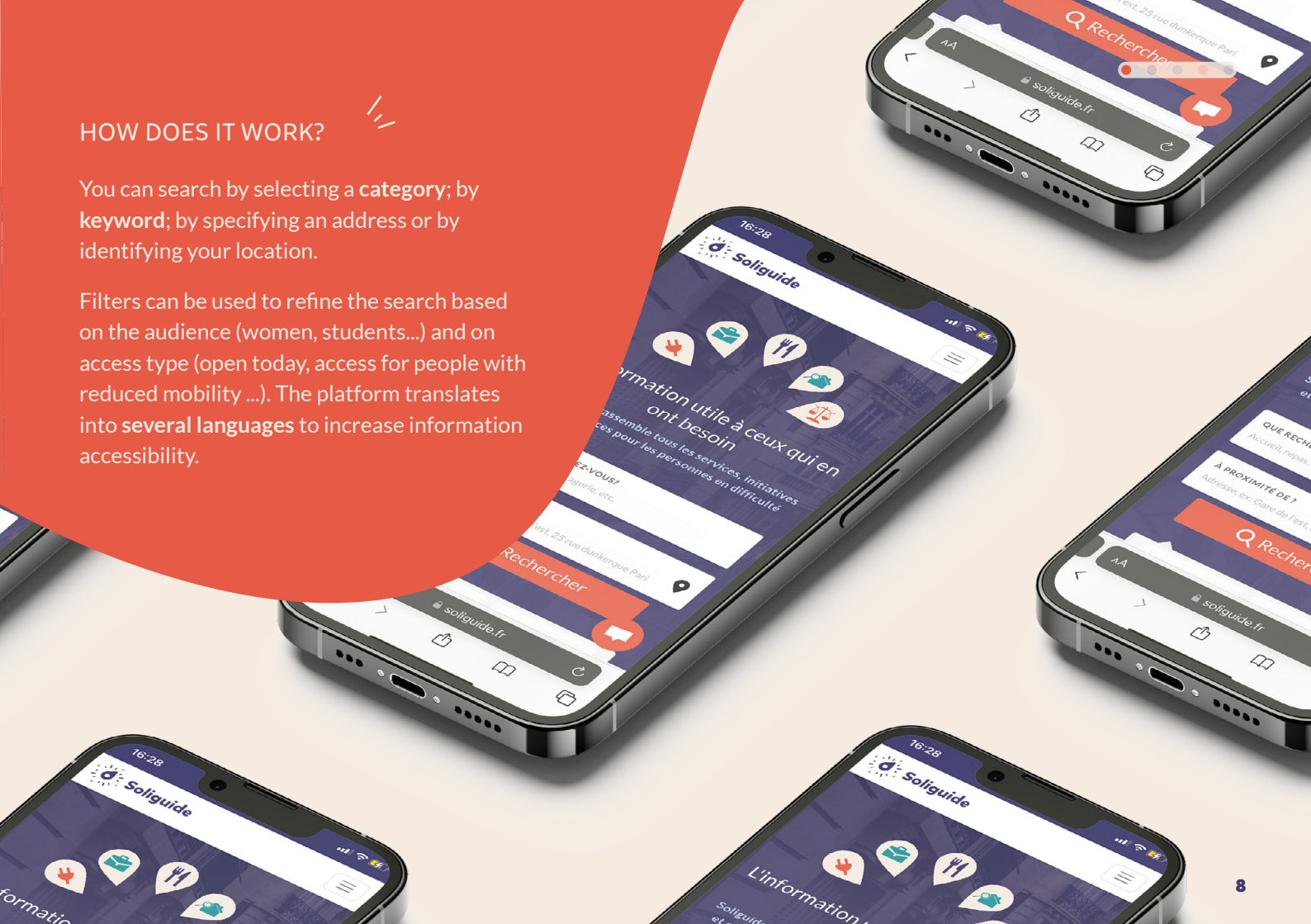


Social support

HOW DOES IT WORK?

You can search by selecting a **category**; by **keyword**; by specifying an address or by identifying your location.

Filters can be used to refine the search based on the audience (women, students...) and on access type (open today, access for people with reduced mobility ...). The platform translates into **several languages** to increase information accessibility.





AN ACCESSIBLE DATABASE

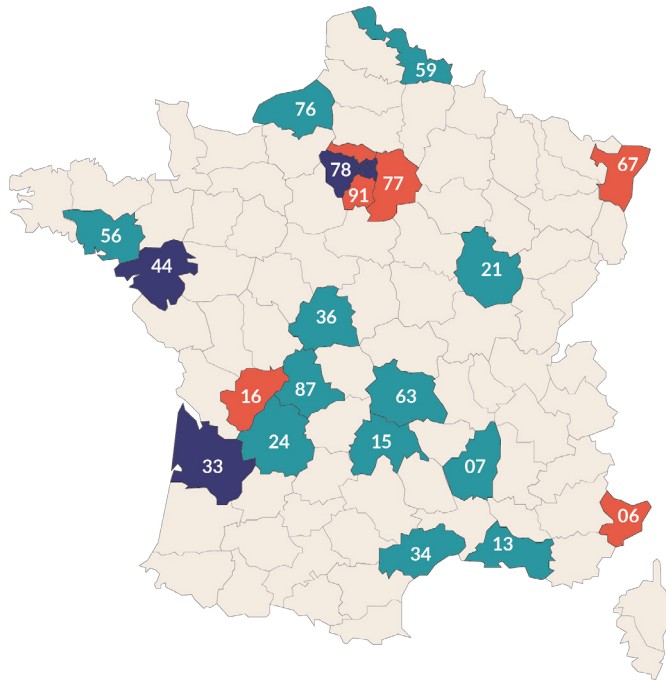
The Soliguide database can be freely accessed in various ways:

- > **A website** (soliguide.fr)
- > **Online chat** and **SMS**
- > A **mobile app**
- > A **widget** to embed Soliguide on other solidarity sites
- > An **API** (application programming interface) that allows Soliguide data to be shared with other solidarity platforms
- > **Printable lists** generated from the database.



IMPLEMENTATION AND KEY FIGURES

Over the past year, **Soliguide's coverage has doubled.**
Soliguide now covers less dense, semi-rural or rural regions.



1,899,811

searches in 2022 (3.5x more than in 2021)

+50,000

services listed

Regions where Soliguide has been rolled out:

- 2017 to 2019
- 2020 to 2021
- August 2021 to December 2022

METHODOLOGY

SROI approach

The assessment's purpose is to answer the following questions:

For people facing insecurity:

- > To what extent does Soliguide facilitate finding the right information to provide users with referrals?
- > To what extent does Soliguide meet the needs of people facing insecurity?

For solidarity providers:

- > Who are the Soliguide users and how do they use it?
- > How does this use help them in their work?



Renouveler la Solidarité!

Comment s'engager ?



Orienter sur Soliguide



Devenir bénévole

Pourquoi réviser le Plan local d'urbanisme actuel ?



LES AMBITIONS - L'ADOPTIION D'UN PLAN LOCAL D'URBANISME BIOCLIMATIQUE

LES RÉPONSES AUX ATTENTES DES USAGÈRES DE PARIS

UNE LARGE CONCERTATION POUR ACCOMPAGNER LA RÉVISION

Lancement de la phase de concertation et dernière phase de concertation

QU'EST-CE QUE LES ORIENTATIONS D'AMÉNAGEMENT ET DE PROGRAMMATION (OAP) ?

QU'EST-CE QUE LE RÉGLEMENT ?

POUR SUR LA PHASE PRÉCÉDENTE



Social Return On Investment (SROI) is an analytical framework for **measuring and reporting a broad understanding of value including social, environmental and economic costs and benefits.**

Social Return on Investment (SROI) is more than just a number, **it tells the story of the changes that have taken place**



The SROI approach is an activist participatory approach to monetisation which involves stakeholders in monetising scenarios and valuation of all social impacts, even those that have no market price such as increasing dignity or regaining self-confidence (unlike cost-averted analyses for example). It is based on the idea that even if an impact is priceless has no price, it has a value.

Elise LECLERC
Director of ESSEC's E&MISE Laboratory



6 STEPS TO COMPLETE SROI

1 Scope

Definition of objectives and timeline, identification of resources and participants

2 Data collection from people facing insecurity

10 qualitative interviews with recipients in 4 regions and two focus groups with 5 recipients

3 Data collection from solidarity providers

Assistance in coordinating the collection of questionnaires, data reporting

4 Data analysis

Data consolidation, drafting an analysis plan, semantic analysis of interviews, statistical analysis of questionnaires and quantitative data reported

5 Calculation of SROI

Calculation of the SROI ratio from the social value created by Soliguide

6 Results

Sharing results
Using lessons learned

METHODOLOGY

The study was conducted throughout 2022, with data collected between June and November, and data analysed in November and December.

271
* Persons facing insecurity interviewed



1 275
Solidarity providers * interviewed



- * Person facing insecurity: People located living below the monetary poverty line (60% of median income), users or not of Soliguide, located in the 25 departments regions covered by Soliguide.
- * Solidarity providers, defined here as people who work with and support people facing insecurity. They are volunteers or employees, are users or not of Soliguide in one of the 25 departments regions covered, and are part of associations, groups and communities.

RESULTS

Solidarity providers

RESPONDENTS

The solidarity providers who responded are for the most part **employees in their organisations (82%)** and have daily contact with the recipients (74%). Soliguide is a **daily everyday tool** for employees and volunteers (**64.8% of employees and 41.6% of volunteers use it at least once a week**).

60% of respondents work for associations

40% are government affiliated organizations mainly in the regions

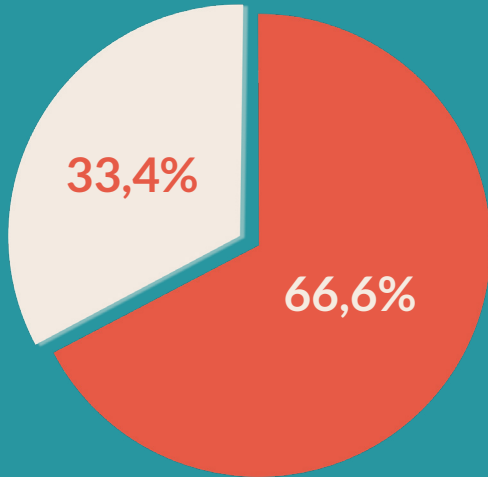
“ Thanks to Soliguide we will be able to create this regional network, and facilitate provision of care.

Employee of a regional health organization



Soliguide use is increasing:

66.6% of respondents use Soliguide. This represents a 23% increase compared to the previous study in which 44% of solidarity providers used Soliguide.



- Users
- Non users

RELIABLE AND ACCESSIBLE INFORMATION

Ease of access to up-to-date and complete comprehensive information is welcomed by the solidarity providers:

- > **4/5** providers consider that they have easy access to the information they need
- > **93%** believe that Soliguide’s information is up-to-date
- > **80%** consider information published on Soliguide to be comprehensive

Soliguide teams are still strongly focused on updating information on Soliguide despite **increasing provider independence**:

- > **35%** of stakeholders independently update information on Soliguide. Half of the respondents consider the Soliguide support resources useful.

Solidarity providers

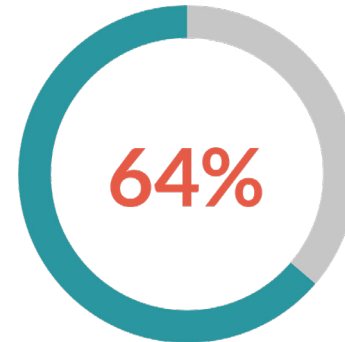
IMPROVE REFERRALS



“Soliguide is useful for everyday situations, and also one-off emergencies. The tool is a very important in responding quickly.”

Directorate of Regions and Social Action Departmental Council 06

More people...

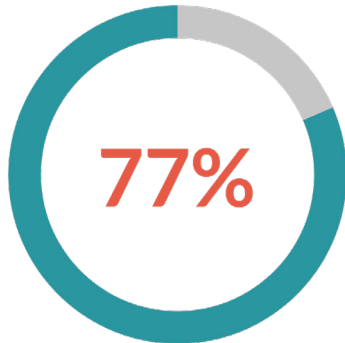


believe that Soliguide allows them to make **more referrals**.

“ We really appreciate Soliguide’s contribution to our association, as it means that it allows us we can inform our recipients when they register of all the organisations able to assist them that are located close to their place of residence.

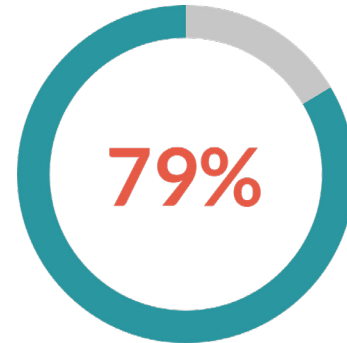
Departmental manager of Restos du Coeur in the Cantal region

closest referrals...



Believe that using Soliguide allows them to **make referrals closer** to where people are.

to suitable services.



Consider that Soliguide allows them to **refer people to solutions that are relevant** to their need.

The support providers report that they make better referrals thanks to Soliguide

Solidarity providers

Soliguide has a significant impact on the knowledge of the solidarity provider ecosystem, both in terms of quantity and quality

78% of providers believe they have a **better knowledge** of what other providers are offering.

70% of respondents say they have found **new providers** in their region through using Soliguide.



“

Soliguide improves information quality by disseminating accurate and up-to-date information on the presence and availability of associations. This means individuals facing instability avoid wasting time and energy and trust between these individuals and organisations is maintained.

Employee of a communal center



FACILITATE THE WORK OF PROVIDERS

 **7,5 minutes**

of time saved by each solidarity provider
in providing a referral



67% say they **save time in their work** through
the use of Soliguide



65% say **their task is facilitated**
through the use of Soliguide

People facing insecurity

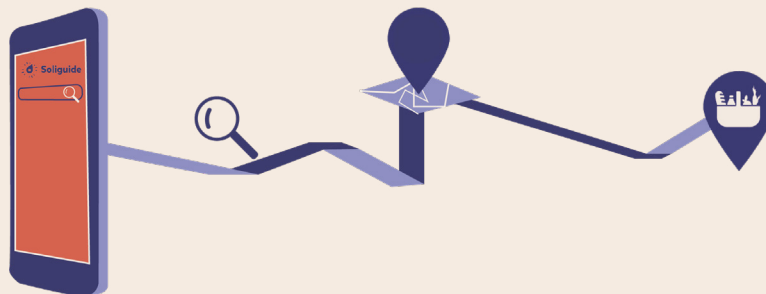
RESPONDENTS

One A third of respondents has already used Soliguide

The majority of respondents have basic needs: **To find housing, a job and then be able to eat.** In comparison, in Soliguide searches over the last 12 months, **food is the most sought after searched category** and the drop-in category (including housing needs) is the second most sought after searched.

“When arriving in France, we lack information and don't know what steps to take or which association to contact to get help. I wish I'd been told about Soliguide as soon as I arrived!

A recipient



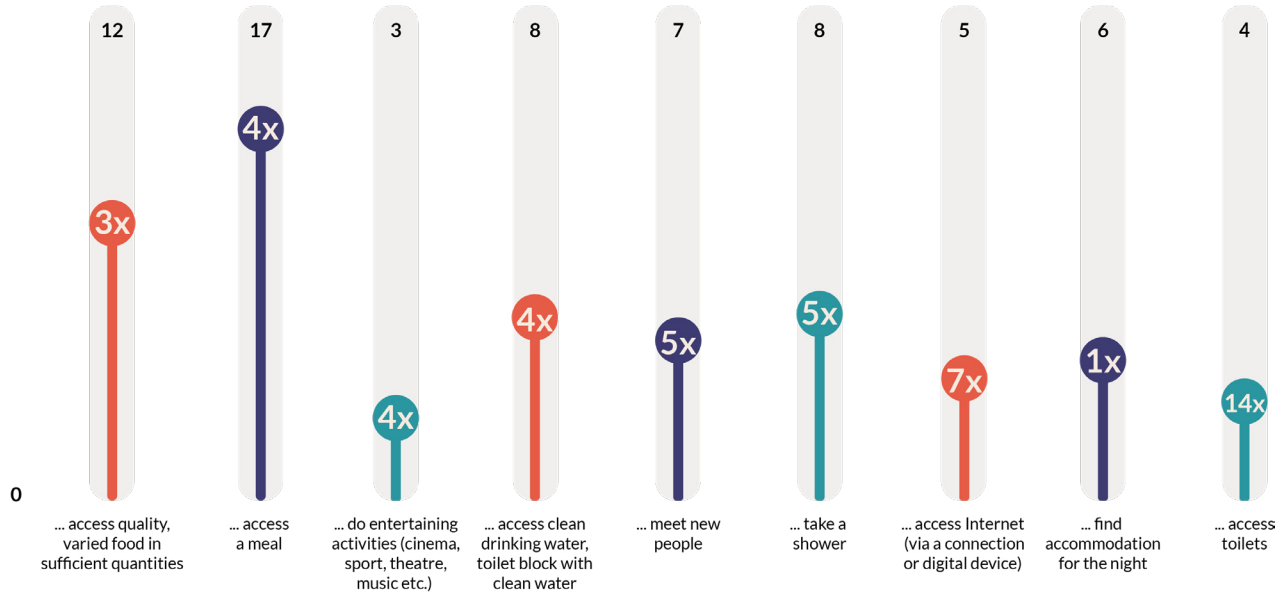


I found a place to eat at the weekend, it was the only place open on weekends and thanks to you I was able to eat.

A recipient

People facing insecurity

In the last week, how many times has an organisation found through Soliguide allowed you to...?



Soliguide users first access food aid and then infrastructures to help them with hygiene

x Number of people facing insecurity among Soliguide users

3x Average number of occurrences per person
n = 70

Over the past year, how many times has an organisation found through Soliguide allowed you to... ?



Soliguide has enabled its users to find permanent housing and employment

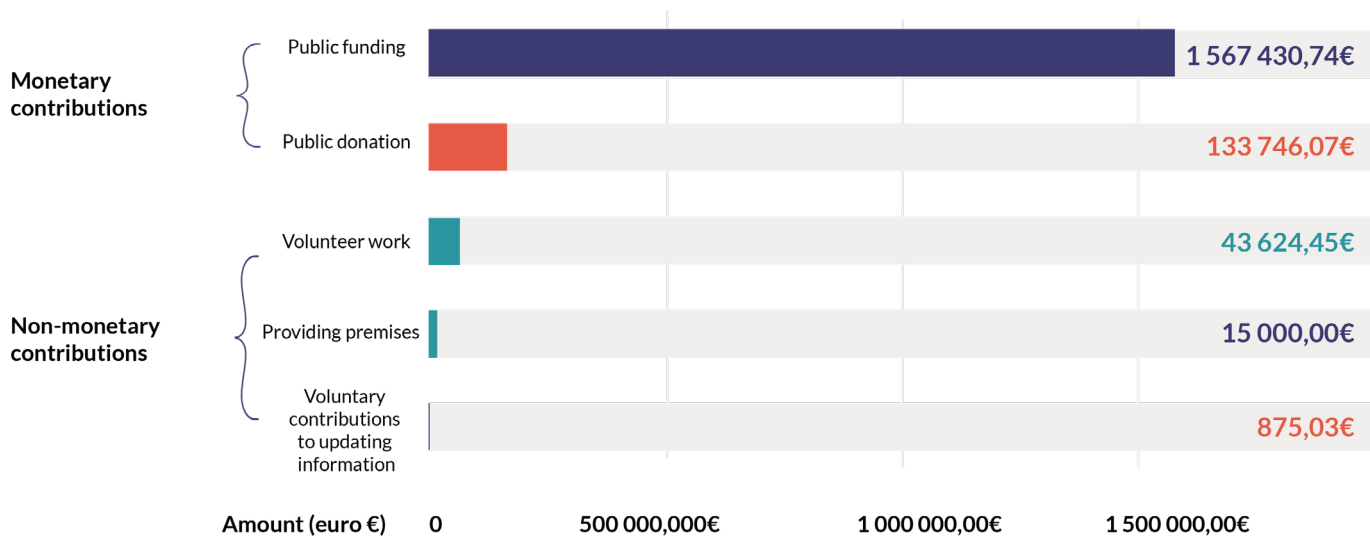
● Average number of occurrences per person
 7 Number of people in precarious situations facing insecurity surveyed concerned
 n=54

SROI CALCULATION

Contribution calculation

In SROI, investment refers to **the monetary value of contributions from different stakeholders to operate the activity.**

The total contributions required for Solinum's activity in 2022 amount to € 1,760.7K





Solinum

Innover la Solidarité !

Comment s'engager ?

-  Orienter sur Soliguide
-  Héberger une femme sans-abri
-  Devenir bénévole
-  Faire un don

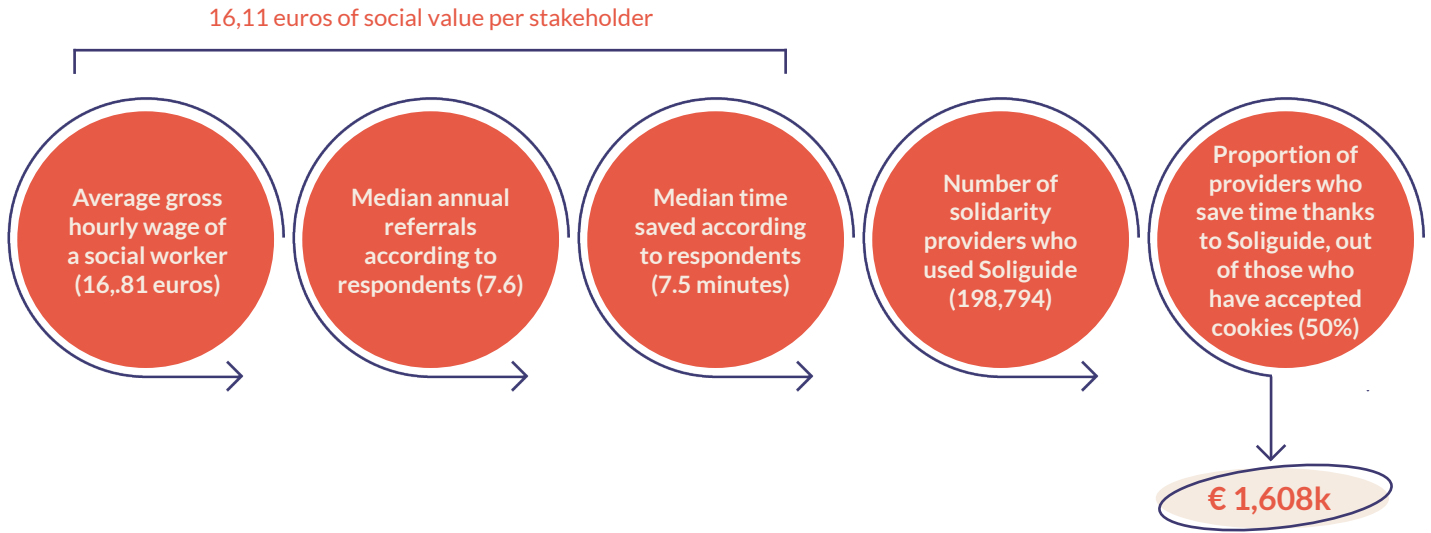
www.solinum.org



Estimating value

SOLIDARITY PROVIDERS

Calculation of the social value created for solidarity providers is **based on the time savings made possible by the use of Soliguide**. This time saving is considered to only be achieved through using Soliguide and would not have been possible without it



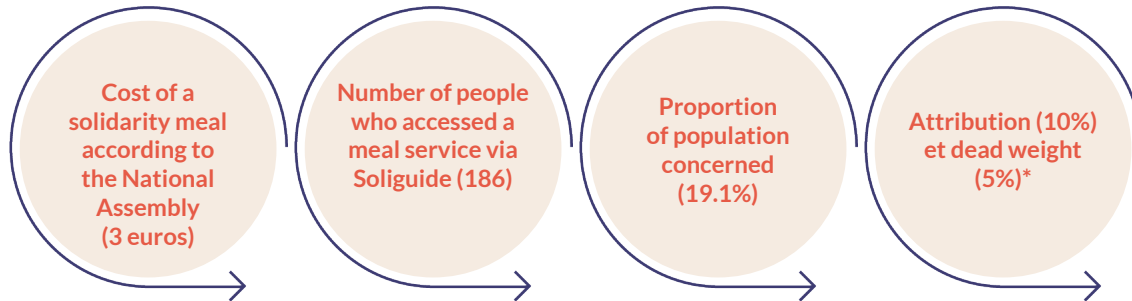
“ Soliguide makes it possible not to have to ask strangers for help as much.

A recipient

PEOPLE FACING INSECURITY

The calculation of the value for people facing insecurity is **based on access to solidarity services** through Soliguide.

Example of calculation for a food aid service



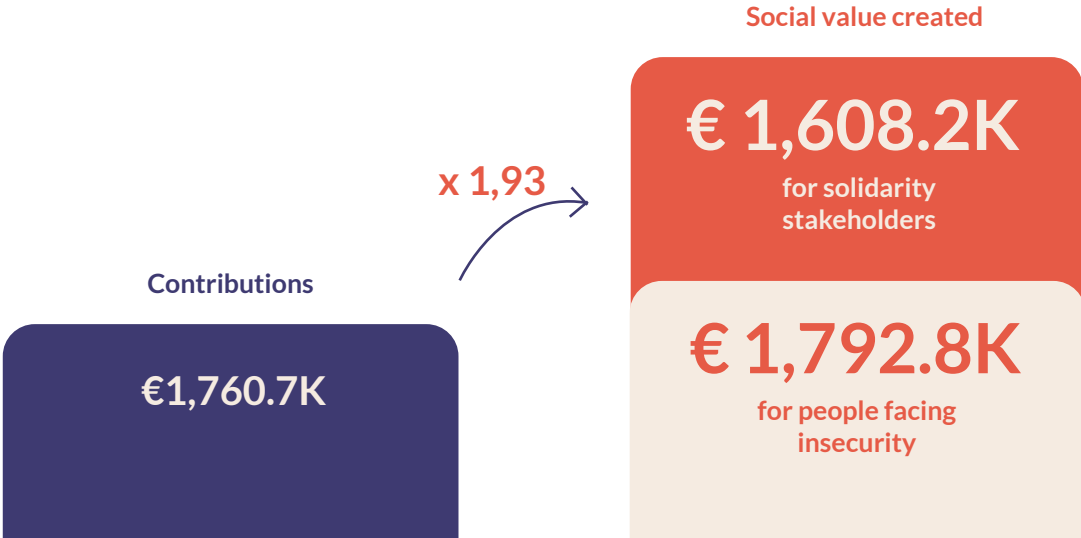
* Dead weight is defined as what it would have happened anyway.

* Attribution is defined as the part of the result that comes from the intervention of other organisations or individuals

SOCIAL VALUE

Soliguide made it possible to create was responsible for creating 3,401.0 K€ of social value in 2022 for people facing insecurity and solidarity providers

The chosen scenario is based on a **minimalist scenario** taking into account a small part of the respondents (those who accepted cookies on the site in 2022). If we had used a more ambitious scenario by extrapolating the calculations to all respondents, **the value created would be greater.**





McDonald's That Is Beloved (by Its Staff)

...the fact that employees at the McDonald's in France are not paid the minimum wage, which is a violation of the law. The company has refused to pay the minimum wage for its employees in France, which is a violation of the law. The company has refused to pay the minimum wage for its employees in France, which is a violation of the law.

The members of the team at McDonald's in France are not paid the minimum wage, which is a violation of the law. The company has refused to pay the minimum wage for its employees in France, which is a violation of the law.

SOYEZ VIGILANTS
Des salariés travaillent

ACTUELLEMENT

New 10

Soliguide.fr

The result

Social value created by Soliguide

€3,401.0 K

Amount of Soliguide contributions

€1,760.1 K

= €1,93

SROI of 1/1,93

Means that for every euro invested in Soliguide,

€1,93

of social value is created every year for people facing insecurity and solidarity stakeholders.

With a more ambitious scenario by extrapolating the calculations to all the totality of respondents, we could reach

SROI of 1/33



For **€1** invested in
Soliguide, **€1,93** of
social value
is created !



Recommandations

FOR ALL USERS

- > Continue **Soliguide's awareness raising efforts with solidarity providers and people facing insecurity** so that they remember to use it
- > Raise the tool's profile and **increase confidence in using it**
- > Continue the development of Soliguide by encouraging people facing instability and solidarity providers to **add functionality and information tailored to their needs**

FOR SOLIDARITY STAKEHOLDERS

- > Make sure that Soliguide **support tools** are used
- > **Develop partnerships with major solidarity stakeholders** to train volunteers to use the tool

FOR PEOPLE FACING INSECURITY

- > Develop **partnerships with digital stakeholders** to train recipients who are unfamiliar with digital tools and allow them to so they can use Soliguide
- > **Roll out Soliguide access points and paper guides** in places frequented by people facing insecurity



About Solinum

Innovate together to effectively fight poverty

Solinum is a general interest non-profit association under French law. Millions of people with varied life experiences are now currently in **situations of exclusion**. There are many initiatives in place to address this and we want to strengthen their impact. At Solinum, we believe that **innovation and digital technology can multiply social impact to end insecurity**; provided that these solutions are developed in conjunction with the people concerned. This is why **Solinum identifies key issues in the fight against poverty, experiments with solutions, measures their effects and makes them common practice.**

About E&MISE

Since 2003, ESSEC's Chair of Social Innovation has developed recognised expertise on the subject of social impact measurement. In 2018 it created the E&MISE Lab, a dedicated laboratory which produces and disseminates knowledge and concrete practical tools to develop the culture and practice of impact assessment.

We thank all our partners who contributed to this study and who support the development of the project!

MERCI

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The full study can be accessed on the [solinum.org](https://www.solinum.org) website

This study was conducted by
Laboratoire E&MISE de l'ESSEC
Layout @Solinum

