



SROI (Social Return on Investment) for a WWII Remembrance Institution

A remembrance institution's value cannot be measured only through ticket sales. Its true contribution includes educating future generations, strengthening democratic values, fostering social cohesion, preserving collective memory, and supporting community wellbeing. SROI helps make that impact visible.

This template helps remembrance institutions measure and communicate the social value they create for visitors, communities, schools, volunteers, and society.

Project Information	
Project/Programme Name	
Organisation	
Period Evaluated	
Project Lead	
Main Project Purpose	

1. Define the Scope

Define the Scope	
What activity or project is being evaluated?	Examples: Educational programme Community engagement project Temporary exhibition Volunteer programme Accessibility project Oral history initiative Remembrance event Digital learning platform
Description	xxxxxxxxxx

2. Identify Stakeholders (who benefits from the project?)

Stakeholder Group	Number Benefiting
Students	
Teachers	
Visitors	



Volunteers	
Local community members	
Staff	
Families	
Other	

3. Identify Outcomes

(Example ->)

Stakeholder Group	Outcome	Indicator
1. Students	Increased historical understanding	Knowledge survey
	Increased democratic awareness	Self-assessment
	Greater empathy and tolerance	Survey/interview
	Actual Outcomes	
	1	
	2	
	3	
2. Volunteers	Increased confidence	Volunteer survey
	New skills acquired	Skills assessment
	Greater social connection	Survey/interview
	Actual Outcomes	
	1	
	2	
	3	
3. Community	Stronger community engagement	Participation rate
	Increased civic participation	Community feedback
	Stronger local identity	Survey/interview
	Actual Outcomes	
	1	
	2	
	3	



4. Calculate the Investment

Total Resources Invested

Item	Value (€)
Staff time	
Materials	
Venue costs	
Equipment	
Volunteer management	
Marketing	
Other costs	
TOTAL INVESTMENT	€XXXX



5. Assign Financial Value to Outcomes (Example financial proxies)

Outcome	Financial Proxy (€)
Increased confidence	€300/person
Skill development	€500/person
Community participation	€200/person
Improved wellbeing	€899/person
Volunteer contribution	Value of volunteer hours
Educational benefit	€200/student
TOTAL OUTCOME	€XXXX
Outcome Value Calculation	

Outcome Value Calculation

Outcome	Number Benefiting	Value (€)
Increased confidence		
Skill development		
Community participation		
Improved wellbeing		
Volunteer contribution		
Educational benefit		
TOTAL SOCIAL VALUE GENERATED		€XXXX

6. Calculate SROI

Formula SROI= Social Value / Total investment

SROI Ratio: €1 invested generates €xxx of social value