3.11 Some evaluation experiences: the results

FARM' IN
INCLUSION THROUGH SOCIAL FARMING

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Lesson structure

- The objectives of the evaluation
- The projects analyzed
- The evaluation process
- Stakeholder engagement and data collection
- The results
- The importance of evaluation: the implications

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Objectives of the evaluation

Impacts: Assessing the social and environmental benefits (impacts) of social farming activities;

The methodologies: Comparing the results of the four main evaluation approaches and integrating the results;

Relevance of social agriculture: Highlighting the contribution of social agriculture, as an engine of social inclusion, to achieving specific targets of the sustainability goals;

Policy implications: Testing the adaptability and efficiency of the proposed methodological approach for evaluating public investment in social agriculture.

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The projects analyzed

"Networks for the development of social agriculture for the socio-occupational integration of disadvantaged people" - Region Lazio PO FSE 2014-2020 - Axis II - Employment - Investment priority 9 i) Specific objective 9.1.

- Roma Capitale A
- Roma Capitale B
- Rome Metropolitan City A (4 e 5)
- Rome Metropolitan City B (6)
- Province of Frosinone
- Province of Latina
- Province of Rieti
- Province of Viterbo

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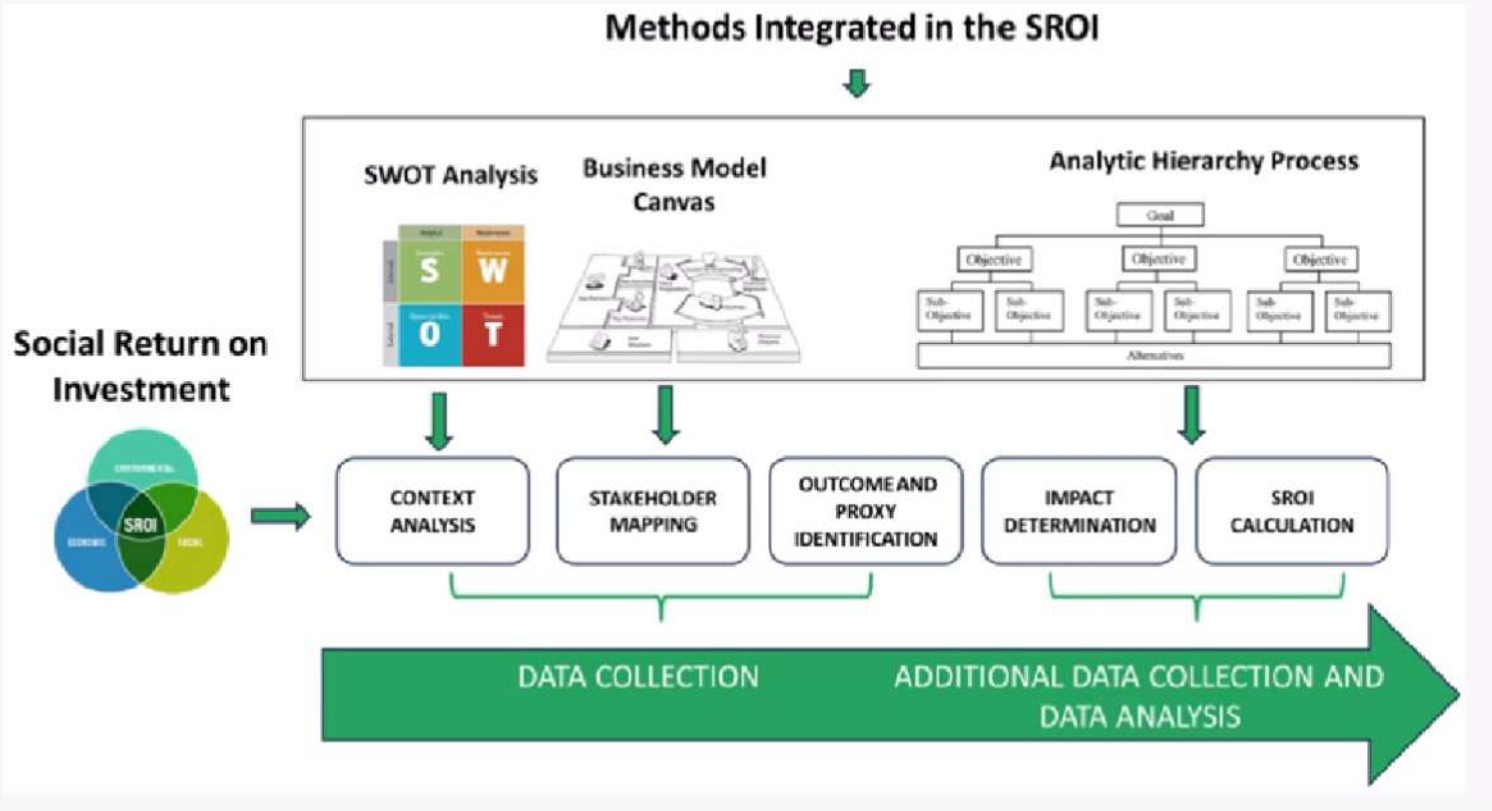
The evaluation process



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Stakeholder engagement and data collection

Focus groups + direct interviews

Project	Users						Tutors	Leader Entity	Farms
	Physical/Mental Disability	Migrants	Exprisoners	Women Victims of Violence	Socio-Economic Hardship	NEET			
Innesta	23	2					6	2	5
Custodi di Comunità	10					3	4	1	2
Rete Verde	6	8					4		
AS Castel di Guido	11								
Orto	9			3					
Terra and Libertà	1	3			3				

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SWOT analyzis and BMC model

SWOT ANALYSIS

Strengths: ability to build networks between: public and private sectors; the agricultural and social sectors

Weaknesses: bureaucratic difficulties; scarcity of competent local bodies to implement policies

Opportunities: new European and national policies (Agenda 2030, PAC, PNRR)

Threats: current crisis in the agricultural sector, low capacity to create employment

BUSINESS MODEL CANVAS

- Agricultural social cooperatives or those with a strong agricultural component
- Different costumer segments
- Networking with partners
- Value created: the mission of this cooperatives is to create a social value
- Different structure of revenues

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SROI: individuation of stakeholders and outcomes

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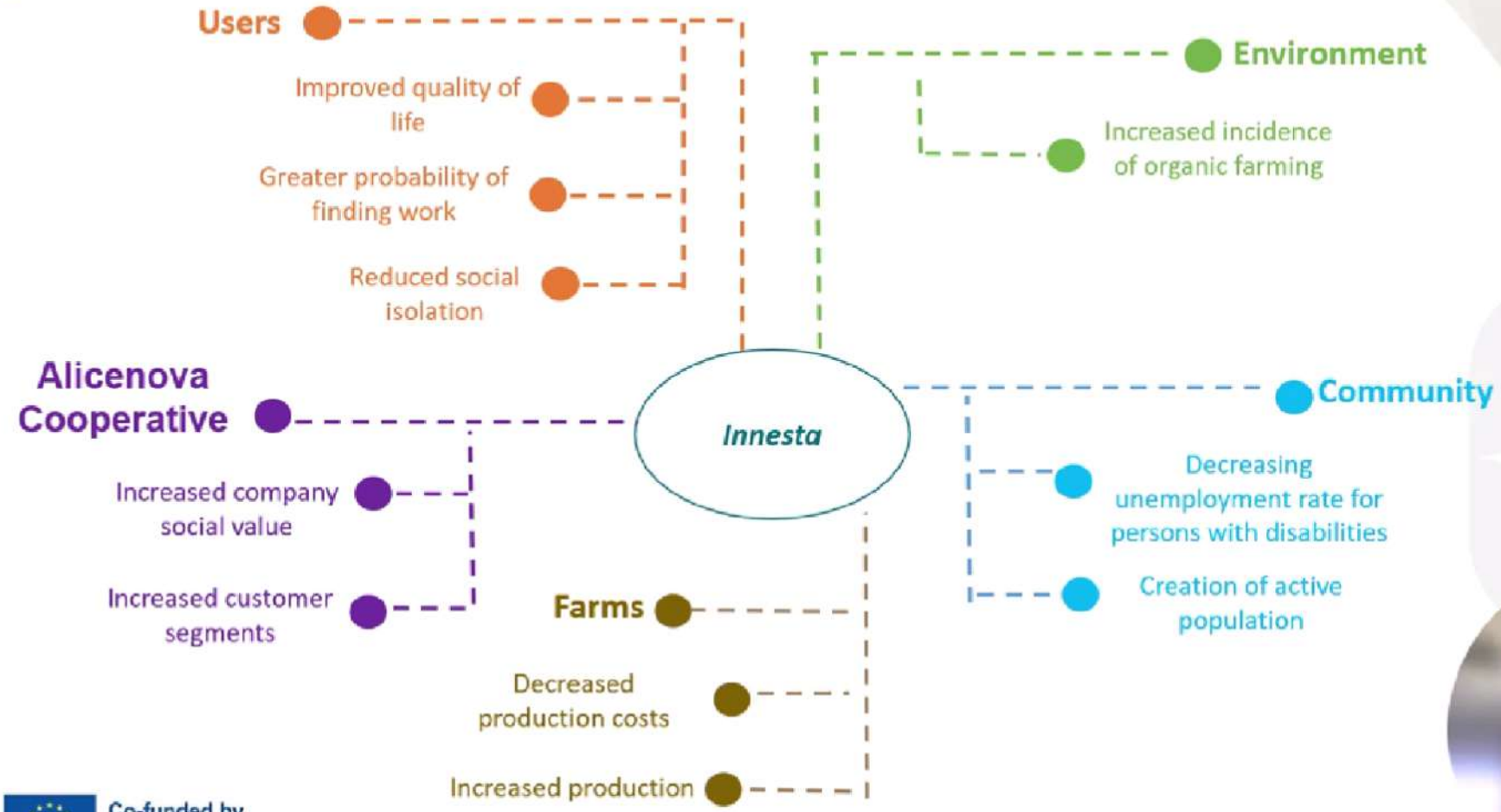

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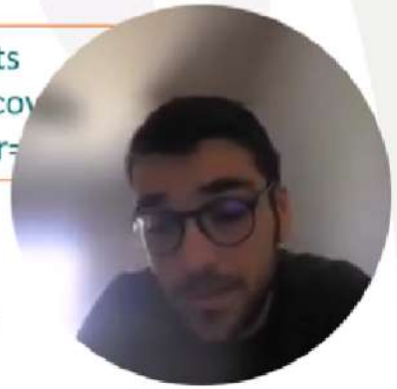
The Construction of Indicators and Proxy

Users	OUTCOME	INDICATOR	PROXY
	Improved quality of life	Access to labour Exchange	Salary from work exchange 400€*month*user= **120000 €**
	Greater probability of finding work	Post-work exchange contract	Salary from post employment contract 850€*month*0.15user= **€38250**
	Reduced social isolation	Number of psychological support sessions	Lower social costs psychological recov 15€*month*user=



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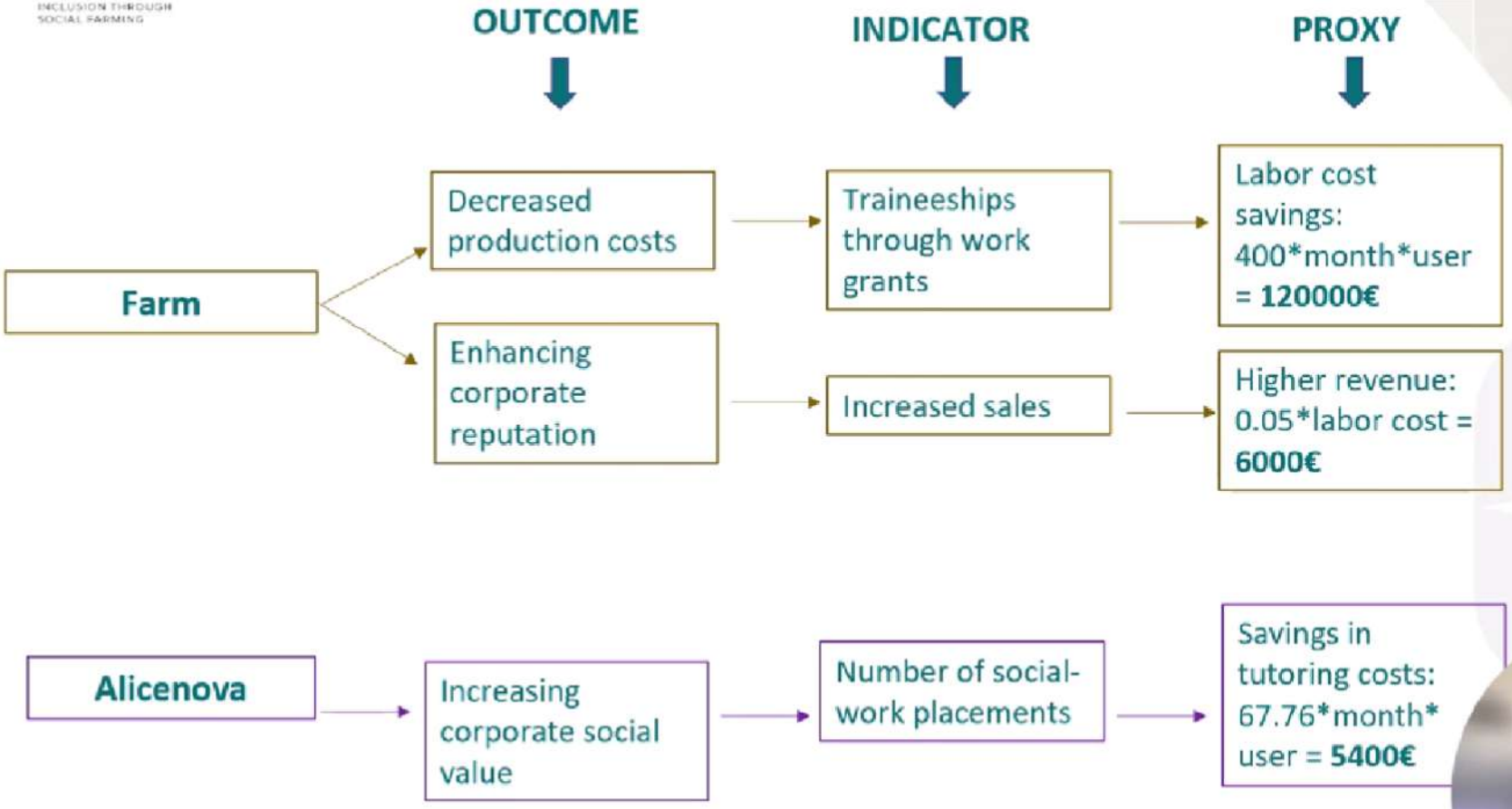
The Construction of Indicators and Proxy



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The Construction of Indicators and Proxy

OUTCOME	INDICATOR	PROXY
Environment	Increased incidence of organic farming	Lower costs environmental risks through better management of natural resources and less use of chemical inputs	Lower health risk for users:10*month*user = **2000€**
			Reducing the xenobiotic effect on nutrient recycling:1099*ha*365 = **31170€**
	Expanding Social Farming Practices	Economic value not estimated by company size and type	

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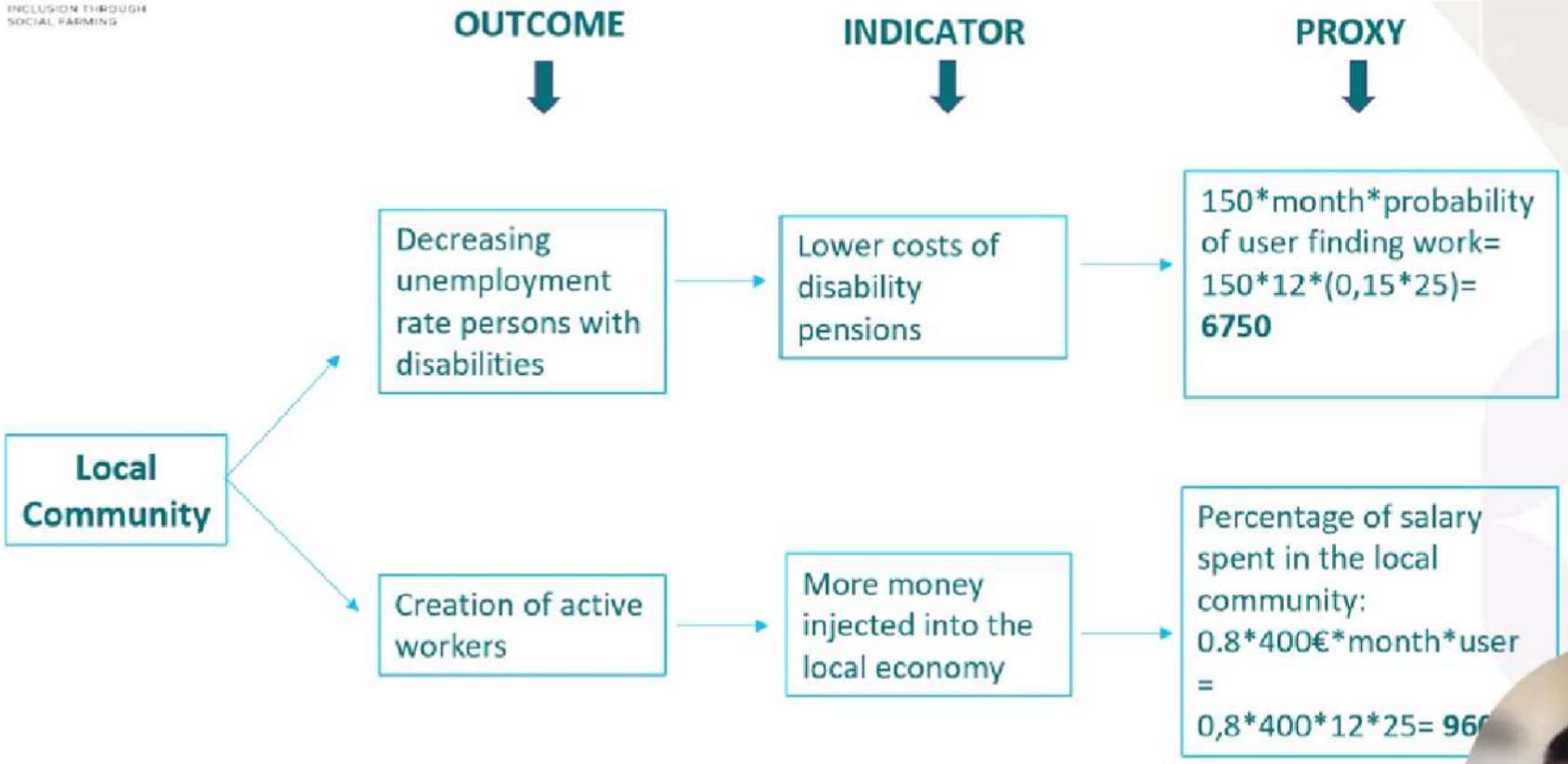
The Construction of Indicators and Proxy



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The impact map

	Outcome	Indicator	Proxy and Model Calculation	Innesta	Custodi di Comunità	Orto	Terra & Libertà	AS Catel di Guido	Rete Verde
Users	Improving quality of life	Salary from work grants	Work exchange contracts*month*user	X	X	X	X	X	X
	Greater likelihood of finding work	Post-exchange contract salary	Post-exchange contracts *month*0.15user	X	X	X	X	X	X
	Reducing social isolation	Lower psychological recovery costs	Number of sessions *month*user	X	X	X	X	X	X
Proponents Organizations	Increasing company social value	Savings in tutoring costs	Hourly cost *month*0.15user	X	X	X	X	X	X
	Increasing customer segments	Increased sales	Average turnover*0.05	X		X			
Tutor	Professional and career growth	Contracts financed by the project	Contract value *month*tutor	X	X	X	X	X	X
Farms	Decreased production costs	Labour cost savings	Job exchange *month*user	X	X	X	X		X
	Increased production	Higher revenues	User labour cost*0.5	X	X	X	X		X
Environment	Respect for nature and the environment	Lower environmental risks	N. month*user*10	X	X	X	X	X	X
	Increased incidence of organic farming	Less loss of ecosystem service	Ecosystem value *hectare*year	X	X	X	X	X	X
	Sustainable Mobility	CO2 savings	(Average car emissions*average km*number of users*number of working days) * cost tonne CO2	X	X	X		X	
Local Community	Less likely to commit a crime	Lower holding cost	Detention cost *offence committed *user			X	X		X
	Decreasing unemployment rate	Lower subsidies	Average subsidy *month*user	X	X	X	X	X	X
	Creating an active population	Percentage of salary for essential goods	Salary*user*0.8	X	X	X	X	X	X

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The SROI: sensitivity analysis and calculation of the indicator

Deadweight 10% for: Increased customer segments; Increased production; Reduced unemployment rate; Reduced environmental risk; Reduced likelihood of committing crime

Drop-off 0% because:

- The longer the duration of the change
- The benefit produced in time

Project	Economic Benefits		Social Benefits		Enviromental Benefits		Total	Index
Innesta	EUR 333,450	33%	EUR 156,720	33%	EUR 455,527.84	33%	EUR 945,698	1.44
Custodi di Comunità	EUR 203,876.25	33%	EUR 72,744	33%	EUR 172,089.77	33%	EUR 448,710	1.16
AS Catel di Guido	EUR 217,464	33%	EUR 73,076	33%	EUR 106,789.77	33%	EUR 397, 330	1.14
Orto	EUR 149,886	33%	EUR 70, 157	33%	EUR 170,935.36	33%	EUR 390,978	1.19
Terra e Libertà	EUR 119,016	33%	EUR 54,816	33%	EUR 332,802	33%	EUR 506,634	1.74
Rete Verde	EUR 192,942	33%	EUR 118,724.9	33%	EUR 239,104	33%	EUR 432,046	1.82

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The Analytic Hierarchy Process: the assignment of weights

	Weight Matrix			Normalised Matrix				
	Economics Index	Social Index	Environmental Index	Economics Index	Social Index	Environmental Index	Total	Relative Weight
Economics Indicators	**1,00**	0,17	0,17	0,08	0,08	0,08	**0,23**	**8%**
Social Indicators	6,00	**1,00**	1,00	0,46	0,46	0,46	**1,38**	**46%**
Environmental Indicators	6,00	1,00	**1,00**	0,46	0,46	0,46	**1,38**	**46%**
Total	**13**	**2,17**	**2,17**	**1,00**	**1,00**	**1,00**	**3,00**	**100%**

n	3
Max Landa	3,052254151
Consistent Index	0,025461832
ICA	0,58
RIC	0,043899711
RIC<0.10	VALIDO

Random Consistent Index (RIC)						
n	3	4	5	6	7	
ICA	0,58	0,9	1,12	1,24	1,32	

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The Analytic Hierarchy Process: the assignment of weights

	Weight Matrix						Normalised Matrix							
	Greater probability of finding work	Decreased production costs	Increased production	Acquisition of job skills	Decreasing unemployment rate	Creation of active population	Greater probability of finding work	Decreased production costs	Increased production	Acquisition of job skills	unemployment rate	Creation of active population	Total	Relative Weight
Greater probability of finding work	**1,00**	9,00	7,00	9,00	2,00	2,00	1,00	9,00	7,00	9,00	2,00	2,00	30,00	32%
Decreased production costs	0,11	**1,00**	1,00	3,00	0,14	0,13	0,11	1,00	1,00	3,00	0,14	0,13	5,38	6%
Increased production	0,14	1,00	**1,00**	2,00	0,14	0,13	0,14	1,00	1,00	2,00	0,14	0,13	4,41	5%
Acquisition of job skills	0,11	0,33	0,50	**1,00**	0,14	0,13	0,11	0,33	0,50	1,00	0,14	0,13	2,21	2%
unemployment rate	0,50	7,00	7,00	7,00	**1,00**	2,00	0,50	7,00	7,00	7,00	1,00	2,00	24,50	26%
Creation of active population	0,50	8,00	8,00	8,00	0,50	**1,00**	0,50	8,00	8,00	8,00	0,50	1,00	26,00	28%
Total	1,00	1,00	1,00	1,00	1,00	**1,00**	2,37	26,33	24,50	30,00	3,93	5,38	92,50	100%

n	6
Max Landa	1
Consistent Index	-1
ICA	1,24
RIC	-0,806451613
RIC<0.10	VALIDO

Random Consistent Index (RIC)							
n	3	4	5	6	7	8	
ICA	0,58	0,9	1,12	1,24	1,32	1,41	

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The Analytic Hierarchy Process: the assignment of weights

	Weight Matrix				Normalised Matrix					
	Improved quality of life	Reduced social isolation	Less probability to commited crimes	Increased company social value	Improved quality of life	Reduced social isolation	Less probability to commited crimes	Increased company social value	Total	Relative Weight
Improved quality of life	**1,00**	1,00	1,00	1,00	1,00	1,00	1,00	1,00	4,00	25%
Reduced social isolation	1,00	**1,00**	**1,00**	1,00	1,00	1,00	1,00	1,00	4,00	25%
Less probability to commited crimes	1,00	**1,00**	**1,00**	1,00	1,00	1,00	1,00	1,00	4,00	25%
Increased company social value	1,00	1,00	1,00	**1,00**	1,00	1,00	1,00	1,00	4,00	25%
Total	1	1	1	1	4	4		4	16	100%

n	7
Max Landa	0,75
Consistent Index	-1,041666667
ICA	0,9
RIC	-1,157407407
RIC<0.10	VALIDO

Random Consistent Index (RIC)				
n	3	4		
ICA	0,58	0,9		1,

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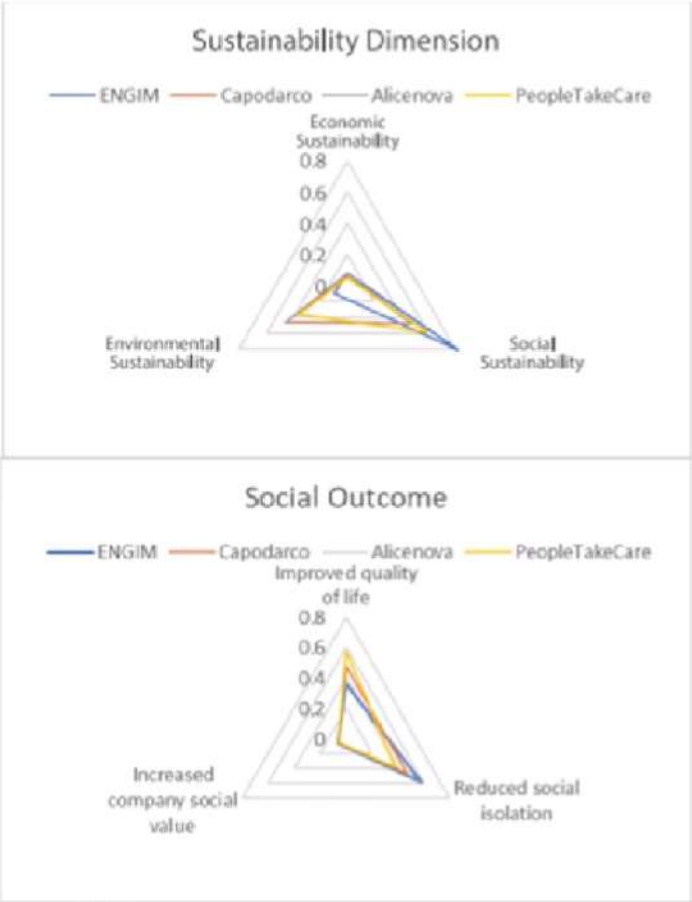

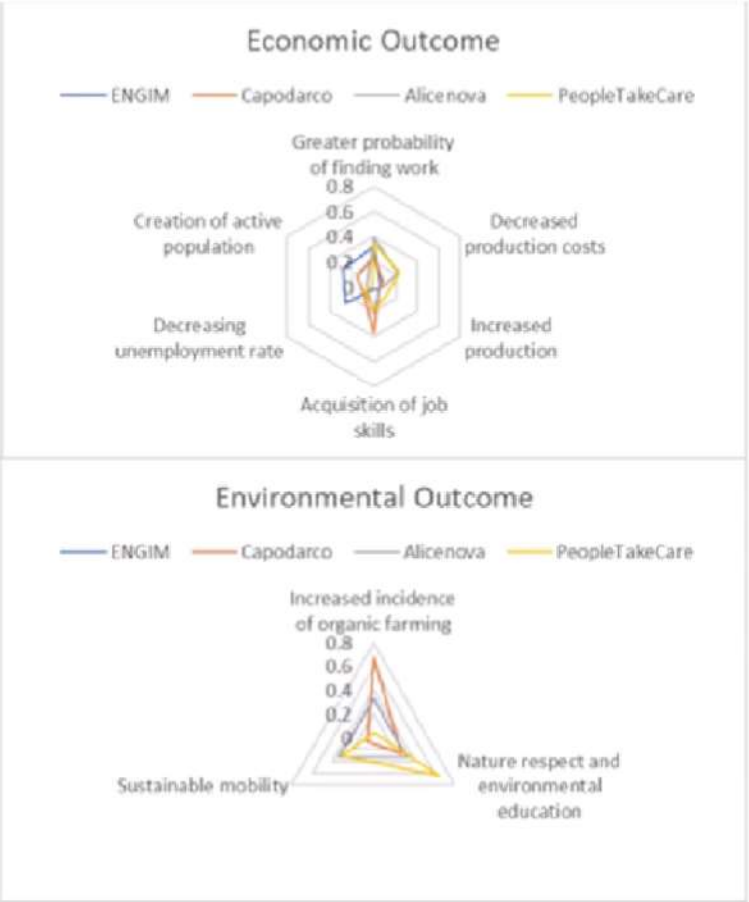

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Progetto	Benefici Economici		Benefici Sociali		Benefici Ambientali		Totale	Indice
Innesta	333.450 €	33%	156.720 €	33%	455.527,84 €	33%	945.699 €	**1,44**
Custodi di Comunità	203.876,25 €	33%	72.744 €	33%	172.089,77 €	33%	448.711 €	**1,16**
AS Catel di Guido	217.464 €	33%	73.076 €	33%	106.789,77 €	33%	397.330 €	**1,14**
Rete Verde	192.942	33%	118,724,9€	33%	239.104,00 €	33%	432.047 €	**1,82**

Progetto	Benefici Economici		Benefici Sociali		Benefici Ambientali		Totale	Average Value	Weighted Average
Innesta	333.450 €	8%	156.720 €	46%	455.527,84 €	46%	945.698 €	315.232,79	308.310,01 €
Custodi di Comunità	203.876,25 €	6%	72.744 €	48%	172.089,77 €	46%	448.711 €	149.570,19	
AS Catel di Guido	217.464 €	5%	73.076 €	59%	106.789,77 €	36%	397.330 €	132.443,47	
Rete Verde	192.942	8%	118.724,90 €	82%	239.104,00 €	10%	550.772 €	183.590,60	

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Discussion

Objective 1 →

Impacts: Assessing the social and environmental benefits (impacts) of social farming activities.

↓

The study highlighted the sustainability of the phenomenon analyzed by quantifying the economic, social, and environmental benefits from AS projects

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Objective 2 →

Methodologies: Comparison of the results of the four main evaluation approaches and integration of results.

↓

Preliminary analyses allowed for an understanding of the territorial characteristics and peculiarities of the proposing organizations that may affect the assessment and create differences between the results;
The Social Return on Investment methodology was found to be suitable for valuing the social and environmental impacts resulting from AS projects, as well as allowing the decomposition of th by stakeholder and sustainability dimension, thus highlighting areas of intervention;
The Analytic Hierarchy Process, applied to the results of the impact evaluation allowed firstly the estimated outcomes and proxies, and secondly allowed the investigation of differences in t

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Discussion

Objective 3 →

Relevance of social agriculture: Highlighting the contribution of social agriculture, as an engine of social inclusion, to achieving specific targets of the sustainability goals.

↓

Social agriculture, through the establishment of networks and partnerships among territorial actors, is a tool that has great potential for territorial development and welfare creation. The indicators used to quantify impacts can contribute to the following specific **sustainability targets**:

Objective 4 →

Policy implications: Testing the adaptability and efficiency of the proposed methodological approach for evaluating public investment in social agriculture.

↓

Shift from project-based programming to one based on building an inclusive sys
increase sustainability in the long run. Encouraging networking between social
importance of agricultural enterprises within the process

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Conclusion

- This evaluation model has highlighted the **importance of the impacts** resulting from social agriculture on all the different types of users, highlighting their differences and similarities, offering a comparison in results not found in the literature;
- The **methodological approach** proposed was suitable for the study of the phenomenon analyzed remain some limitations regarding the identification of outcomes and proxy estimates, although the AHP contributed in part to overcoming these limitations
- It has been shown how **social agriculture**, through the building of networks and partnerships, can be an engine of inclusion that aims at sustainable territorial development and can contribute to the achievement of specific sustainability targets it is necessary to give continuity to projects through the planning of a process that can be long-lasting and can aim at greater sustainability in the long run
- The **evaluation approach** highlighted areas of intervention that, through the implementation of appropriate policies, could increase the sustainability of the phenomenon in all its components.

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