3.9. Evaluating Social Farming Projects: Approaches and Methods

FARM' IN
INCLUSION THROUGH SOCIAL FARMING

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Lesson structure

- Why
- Principal aspects
- Integrated methods
- Principal methods

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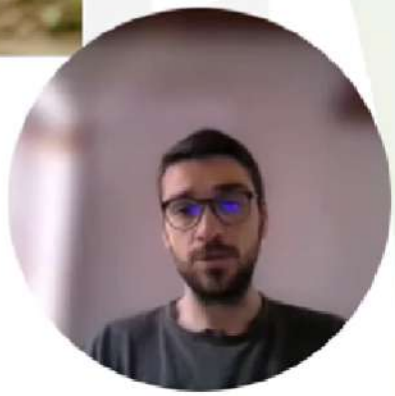
Why it's important the evaluation?



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Why it's important the evaluation?

- Demonstrate and emphasize impact to stakeholders and funders
- Improve project design
- Legitimize the social value of agricultural work
- Measure economic, social, and environmental outcomes

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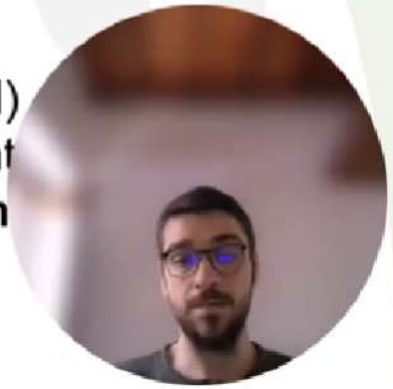
The characteristic of SF

Qualitative aspects: well-being, relationships, empowerment, social climate

Quantitative aspects: employment, production, income, economic benefits

A **hybrid methodology** is needed that:

- **Collects measurable data** (e.g., hours worked, beneficiaries involved)
- **Gathers narratives and experiences** (e.g., life stories, self-assessment
- **Is useful for self-evaluation, social reporting, and strategic plannin**



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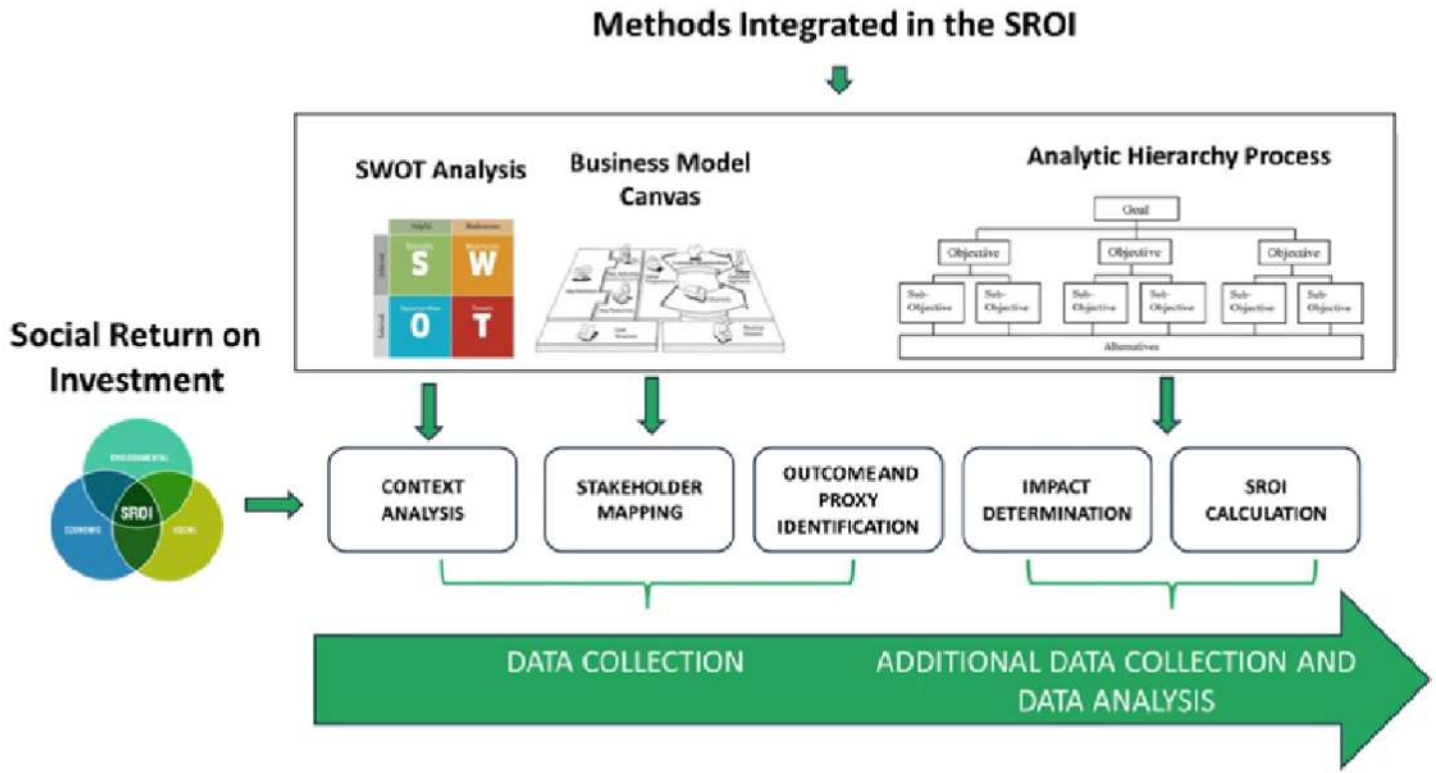
Integrated Method: example



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Social Return on Investment

It aims to enhance both the reduction of social inequalities and environmental degradation, as well as the improvement of individual well-being.

It uses outcomes and financial proxies to measure non-monetizable benefits

Two types:

- **Evaluative**
- **Predictive**

It involves six stages:

1. **Establish the scope of analysis and identify key stakeholders**
2. **Map the outcomes**
3. **Measure the outcomes and assign them a value**
4. **Determine the impact**
5. **Calculate the SROI**
6. **Report, analyze, and integrate the findings**

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1. **Define the scope of analysis and identify stakeholders:** Through the identification and involvement of stakeholders, this approach allows us to understand who is affected by the value generated and to what extent. In this way, value can be distributed according to how each stakeholder perceives the scale of the change (outcome).
2. **Map the outcomes:** With stakeholder participation, outcomes are identified these represent the measure of change experienced by each stakeholder as a consequence of the output generated by the investment.
3. **Measure the outcomes and assign a value:** Each identified outcome must be associated with an indicator which, through the use of financial proxies, allows it to be measured in monetary terms.

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4. Determine the impact: Several adjustments are applied to the calculated value of the outcomes to reduce the risk of overestimation. The first adjustment is **deadweight**, which represents the amount of outcome that would have occurred even if the activity had not taken place. This is calculated by subtracting a percentage from the total value of the outcome, corresponding to the estimated portion that would have happened anyway. The second adjustment is the **drop-off**, which reflects the duration of the outcome effect. This is calculated by subtracting a fixed percentage (typically 10%) for outcomes lasting more than one year, to account for the expected decline in value over time.

5. Calculate the SROI: Compute the financial value of the investment and then calculate the financial value of the associated social costs and benefits.

6. Report, use, and integrate: Prepare a report to inform stakeholders of the res
also to subject the findings to verification and enable their integration into strate

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+ Advantages

- Useful for reporting impacts to public and private entities
- Integrates qualitative and quantitative aspects
- Makes non-market value visible

— Limitations

- Complex and data-intensive
- Requires assumptions about "values" that are often subjective
- Not everything can be monetized

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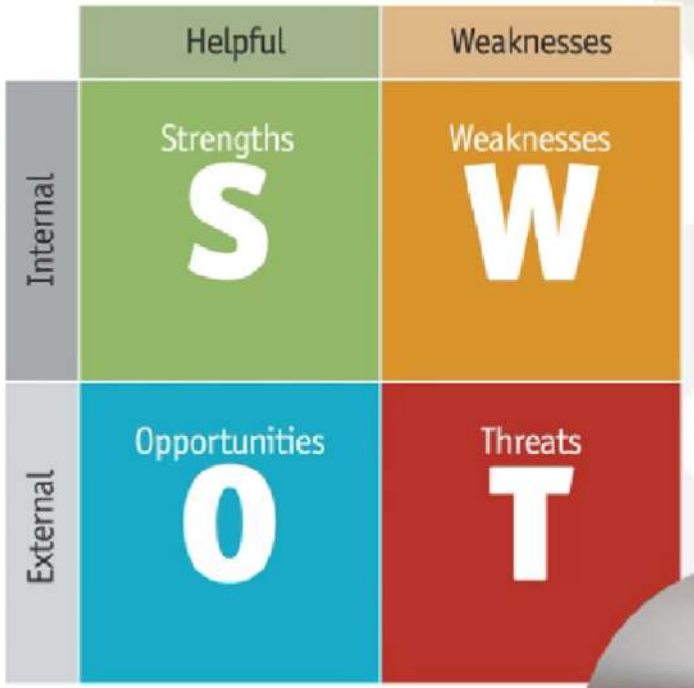
SWOT Analysis

Phase 1: Survey of the territorial context in which the project is implemented or in which the organization operates, and identification of emerging trends and issues.
Phase 2: Planning of possible actions to be taken in order to overcome the issues identified in the previous phase.
Phase 3: Analysis of the external environment and identification of threats and opportunities in the sector in which the organization operates or the project is delivered.
Phase 4: Analysis of the internal environment, identifying internal factors (strengths and weaknesses) that may facilitate development or help overcome challenges.
Phase 5: Construction of the SWOT matrix (Figure 1), composed of four areas in which strengths, weaknesses, opportunities, and threats are identified.



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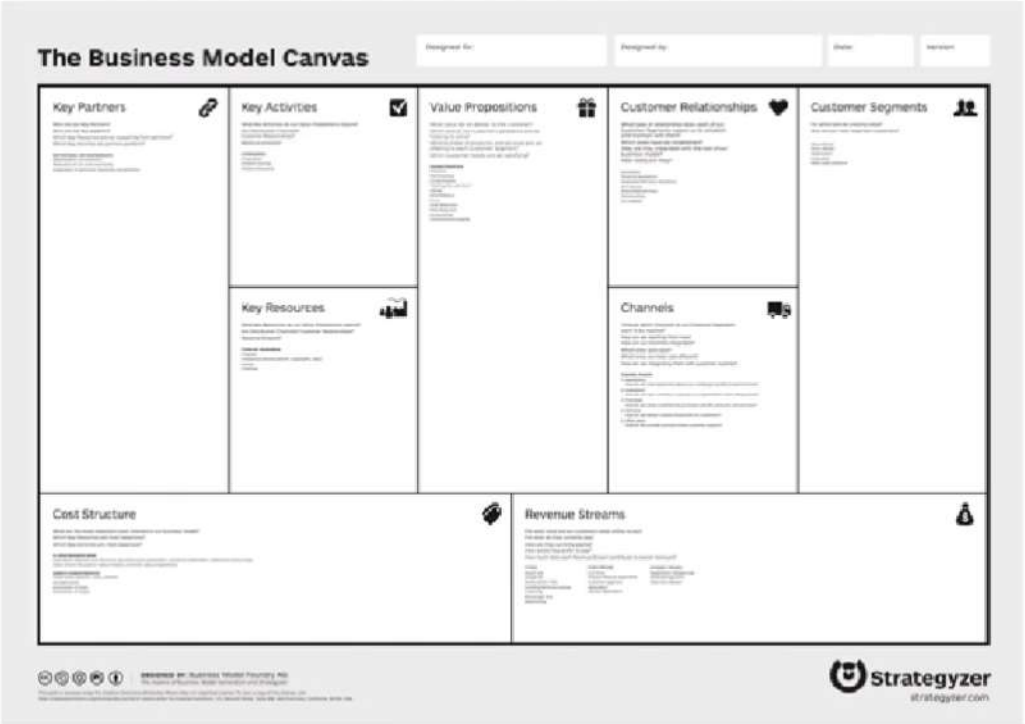
Business Model Canvas



Value Proposition: What we offer and to whom

Customer Segments: Users, clients, beneficiaries

Channels: How we reach our customers

Customer Relationships: How we interact with and support our customers

Revenue Streams: Sources of income

Key Activities: The most important actions we need to take to deliver our value

Key Resources: The essential assets we need (human, financial, physical, etc.)

Key Partners: Strategic alliances an

Cost Structure: All costs involved i
project or business

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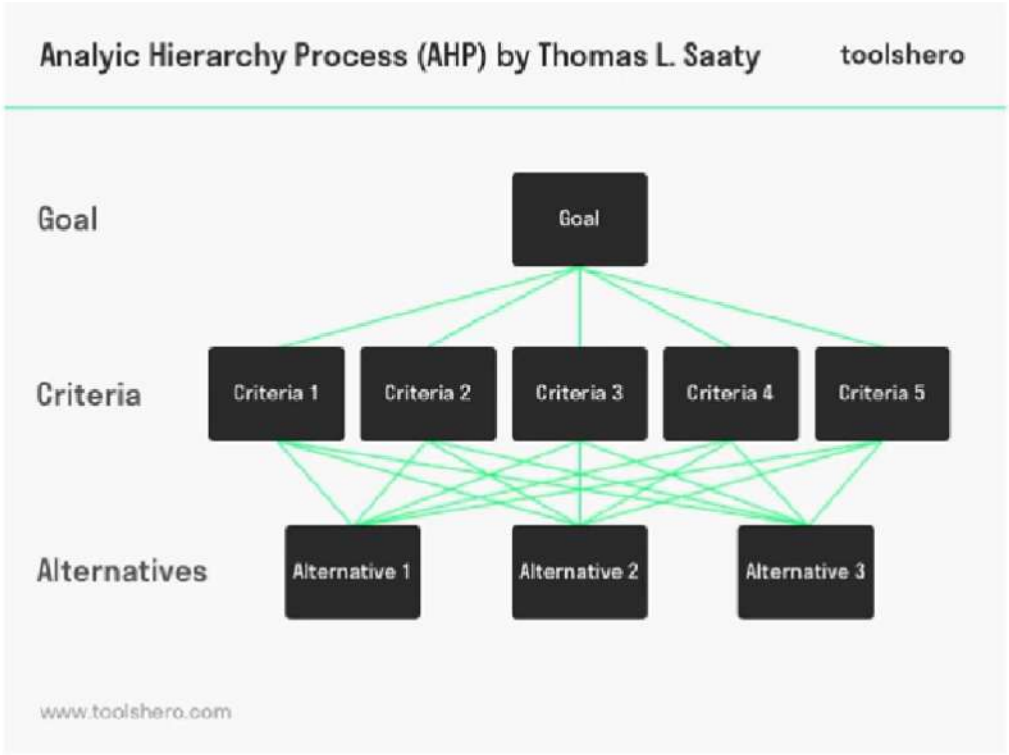
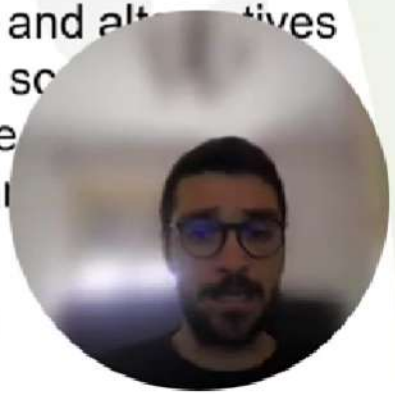
Analytic Hierarchy Process



- Integrates quantitative and qualitative data
- Makes the decision-making process transparent
- Helps prioritize actions or projects
- Supports stakeholder participation

🛠️ How does it work?

- Define the objective
- Build the hierarchy → Goal > Criteria > Sub-criteria > Alternatives
- Pairwise comparisons → criteria and alt…tives are compared two by two (Saaty sc…
- Calculate weights and synthesize… relative weights using matrices a… consistency



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Conclusion

🔍 Why Evaluate?

- Demonstrate impact to stakeholders and funders
- Legitimize the social value of agriculture
- Improve project design and management
- Measure economic, social, and environmental outcomes

⚖️ Hybrid Methodology:

- Quantitative + Qualitative
- Measurable indicators (employment, income, agricultural outputs)
- Relational and subjective dimensions (well-being, inclusion, empowerment)
- Combine data collection + narratives for a complete assessment

🎯 ***Evaluating social farming is not just a reporting requirement, bu… strategic opportunity to understand, improve, and give voice to a… crucial for sustainability, inclusion, and social justice.***

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Thank you for the attention!

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