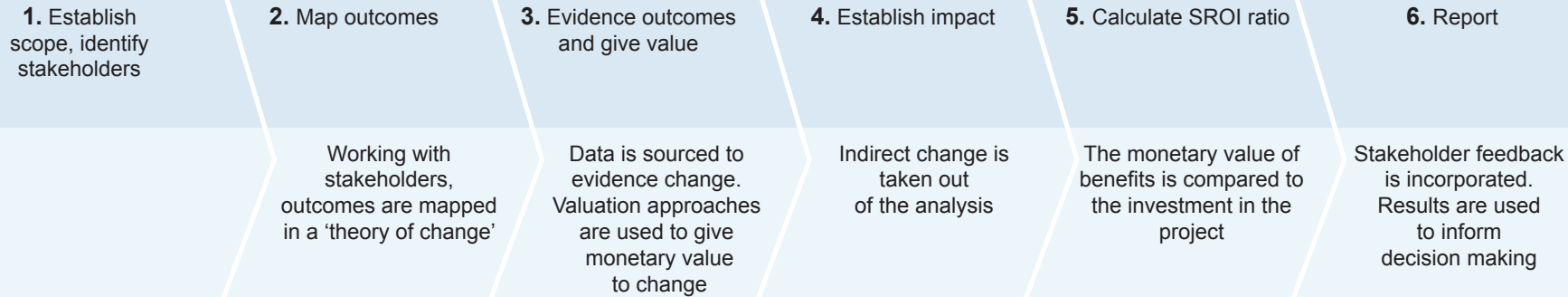


SOCIAL RETURN ON INVESTMENT (SROI): THE "NEW COUNTDOWN" PROJECT

The "New Countdown" is a project of the International Renaissance Foundation to help people affected by the conflict in the East of Ukraine.

SROI PROCESS



Project Goal:

Enhance the adaptation and re-socialization of people who have suffered from the conflict in the east of Ukraine.

Objectives and Tasks of the project:

to promote the increase in employment and development of entrepreneurial initiatives among target groups through

- 1) the holding business incubation programs;
- 2) providing mentoring and expert support;
- 3) grant support (seed funding) for the creation of new or scaling of existing business;
- 4) creating positive examples of the successful start-ups by IDPs and ATO veterans as a model for job creation by the state and other stakeholders.

Project implementers:

- Kharkiv Regional Public Organization "Association of Private Employers" (Kharkiv);
- NGO "Club of Business People of Ukraine" (Lviv);
- NGO "Crimean Diaspora" (Kyiv);
- Impact Hub Odessa

STAKEHOLDERS

STAKEHOLDERS	CHANGE EXPERIENCED	TOTAL VALUE
Project's participants (IDPs and ATO veterans) benefited from...	Improved economic well-being through employment	24 546 939 €
	Improved economic well-being through business start-up (IRF grant)	20 388 077 €
	Improved business skills through participation in business incubator programs	18 126 342 €
	Improved social well-being due to strengthened social networks as a result of participation in business incubator programs	1 963 829 €
Project's implementers benefited from...	Launching new projects as a result of gained experience	6 250 360 €
	Cost savings through the involvement of volunteers	3 469 075 €
Communities benefited from...	Savings from reduced unemployment payments Increased revenues from paid taxes	17 858 144 €
	Improved well-being due to received wages	3 190 455 €
Project's implementers' employees benefited from...	Skills improvement	2 884 804 €
		65 025 186 €
		9 719 435 €
		17 858 144 €
		6 075 260 €
		TOTAL VALUE 98 678 025 €

TOTAL INVESTMENT
17 490 403 €

The value created by the **PROJECT** exceeded the investment by 5 times.

For every **1€** invested

5€ WORTH OF VALUE WAS CREATED.

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