

The PENNY logo is displayed in white, bold, uppercase letters on a red square background. A small yellow dot is positioned at the end of the word.

CASE STUDY

„Supporting the health of girls and women in disadvantaged areas of Romania.”

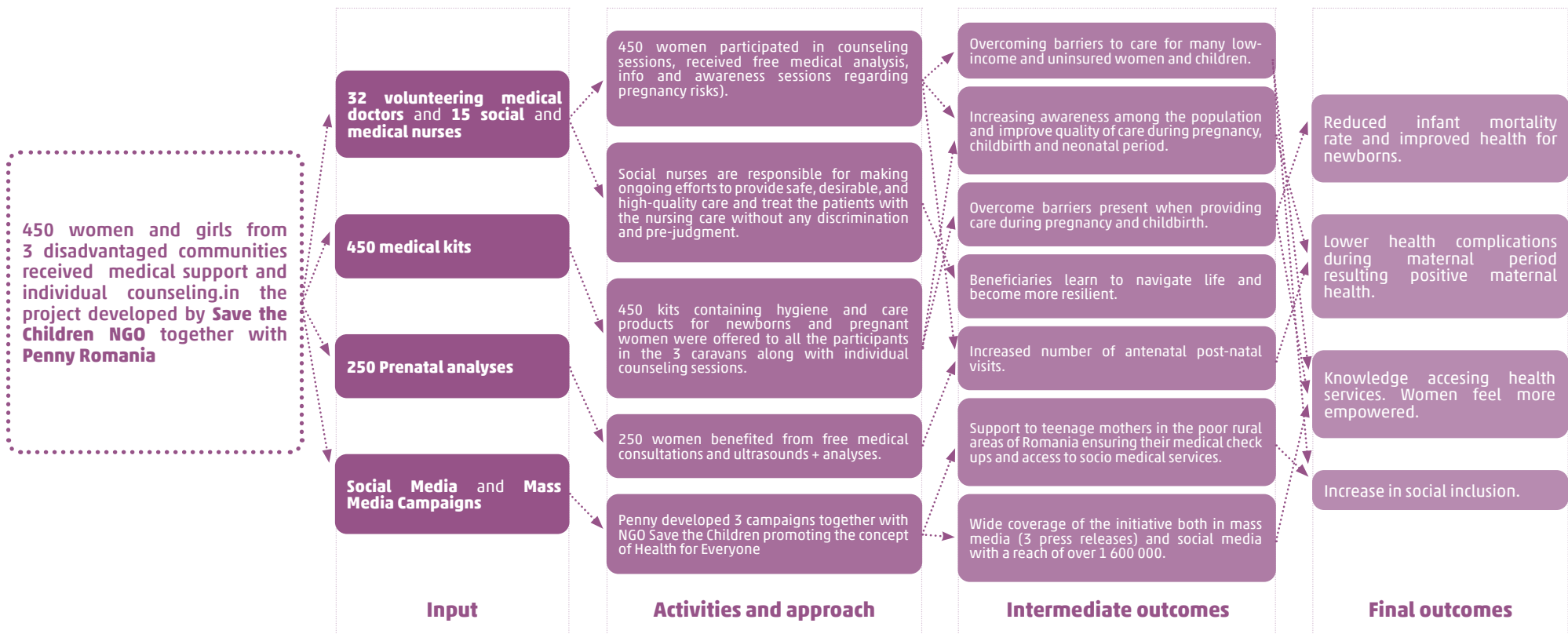
When we invest in the health of girls and women in disadvantaged areas of Romania, we create social value that resonates throughout the community, fostering a brighter and more sustainable future for all.

Social Return on Investment (SROI)

Demonstrating the Outcomes

Theory of Change for direct beneficiaries

This SROI (Social Return on Investment) study developed a theory of change that illustrate the narrative of stakeholders' perceptions and convictions regarding the alterations in their lives as a result of the intervention. Based on this, a few notable outcomes experienced by the direct beneficiary were highlighted.



Summary

Embodying the steadfast commitment to societal welfare, PENNY Romania collaborated with Save the Children and the Caravana cu Medici (Medical Doctors' Caravan Association) for the impactful initiative – **"Supporting the Health of Girls and Women in Disadvantaged Areas of Romania"**. This targeted intervention aimed to support approximately 2,500 vulnerable girls and women residing in disadvantaged rural regions across three counties in Romania - Iași, Brașov, and Constanța.

Key Objectives and Execution

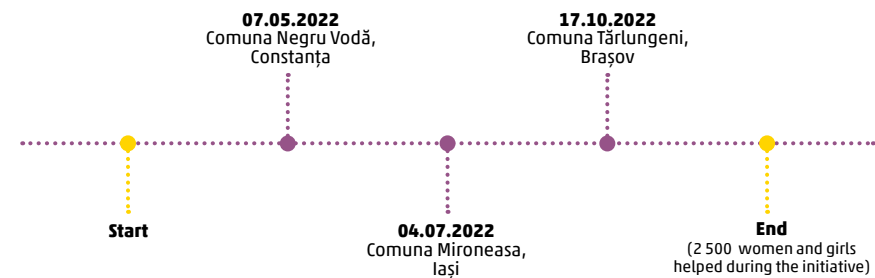
The intervention was driven by four primary objectives:

- 1 Health Improvement:** The goal was to enhance the health status of girls and women during pregnancy and actively reduce instances of infant mortality, a critical issue in Romania.
- 2 Material Support:** Each participant of the medical caravans received a "Pregnant Woman's Kit" consisting of essential care and hygiene products, contributing to the well-being of 450 beneficiaries.
- 3 Information Dissemination:** Three educational videos were created and shared in the 46 rural communities targeted by the project. These videos aimed to educate vulnerable girls and women about maintaining health during pregnancy.
- 4 Partnership Creation:** Strategic partnerships were established with relevant local and national institutions to develop sustainable solutions for ensuring access to quality socio-medical services for pregnant women in disadvantaged rural areas and preventing early pregnancies.

By conducting comprehensive research and analysis, PENNY Romania wishes to uncover the project's unique strengths and areas for improvement. This will allow the company to optimize its CSR strategy and further amplify its positive influence on society.

The SROI analysis aims to shed light on the remarkable outcomes of the campaign, going beyond mere numbers to reveal the true essence of the project's financial, social, and environmental impacts. Spanning a year, the campaign has provided vital healthcare services and screenings for women in three disadvantaged regions, while also supplying essential resources for pregnancy and newborn care. Through the collaborative efforts of PENNY Romania, Save the Children, and the dedicated doctors of the Caravana cu Medici (Caravan with Doctors Association), this analysis highlights the enduring legacy left by the initiative, paving the way for a brighter and healthier future for generations to come.

Timeline of the Caravan



The table below presents the outcome indicators for the "Supporting the Health of Girls and Women in Disadvantaged Areas of Romania" initiative.

OUTCOME INDICATORS	DESCRIPTION	POTENTIAL LIMITATIONS
Lower health complications during maternal period	The initiative aims to increase the number of antenatal visits, as recommended by the WHO.	Effectiveness can be limited by individual health conditions, lifestyle choices, genetic factors, access to healthcare services, and the ability to follow healthcare advice.
Reduced infant mortality rate	A decrease in the current infant mortality rate of 5.8% in Romania is a targeted outcome.	Limitations might include socioeconomic factors, prenatal health of the mother, access to quality healthcare, and environmental factors. The rate may also be affected by reporting and data collection methods.
Increased knowledge in childcare among parents	450 parents will receive education and support in childcare.	This could be limited by the parents' ability to understand, remember, and apply the knowledge imparted. Additionally, cultural beliefs, time, and resources can also limit the effectiveness.
Lower instances of depression	By improving life conditions and facilitating access to health services, the initiative seeks to reduce depression.	The effectiveness of interventions can be limited by individual responses to treatment, stigma associated with seeking mental health care, and external stressors such as financial insecurity or social isolation.
Reduced pregnancy risks	The initiative aims to mitigate pregnancy-related risks by providing necessary support and information.	Limitations might include the mother's health status, genetic factors, access to prenatal care, and lifestyle choices such as nutrition, exercise, and substance use.
Space for mission fulfillment	Spaces will be provided to organizers to aid 450 women and girls.	The effectiveness can be limited by the suitability of the space, accessibility for the participants, and the availability of necessary facilities and resources.
Improved Health Empowerment, Literacy & Knowledge	The initiative will enhance beneficiaries' health literacy and knowledge, promoting better healthcare utilization.	The effectiveness of this indicator can be limited by individuals' learning abilities, language barriers, cultural beliefs, and the quality and delivery method of the health education.
Increased overall health and reduced pregnancy risks	By providing healthcare kits for pregnant women, the initiative aims to enhance overall health and reduce risks.	Limitations might include the quality and utility of the healthcare kits, recipients' understanding and use of the kits, and individual health conditions and lifestyles.
Increased engagement and Health Literacy & Knowledge	The wider public will be engaged, and literacy and knowledge regarding maternal risks will be increased.	This could be limited by the effectiveness of engagement strategies, the accessibility and clarity of the information provided, and the interest and motivation of the public to learn about maternal risks.

Methodology

Social return on investment (SROI) is a methodology for assessing the total value created by an organization's activities on all of its stakeholders. It is based on well-established economics, accounting, and social research methodologies. A SROI analysis seeks to quantify and value the material changes that occur for all stakeholders impacted by an organization's activities.

It requires extensive data collection from each stakeholder group that may be negatively or positively impacted to understand, measure, and value the outcomes experienced by stakeholders. The data collected demonstrate whether a stakeholder group is experiencing a material change as a result of the organization or program activities under evaluation. The women and girls who benefited from the healthcare initiative are the key stakeholder groups for the services included in this SROI analysis.

The Social Return on Investment (SROI) evaluation of the Supporting the Health of Girls and Women in Disadvantaged Areas of Romania program was carried out in line with the social value principles.

The approach taken for this SROI calculation is evaluative and is based on actual outcomes that have taken place as a result of the services provided by the center during the period of one year. The SROI analysis was conducted by following the seven principles of SROI and included the following steps:

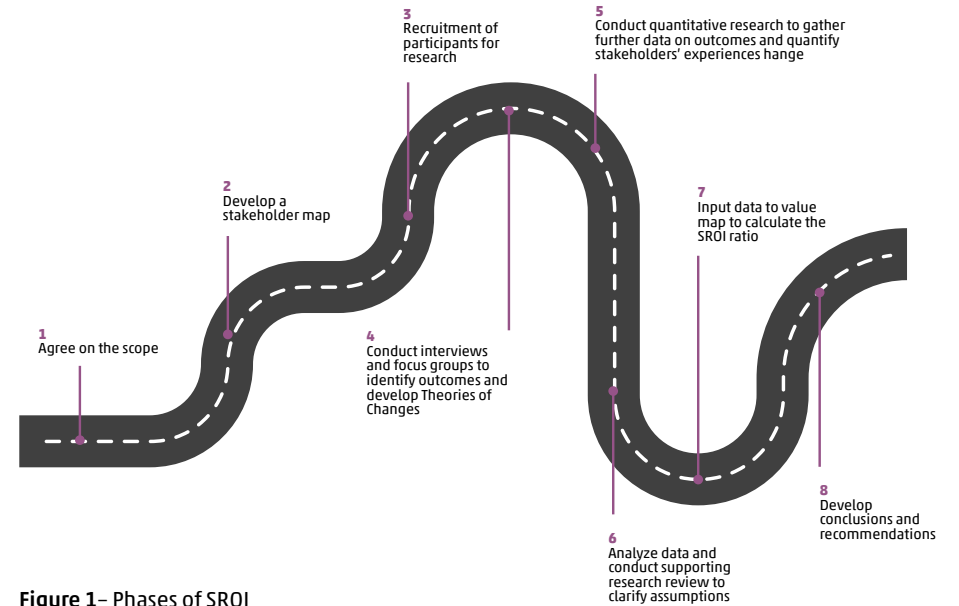


Figure 1- Phases of SROI project development

Stakeholder mapping



Results of SROI analysis

Financial Status

Total Investment

PENNY Romania and Save the Children organization have collaborated to effect notable change in the lives of female individuals in socio-economically challenged regions of Romania. PENNY committed a substantial monetary investment of **181,810 euros**, while Save the Children contributed significantly through the provision of resources. Their combined efforts demonstrating their steadfast dedication to enhancing the quality of life for these at-risk communities.

€ 181 810

Lifetime benefits

For each 1 Euro contributed by PENNY Romania towards the healthcare initiative aimed at girls and women in the 3 socio-economically deprived targeted regions of Romania in 2022, it resulted in **13.71 Euro** of social, health-related, and economic value within the communities. The overall return on investment including the financial investment **2 310 569 Euro**.

The contribution per each stakeholder group and comparison between investment and social value

PENNY Romania dedicated 100% of the total funding towards the health initiative, aimed at advancing maternal healthcare quality, sexual education, counselling services, and providing resources to foster skills and economic independence. The allocation of funds depicts a balanced distribution of fiscal responsibilities between the two investing bodies. In addition to the direct monetary contribution, PENNY Romania also led awareness campaigns to amplify the reach and impact of the initiative, further solidifying their commitment to enhancing the lives of the target beneficiaries.

Save the Children made a significant contribution to this initiative, providing invaluable resources. They supplied specialized personnel, pregnancy kits, counseling services, and medical staff, the latter being provided by the **Medical Doctors' Caravan**. These resources were crucial in enhancing the health and wellbeing of girls and women in the three challenged regions of Romania, paving the way for sustainable, positive transformation. Thus, the multifaceted commitment of Save the Children has been instrumental in shaping a more promising future for these vulnerable communities.

How we did it

To ascertain the Social Return on Investment (SROI) ratio, a comparison was performed between the investments (inputs) and the aggregate financial, social, and environmental returns (outcomes and impact). This dynamic computation methodology encompassed the evaluation of the total adjusted value of the results, considering factors such as dead-weight, attribution, and inflation adjustment. Upon dividing this figure by the total value of inputs, a comprehensive SROI ratio was derived, representing an accurate quantification of the intervention's true impact.

Figura 3 – Social Return of Investment Calculation Summary in 1 year

2 492 379 €

Funding period
Total Present Value (TVP)

181 810 €

Total Input by PENNY

2 310 569 €

Net Present Value
(NPV)

13.71 €

SROI Ratio
(TVP/Input)

Testimonials from the beneficiaries

“ I have 3 boys and I really want a little girl. Today I found out the great news that has moved us all! I will have a healthy baby girl! Local specialists from Save the Children Romania, along with volunteer doctors from the Caravana cu Medici, Braşov branch, came together to support me. I benefited from free consultations, tests, breast ultrasounds, transvaginal ultrasounds, abdominal ultrasounds, and an informative session about health during pregnancy and newborn care. Thank you so much! I am very happy!

Tărlungeni, Braşov County, Elena, 6 months pregnant

“ I just had my first pregnancy ultrasound during the caravan and was very emotional. The nearest hospital in Iaşi is 40 kilometers away, and it's not easy for us to get there, as we don't have money for transportation. Thank you for letting me know that I will have a healthy child!

Mironeasa, Iaşi County, Maria, 5 months pregnant, underage

Words from the Contributors

PENNY Romania

Committed to business excellence, PENNY strives for innovative solutions dedicated to clients, suppliers, business partners, and communities. Sustainability is integral to their business strategy, and they aim to achieve ambitious goals across the entire value chain. The company focuses its sustainability actions on three main pillars: **Sustainable Assortment, Energy, Climate and Resources and Employees and Society.**

Recognizing the importance of making a positive social impact, PENNY has collaborated with Save the Children on the **Support for the health of girls and women in disadvantaged areas of Romania initiative.** Through this project, they have employed the Social Return on Investment (SROI) methodology to measure and quantify the impact of their efforts, demonstrating their commitment to improving the lives of girls and women in Romania while simultaneously advancing their sustainability objectives.

Our business relies on compelling communities, and we're committed to encouraging solidarity, harmony, sympathy, economic prosperity, and inclusive growth. We have a long history of building long-term partnerships and delivering great impact in our communities. We are present across the country and aim to positively impact those in need. By helping young women today, the benefits for them, and the communities they are part of will be felt for years to come. For those young women who are vulnerable, facing issues such as, health problems, challenges at home or at school, or even homelessness, we joined the mission of the Save the Children Organization to enable young women to develop the emotional resilience they need to build a positive future for themselves, no matter what barriers they may be facing.

Claudia Ivan,
Sustainability Manager PENNY Romania

Save the Children

One in ten newborns in Romania has a teenage mother, and nearly 30% of underage mothers (under 18) in the EU come from our country. Additionally, over half of Romania's localities (53%) have no family doctor or insufficient family doctors.*

To improve the health and social situation of vulnerable pregnant women and mothers in rural areas, Save the Children Romania, together with **PENNY Romania** and the volunteer support of doctors from the **Caravan with Doctors Association**, initiated the **Health Caravan** for each community. They provided free consultations, screenings, breast ultrasounds, transvaginal ultrasounds, abdominal ultrasounds, and information sessions on pregnancy health and newborn care.

Throughout 2022, three caravans took place, and mothers, pregnant women, and pregnant minors benefited from integrated services (medical, social, educational). Objectives included improving

health for **2 500** girls and women during pregnancy, reducing infant mortality cases, providing material support through "pregnancy kits," and informing vulnerable girls and women in rural communities with educational videos on pregnancy health.

"Access to medical services and health education is vital for the mother and newborn's health. Unfortunately, Romania remains a country of social disparities, and the vulnerable population, especially children and pregnant women, face marginalization. That is why Save the Children Romania goes into communities and provides medical assistance to pregnant women."

Gabriela Alexandrescu,
Executive President of Save the Children Romania

*Annual Report year 2022 on Romania by Save the Children – <https://shorturl.at/moDGX>

denkstatt Romania

denkstatt Romania, in collaboration with **PENNY Romania** and **Save the Children Organization**, has successfully conducted a comprehensive **Social Return on Investment (SROI)** assessment of the **"Supporting the Health of Girls and Women in Disadvantaged Areas of Romania"** initiative. From our research and through the direct involvement of principal stakeholders, we have seen good results that affirm the effectiveness of this initiative as showcased in the abstract information above.

As a leading sustainability company, we recognize the importance of measuring and quantifying social and environmental outcomes. Through our expertise in Social Return on Investment (SROI) analysis, we have been able to demonstrate the transformative power of this initiative. Our assessment has revealed remarkable achievements in improving the health and well-being of vulnerable pregnant women and mothers in rural areas.

Moreover the collaboration between public and private sectors in this initiative exemplifies the potential of public-private partnerships in addressing pressing social and environmental challenges. It serves as a shining example of how businesses, non-governmental organizations, and policymakers can come together to create meaningful, lasting change.

Thus as we move forward, we encourage the continuation of this collaborative approach and the scaling up of initiatives that have proven to be effective. By expanding the reach of such programs and investing in long-term solutions, we can ensure that more individuals and communities benefit from the support they need to thrive.

Gabriela Fistis,
Managing Partner denkstatt România

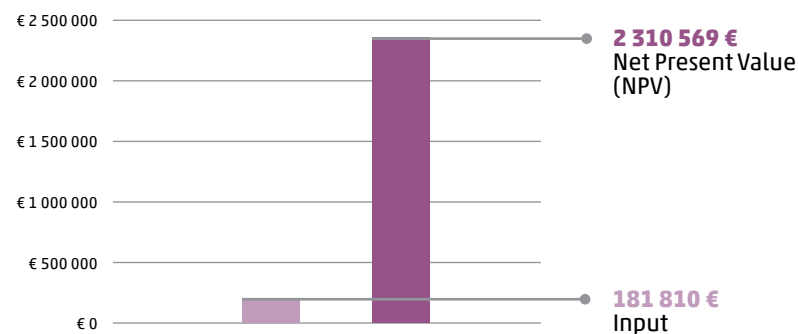
“ Empowering girls and women in disadvantaged areas not only transforms their lives, but ignites a ripple effect of positive change that uplifts entire communities and paves the way for a more equitable and prosperous society.

Conclusion

- The amount of social value generated by the "Supporting the Health of Girls and Women in Disadvantaged Areas of Romania" outweighed the cost of inputs required to deliver their program.
- The SROI ratio itself seems to indicate clearly that to invest in the maternal wellbeing of women and girls is a good investment.
- Multiple stakeholders, their families, local authorities, and local communities, benefited from the generated value.
- Adopting a societal perspective allows for a broader consideration of costs and benefits beyond the beneficiaries or service provider perspectives.
- Methods like cost-benefit analysis and SROI analysis assign a monetary value to outcomes for various stakeholder groups, enabling reporting in a common metric Euro (€).
- Presenting study results using a straightforward ratio of value generated relative to inputs makes them easily understandable to a wide audience.
- Conducting an SROI analysis not only facilitates measuring relevant changes for materially affected individuals or groups but also develops a theory of change that explores how value is generated for various stakeholders.

$$\text{SROI} = \frac{\text{Total Present Value}}{\text{Total Inputs}}$$

Figure 4 – Floating Center Program:
Comparison between Investment and Social Value



Shaping the future: Recommendations and Perspectives for our SROI Project

The SROI project "Supporting the Health of Girls and Women in Disadvantaged Areas of Romania" has showcased substantial social, health, and financial benefits within the communities it serves. Looking ahead, the project aims to ensure its sustained success and positive influence. To capitalize on the current momentum, the following recommendations and future perspectives have been compiled:

- 1 Expanding reach:** Given the proven SROI ratio and the tangible impact on the health and well-being of girls and women, there is a need to broaden the geographical coverage and assist more communities facing similar challenges.
- 2 Strengthening collaboration:** Building robust partnerships with key stakeholders such as PENNY Romania, Save the Children, and Asociația Caravana cu Medici is essential. This collaboration will allow pooling of resources, expertise, and an extended scope and impact for the initiative.
- 3 Fostering innovation:** Exploring new and innovative approaches to deliver healthcare services, education, and support to beneficiaries is crucial. Leveraging technology and adopting best practices from successful programs worldwide will facilitate progress in this direction.
- 4 Monitoring and evaluation:** Establishing a robust system for monitoring and evaluating progress is imperative. This system will help track outcomes, measure progress, and continually refine the approach to maximize SROI while ensuring long-term sustainability.
- 5 Raising awareness:** Developing targeted communication and advocacy campaigns is vital to increase public awareness and engagement. These efforts will attract additional resources and partners to support the expansion of the initiative.

With the implementation of these recommendations, the SROI project anticipates a continued and meaningful impact on the lives of girls and women in disadvantaged areas of Romania. Gratitude is extended for the ongoing support and commitment to this essential cause.

Collectively, we can work towards building a brighter future for all.



 **denkstatt**
create sustainable value

This report was prepared by denkstatt Romania for REWE Romania using information provide by REWE Romania and its associated organization on this project, Save The Children Organization

