

How to measure Social Governance Impact?



Source: Pexels (2021)

Background

In today's world, social sustainability has become a major consideration for potential customers and investors. A company's contributions to social matters directly influence its reputation and future returns. However, measuring and quantifying social sustainability at the asset level presents significant challenges, especially when it involves abstract concepts such as culture and well-being (PERE, 2024).

Given the lack of standardized metrics for all social matters, companies should develop their own metrics tailored to their specific business environment and the social issues they aim to address (SAP, 2024). This can be achieved by translating their social mission into clear objectives and time-specific targets. Additionally, companies can utilize impact pathways to map the connections between a program's inputs, processes, outputs, and impacts. This approach helps ensure that the identified metrics and KPIs align with the program's objectives and that the data collected effectively assesses the program's progress and impact (ADEC, 2023). Moreover, engaging a wide range of stakeholders in the process can further enhance the assessment's objectivity and relevance.

One valuable framework for quantifying social impact is the Social Return on Investment (SROI). This framework enables companies to measure the value of change produced per monetary unit spent on a project (EU Social Economy Gateway, n.d.). Each identified change is assigned a monetary value using market prices and surveys that gauge how much individuals are willing to pay for certain benefits (Sopact, n.d.). By adding up the assigned values and comparing them to the total investment cost, the SROI ratio illustrates the social value generated for every dollar invested. As a result, SROI not only helps companies assess the effectiveness of their social initiatives but also helps justify their expenditures to investors and in financial reporting.

Discussion Questions

1. Why has social sustainability become increasingly important for hospitality companies today?
2. What are the main challenges in measuring social sustainability at the asset level?
3. How can companies effectively develop their own metrics for social sustainability, and what factors should they consider to ensure these metrics are relevant to their specific business environment?
4. How does the SROI framework help companies measure the social value generated by their projects, and what are some potential limitations or challenges in using this framework?
5. What future trends do you foresee in the development of social impact measurement?

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Keywords

- Food and Beverage
- Social Sustainability
- Social Return on Investment (SROI)
- Impact measurement
- Financial reporting
- Reputation

如何衡量社会影响力？



Source: Pexels (2021)

背景

在当今世界，社会可持续性已成为潜在客户和投资者的主要考量因素。一家公司对社会事务的贡献直接影响其声誉和未来回报。然而，在资产层面衡量和量化社会可持续性存在重大挑战，特别是当涉及文化和福祉等抽象概念时(PERE,2024)。

鉴于缺乏适用于所有社会事务的标准化指标，公司应根据其特定的商业环境和旨在解决的社会问题，制定适合自己的指标(SAP,2024)。这可以通过将其社会使命转化为清晰的目标和有时限的具体目标来实现。此外，公司可以利用影响路径图来描绘项目的投入、过程、产出和影响之间的联系。这种方法有助于确保所确定的指标和关键绩效指标与项目目标保持一致，并且收集的数据能够有效评估项目的进展和影响(ADEC,2023)。此外，让广泛的利益相关者参与这一过程，可以进一步提高评估的客观性和相关性。

衡量社会影响力的一个宝贵框架是社会投资回报率。该框架使公司能够衡量在某个项目上每花费一单位货币所产生的变化价值(EU Social Economy Gateway, n.d.)。每个已识别出的变化都会被赋予一个货币价值，这通过市场价格和衡量个人为某些福利愿意支付多少的调查来实现(Sopact, n.d.)。通过将赋予的价值相加，并与总投资成本进行比较，SROI 比率说明了每投资一美元所产生的社会价值。因此，SROI 不仅帮助公司评估其社会倡议的有效性，还有助于向投资者和在财务报告中证明其支出的合理性。

讨论问题

1. 为何社会可持续性对当今的酒店业公司变得越来越重要？
2. 在资产层面衡量社会可持续性的主要挑战是什么？
3. 公司如何有效地制定自己的社会可持续性指标？为确保这些指标与其特定商业环境相关，应考虑哪些因素？
4. SROI 框架如何帮助公司衡量其项目所产生的社会价值？使用该框架可能存在哪些局限性或挑战？
5. 您预见社会影响力衡量在未来会有哪些发展趋势？

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关键词

- 餐饮
- 社会可持续性
- 社会投资回报率
- 影响力衡量
- 财务报告
- 声誉

如何衡量社會影響力？



Source: Pexels (2021)

在當今世界，社會可持續性已成為潛在客戶和投資者的主要考量因素。一家公司對社會事務的貢獻直接影響其聲譽和未來回報。然而，在資產層面衡量和量化社會可持續性存在重大挑戰，特別是當涉及文化和福祉等抽象概念時 (PERE, 2024)。

鑒於缺乏適用於所有社會事務的標準化指標，公司應根據其特定的商業環境和旨在解決的社會問題，制定適合自己的指標 (SAP, 2024)。這可以透過將其社會使命轉化為清晰的目標和有時限的具體目標來實現。此外，公司可以利用影響路徑圖來描繪項目的投入、過程、產出和影響之間的聯繫。這種方法有助於確保所確定的指標和關鍵績效指標與項目目標保持一致，並且收集的數據能夠有效評估項目的進展和影響 (ADEC, 2023)。此外，讓廣泛的利益相關者參與這一過程，可以進一步提高評估的客觀性和相關性。

衡量社會影響力的一個寶貴框架是社會投資回報率。該框架使公司能夠衡量在某個項目上每花費一單位貨幣所產生的變化價值 (EU Social Economy Gateway, n.d.)。每個已識別出的變化都會被賦予一個貨幣價值，這透過市場價格和衡量個人為某些福利願意支付多少的調查來實現 (Sopact, n.d.)。透過將賦予的價值相加，並與總投資成本進行比較，SROI 比率說明了每投資一美元所產生的社會價值。因此，SROI 不僅幫助公司評估其社會倡議的有效性，還有助於向投資者和在財務報告中證明其支出的合理性。

討論問題

1. 為何社會可持續性對當今的酒店業公司變得越來越重要？
2. 在資產層面衡量社會可持續性的主要挑戰是什麼？
3. 公司如何有效地制定自己的社會可持續性指標？為確保這些指標與其特定商業環境相關，應考慮哪些因素？
4. SROI 框架如何幫助公司衡量其項目所產生的社會價值？使用該框架可能存在哪些局限性或挑戰？
5. 您預見社會影響力衡量在未來會有哪些發展趨勢？

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關鍵詞

- 餐飲
- 社會可持續性
- 社會投資回報率
- 影響力衡量
- 財務報告
- 聲譽