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Social Impact Assessment (SIA)





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Why should we care about society and environment?

because you will lose in long term



Example (Pollution):

- Maximize profit first with high pollution, then engage in environmental projects.
- Any effect to the life and health lost during severe pollution?





達理指數

Hedley Environmental Index

中文 | Eng



SCHOOL OF PUBLIC HEALTH
THE UNIVERSITY OF HONG KONG
香港大學公共衛生學院

05 March 2017 Cumulative loss due to air pollution from midnight to 7p.m. today



No. of Deaths

6.4561¹



No. of Hospital Bed-days

499.99⁰



No. of Doctor Visits

9,284.1



Total economic loss (HKD)

79,534,476

- <http://hedleyindex.sph.hku.hk/html/en/>



Social Impact Assessment (SIA)

- # measuring outcomes, not outputs
- # engagement of all stakeholders
- # well developed in UK, not HK



Input-based measurement



Output-based measurement



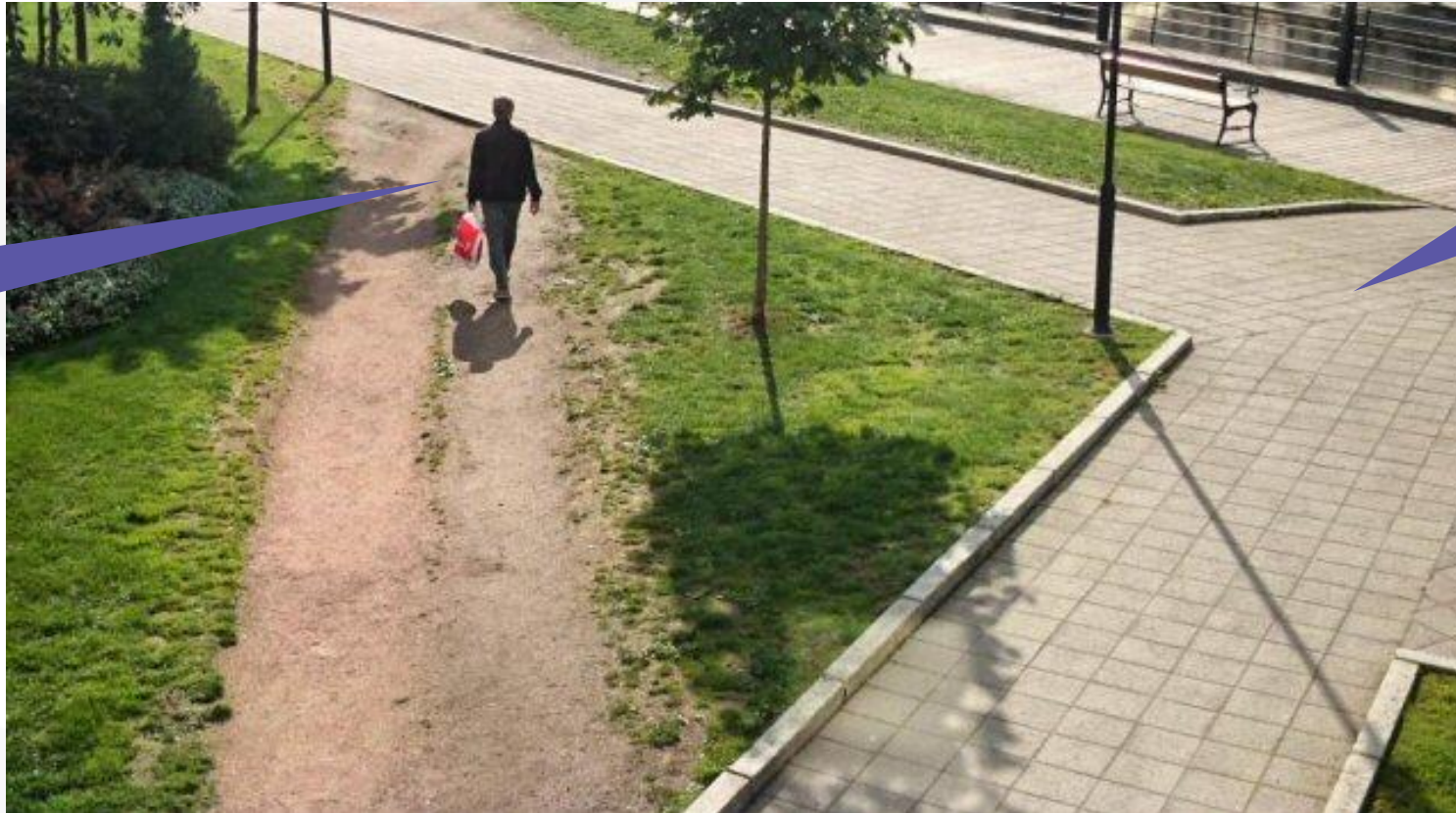
Outcome-based measurement

SIA



Output vs Outcome

Outcome



Output



Rain Shelters in Quarry Bay (Cost HK\$210,000)

Output



Outcome



Stages of SIA

Step 1:

What are potential outcomes of the project?

Who are stakeholders of the project?

- Literature Review
[Publications: impact assessments GOV.UK](#)
- Focus Groups



Stages of SIA

Step 1:

Focus Groups

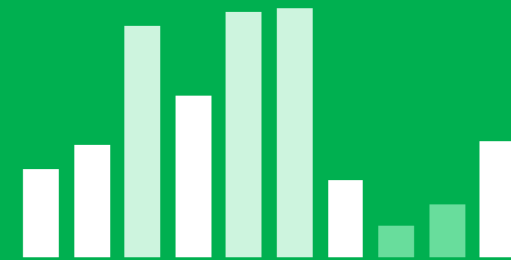
- Focus Groups:
 - Define properly the targeted groups
 - Avoid “Yes/No” Questions
 - More “What”, “How”, “Why”
 - Encourage discussion
 - Be objective

Stages of SIA

Step 2:

Any proof of the outcomes?

- Questionnaire
- Control Group Experiment
(more resource consuming)

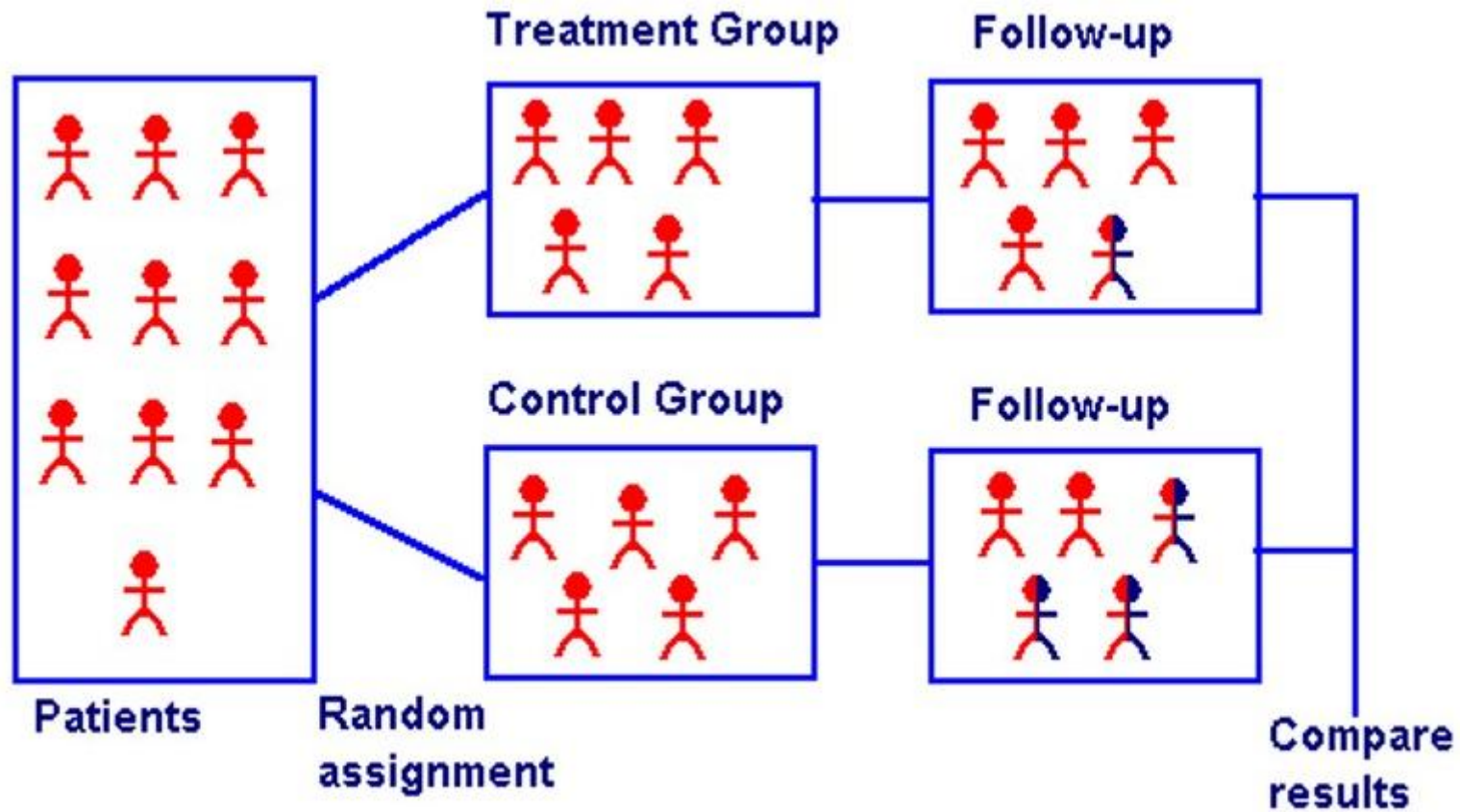


Analysis

- Levels of Evidence (best to worst):
 1. All outcomes with randomized controlled trials (RCTs).
 2. At least one outcome with RCT.
 3. Controlled trials without randomization (quasi-experiment).
 4. Case-control, cohort studies and econometrics
 5. Systematic reviews of descriptive and qualitative studies
 6. Single descriptive or qualitative study
 7. Opinion of authorities and/or reports of expert committees

Stages of SIA

1. Randomized Controlled Trials : golden rule for medical research





Stages of SIA

1. Randomized Controlled Trials :

Pros:

- Most robust and convincing
- Can determine the cause-and-effect relation

Cons:

- Most resource and time consuming
- Most difficult to apply for political research and social science research
 - Hard to enforce a policy to a randomly chosen group of people



3. Controlled trials without randomization (quasi-experiment)

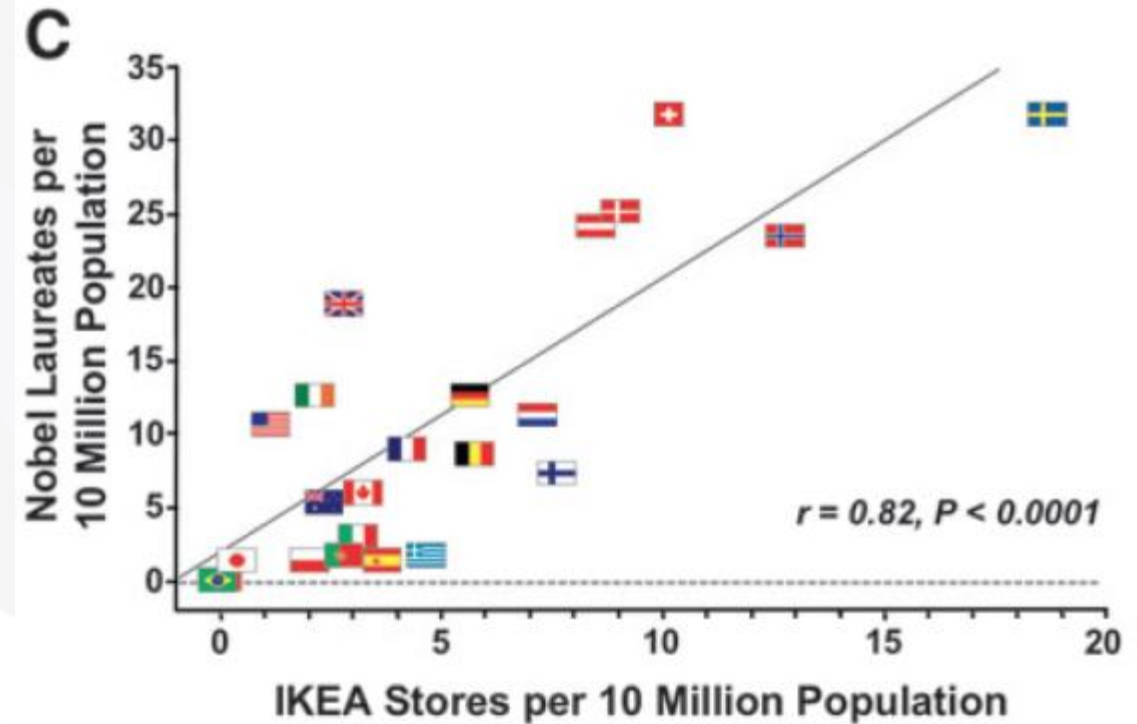
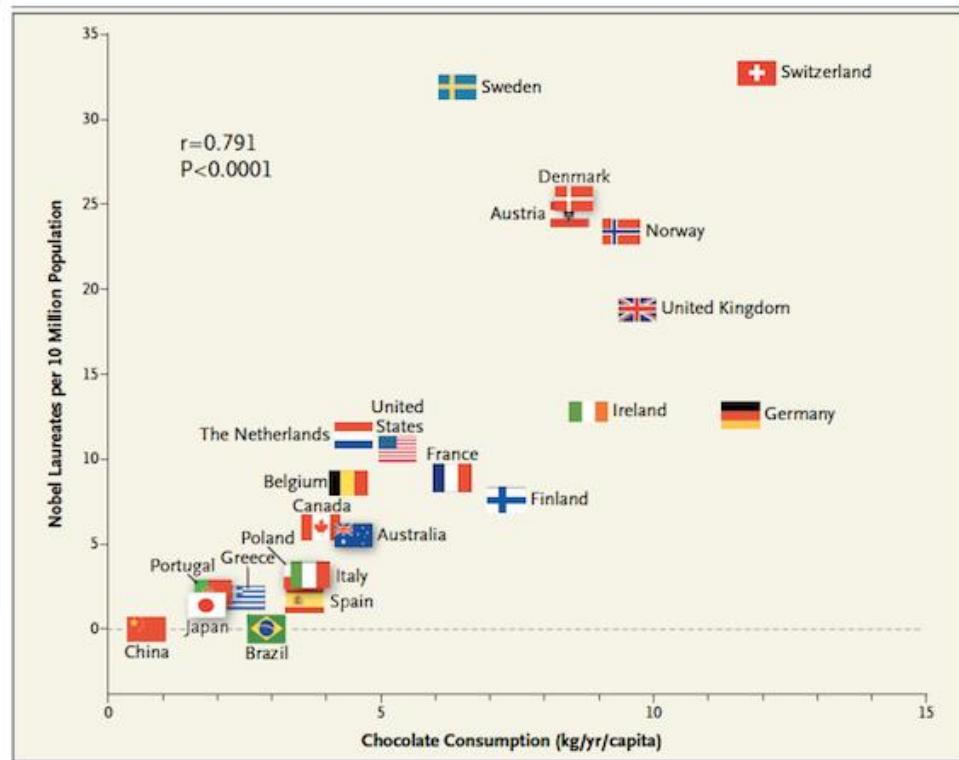
- Alpha Test, Beta Test (Apps and software development)
- Minimum Viable Product, MVP (Product Development / Start Up)
- Pilot Test (Government policy and business strategies)



Stages of SIA

4. Case-control, cohort studies and econometrics

- Easy but not convincing for cause-and-effect relation





Stages of SIA

Robustness

Cost
and
Time

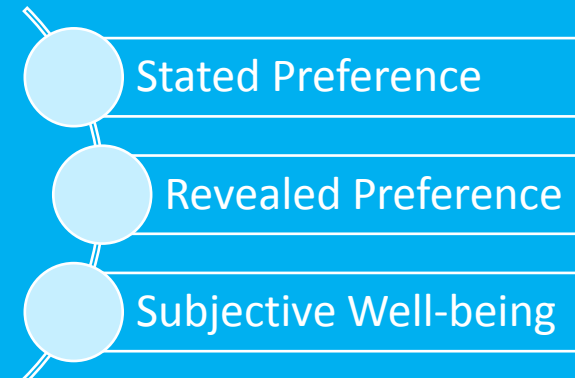
Stages of SIA

Step 3:

What are the values of the outcomes?

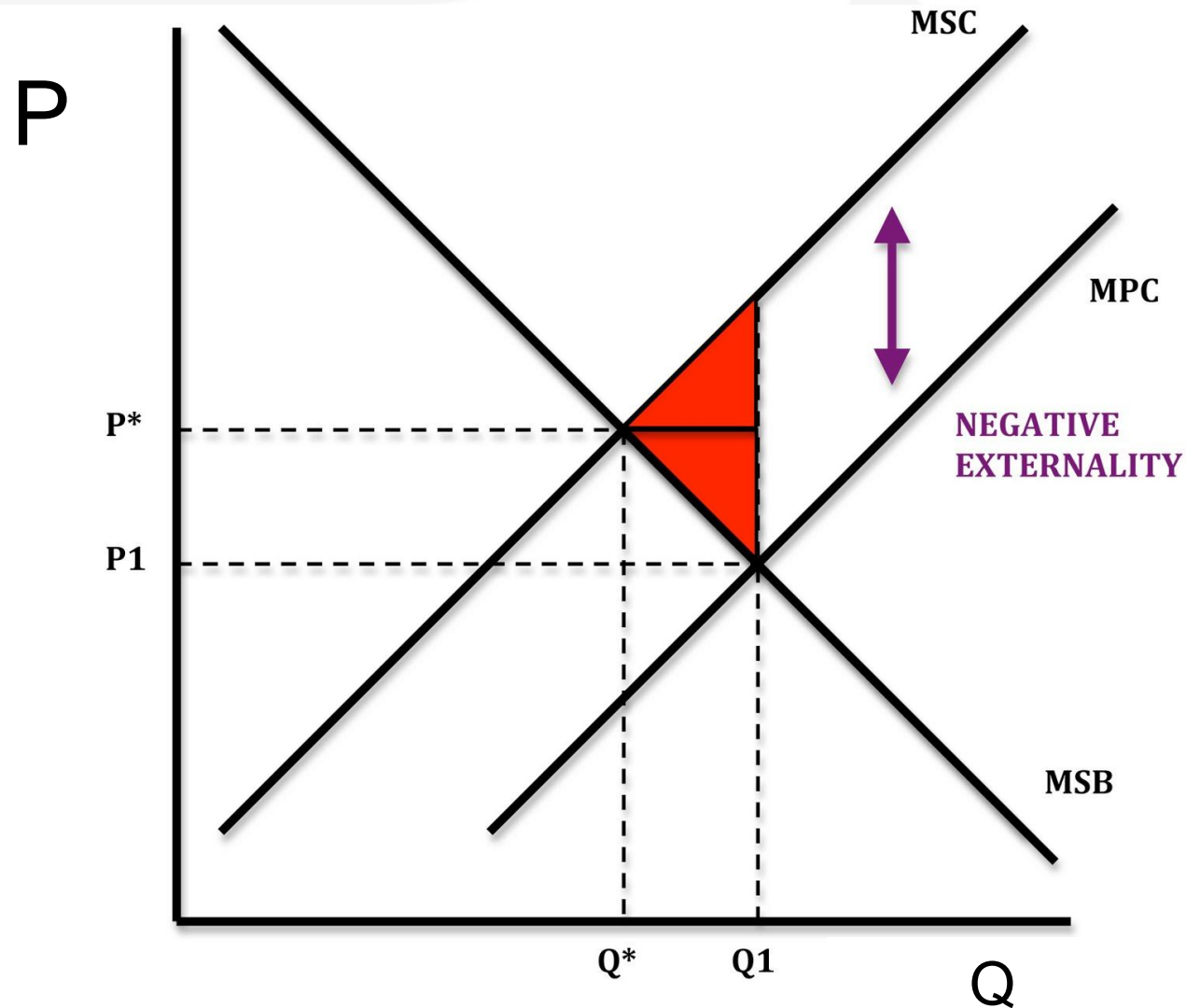
- Quantification + Benchmarking
- Financial Proxies
- Monetization (*very resource consuming*)

Washington State Institute for Public Policy

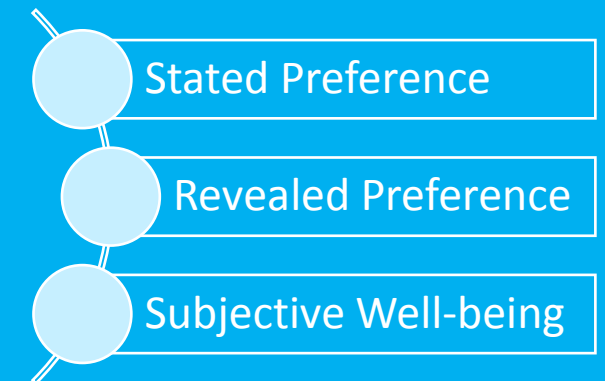




Stages of SIA



- We are, in fact, measuring the red area.

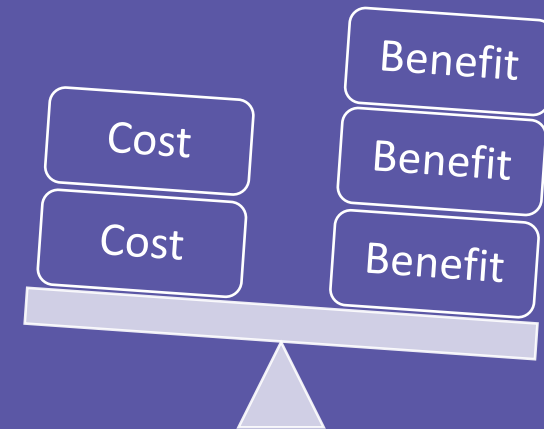


Stages of SIA

Step 4:

How can we use the results?

- Improvements for a project
- Cost and benefit comparison for a project



Common SIA Frameworks in HK

Kirkpatrick model of Fullness

B Impact Assessment

SEE Mark

SROI

SIA of HKCSS

TIMM of PwC

True Value Model of KPMG



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Data Bank



Examples of Data Bank

The Value of Recreational Activities per activity day (in 2008 U.S. dollars)			
Backpacking	\$57.84	Pleasure driving	\$65.75
Bird-watching	\$32.87	Rock climbing	\$62.45
Camping	\$41.28	Scuba diving	\$35.93
Cross-country skiing	\$34.84	Sightseeing	\$40.90
Downhill skiing	\$37.18	Snorkeling	\$33.65
Fishing	\$52.36	Snowmobiling	\$40.28
Boating (nonmotorized)	\$112.02	Swimming	\$47.39
General recreation	\$38.96	Visiting on environmental education center	\$6.67
Going to the beach	\$43.78	Visiting an arboretum	\$15.02
Hiking	\$34.24	Visiting an aquarium	\$31.43
Horseback riding	\$20.11	Waterskiing	\$54.42
Hunting	\$52.08	Wildlife viewing	\$47.03
Motor boating	\$51.36	Windsurfing	\$439.01
Mountain biking	\$81.90	<i>Average value of a recreational day</i>	\$52.88
Off-road vehicle driving	\$25.44		
Other recreation	\$54.06		
Picnicking	\$46.02		

Source: Kaval and Loomis (2003)



Examples of Data Bank

- The numbers are ready to be used to evaluate policies and social projects
- Examples:
 - Suppose a policy can allow 200,000 more HK people to go hiking 4 times per year.
 - The annual benefit can be estimated as:
 - $200,000 \times \text{US}\$34.24 \times 4 = \text{US}\$27,392,000$ per year (in 2008 dollar)
 - $\text{US}\$27,392,000 \times 1.094 = \text{US}\$29,967,643$ (current dollar)
 - $\text{US}\$29,967,643 \times 7.76 = \mathbf{\text{HK}\$232,548,909}$

Examples of Data Bank

<u>Mean Values of Wetland Habitats (per hectare per year, 2008 U.S. Dollar)</u>	
Overall	\$3,948
Woodland	\$4,512
Freshwater marsh	\$4,935
Salt/brackish marsh	\$3,666
Unvegetated sediment	\$12,690
Mangrove	\$564

Source: Brander, Floran and Vermaat (2006)

Examples of Data Bank

The Cost of Components of Crashes by Level of Severity (2008 U.S. Dollar)

Abbreviated Injury Scale (AIS) level	1	2	3	4	5
Medical	\$2,959	\$19,423	\$57,796	\$163,222	\$413,268
Emergency	\$120	\$263	\$457	\$1,032	\$1,058
Market Productivity	\$2,174	\$31,098	\$88,822	\$132,311	\$545,341
Household Productivity	\$712	\$9,102	\$26,197	\$34,878	\$185,600
Insurance Admin	\$922	\$8,588	\$23,485	\$40,195	\$84,773
Workplace Costs	\$313	\$2,428	\$5,303	\$5,839	\$10,182
Legal Costs	\$187	\$6,192	\$19,650	\$41,873	\$99,266

Examples of Data Bank

The Cost of Crime and the Willingness to Pay for Crime Reduction (2008 U.S. dollars)

Plug-In Category	Victim Cost per Incident Based on Millar et al.(1996)	Criminal Justice Cost Per Incident Based on Cohen (1998)	Total Cost per Incident Sum of First Two Columns
Burglary	\$2,225	\$3,225	\$5,450
Armed robbery	\$30,125	\$9,663	\$39,788
Serious assaults	\$38,100	\$6,438	\$44,538
Rape and sexual assaults	\$138,113	\$4,063	\$142,176
Murder	\$4,625,000	\$228,750	\$4,853,750



Database for Social Values

- Social Value Bank, established by HACT

The screenshot shows the HACT website interface. At the top left is the HACT logo with the tagline "ideas and innovation in housing". To its right are social media icons for Facebook, Twitter, and Email. Further right are navigation links: "About us", "Contact", and "Site map". Below these is a search bar with the placeholder text "Your search phrase..." and a "Search" button. A main navigation bar contains links for "Home", "Business Transformation", "Impact and value", "Leadership", "Events", and "News". The breadcrumb trail reads: "Home » Impact and value » Social value services » Publications and tools » Social Value Bank".

Impact and value

- ▾ Social value services
 - ▾ Publications and tools
 - Social value publications
 - **Social Value Bank**
 - Value calculator
 - How to use your results
 - Impact masterclasses
 - Social value consultancy
 - SVB user community
 - Insight products
 - Research and evidence
 - Driving value through data

Social Value Bank

HACT, working with with [Daniel Fujiwara](#), have created the largest bank of methodologically consistent and robust social values ever produced. The values can provide a basic assessment of social impact, provide evidence of value for money, and compare the impact of different programmes. The values can also be used within a full SROI or Cost-Benefit Analysis.

The Social Value Bank represents a major step forward in the quality of resources available to those seeking to place a social value on community-focused activity. It is available for housing providers to use at no cost.

We have developed a range of tools to apply the the values in the Social Value Bank. The first of these are the *Measuring the Social Impact of Community Investment: A Guide to using the Wellbeing Valuation Approach* (which contains headline figures from the Social Value Bank), and the *Value Calculator* spreadsheet tool.

We plan for the Social Value Bank to continue to grow and develop.

Social Value Bank licensing details and commercial waiver

Please click here to find out more information about the licencing agreement for our social impact values.



Database for Social Values

- Washington State Institute for Public Policy

All Research Areas	Juvenile Justice	Adult Criminal Justice	Child Welfare	Pre-K to 12 Education	Children's Mental Health	Health Care	Substance Abuse	Adult Mental Health	Public Health & Prevention	Workforce Development
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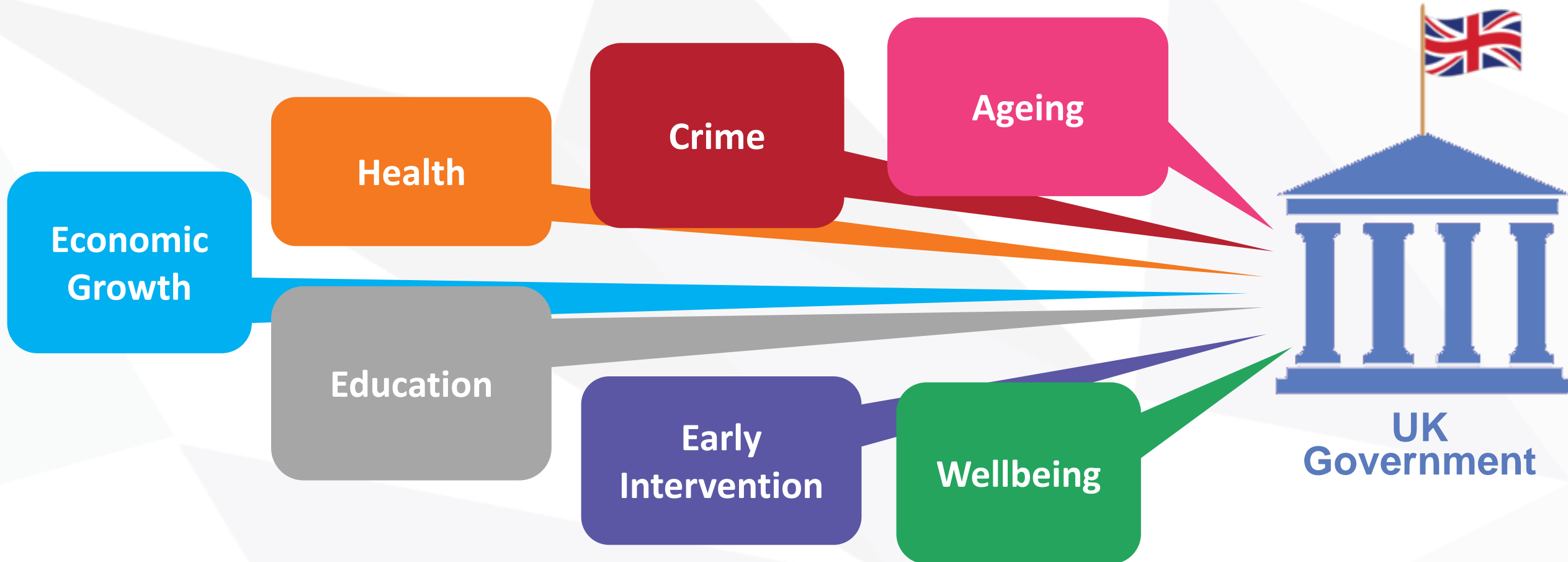
Juvenile Justice



For questions on benefit-cost results relating to Juvenile Justice, contact [Elizabeth Drake](#).

Program name <small>(click on the program name for more detail)</small>	Date of last literature review	Total benefits	Taxpayer benefits	Non-taxpayer benefits	Costs	Benefits minus costs (net present value)	Benefit to cost ratio	Chance benefits will exceed costs
Family-based therapy (Parenting with Love and Limits model) NEW	Jun. 2016	\$34,691	\$9,252	\$25,438	(\$1,688)	\$33,004	\$20.56	98 %
Functional Family Therapy (youth in state institutions)	Dec. 2014	\$32,150	\$7,833	\$24,317	(\$3,427)	\$28,723	\$9.38	99 %
Education and Employment Training (EET, King County)	Dec. 2015	\$26,708	\$7,279	\$19,429	(\$855)	\$25,853	\$31.24	100 %
Functional Family Therapy (youth on probation)	Dec. 2014	\$22,316	\$6,451	\$15,864	(\$3,427)	\$18,889	\$6.51	99 %
Mentoring	Jun. 2014	\$21,283	\$5,936	\$15,347	(\$3,260)	\$18,022	\$6.53	87 %
Aggression Replacement Training (youth in state institutions)	Dec. 2014	\$17,190	\$4,017	\$13,173	(\$1,584)	\$15,606	\$10.85	92 %
Teaching-Family (group home model)	Jun. 2015	\$37,510	\$10,447	\$27,062	(\$22,101)	\$15,409	\$1.70	65 %
Wilderness experience programs	Sep. 2015	\$19,442	\$6,035	\$13,407	(\$6,388)	\$13,054	\$3.04	100 %
Cognitive Behavioral Therapy (CBT)	Dec. 2014	\$11,146	\$3,023	\$8,122	(\$390)	\$10,756	\$28.56	94 %

What Works Centres in UK





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Challenge

- No similar database for social values in Hong Kong
- Directly applying foreign data in Hong Kong may not be appropriate



Suggestions

- Government should set up public units to conduct social impact assessment of public policies.
- The results of the assessments can then be pooled and be accessible freely by public, **creating a database of social values for Hong Kong**



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Q&A