

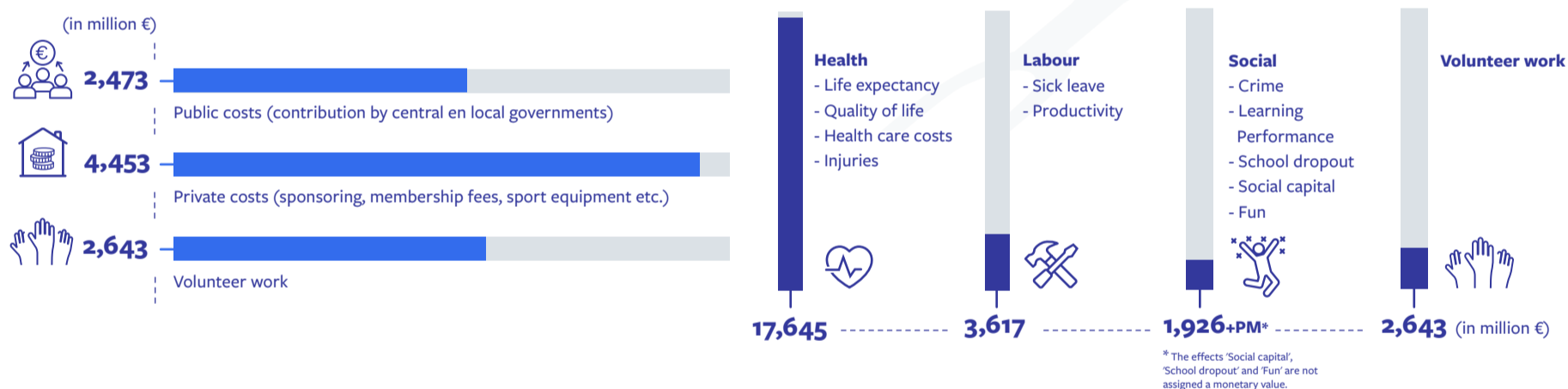
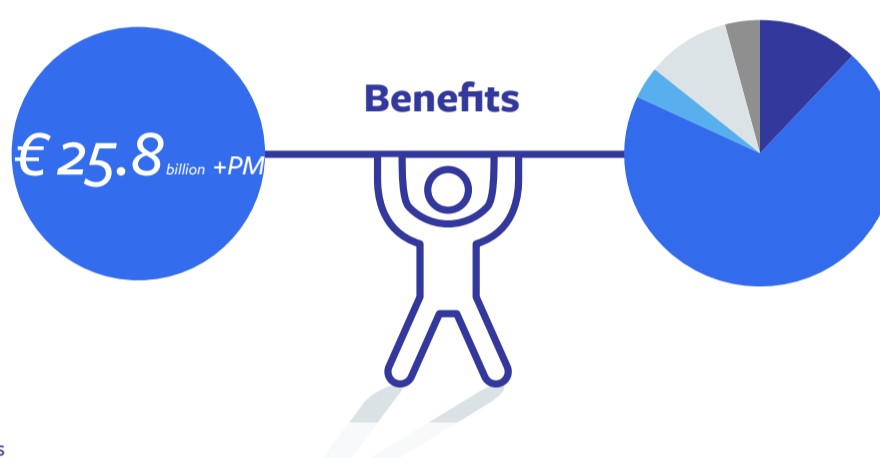
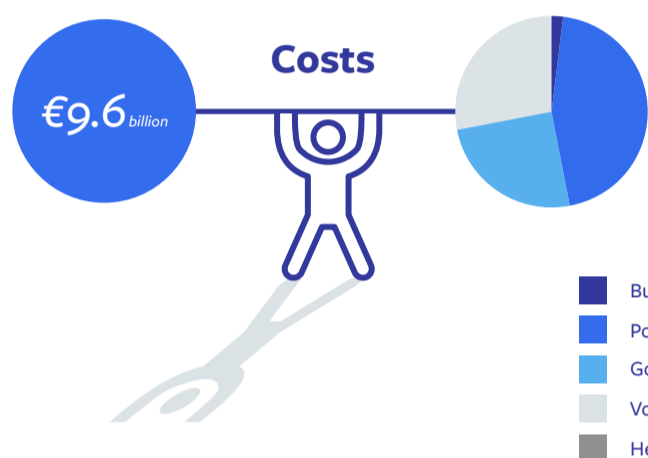
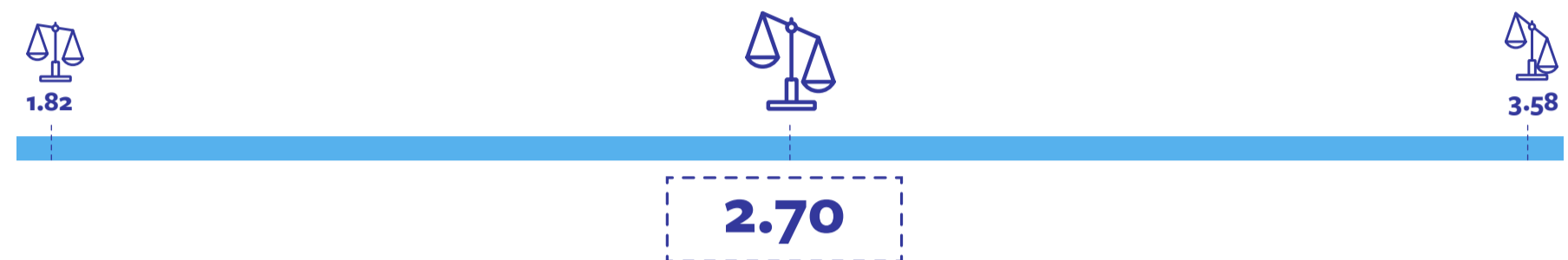
# SROI

## of sport and physical activity

The Social Return On Investment (SROI) is a method for expressing the return of all investments in sport and physical activity to society. An SROI that exceeds 1 means that the benefits are higher than the investments, and that there is added value of the investments to society.

### The SROI of sport and physical activity

The Social Return On Investment in the Netherlands is estimated at 2.70. The benefits to society are 2.70x higher than the costs and there is added value to society. Previous research provides the value of sport and physical activity per individual in a wide range. Using the lowest estimated value, the SROI becomes 1.82, with the highest value it becomes 3.58.



### SROI 2019 vs. SROI 2022

The SROI 2022 follows three years after the first SROI study in the Netherlands. Besides the use of new data, new insights have been gained in recent years, leading to a refinement of the calculation methodology. The most important are listed below. Section 5.1 of the SROI report explains the changes from the previous edition and their impact.

SROI 2019:  
2.51

SROI 2022:  
2.70



#### 'Physical activity costs' included

The SROI 2022 includes an estimate of municipal costs in budget items other than sports (public space, social domain, etc.) and of costs for exercise education.

#### Benefits with <150 min. exercise

Even if an individual does not meet the physical activity guidelines, each additional minute of exercise provides some health gain. We have now included that proportionally.

#### Commercial sports

The SROI includes a calculation of spendings on commercial sports (fitness, yoga schools, equestrian sports etc.). This is higher than the expert estimate applied last time.

#### Volunteer work

The social costs to volunteers (time sacrificed) and the value they get out of it are equal. That is why they were excluded in the previous study. This time they are included, because they affect the balance of the SROI.

#### Average value benefits

By default, the SROI 2022 applies the average values of sport and physical activity from research by Ecorys. In 2019, the bottom of the range (instead of the average) was taken.