

SROI

of sport and physical activity

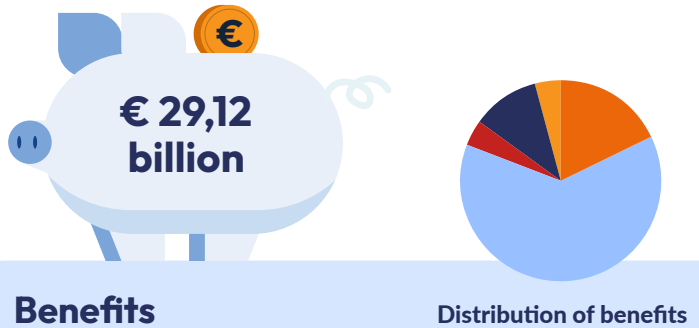
Our Social Return On Investment (SROI) ratio quantifies the benefits to society resulting from all investments in sport and physical activity. An SROI ratio equal to or greater than '1' indicates that the benefits outweigh the costs, and that investments have created additional social value. This calculation is based on the most recent available data from 2022 and the Dutch guidelines for recommended levels of physical activity of the same year.

In the Netherlands, the SROI of sport and physical activity is estimated to be 2.76. This means that societal benefits are 2.76 times higher than the costs, highlighting the added value of investing in sport and physical activity. [Previous research](#) has provided broad estimates of the value of sport and physical activity per individual. Using the lowest estimated value would decrease the SROI ratio to 1.87, while the highest estimated value would increase it to 3.66. The figure of 2.76 represents the midpoint of these values.



Legend pie chart distribution

- Volunteers
- Business community
- Government
- Health insurance companies
- Population



Please Note!

The SROI of 2.76 is not intended to imply that investing an additional euro in the sports budget will yield €2.76 of societal profit. However, it does indicate that, based on various assumptions, the combined investment of all euros will produce a positive societal return. The design and, therefore, outcomes of individual investments will vary, potentially resulting in greater or lesser returns. Additionally, there are social values such as reduced school dropout rates, enhanced social capital, and enjoyment, which are also important effects of sport and physical activity but are not yet quantifiable and therefore not included in the final value.

Want to know more about SROI? (NL)

[Read more \(NL\)](#)

[▶ Watch the video \(NL\)](#)

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