

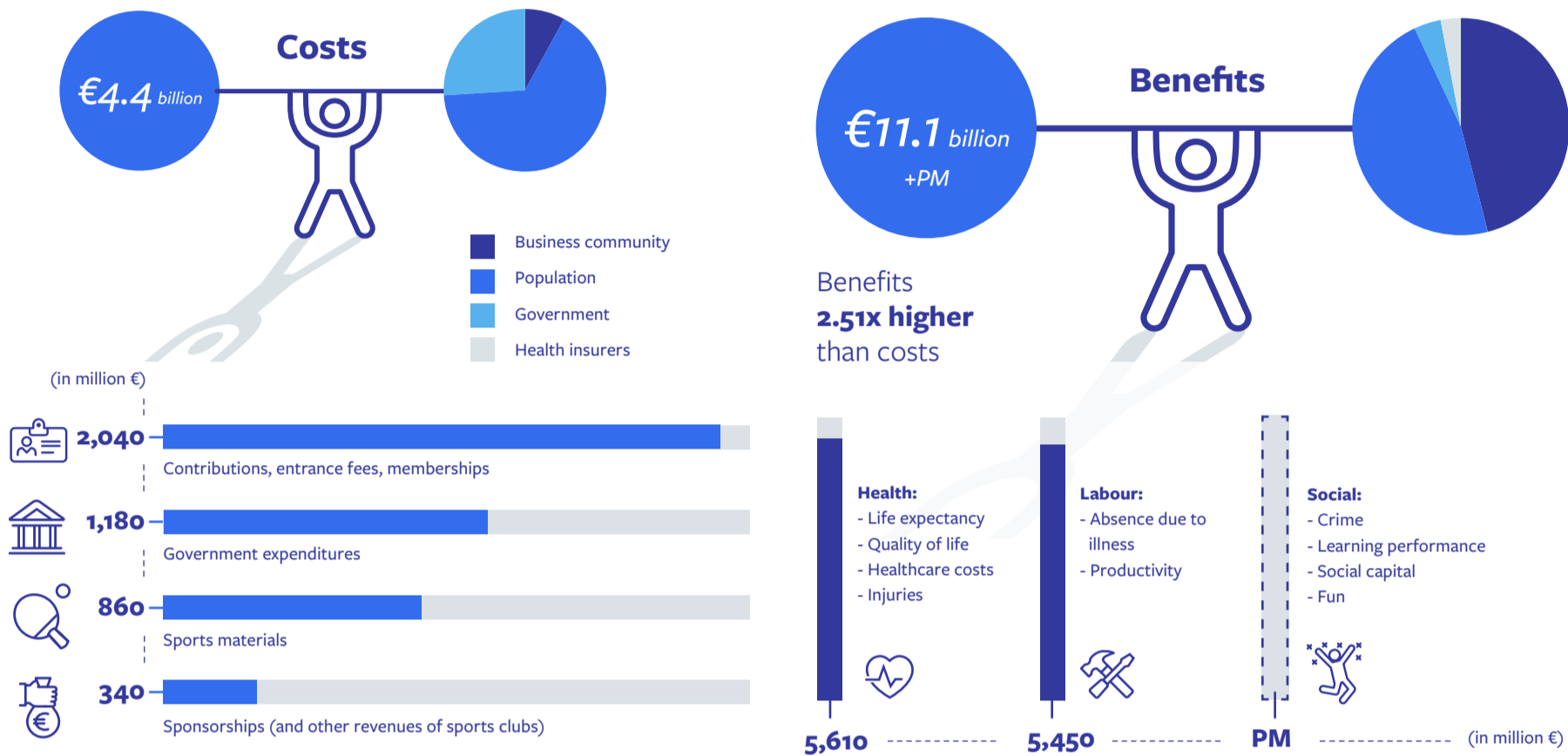
# SROI

## of sports and physical activity

The **Social Return on Investment (SROI)** is a method for expressing the social return of investments in sports and physical activity. An SROI that exceeds 1 means that the benefits are higher than the costs. In other words, that the investments provide added social value. A Social Cost-Benefit Analysis (SCBA), appraises the effects of a specific intervention and investigates the causal relationship between the intervention and its effect. The SROI considers all costs and benefits in the broadest sense.

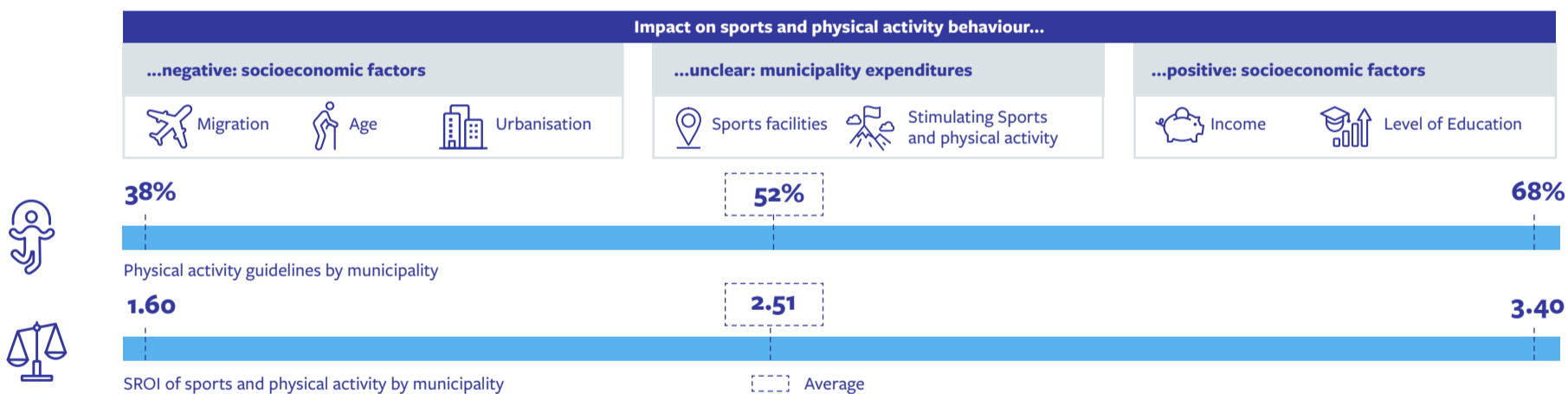
### The SROI in the Netherlands

The SROI of sports and physical activity in the Netherlands is 2.51. In other words, the **social benefits** are **2.51x higher** than the **costs**; all investments together provide added **social value**. The benefits are calculated on the basis of the percentage of residents that meets the physical activity guidelines.



### Municipal Differences

The **SROI** of sports and physical activity **varies by municipality**. Municipal policy decisions and external factors influence sports and physical activity behaviour and as such the social benefits and the SROI. The degree of the **municipal policy's influence** on sports and physical activity behaviour in particular is **unclear**.



### Relevant Policy Trends

Several case studies show that there are multiple **trends** in sports and physical activity. These trends can be **opportunities as well as threats** to the policy objective of getting more people to engage in sports and physical activity. In policy making, these trends should be taken into **consideration**.

#### Urbanisation

Big cities are growing fast. This has impact on the planning of sports facilities in bigger and smaller cities. Should additional facilities be built on expensive land or should they be demolished due to declining use?

#### Renovation challenge

There are many old sports facilities dating from the sixties and seventies. Many municipalities are faced with major and expensive renovations. Should they invest now or is it better to wait?

#### Ageing population

Our population is ageing fast. People over 65 exercise less than other adults, but the benefit per exercising individual in this age group is higher. Should municipalities increase the focus of their policy on the individuals in this group?

#### Individualisation

Fitness, bootcamp, and other types of sports are becoming more popular, partly at the expense of sports clubs. Should sports policy devote more attention to these sports?

#### Decentralisation

More government tasks are being decentralised. While this comes with a savings mandate, it also provides room for customisation. An opportunity for pursuing a more effective sports stimulation policy?