

Modelos de evaluación del Retorno Social de la Inversión en Deporte y Actividad Física....



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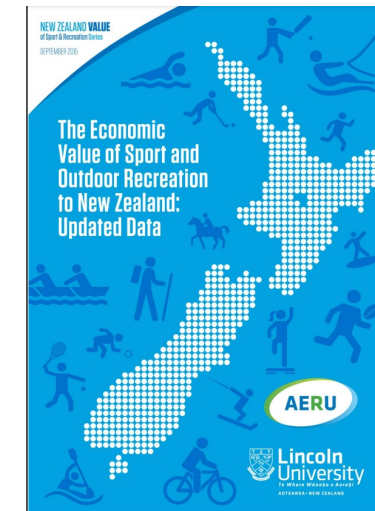
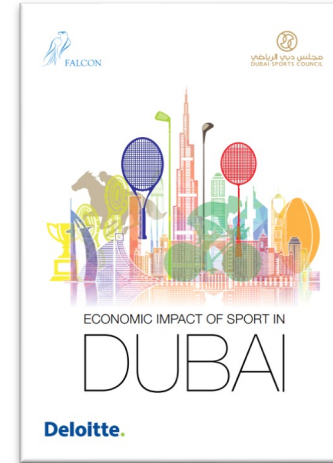
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Las claves...

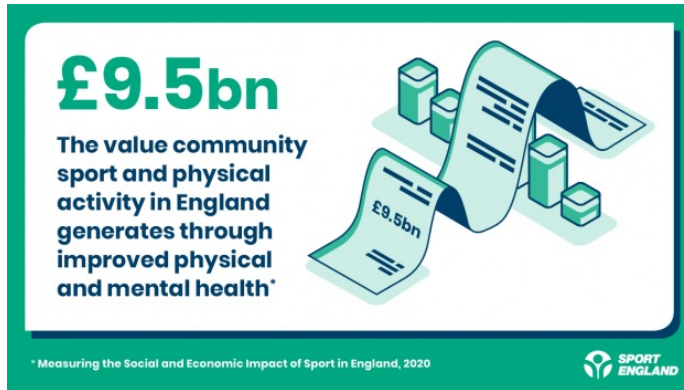
- ✓ Existe una **demanda creciente a nivel mundial** para que los responsables políticos, los profesionales y los académicos evalúen los amplios beneficios del deporte y la actividad física a nivel individual, comunitario y poblacional.
- ✓ Aunque la investigación ha demostrado muchos beneficios de la actividad física y el deporte, a menudo estos beneficios se han centrado en la salud física, con **escasas evidencias de calidad sobre los beneficios sociales y de bienestar cuantificados a escala**.
- ✓ Esto se debe a una serie de **importantes lagunas en la investigación**, pero también a la falta de coherencia global sobre qué beneficios evaluar y a la **falta de herramientas y métodos sólidos para medir con precisión** los resultados asociados.
- ✓ En respuesta a la creciente necesidad de **defender los amplios beneficios del deporte y la actividad física, necesitamos urgentemente comprender los beneficios sociales de su práctica y dimensionar correctamente el valor** de la participación.

Evaluación, desde el impacto económico al social...

- ✓ La medición del impacto en el sector del deporte y la actividad física tiene una cierta (larga?) historia...
- ✓ Los primeros estudios realizados en Europa se remontan a finales de la década de 1980 (Jones, 1989).
- ✓ Los estudios globales del valor económico son habituales
- ✓ Las naciones suelen utilizar los enfoques NIA y SSA para medir el valor de mercado del deporte...



(Prof. Larissa Davies, ISPAH, 2022)



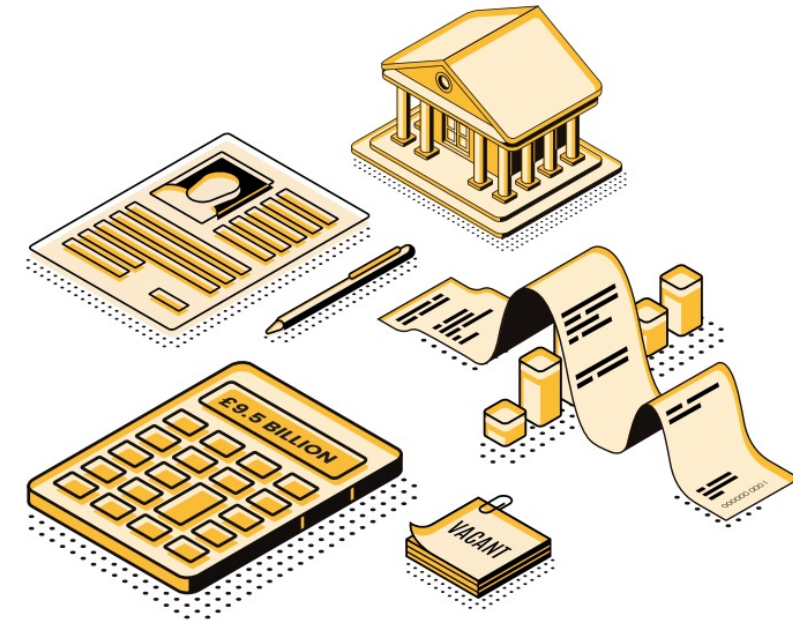
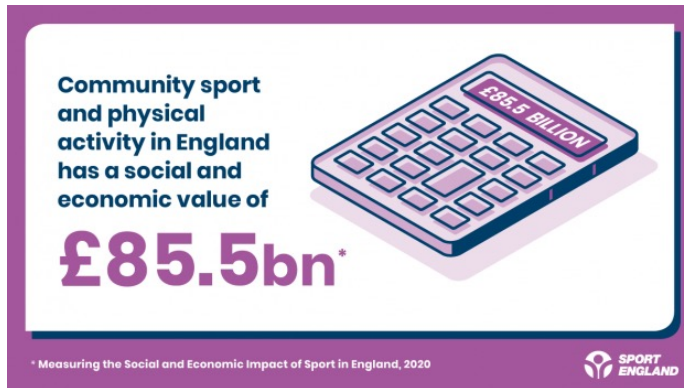
¿Retorno Social de la inversión?



Prof. Larissa Davies

Measuring the Social and Economic Impact of Sport in England

Report 2: The Economic Importance of Sport and Physical Activity in England



This report was prepared by the Sport Industry Research Centre (SIRC) at Sheffield Hallam University for Sport England.



https://www.sportengland.org/how-we-can-help/measuring-impact?section=social_and_economic_value_of_community_sport

Sporting Future: A New Strategy for an Active Nation



#SportingFuture

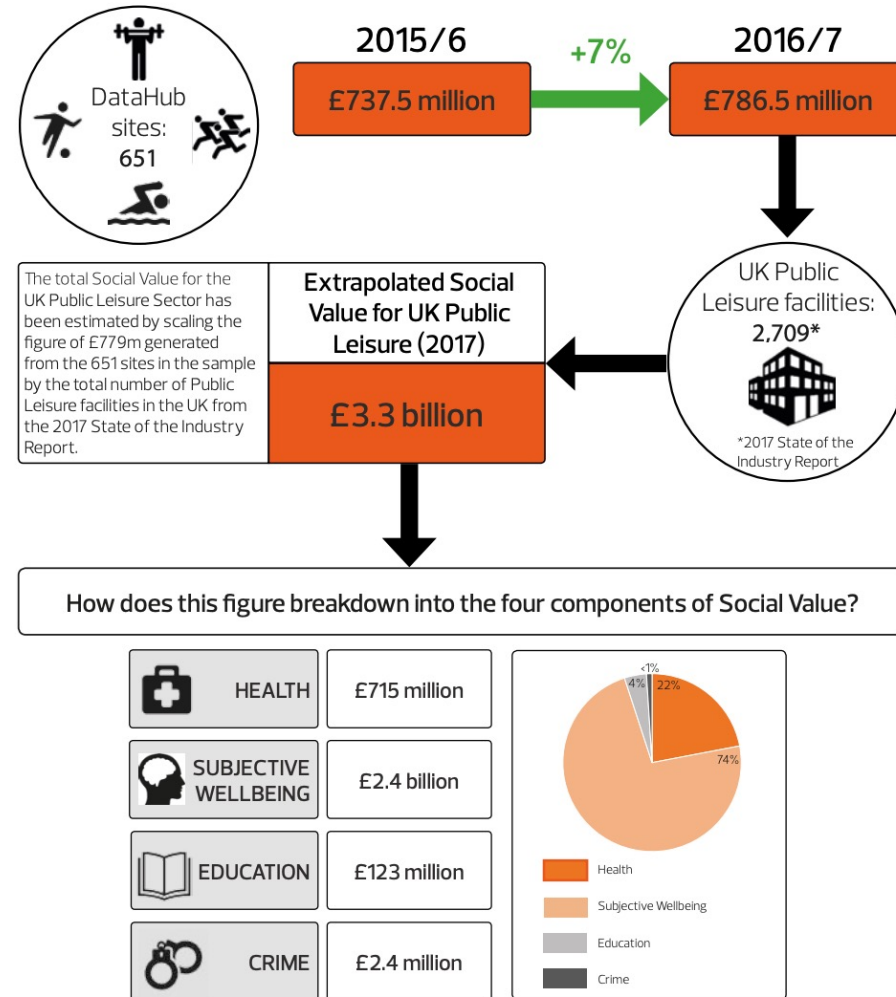
December 2015



<https://www.sportengland.org/media/11048/sport-england-research-guide.pdf>

Social Value of the Sector

Data has been taken from 651 public leisure facilities across the UK and processed using the DataHub Social Value Calculator to determine the overall Social Value that these sites are generating. The year used for calculations runs from October to September.



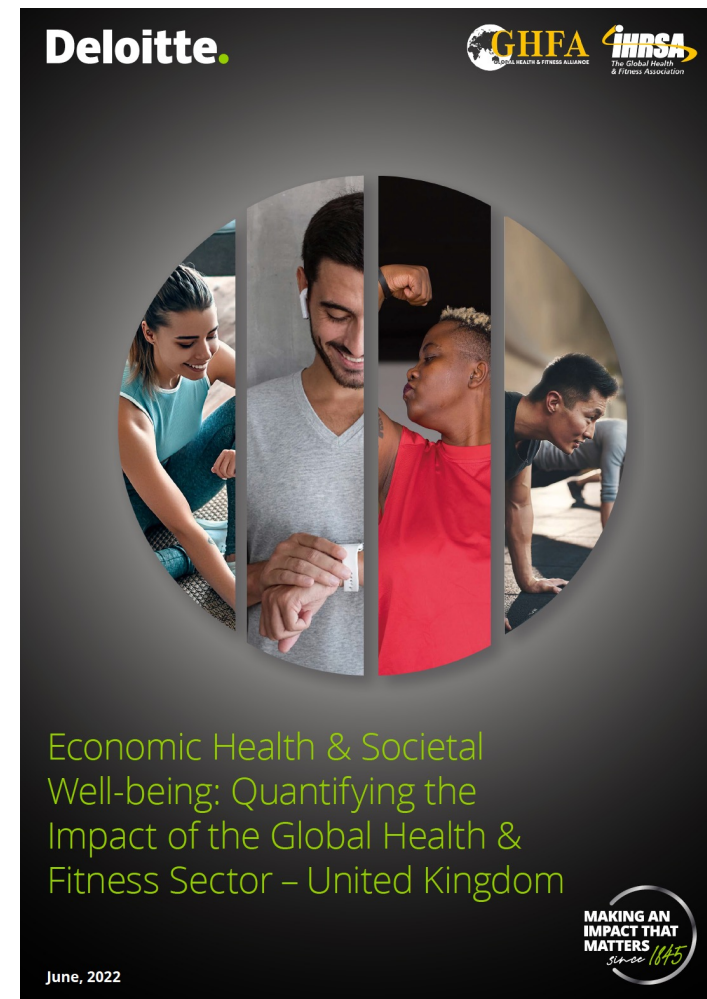
The magnitude of these numbers serves to highlight the importance of keeping the already active moving and encouraging the inactive to participate in exercise.



Physical Activity – A Social Solution



Esfuerzos de evaluación promovidos por la industria...





España



Canadá



Australia (West)



STRATEGIC REPORT
**SUSTAINABILITY
AT THE GYM**
CONTINUED

GOOD HEALTH & WELLBEING

Our strategic approach

Regular physical activity benefits both the body and mind. According to the World Health Organization, it can reduce high blood pressure, help manage weight and reduce the risk of heart disease, stroke, type 2 diabetes and various cancers, and increase mental wellbeing.

Our purpose at The Gym Group is to 'Break Down Barriers to Fitness for All'. Through the provision of affordable, high quality, well-equipped 24/7 facilities and a wide-ranging and growing gym network, we are breaking down those barriers to fitness. In doing so, we are supporting the Government's vision to get the nation active. We are also directly contributing to target 3.4 of SDG 3 – Good Health and Wellbeing: to reduce premature mortality and promote mental health and wellbeing.

The outbreak of COVID-19, the link between obesity and severity of the effects of the virus, and the importance of mental wellbeing throughout lockdown have further highlighted the crucial importance of physical exercise.

Inactivity is a threat to the UK's health with 63% of adults overweight or living with obesity¹.

The social impact of The Gym

In 2020, we commissioned 4Global, a UK-based data analysis company, to determine the social impact of our business over the last five years^{2,3}.

Using the Social Value Model created by Sheffield Hallam University, 4Global developed a Social Value Calculator including demographic data from Experian. The model determines the social value of regular exercise on communities, through reduced risk of non-communicable diseases; increased wellbeing; increased educational attainment; and reduced crime. This methodology is used extensively by Sport England, local authorities and Government.

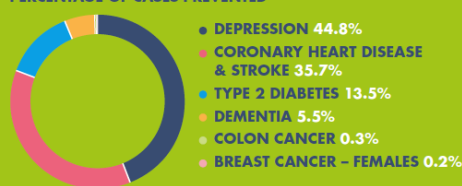
The analysis shows that the social value we delivered increased from £246 million in 2016 to £553 million in 2019. Our number of gyms almost doubled during this period, but this was not the only driver for the increased value; over the same period, the average value returned by each gym increased from £2.8 million to £3.1 million as participation levels grew. By 2019, over 1 million individuals were completing enough activity to elicit health and wellbeing improvements in our gyms, generating an average value of £490 per person.

One of the major factors in social value generation is the socio-economic status of our members. Those from more deprived communities are more likely to suffer from chronic conditions, and therefore the social benefit to keeping these members active will be higher than one from a less deprived community. 32% of The Gym Group's estate is located in the 20% most deprived areas in the UK – reinforcing our commitment to tackling inactivity in underrepresented and disadvantaged communities.

Prevention of non-communicable diseases through exercise is one of the contributors to social value as it significantly reduces treatment cost and GP visits. The positive, immediate impact exercise has on mental health is well documented and the fact that almost 45% of the cases we help to prevent every year are linked to depression confirms the importance of making gyms accessible and affordable.

The COVID-19 pandemic has unfortunately greatly impacted participation levels across the physical sector and fitness industry. Government-enforced closures and restrictions on capacities and activities have affected opportunities for members to access facilities and as a result, the social value we generated in 2020 dropped by 48%, to £287 million.

PERCENTAGE OF CASES PREVENTED



49%

Our network of 183 operating sites in the UK affords access to over 49% of the population

£3.1m

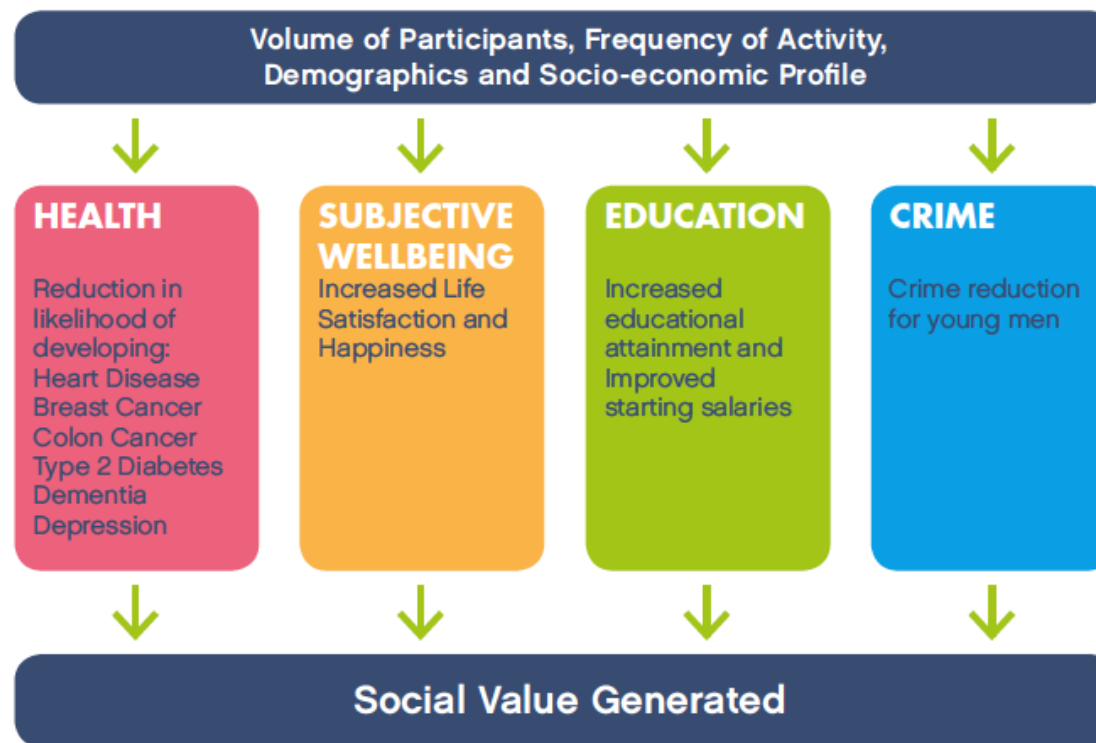
Average social value per gym pre-COVID

SOCIAL VALUE GENERATED BY THE GYM GROUP IN THE PAST FIVE YEARS (£M)

£1.8bn



THE SOCIAL VALUE CALCULATOR MODEL



Factors driving social value aligned with commercial value: expansion, membership levels, visit frequency and tenure

*Sheffield-Hallam-4Global reporting model



Evaluación, desde el impacto económico al social...

- ✓ El **Retorno Social de la Inversión** (RSI) ha surgido como un enfoque creíble para medir los efectos no comerciales del deporte y la actividad física (Gosselin et al, 2020).
- ✓ Ampliamente utilizado en otros ámbitos de la política social para *medir el valor de las intervenciones o actividades...*

Social Return On Investment



(Prof. Larissa Davies, ISPAH, 2022)

Aplicación del SROI a la actividad física y el deporte

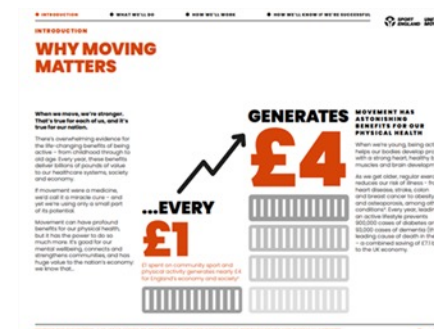
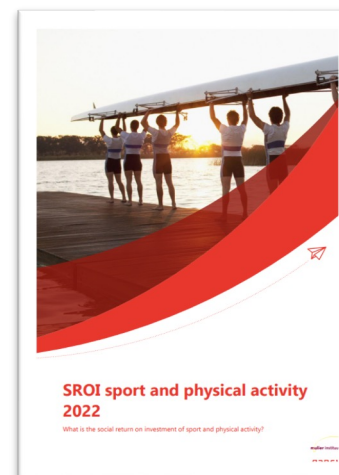


- ✓ SROI es un marco estandarizado utilizado para medir el valor social, a menudo utilizando indicadores financieros para monetizar el valor (Nicholls et al, 2012).
- ✓ El SROI es un marco basado en principios, no una herramienta de medición.
- ✓ La inclusión y valoración de los resultados en los distintos estudios puede variar, lo que dificulta la comparación...

(Prof. Larissa Davies, ISPAH, 2022)

Evaluación, desde el impacto económico al social...

- ✓ Los investigadores de SHU adaptaron por primera vez el SROI para el análisis del deporte a nivel poblacional en 2014 (Davies et al, 2019)
- ✓ Desarrollo posterior de estudios nacionales del SROI en otros países....
- ✓ Demuestra que los **estudios económicos tradicionales infravaloran el sector**
- ✓ Aplicación de los principios de SROI y valor social a otros contextos en deporte y AF
 - ✓ Enfoques tanto descendentes (top-down) como ascendentes (botton-up)



(Prof. Larissa Davies, ISPAH, 2022)

Aplicación del SROI a la actividad física y el deporte

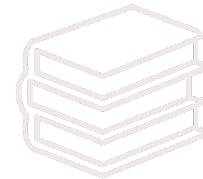
- ✓ La medición de los resultados sociales requiere pruebas de la relación entre el deporte y la actividad física y los resultados.
- ✓ También requiere buenos **datos empíricos**:
 - ✓ Datos de participación y voluntariado
 - ✓ Datos de entrada
 - ✓ Datos de resultados
- ✓ Aplicación de técnicas de valoración sólidas



Salud física y mental



Bienestar subjetivo, capital social, beneficios no asociados al mercado, beneficios de los voluntarios, lesiones deportivas, capital humano



Educación, prevención del crimen

(Prof. Larissa Davies, ISPAH, 2022)

El Retorno Social de la Inversión

- ✓ El Retorno Social de la Inversión (en sus siglas en inglés, SROI) es un marco utilizado para comprender, medir y valorar los impactos sociales netos de una actividad, organización o intervención (Nicholls et al., 2012).
- ✓ El SROI se utiliza cada vez más en una serie de ámbitos políticos, especialmente por parte de los organismos públicos y las organizaciones del tercer sector, para medir y valorar los impactos sociales y justificar la inversión pública (Fujiwara, 2014).

Nicholls, J., et al., 2012. *A guide to Social Return on Investment*. The SROI Network.
Fujiwara, D., 2014. *A short guide to social impact measurement*. Simetrica.

✓ El SROI ofrece un enfoque de valoración del impacto social que se guía por siete principios claros y un marco estandarizado.

✓ Es transparente, conservador y sólo incluye resultados materiales, es decir, aquellos que si se omiten, afectarían a las decisiones de las partes interesadas.

✓ El análisis SROI expresa el valor de los resultados sociales creados en relación con el coste de conseguirlos, como un único ratio SROI monetizado.

Según Nicholls et al. (2012) los **siete principios del SROI** son los siguientes:

- 1) implicar a las partes interesadas;
- 2) entender lo que cambia;
- 3) valorar lo que es importante;
- 4) incluir sólo lo que es material;
- 5) no reclamar en exceso;
- 6) ser transparente;
- 7) y verificar el resultado.

Nicholls, J., et al., 2012. *A guide to Social Return on Investment*. The SROI Network.

Otro mérito del enfoque SROI es que proporciona una **plataforma para la participación significativa de múltiples partes interesadas**, permitiendo la medición de los resultados que importan a las personas afectadas por una intervención, organización o política (Banke-Thomas et al., 2015; Vardakoulias, 2013).

Banke-Thomas, A.O., Madaj, B., Charles, A. *et al.* Social Return on Investment (SROI) methodology to account for value for money of public health interventions: a systematic review. *BMC Public Health* **15**, 582 (2015). <https://doi.org/10.1186/s12889-015-1935-7>

Vardakoulias, O., 2013. *Economics in policy-making 4: Social CBA and SROI*. New Economics Foundation. Available from: <http://www.nef-consulting.co.uk/wp-content/uploads/2014/10/Briefing-on-SROI-and-CBA.pdf>

Definición **inclusiva** de los beneficios y costes sociales (1/2)

Beneficios y costes que **afectan a alguien más que al participante directo**, por ejemplo, a través de externalidades y bienes públicos. Según Davies et al (2019), incluyen lo siguiente:

- cambios en los costes de la atención sanitaria, derivados de los cambios en la salud de los individuos;
- cambios en los costes del sistema de justicia penal, derivados de los cambios en la delincuencia y el comportamiento antisocial y en el comportamiento prosocial y la ciudadanía
- cambios en el capital humano y la productividad para la sociedad, derivados de los cambios en la educación de los individuos
- cambios en el capital social, derivado de los cambios en el capital de vinculación, puentes culturales y enlaces sociales; y los cambios en el voluntariado.

Definición **inclusiva** de los beneficios y costes sociales (2/2)

En segundo lugar, incluye los **beneficios y costes relevantes que afectan a los individuos** (en el caso del deporte, los que afectan a los participantes y a los voluntarios, porque forman parte de la sociedad).

Esto incluye los beneficios y los costes del **bienestar subjetivo personal** derivados de la participación y el voluntariado en el deporte.

El bienestar subjetivo se define como la satisfacción vital o la felicidad del individuo (Bridges, 2006; Galloway et al., 2006).

Bridges, B., 2006. Fun, fervor or fitness?: sporting cultures and happiness. In: Ng, Y.K., and Ho, P.L.S. *Happiness and public policy: theory, case studies, and implications*. Palgrave Macmillan, 221-234.

Galloway S., et al., 2006. *Quality of life and well-being: Measuring the benefits of culture and sport: literature review and thinkpiece*. Edinburgh: Scottish Executive Education Department.

Comparación del SROI con modelos de evaluación económica tradicionales

Cost-Effectiveness Analysis (CEA)	Cost-Utility Analysis (CUA) Sub-type of CEA	Cost-Benefit Analysis (CBA)	Social Return on Investment (SROI)
Main objective			
To compare costs and impact of alternatives within the same domain	To compare costs and impact of alternatives within the same domain	To assess if an intervention is worth the investment.	To assess if an intervention is worth the investment.
Costs			
Monetary value	Monetary value	Monetary value	Monetary value
Benefits			
Benefits linked to health improvements.	Benefits linked to health improvements.	Captures health and non-health impacts.	Captures health and non-health impacts, underpinned by the "triple bottom line" approach (social, economic and environmental). In addition, seeks to account for and value potential negative effect of interventions.
Reported as natural units Eg. lives saved or cases averted	Reported as Quality Adjusted Life Years (QALYs) gained/ Disability Adjusted Life Years (DALYs) averted/ Healthy life-years gained	Reported as monetary value or welfare benefit Lists benefits that cannot be easily monetised and explains why they cannot be monetised	Reported as monetary value or welfare benefit Uses financial proxies to estimate monetary value of benefits that cannot be easily monetised
Level of application			
Intervention level	Intervention level	Usually intervention level	Intervention, project, programme, policy or organisation level
Timeline of analysis			
Retrospective or Prospective	Retrospective or Prospective	Retrospective or Prospective	Retrospective or Prospective
Discounting of future value			
Yes	Yes	Yes	Yes
Stakeholder engagement			
No	No	No	Yes
Theory of change			
No	No	No	Yes
Main output of analysis			
Incremental Cost-Effectiveness Ratio (ICER)	Incremental Cost-Effectiveness Ratio (ICER)	Benefit-Cost Ratio (BCR) Economic Internal Rate of Return (EIRR) Net Present Value (NPV) Break-even point	Social Return on Investment Ratio Net Present Value (NPV) Payback period
Interpretation of main output of analysis			
Intervention with higher cost-effectiveness ratio is better	Intervention with higher cost-effectiveness ratio is better	BCR > 1 is worthwhile investment	SROI ratio > 1 is worthwhile investment
Relevance			
Priority setting and resource allocation	Priority setting and resource allocation	Priority setting and resource allocation	Priority setting Resource allocation Stakeholder relationship building, Accountability framework, Management tool

Retorno Social de la Inversión (Social Return on Investment, SROI)

Modelo de análisis de impacto especialmente interesante...

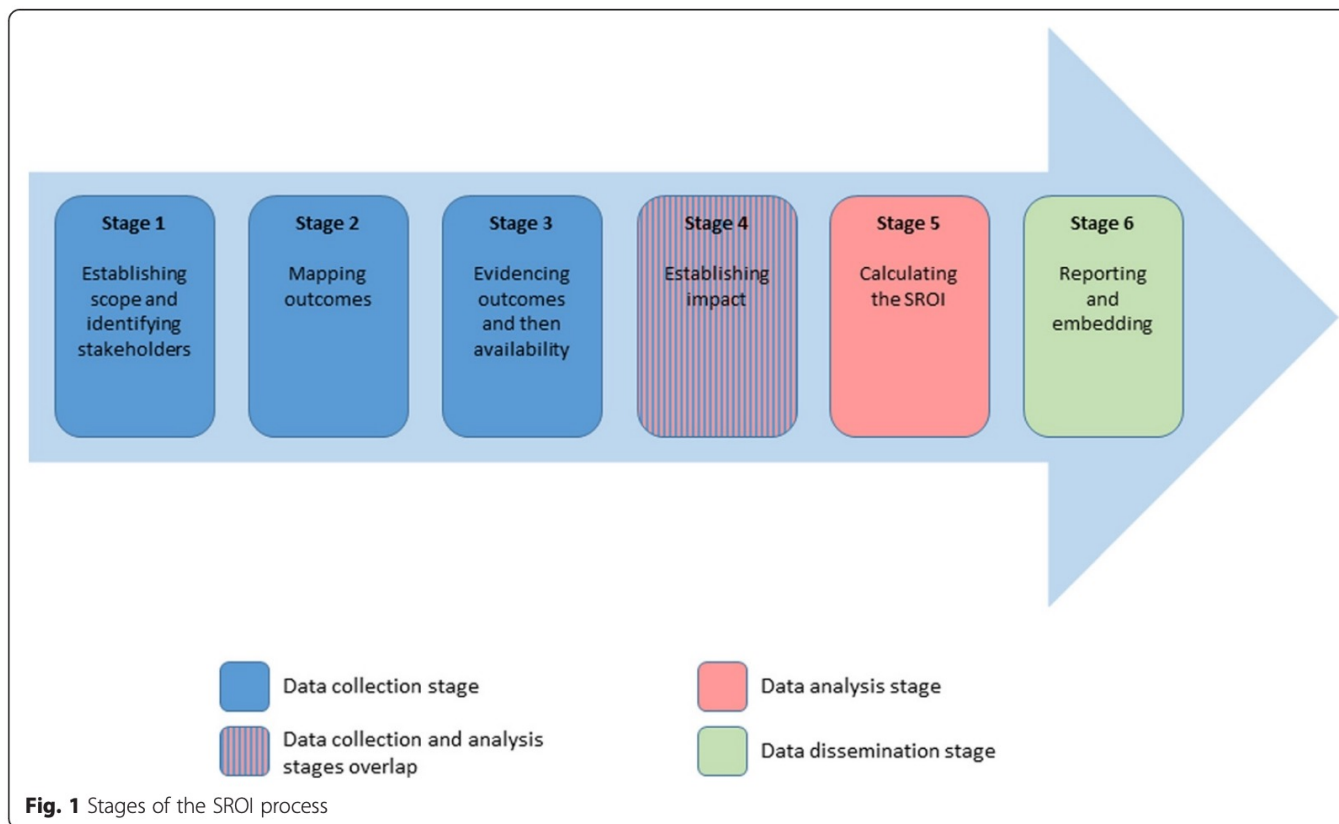
Banke-Thomas et al (2015)

Criterios de calidad

Table 2 Krlev et al's 12-point quality assessment framework

Dimension number	Dimension	Criterion	Description of criterion
I	Transparency about why SROI was chosen	1	Linked to context discussion?
II	Documentation of the analysis	2	Analysis well documented?
		3	Impact map used?
III	Study design (approximation of 'dead-weight')	4	Control group setup applied?
		5	Ex ante - ex post observations performed?
IV	Precision of the analysis	6	Indicators valid & comprehensive?
		7	Proxies valid & comprehensive?
		8	Social effects captured? (Qualitatively)
		9	Social effects captured? (Quantitatively)
V	Reflection of the results	10	Limitations discussed?
		11	SROI ratio interpreted?
		12	Sensitivity analysis performed?

Fases de desarrollo de un análisis SROI



Measuring the Social Return on Investment of community sport and leisure facilities

Larissa E. Davies ^a, Peter Taylor ^{a,b}, Girish Ramchandani ^a and Elizabeth Christy ^a

^aSport Industry Research Centre, Sheffield Hallam University, Sheffield, UK; ^bSheffield City Trust, Sheffield, UK

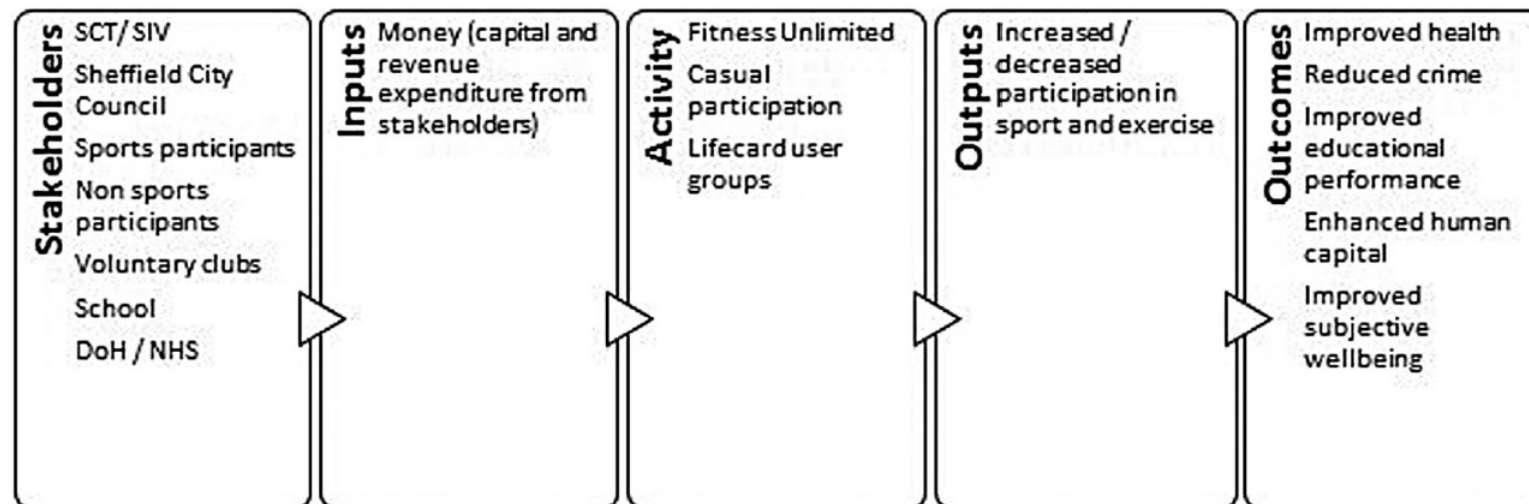


Figure 2. Impact Map: Part 1 – general participation.

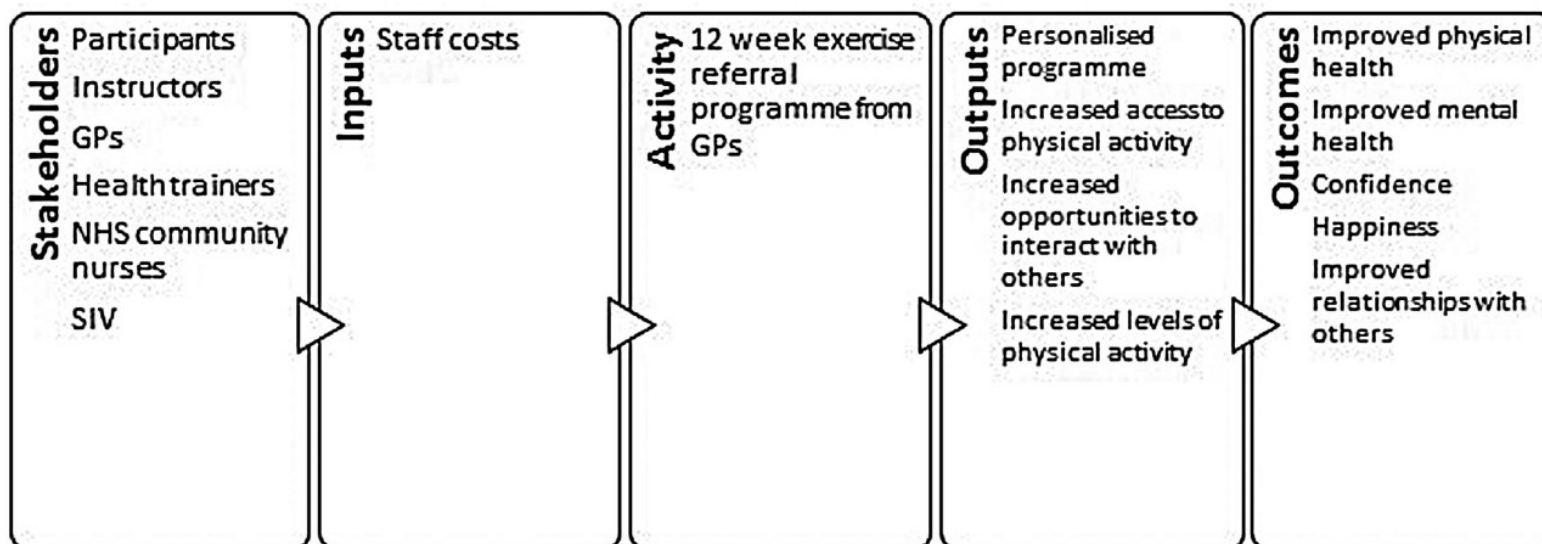


Figure 3. Impact Map: Part 2 – PARS.

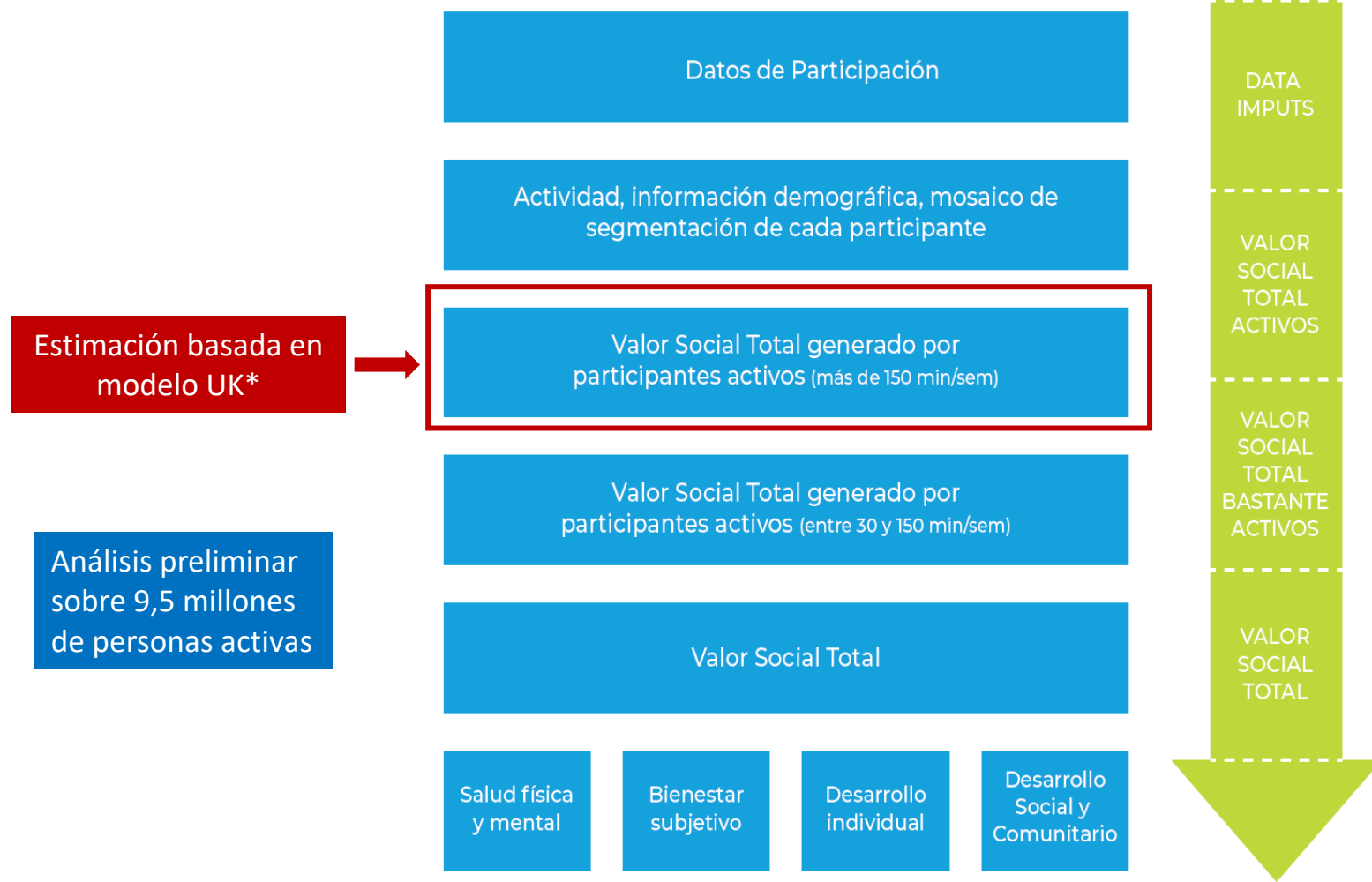


Figura 1: Esquema gráfico de funcionamiento de la metodología específica de la Calculadora de Valor Social de 4Global

**Adaptación del modelo a España en marcha...*

http://espanaactiva.es/wp-content/uploads/2022/06/Informe-preliminar-sobre-el-Impacto-Social-y-Econ%C3%B3mico-del-sector-de-la-actividad-f%C3%ADsica-y-el-deporte-en-Espa%C3%B1a-7-6-22FINAL_compressed_compressed.pdf



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<https://www.shu.ac.uk/about-us/our-people/staff-profiles/larissa-davies>

Sport Industry Research Group

Calculadora de Valor Social
(Social Value Calculator)

4GLOBAL 4

Valor Social Total

**Salud física
y mental**

**Bienestar
subjetivo**

**Desarrollo
individual**

**Desarrollo
Social y
Comunitario**

(Jiménez et al, Junio 2022)



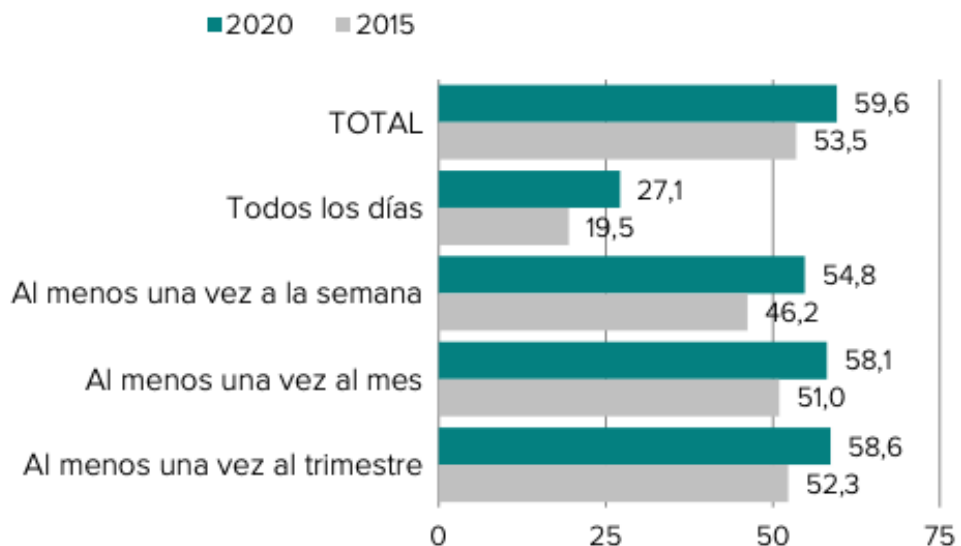
Figura 2: Distribución del Valor Social Total estimado generado por la actividad física y el deporte en España en el 2021

Estimación basada en
modelo UK*



Gráfico 1. Personas que practicaron deporte en el último año según frecuencia

(En porcentaje de la población total investigada)



<https://www.culturaydeporte.gob.es/servicios-al-ciudadano/estadisticas/deportes/encuesta-habitos-deportivos-en-espana.html>

Gráfico 4.1. Gasto liquidado en deporte por la Administración General del Estado y por la Administración Autonómica
(En miles de euros)

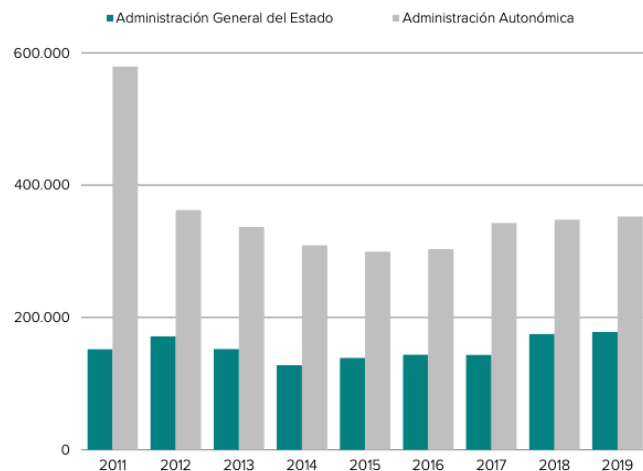
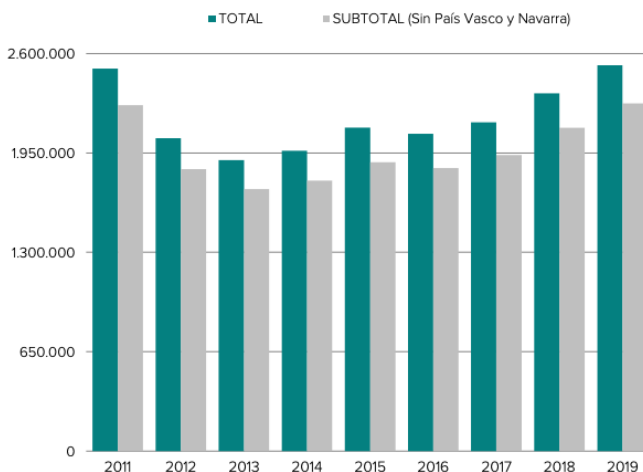


Gráfico 4.2. Gasto liquidado en deporte por la Administración Local
(En miles de euros)



<https://www.culturaydeporte.gob.es/servicios-al-ciudadano/estadisticas/deportes/anuario-de-estadisticas-deportivas.html>

Los resultados indican que, en el ejercicio 2019, el gasto liquidado en deportes por la Administración General del Estado se situó en 178 millones de euros y por la Administración Autonómica en 353 millones, cifras que suponen, en términos del PIB, el 0,01% y 0,03% respectivamente. Por lo que respecta a la Administración Local, el gasto liquidado en 2019, 2.524 millones de euros, supone el 0,2% del PIB.

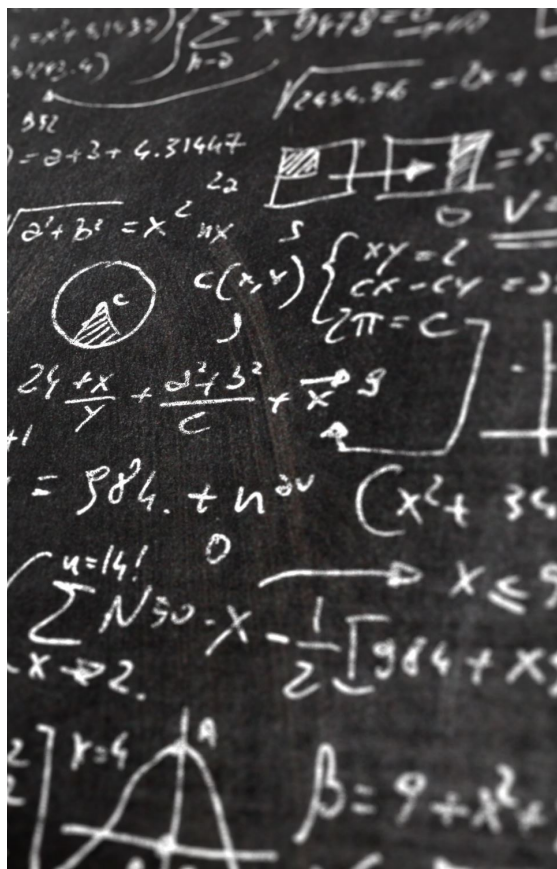
**Total presupuesto público en Deportes
3.055 millones de euros (2019)**



**SROI estimado (2019)
3,33 euros por cada 1 euro invertido**

Impacto Social = Beneficios Sociales

- 
- **Salud física y mental:** Ahorro total en costes de asistencia sanitaria y social gracias a la reducción del riesgo de padecer diversas enfermedades y a la reducción de los costes medios anuales por persona diagnosticada con esa enfermedad.
 - **Bienestar subjetivo:** El valor de un mayor bienestar derivado de la participación en el deporte (utilizando el enfoque de valoración del bienestar).
 - **Desarrollo individual:** La mejora de los logros educativos a través de la participación en el deporte se valora utilizando los rendimientos de la productividad a lo largo de la vida y los salarios iniciales más altos después de la graduación.
 - **Desarrollo social y comunitario:** La mejora de los logros educativos a través de la participación en el deporte se valora utilizando los rendimientos de la productividad a lo largo de la vida y los salarios iniciales más altos después de la graduación.



Los retos de la investigación...

- ✓ Medir y valorar una gama más amplia de resultados sociales (y medioambientales).
- ✓ Desarrollar un "consenso" sobre el uso de técnicas de valoración para diferentes resultados.
- ✓ Desarrollar herramientas de medición para el sector que sean adecuadas y ampliables.

(Prof. Larissa Davies, ISPAH, 2022)



Modelo de Retorno Social de la Inversión en Deporte (SROI)

Salud física y mental

- Reducción costes socio-sanitarios asociados a una menor incidencia de ECNs

Desarrollo comunitario

- Reducción en la delincuencia y el comportamiento antisocial y mejora en el comportamiento prosocial y la ciudadanía

Desarrollo individual

- Cambios positivos en el capital humano y la productividad para la sociedad, derivados de los cambios en la educación de los individuos

Bienestar subjetivo

- Mejoras del bienestar subjetivo personal (satisfacción vital o la felicidad del individuo) derivados de la participación (y el voluntariado) en el deporte.

THiNKactive SROI Modeling Task Force**

International Consensus on SROI & Economic Impact Assessment of Physical Activity and Sports Participation

Steering Group

*(Prof. Larissa Davies, Dr. Lindsey Reece, Dr. Steve Mann,
Dr. Xian Mayo, Prof. Alfonso Jimenez)*



(Jimenez, Davies, Mann, Reece)



Congress
2022

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HEALTH CENTRE



9th International Society for Physical Activity & Health Congress | 23-26th October 2022 | Abu Dhabi, UAE

Thank you for submitting your abstract for presentation at the **9th International Society for Physical Activity and Health (ISPAH) Congress**, 23rd - 26th October 2022.

On behalf of the organising committee, we are pleased to inform you that your Abstract with the following details has been accepted for **Regular Symposium Presentation**.

Oral Presentations

Title	Striving for Global Consensus on the Social Value of Sport and Physical Activity
Paper Status	Accepted
Presentation Type	Regular Symposium
Presenting Author	Dr. Lindsey Reece Affiliations: Sport Australia and University of Sydney
Presenting Author	Professor Larissa Davies Affiliations: Sheffield Hallam University
Presenting Author	Professor Alfonso Jimenez Affiliations: Centre for Sport, Exercise and Health, King Juan Carlos University and Head of THiNK active
Population Group	Not applicable
Type of research/project	Intervention to create active systems

****Formal approval from WHO to be involved as *Observer* at the Task Force**
(WHO PA Unit Head, Prof. Fiona Bull, and Health Economist Andreia C. Santos).

Please note: this involvement is not an endorsement by WHO



Consensus statement



2018 International Consensus Statement on Golf and Health to guide action by people, policymakers and the golf industry

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ABSTRACT

Scientific and public interest relating to golf and health has increased recently. Players, potential players, the golf industry and facilities, and decision makers will benefit from a better understanding of how to realise potential health benefits and minimise health issues related to golf. We outline an International Consensus on Golf and Health. A systematic literature review informed the development of a survey. Utilising modified Delphi methods, an expert panel of 25 persons including public health and golf industry leaders, took part in serial surveys providing feedback on suggested items, and proposing new items. Predefined criteria for agreement determined whether each item was included within each survey round and in the final consensus. The working group identified 79 scientifically supportable statement items from literature review and discussions. Twenty-five

The need for a comprehensive, evidence-informed consensus summary of key issues, and key actions with regard to golf and health was recognised by the World Golf Foundation and its constituent members who are golf's global leaders. The objectives of this study are:

- To engage leaders at the intersection of health, sport, policy and golf to build a cross-sectoral agreement relating to golf and health.
- To achieve consensus on (1) the health risks and benefits associated with golf, (2) how individuals and populations can improve their health through playing golf or spectating at events, (3) how the golf industry and (4) policymakers can increase opportunities for gaining health benefits through golf and minimise the health risks of golf.

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Un ejemplo interesante...

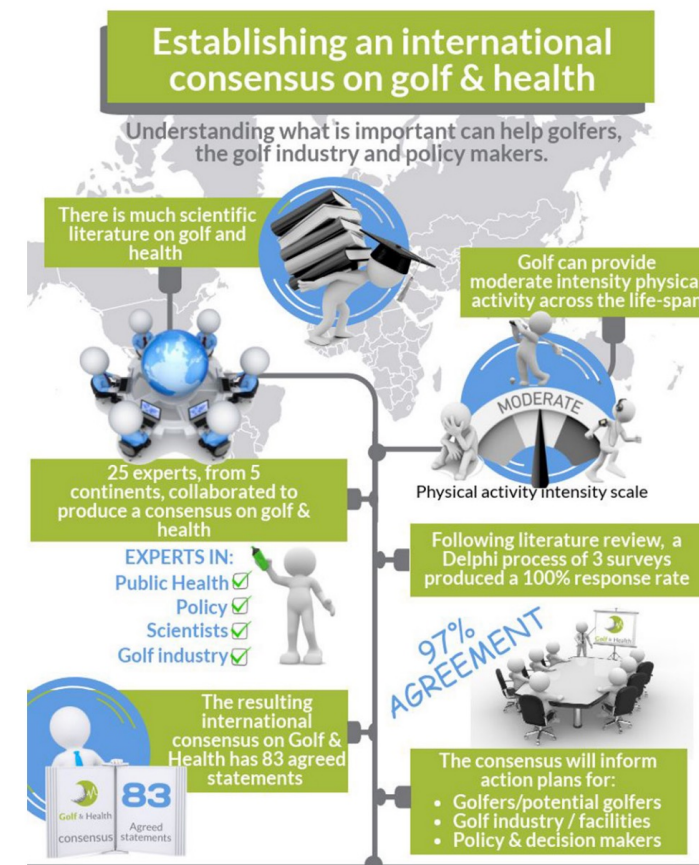


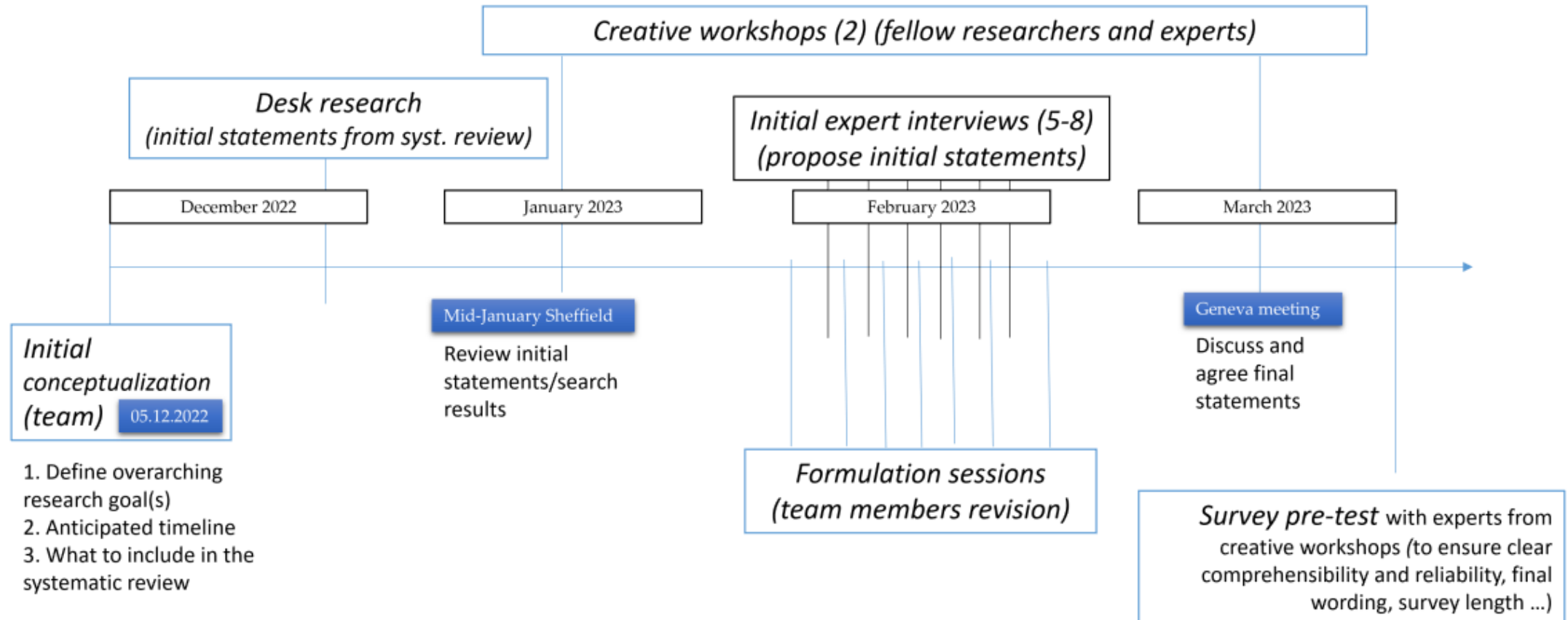
Table 1 A framework for building a golf and health consensus

Domain 1: golf's associations with health and mechanisms			Domain 2: correlates, determinants, diversity and sustainability			Domain 3: interventions/knowledge transfer			
a. Relationship of golf with health outcomes <i>What are the health benefits/disbenefits of golf?</i>	b. Mechanisms to achieve health outcomes <i>How are these benefits developed by golf?</i>	c. Dose and effect <i>What is the intensity and/or volume of golf needed for health benefits?</i>	a. Behavioural patterns <i>Who plays golf? How much do they play golf?</i>	b. Correlators and mediators <i>What helps or hinders participation?</i>	c. Golf and sustainability <i>Impact on sustainability/UNSDG</i>	a. Development and testing <i>What works to promote golf?</i>	b. Actions for golfers <i>How do we maximise health benefits and minimise health risk for golfers?</i>	c. Actions for golf industry/facilities <i>What actions can industry/facilities take to benefit health through golf?</i>	d. Actions for policymakers/decision makers <i>What actions can policymakers/decision makers take to benefit health through golf?</i>

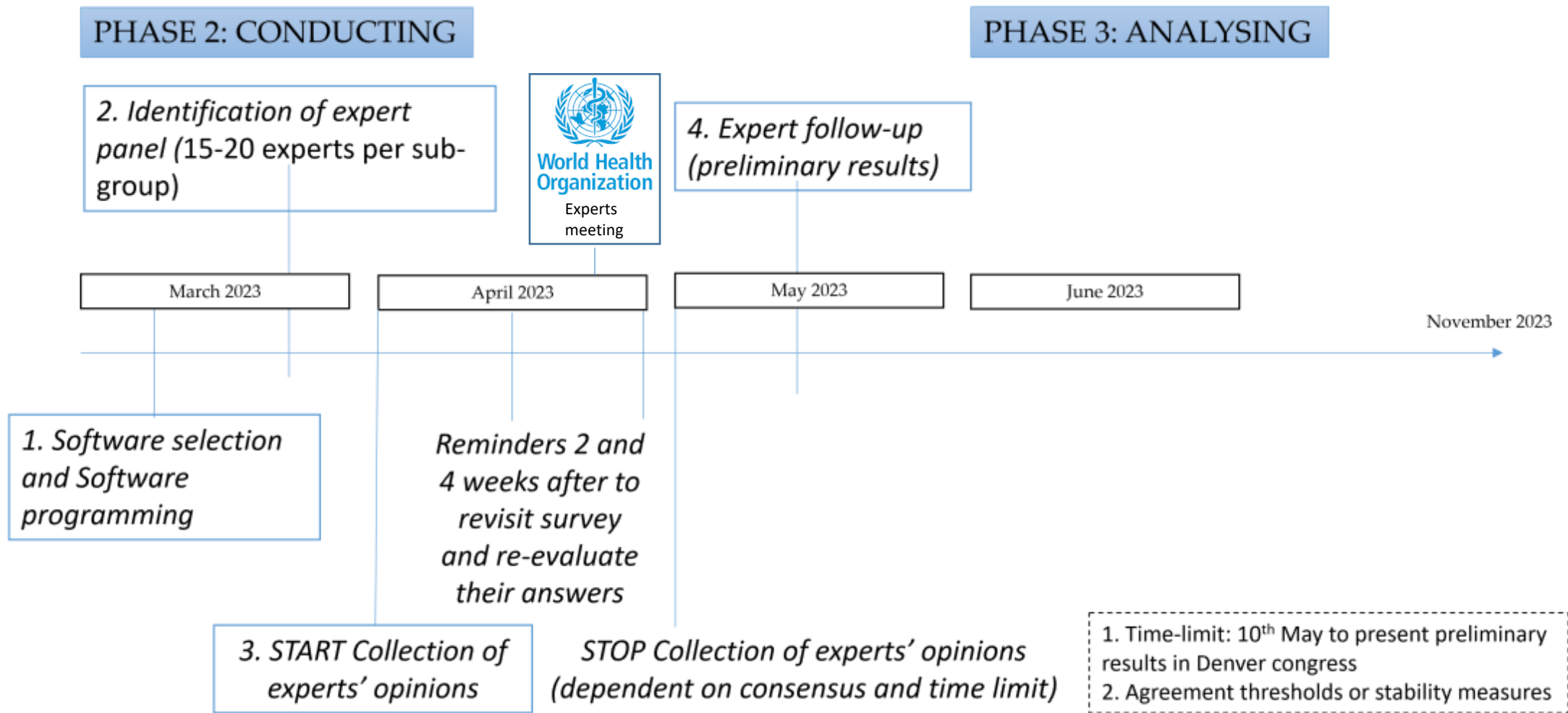
UNSDG, United Nations Sustainable Development Goals.

Striving for a Global Consensus on Social Return on Investment of Physical Activity and Sport: Systematic review and Delphi method study

PHASE 1: PREPARING



Striving for a Global Consensus on Social Return on Investment of Physical Activity and Sport: Systematic review and Delphi method study



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Frontiers in Sports and Active Living > Sports Management, Marketing,... > Research Topics > Understanding and assessing th...

Understanding and assessing the Social Value of Sport and Physical Activity

The proposed RT will publish contributions (systematic and critical reviews and original research articles) based on approaches and experiences of measuring the social value of sport and physical activity from three diverse perspectives: Research, Industry and Government.

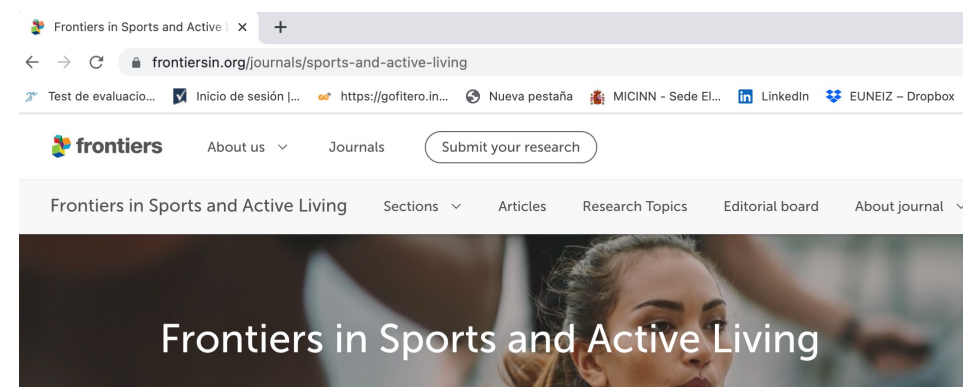
Collectively, RT authors will challenge our current perceptions of how social value is measured and provide evidence informing a collective effort to achieve global consensus on the social value of active societies.

We acknowledge the sponsorship of this Research Topic by the Not-for-Profit Corporation, EuropeActive. We hereby state publicly that EuropeActive has had no editorial input in articles included in this Research Topic, thus ensuring that all aspects of this Research Topic are evaluated objectively, unbiased by any specific policy or opinion of EuropeActive.

Alfonso Jimenez is serving as an elected member of the Board of Directors at EuropeActive and Head of THINKactive, and his research is partially funded by GO fit where he serves as PI of the GO fit LAB in a fractional role.

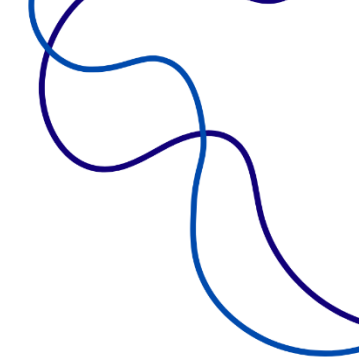
Larissa Davies is a serving board member: GO fit LAB Scientific Advisory Board and Chair of the THINKactive Scientific Advisory Board.

Visibilizar estudios de SROI...
(conectar con los grupos activos en el mundo)



<https://www.frontiersin.org/research-topics/49217/understanding-and-assessing-the-social-value-of-sport-and-physical-activity>





... "En conjunto, el SROI ofrece un marco práctico y transparente, que puede utilizarse para captar el valor social de diferentes actividades para públicos diversos.

No obstante, su credibilidad como herramienta de medición para la elaboración de políticas se basa en parte en los juicios de los investigadores y las organizaciones que utilizan este enfoque, que deben examinarse cuidadosamente".

(Arvidson et al., 2013).



Ojo!!! Posibles riesgos reales...

- ✓ Sólo invertimos en actividades deportivas y físicas que podamos medir...
- ✓ Sólo invertimos en actividades que generan los resultados de mayor valor "monetario"...
- ✓ Subestimamos el valor del deporte y la actividad física porque no podemos articular su valor en relación con otros sectores...
- ✓ Los gobiernos dejan de invertir...

(Prof. Larissa Davies, ISPAH, 2022)



GRACIAS

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