
SHARED LEARNINGS FROM AUCKLAND COUNCIL'S SOCIAL RETURN ON INVESTMENT (SROI) EVALUATION OF ITS RETROFIT YOUR HOME PROGRAMME

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Auckland Council recognises the strong relationship between healthy homes, healthy communities and a healthy environment. In 2012, council adopted the “Auckland Plan”, which placed an emphasis on addressing issues such as housing quality, air quality and climate change, with these seen as critical liveability issues.

As part of its response council regionalised the “Retrofit Your Home” programme, which has since become its primary home sustainability initiative. The programme is quite simple in that it enables households to insulate and install clean heat sources by providing low-interest financial assistance that is repaid through a targeted rate. Evaluating the effectiveness and outcomes of the programme enables the council to track progress against Auckland Plan targets and informs future policy and programme development.

This paper discusses the use and application of the Social Return on Investment (SROI) methodology as a means of determining and describing not just the financial ROI for council, but also the “change experienced” for its’ “material” stakeholders as a result of programmes such as RYH. It explores why and how an approach such as SROI can provide an improved and more robust method for achieving and measuring social and environmental outcomes for local and central Government activities and also potentially NGO’s.

As the results from the RYH case study will show however, the use and application of SROI is not without its challenges.

References: NA

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