

Valuation & Strategy

DialogMuseum gGmbH, Frankfurt am Main

Societal impact analysis

*Strictly Private
and Confidential*

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pwc

The DialogMuseum – a special experience in the heart of Frankfurt am Main

Chance for socially deprived people

Positive change of perception of Frankfurt am Main in the world



Enlightenment of the society

Tourist attraction

DM aims at promoting inclusion and creating awareness for blind people in society

DIALOG IM DUNKELN® EINE AUSSTELLUNG ZUR ENTDECKUNG DES UNSICHTBAREN

The main attraction is the tour „**Dialogue in the Dark**“, in which blind people guide visitors through dark rooms to show how blindness affects daily life.

TASTE OF DARKNESS® DAS RESTAURANT IM DUNKELN

„**Taste of Darkness**“ is a restaurant in the dark. The menu includes a multi-course surprise menu. Since March 2013, the restaurant is temporarily closed.

Inclusion



Diversity

For companies

The DM offers business workshops and trainings in the dark with blind trainers. Possible target customers include:

- Teams (e.g. team behavior)
- Manager (e.g. leadership competence)
- Etc.

Special Events

The DM offers an attractive 700m² location for different purposes, including:

- (Corporate) events
- Presentations
- (Children's) birthday parties
- Etc.

Propositions of DM

- 1 **Employment**
- 2 **Education**
- 3 **Inclusion**
- 4 **Tourism**
- 5 **Qualification**
- 6 **Placement**
- 7 **Consulting**

Propositions – What are DM's value propositions to society?

Main Propositions

1 Employment

The DM employs approx. 30 full-time employees. 70% of these employees are severely disabled.

2 Education

The DM educates and sensitizes visitors about the importance of „inclusion“ and „diversity“.

3 Inclusion

The DM promotes inclusion and, thus, improves the societal acceptance and quality of living of socially disadvantaged people.

4 Tourism

The DM is a tourist attraction in Frankfurt am Main and, thus, stimulates tourism in the city.

5 Qualification

The DM qualifies socially disadvantaged (in particular blind) people for the labor market.

6 Placement

The DM helps socially disadvantaged (in particular blind) people to find an employment in the labor market.

7 Consulting

The DM (in particular Ms. Kletzka & colleagues) consults other (social) organizations and institutions on different socially-related issues.

The four major value propositions – What is the value the DM creates for society?

Employment

The DM employs socially disadvantaged (in particular blind) people with the result that less people are unemployed and thus ...

... the state can save transfer payments of approx. **320.000 EUR p.a.**

... the tax authorities and social security funds can receive additional income of approx. **340.000 EUR p.a.**

... additional income on the economy level of approx. **1.100.000 EUR p.a.** can be generated due to consumption effects.

Education

The DM educates different stakeholders about the importance of “inclusion” and “diversity” with the result that ...

... every visitor receives education worth **19 EUR** by paying on average 12 EUR for a ticket.

... the state can save school costs of approx. **150.000 EUR p.a.**

... the gross domestic product (GDP) can increase by approx. **50.000 EUR p.a.** until the year 2030 due to better educated students.

... additional income on the economy level of approx. **500.000 EUR p.a.** can be generated due to improved corporate performances.

The four major value propositions – What is the value the DM creates for society?

Inclusion

The DM promotes inclusion and tries to raise awareness and acceptance for disabled people in the society with the result that ...

... **13** new jobs can be created each year in Frankfurt am Main for socially disadvantaged people ...

... that can generate additional income of approx. **190.000 EUR p.a.** for the tax authorities and social security funds.

... that can save transfer payments of the state of approx. **140.000 EUR p.a.**

... that can generate additional income on the economy level of approx. **470.000 EUR p.a.** due to consumption effects.

Tourism

The DM is a tourist attraction in Frankfurt am Main and thus stimulates tourism in the city with the result that ...

... local economy can receive additional revenues of approx. **740.000 EUR p.a.**

... government, state and municipality can receive additional tax revenues of approx. **80.000 EUR p.a.** due to tourism-related gross income.

... Frankfurt am Main can receive additional tax revenues of approx. **20.000 EUR p.a.** due to tourism-related gross income.

Other value propositions – What is the value the DM creates for society?

Qualification

The DM qualifies socially disadvantaged (in particular blind) people for the labor market with the result that ...

... the state can save training and education costs of approx. **120.000 EUR p.a.**

Placement

The DM helps socially disadvantaged (in particular blind) people to find a job in the first labor market with the result that

...

... the state can save transfer payments of approx. **20.000 EUR p.a.**

... the tax authorities and social security funds can receive additional income of approx. **30.000 EUR p.a.**

... additional income on the economy level of approx. **70.000 EUR p.a.** can be generated due to consumption effects.

Consulting

The DM consults other (social) organizations and institutions pro bono on different socially-related issues with the result ...

... that the other social institutions can save consulting fees worth **5.000 EUR p.a.**

How do we define Social Return on Investment (SROI)?

General definition

- A method for measuring the value for society (i.e., social value) of an entity's activities relative to resources invested.
- In the first step, the **Inputs** necessary to promote social activities are determined.
- In the second step, the **Social Return** of the entity's social activities is quantified, incl. instances when funds do not go directly to investors, but benefit the society.

Our definition for the DM

- With reference to the general definition of the SROI, we defined the SROI of the DM as following:
 - **Inputs = Investments in the DM**, consisting of revenues and grants
 - **Social Return = Value contribution of the DM**, consisting of the individual activities' value contributions of the DM
- The SROI of the DM shows the total value contribution of the DM to society for each invested euro in the DM.

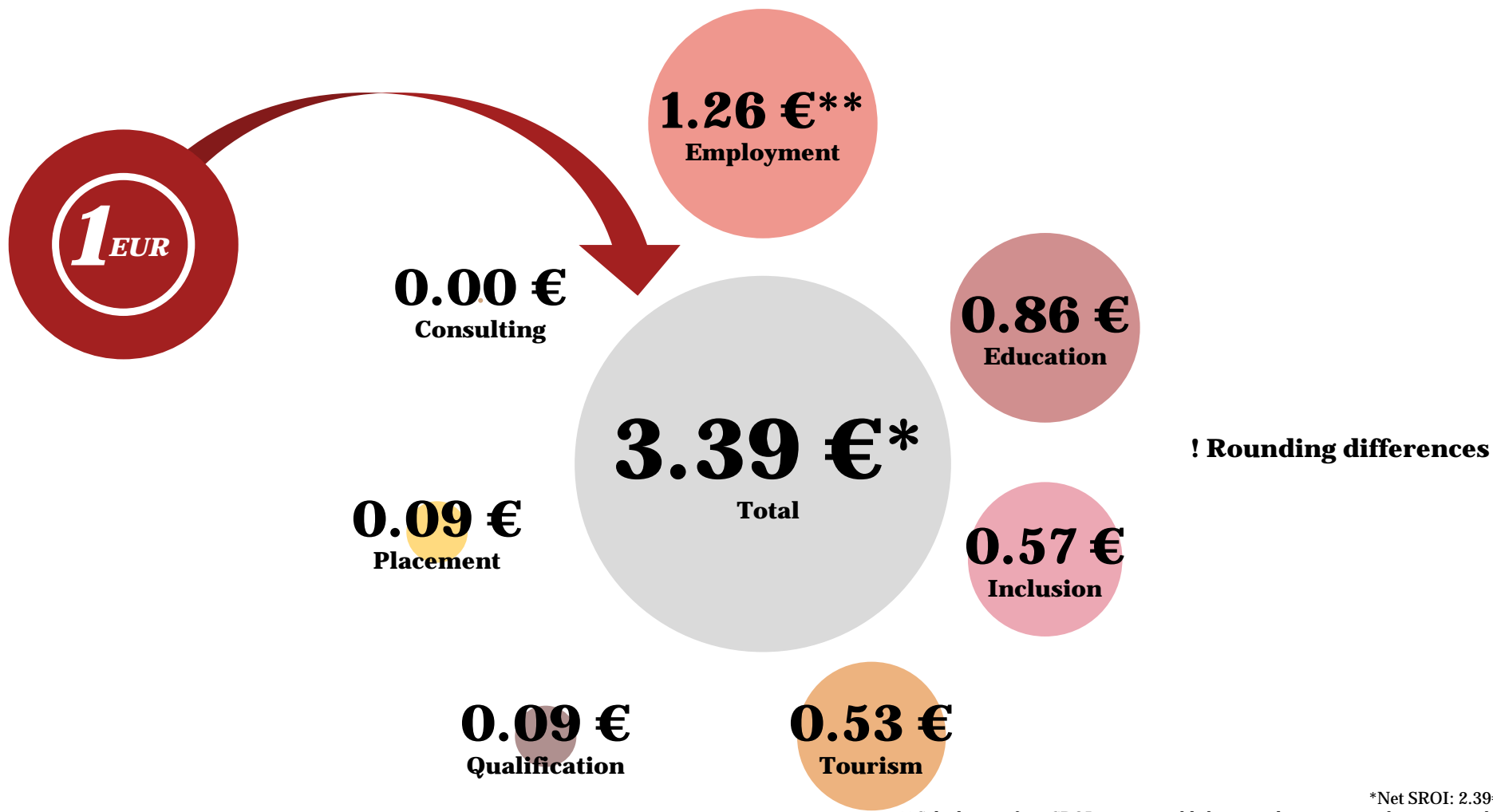
$$\text{SROI} = \frac{\text{Value contribution of the DM p.a.}}{\text{Investments in the DM p.a.}}$$

$$\text{Net SROI} = \frac{(\text{Value contribution of the DM p.a.} - \text{Investments in the DM p.a.})}{\text{Investments in the DM p.a.}}$$

Calculation of net SROI on the level of each activity of the DM is difficult, because the investment basis cannot be easily split up by each activity.

Source: The SROI Network, etc.

SROI p.a. for each invested EUR in the DM: in total and separately shown per value proposition



! Rounding differences

*Net SROI: 2.39€

**Calculation of net SROI is not possible because the investment basis cannot be split up by each activity

Sources

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