![World Health Organization logo]

World Health Organization

Social return on investment (SROI) modelling working group meeting (THINKActive)

WHO headquarters, Geneva, Switzerland
25-26 April 2023

As at 20 March 2023

Concept note

Background

Promoting increased participation in physical activity (PA) through sport, exercise and active recreation is one of the main objectives of the WHO Global Action Plan on Physical Activity 2018-2030 (GAPPA). Within this scope, in 2021 the European Sports Industry Association (Europe Active) established a European Active Research Centre and launched the *THINKActive* consortium.

The aim of the consortium is to advance the scientific methods and practice of assessing the social and economic value of increasing physical activity at the population level and thereby strengthen the communication of the contribution of sport and physical activity to achieving the UN Sustainable Development Goals. The particular focus of ThinkActive is on developing the methods and consensus on the application of social return on investment (SROI) approaches.

SROI models are increasingly being used across the sport and exercise sector to quantify the value and impact of providing these services and programmes, whether it is the value of individual sports, such as football with reports by FIFA and UEFA, or sport more generally (for example reports by European Commission) or the value of specific sports facilities (for example reports by 4Global) or total participation in physical activity (reports by Sport England in the UK).

The technical unit on physical activity (HEP/HPR/RUN) has been approved to be an observer member of the *THINKActive* consortium. RUN agreed to support the work of the consortium by convening the second in person meeting of the group in April 2023.

Aim of the meeting

To discuss the inputs, analytical methods and outputs of SROI models to advance understanding, share applications and identify additional areas of work needed to strengthen the use of SROI.

To plan the next steps and timelines of the *THINKActive* consortium consensus process.