

# Social Value Report 2019/20

Animorph Co-operative



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# Introduction

In 2019 we created and adopted a Social Value Policy in order to track, project, and further the social impact of our co-operative. This report shares the findings of the Q3 and Q4 of 2019, and Q1 and Q2 of 2020 as the policy was run to each AGM.

Our Social Value Policy is a means for us to hold ourselves accountable to the principles of co-operation, helping us to better evaluate our inner workings, external influence, and contribution in the world.

These additional goals are inherently encouraged in the co-operative principals, which have been featured in Animorph's Articles of Association since our inception:

- Voluntary and open membership
- Democratic member control
- Member Economic Participation
- Autonomy and independence
- Education, Training and Information
- Co-operation among Co-operatives
- Concern for Community

The design of our Social Value Policy has been heavily influenced by our invaluable experiences during the Cambridge Social Ventures Incubator, during which we had to provide quarterly reports which tracked our social impact in the year of the incubator and the two years thereafter. The mentors, collaborators, and now friends we met during the incubator emboldened us to think practically about defining metrics of value.

We created a working document that gives life to our Social Value Policy; the Key Performance Indicator generator. This working document is a means of procuring, costing and reviewing the co-ops works. It is a work in progress; under review each quarter and at every Annual General Meeting, and will continue to be improved and refined.

## Additions to Articles of Association

To embed our principles deeper into our practice, a resolution was passed on 19th March 2019 to amend our articles of association to legally hold ourselves accountable to the collection of Key Performance Indicators in our generator template, as guided by the Social Value Policy.

Two clauses were added to our Articles of Association:

### Accountability

110. Each quarter the coop members are obliged to produce a Key Performance Indicator report; which measures the social value provided by the co-ops operations. This report is drawn from metrics in the form of a social value policy established and approved unanimously by the co-op's members; this policy must be reviewed annually at the AGM. The report must be circulated and reviewed at the next quarterly members meeting and the guidelines from the report must be considered and implemented. Once adopted, an annual summary of the year's quarterly reports and the current social value policy must be published as a summary on the company's website.

### Self Destruct Clause

111. If the co-op does not meet the social value policy for six consecutive quarterly reports 18months, a Special General Meeting must be called to rectify the co-op's strategic operations, If the co-op does not address the persisting issues over the next two quarters, the company will wind up and the assets handed over to another organisation with the same or similar purposes. The recipient company is selected by majority vote and cannot have any current members as shareholders.

# Social Value Policy

The Social Value Policy acts as a practical mission statement, enabling us to actively consider our remit for social value impact when evaluating potential future works. They should be featured internally as first tab on a budget when drawing quotes and approving new sales prospects.

At Animorph we draw a line between being pragmatic and being cynical. These two tend to overlap elsewhere. We believe both means and ends should go together. Our purpose is to enrich human potential of our workers, clients and audiences.

Through our work we shall:

1. foster empathetic self-aware society,
2. empower users to constructively participate in public life,
3. address the challenges people face, be it social, medical or both,
4. build value-driven long-lasting relationships with clients,
5. nurture development of fringe ideas aiming to benefit society,
6. care for well-being and personal development of the co-operative's workers,
7. engage with burning issues (also known as wicked problems) such as income inequality, racial/ethnic discrimination or climate change.

## Notes

We use the scores as a starting point when appraising work, considering the relation to your total score across the current quarter and previous year.

All KPI generators are recorded in a master spreadsheet for the year.

This is a working document and will be developed throughout the year.

# Key Performance Indicator Generator

The Key Performance Indicator generator is the working document we use to score a project's value against the Social Value Policy metrics.

## Metrics

Each of Social Value Policy points and some Additional Considerations are scored out of 10:

- Foster empathetic self-aware society
- Empower users to constructively participate in public life
- Address the challenges people face, be it social, medical or both
- Build value-driven long-lasting relationships with clients
- Nurture development of fringe ideas aiming to benefit society
- Care for well-being and personal development of the co-operative's workers
- Engage with burning issues (also known as wicked problems) such as income inequality, racial/ethnic discrimination or climate change
- Money
- Reputation
- Portfolio
- Mission Aligned
- Social Outcomes

## Calculations

1. The 7 Social Value Policy scores are totalled, divided by 70, and multiplied by 100.
2. The 5 Additional Consideration scores are totalled, divided by 50, and multiplied by 100. In Q1 and Q2 of 2020 we reduced this to 3 considerations out of 30.
3. These two numbers are totalled, and divided by 2 to give an Averaged Total Score.

# Results

Criteria	Project Score					
	A	B	C	D	E	F
foster empathetic self-aware society	8	8	9	9	3	9
empower users to constructively participate in public life	5	5	9	9	3	10
address the challenges people face, be it social, medical or both	3	10	9	9	1	9
build value-driven long-lasting relationships with clients	7	8	9	6	8	7
nurture development of fringe ideas aiming to benefit society	8	4	8	9	1	8
care for well-being and personal development of the co-operative's workers	2	3	7	5	7	5
engage with burning issues (also known as wicked problems) such as income inequality, racial/ethnic discrimination or climate change	1	10	7	6	0	10
Money	1	5	7	3	4	6
Reputation	7	4	8	7	8	10
Portfolio	7	7	8	8	8	10
Mission Aligned	6	4	9	—	—	—
Social Outcomes	0	7	7	—	—	—
<b>AVERAGED TOTAL</b>	<b>45</b>	<b>61</b>	<b>80</b>	<b>55</b>	<b>36</b>	<b>67</b>