



# THE UNIVERSITY of EDINBURGH

## **The value of Scotland's links with Malawi:** *building on the past, shaping the future*

This report presents a valuation of the inputs by the members of the Scotland Malawi Partnership (SMP) and estimates the number of beneficiaries as well as the people actively involved in Scotland and Malawi. It is based on a survey conducted in April and July 2014. The SMP commissioned this report, written by Dr Gerhard Anders of the Centre of African Studies at the University of Edinburgh, employing the Social Return on Investment framework (SROI).

### **Summary**

Scotland has a long and rich relationship with Malawi that has undergone many changes since the 19<sup>th</sup> century.<sup>1</sup> Today, in Scotland and Malawi there are hundreds of thousands of people who are engaged in this relationship, exchanging knowledge and ideas and working together in partnership to fight against deeply entrenched poverty. Hundreds of organisations ranging from universities to small charities and community groups are involved in a multitude of projects between the two countries. Many of these projects and partnerships are funded by the Scottish and UK governments as well as other public bodies and private companies but most are funded by the communities themselves. These efforts reach a large number of beneficiaries in both Malawi and Scotland with, for example, noticeable recent improvements in access to education and health care.

Since 2004, the SMP has been instrumental in fostering the relationship between the two countries, serving as a platform for the exchange of information and helping to coordinate projects and initiatives aimed at sustainable development in Malawi. In 2014, the SMP boasts a membership of almost 700 members including universities, faith-based organisations, local authorities, and 166 primary schools and 86 secondary schools across Scotland. Due to the diverse nature of the societal engagement and the large number of active organisations in Scotland, the SMP plays a crucial role as an umbrella organisation which facilitates the coordination of the manifold initiatives and engages the Scottish Government, the Scottish Parliament as well the governments and parliaments of the UK and Malawi.

In April and June 2014, the SMP conducted a survey of their members and valued the inputs made by the members of the SMP using a methodology based on the established framework of 'Social Return on Investment'. The results of this valuation were compared with a survey and valuation of SMP members made in October 2010.<sup>2</sup> The present study employed a comparable methodology to that used in 2010, allowing analysis of general trends between 2010 and 2014. The members who participated in these surveys were asked to place a value on their activities over the previous twelve months, including formal budget, in-kind donations and volunteer time. Members were also asked to estimate the number of persons who benefitted from their activities in Malawi and Scotland, and also the number actively involved in their work. The results of the survey were used to establish an aggregate value of these activities and the numbers of people who benefitted and were involved.

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<sup>1</sup> Ross, K.R. (2013) *Malawi and Scotland Together in the Talking Place since 1859*. Mzuni Press, Mzuzu.

<sup>2</sup> Dritsas, L. (2010) *Valuing Scotland's links with Malawi: inputs from Scotland Malawi Partnership Members* (available at: [www.scotland-malawipartnership.org/documents/60-EdinburghUniversityValuationofSMPmemberinputs.pdf](http://www.scotland-malawipartnership.org/documents/60-EdinburghUniversityValuationofSMPmemberinputs.pdf)).

The analysis shows that the value of inputs made by members of the SMP to Scotland's links with Malawi is at least £40 million between April 2013 and March 2014. Additionally, the responses from members indicate that an estimated 2 million Malawians and more than 300,000 Scots have benefitted from these activities in 2013-14. More than 198,000 Malawians and 94,000 Scots have been actively involved in delivering these partnerships.

## Background

The SMP came out of Strathclyde University's 'Malawi Millennium Project' in early 2004, in response to the belief that there was a need to bring together under a single umbrella the many organisations and individuals throughout Scotland engaged in fostering and developing links between Scotland and Malawi. With the support of the Lord Provosts of Glasgow and Edinburgh, the Scotland Malawi Partnership was officially launched in April 2004. The SMP acts as an umbrella organisation that exists to inspire the people and organisations of Scotland to be involved with Malawi in an informed, coordinated and effective way for the benefit of people in both countries. It is non-governmental, independent and non-partisan. The SMP fosters mutually beneficial links between Scotland and Malawi and encourages the development of sustainable projects in Malawi. It works closely with (and is funded by) the Scottish Government through its Malawi Development Programme, and facilitates the Cross Party Group on Malawi in the Scottish Parliament.

**In recent years the SMP has grown significantly, reflecting the broad and thriving engagement of Scottish civil society in a wide range of relationships with Malawian partners. In 2010, the SMP had over 450 members; within four years it had grown by 53% to almost 700 members (692 members counted in the 2014 survey). In 2014, SMP membership consisted of 70 large organisations (with a turnover exceeding £80,000), 23 medium organisations (turnover between £20,000 and £80,000), 49 small organisations (turnover under £20,000), 156 individual members, 16 Scottish local authorities, 116 primary schools, 86 secondary schools and 176 youth members.**

The civil society activities of the SMP and its members complement the Scottish Government's Malawi Development Programme and the programmes funded by the Department for International Development (DfID), which is the largest donor agency in Malawi with a budget of £110 million in 2013.

## Project Rationale

As an umbrella organisation representing the manifold connections between Scotland and Malawi, it is important the Scotland Malawi Partnership (SMP) is able to: articulate the scale, breadth and diversity of all the many and varied civil society links between Scotland and Malawi; communicate the overall impact of all these different links and partnerships; and demonstrate the incredible *value* of this unique national effort. In order to advance these priorities, the SMP commissioned the University of Edinburgh to undertake a valuation of Scotland-Malawi activity in terms of the relative total financial value of civil society inputs to Scotland's links with Malawi as well as the number of beneficiaries and people involved in both Malawi and Scotland, using a methodology based on the established concept of 'Social Return on Investment'. The SMP commissioned Dr Gerhard Anders of the Centre of African Studies at the University of Edinburgh to write this report using the data generated by the survey conducted in April and July 2014.

## The Social Return on Investment Framework

In response to the challenge of placing a financial value on all the activities of ‘third sector’ organisations (i.e., charities, volunteer organisations and social enterprises), the Social Return on Investment (SROI) framework was developed in part by the Roberts Enterprise Development Fund<sup>3</sup>. It has now become a common tool in the UK for helping third sector organisations describe how they are creating change through their activities. The SROI framework enables organisations to place a value on all the inputs that their activities require and also the social, environmental and economic benefits resulting from their activities. With these valuations they are then able to tell a story that demonstrates the ‘return’ made on investments (public or private) to them. It is important to stress that the narratives produced by a SROI analysis provide an expression of value, not money: ‘Money is simply a common unit and as such is a useful and widely accepted way of conveying value’.<sup>4</sup>

## Methodology

A full SROI report will usually include a discussion of both inputs to an organisation’s activities and the outputs or impacts made by the organisation. It will also attempt to tell a ‘story’ or ‘theory of change’ about how the organisation makes a difference in the world. The present study is not a complete SROI analysis in this regard for two reasons. First, in this study we are only identifying and valuing the inputs, or investments, required to make the activities of the member organisations possible. Second, this study assesses the activities of the SMP’s members, *not* the SMP itself. Therefore, the results represent an aggregation of, and extrapolation from, the responses of the members about the value of the inputs required for their activities to occur. The SMP, as the umbrella organisation, was in the unique position to query its membership and provide further information about their activities. The identification and valuation of inputs is the crucial first step of any SROI analysis. As an analysis of inputs, this study was conducted according to the principles of SROI: involving stakeholders, understanding what changes, valuing things that matter, only including what is material, not over-claiming, being transparent and verifying the result.<sup>5</sup>

## Data Organisation

The study proceeded with a review of the membership database numbering 692 members, organising it into five main categories: full members (organisations), associate members (individuals), local authorities, school partnerships and youth members. Each category was then further divided into working subcategories based upon the type of work an organisation or individual was involved in and its size in terms of budget and number of projects. The subcategories were not used for strict analytical purposes, but rather to ensure that responses to the survey covered a representative cross-section of the membership and to increase the accuracy of the subsequent process of extrapolation:

- Full members were disaggregated by scale:
  1. ‘Large’ organisations were categorised as those with an annual turnover exceeding £80,000, including the University of Glasgow, Mary’s Meals and 500 Miles (70 members fell within in this category).

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<sup>3</sup> Lawlor, E. et al. (2008) *Measuring Value: a guide to Social Return on Investment (SROI)*, 2<sup>nd</sup> edition, New Economics Foundation, London.

<sup>4</sup> Nicholls, J. et al. (2009) *A Guide to Social Return on Investment*. Cabinet Office, London. (available from the SROI Network <http://www.sroi-uk.org/>).

<sup>5</sup> Nicholls, J. et al. (2009): 96 – 98.

2. 'Medium' organisations were categorised as those with an annual turnover between £20,000 and £80,000, including Classrooms for Malawi, Malawi Fruits and Chance for Change (23 fell within members in this category).
  3. 'Small' organisations were categorised as those with an annual turnover below £20,000, including the Africa Health Trust, Ayr Presbytery Malawi Initiative and the Dunblane Likhubula Partnership (49 fell within members in this category).
- Individual associate members in the fields of agriculture, business, communities, education, fundraising, governance, health religion and general (156 members fell within this category).
  - Scottish local authorities (16 members were in this category, representing precisely half of Scotland's 32 local authorities).
  - School partnerships were divided according to primary or secondary schools across Scotland including schools in Ayrshire, Glasgow, Strathclyde, the Lothians, Edinburgh, Fife, Dundee, the Cairngorms, Argyll and Bute, Inverness, the Outer Hebrides and the Orkney Islands (this category comprised 116 primary schools and 86 secondary schools in Scotland).
  - Youth members constituted a separate category, consisting of initiatives by young Scots who want to make a difference in Malawi such as Martha Payne who used her blog 'Never Seconds' to raise money for a school kitchen in Malawi (176 members were in this category).

### *Defining Inputs*

In any SROI analysis many assumptions have to be made about the value of non-monetised items that are material to the delivery of an organisation's activity. Items such as volunteer time and travel, in-kind donations of meeting spaces or donations of physical goods must be given a value to be included in the analysis. It was also considered important to query how many persons benefited from or were involved in the activities; this information helped to contextualise the valuation of inputs. With the databases organised, a standard set of inputs to be measured was developed so that members could easily provide a quick response. These were:

1. The value of all the inputs required for an organisation's activities to occur inclusive of monetised and non-monetised inputs, including:
  - Any formal costs or budgets (e.g. donations, grant income, subscriptions, entrance fees to events, personal expenses, etc.)
  - The total value of all in-kind donations (e.g. transport, food, material goods, etc.)
  - An estimate of the total value of volunteer time.
2. The number of beneficiaries of an organisation's work, both in Malawi and in Scotland (note: it is standard in SROI procedures to not value the time spent by beneficiaries during their involvement with an activity).
3. The number of persons actively involved in running the project, both in Malawi and in Scotland (note: the value of time contributed by those 'actively involved' was incorporated under 1, but it was felt that knowing the number of persons involved would be informative).

## *The Survey*

With the inputs defined, the survey questions were written and guidance provided to help the membership to respond. In April 2014, all SMP members were sent the survey by email and asked to respond within a week. Members were instructed, 'Precise figures are not required, rather we ask you to think laterally about all the in-kind support which underpins your work with Malawi'. 14 members initially responded. To increase the size of the sample, the survey was re-sent to a cross-section of members in July 2014, with 23 more members responding,<sup>6</sup> bringing the total sample size to 38 members (5.5% of the total membership of 692).

The survey consisted of three questions:

1. In pounds sterling, how much are all the inputs to your Malawi-links worth, over the last 12 months?
2. How many people over the last year have engaged with, and how many have directly and indirectly benefitted from, your work in Malawi?
3. How many people have been actively involved in your Malawi projects over the last 12 months?

## *Analysis*

All responses were collected and recorded on a spreadsheet in order to calculate average figures for each of the membership sub-categories. In order to facilitate a fair, representative and conservative extrapolation process, obvious outliers (organisations operating at a disproportionate scale or impact such as Mary's Meals, the Church of Scotland and Strathclyde University) were removed from the subcategory average and only re-added in the final aggregation as standalone figures. The guiding principle of this exercise was to be conservative in all estimates and ensure the exclusion of any cases of double-counting.

## **Results**

In total 38 responses were received. Three respondents indicated that they were unable to estimate their inputs due to the scale of their organisation and the number of Malawi links involved. From this data the following results are reported:

- **The value of inputs of money, time and in-kind donations made by the membership of the SMP to Scotland's links with Malawi was at least £40 million between April 2013 and March 2014. Compared to the 2010 findings, this is an increase of 34%.**
- **It is estimated that at least 2 million Malawians have benefitted from these activities over the same period. Compared to 2010 this is an increase of almost 45%. It should also be noted that a large number of people in Malawi benefitted indirectly from the input of SMP members. Based on the available data it safe to assume that at least 4 million Malawians and more than 300,000 Scots benefitted indirectly from inputs by SMP members.**
- **Approximately 198,000 Malawians and 94,000 Scots were actively involved in delivering these activities. Compared to 2010 this is an increase of 34% and 11% respectively.**

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<sup>6</sup> In the second round, members were asked to value their inputs and provide estimates of the numbers of people that benefitted and were actively involved for the period between April 2013 and March 2014.

The growth of SMP membership and the increase in the value of inputs, as well as the growing numbers of beneficiaries and people actively involved between April 2013 and March 2014, bears testimony to the very strong interest in Malawi existing in all strata of the Scottish population. **It shows the efficacy of the SMP to act as platform and conduit for Scottish civil society initiatives aimed at assisting Malawians in realizing development and fighting poverty.**

### *Case Studies*

From the SMP membership of 692 organisations and key individuals, four case studies exemplify the scope and quality of the activities of SMP members:

- Mary's Meals is one of the largest members of the SMP. The organisation provides school meals to children in several African and Asian countries including Malawi as well as Haiti, Ecuador and Bosnia-Herzegovina with the objective to attract hungry children to school to gain a better future for themselves and their families. In Malawi, Mary's Meals feeds 784,000 children each day they go to school and has had a very significant impact in school enrolment rates and access to education. In Scotland, more than 700 people have been actively involved in the charity's operation. In Malawi, more than 68,000 people have been actively involved including many teachers and other school staff across the country.
- Half of Scotland's 32 local authorities are members of the SMP. One of the most active members in this category is Glasgow City Council where the Lord Provost has a special Malawi Fund which supports a variety of health, education and water and sanitation projects in Malawi. Glasgow City Council Education Department has an inspiring Malawi Leaders of Learning Programme with Malawi's South West Division. Glasgow and its Malawian partners have been working together since 2004. Glasgow supplies on average 200 PC's each year which are distributed to schools, colleges, universities and hospitals. A team of volunteers travel to Malawi each year to install equipment, deliver IT training and audit installations. In addition, City Building Glasgow built a HIV/AIDS Clinic at Chikwawa District Hospital, two prosthetic and orthotic clinics at Lilongwe Central Hospital (in partnership with the charity 500 Miles, also a SMP member) and refurbished part of the former Town Hall in Lilongwe to transform it into a public health clinic including a dental suite and opticians.
- Martha Payne is one of the SMP's 176 youth members. Through her popular blog 'Never Seconds' documenting her experience of school meals at Lochgilphead Primary School she raised almost £120,000 for a school kitchen at Lirangwe and Mary's Meals in Malawi. It is fantastic to see how a then 9 year old girl from Argyll uses social media and the internet to reach thousands of people in Scotland to improve the situation of her peers in Malawi.
- The Malawi-Scotland David Livingstone Scholarship Programme funded by the Scottish Government and implemented by the SMP through its Higher Education and Further Education Forum has provided funding for Malawian students studying at Masters level in Malawi. The Scottish Government provided £100,000 to fund 37 scholarships in 2013-14 and will provide another £100,000 in 2014-15 to enable students from underprivileged backgrounds to pursue studies at Masters level in Malawi. There is already compelling evidence of the wider benefits to surrounding communities. This programme is only one aspect of the large number of further and higher education links between Scotland and Malawi, with almost every Scottish university actively involved<sup>7</sup>.

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<sup>7</sup> Scotland Malawi Partnership (2012) *Scotland-Malawi Further and Higher Education Linking: Forwards. Together.* (available at [www.scotland-malawipartnership.org/documents/30-HEandFE\\_Forum\\_Report\\_web.pdf](http://www.scotland-malawipartnership.org/documents/30-HEandFE_Forum_Report_web.pdf)).

## Discussion

In general, careful thought was put into the estimates made by the members. This provided confidence in the analysis stage, as the responses were used to extrapolate to the wider membership. The SMP and members themselves were cautious to avoid over-reporting and double-counting. Information from the SMP's complete membership database<sup>8</sup>, combined with the SMP's detailed knowledge of its membership, was used to identify outliers (most notably, Mary's Meals and the University of Strathclyde) whose scale of operation was disproportionate and unrepresentative of other members in that subcategory. These outliers were removed from the process of averaging within each subcategory, so as to not skew or exaggerate the extrapolated figures. Outlier data was only included in the final aggregated figures, as a standalone number, rather than included in the extrapolation. Where such adjustments were required, in most cases the typical values were adjusted downwards given the principle of being conservative in all estimates and assumptions.

Where an organisation was not able to provide inputs due to the scale of their work (for example the Church of Scotland), this data was excluded from the extrapolation. Where the SMP feared double counting (for example, in the work of local authorities), or where estimates appeared to be excessively large, this data too was excluded. The fact that the £40 million figure excludes many of the largest and most active organisations from the extrapolation, and includes no data on inputs from local authorities, suggests it is likely a conservative underestimate.

## Outlook

**The value of all inputs in just one year, £40 million, highlights the scale of the relationship and the goodwill invested in the links between Scotland and Malawi. It is an impressive figure and, in conjunction with the findings that at least two million Malawians benefited from the activities of SMP members and more than 90,000 people in Scotland were involved in them, demonstrates that the links between Scotland and Malawi are extremely valuable to both countries.**

The increase in the value of inputs, beneficiaries in Malawi, and people actively involved in Scotland and Malawi, indicates that this commitment to development in Malawi has further strengthened since 2010, when the last survey was conducted, and is bound to grow with the continued support of the Scottish, UK and Malawian governments. **The Scotland Malawi Partnership will play a crucial role in developing the links between the two countries engaging a wide range of audiences including the Malawian diaspora in Scotland. Its contribution will be key in raising awareness in Scotland, supporting business, trade and investment in Malawi, giving more schools in Scotland the opportunity to establish a partnership with Malawian schools, and increasing its members' sustainability and effectiveness.**



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<sup>8</sup> Available online at: [www.scotland-malawipartnership.org/members.html](http://www.scotland-malawipartnership.org/members.html)

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