

Social Impact Survey of Food Bank's main activity in Attica, for 2023.



made by



Under a grant of John S. Latsis
Public Benefit Foundation



Κοινωφελές Ίδρυμα
Ιωάννη Σ. Λάτση

Athens
October 2024



This booklet is an English translation of the whole impact survey. It only includes the main results and key points that reflects Food Bank's main activity social impact. This English translation consists of 55 pages out of the 140 of the whole survey.



Brief overview of this study



This evaluation study was carried out to assess the social impact of the Food Bank's main action. At the same time, the views and experiences of all stakeholders that affect or are affected by the Bank's activities were explored. The study also assesses the results achieved during the implementation of its action in 2023.

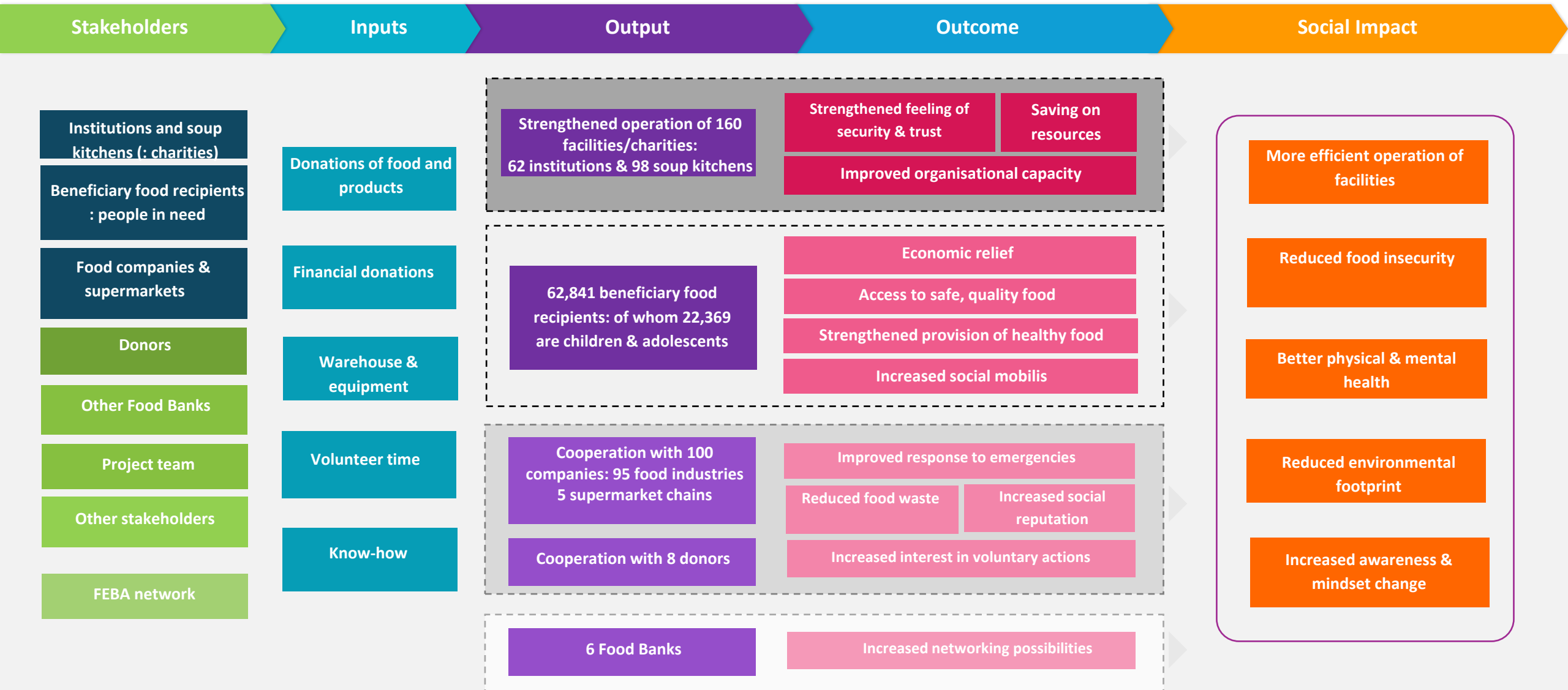
In the first part of the study, emphasis is placed on the methodology and tools used for the evaluation. The process was based on a mixed-methods approach, combining qualitative and quantitative data to draw informed conclusions and recommendations. In the second part, the evaluation focuses on the key findings related to the social impact of the action, as well as on the measurement of social impact through the Social Return on Investment (SROI) methodology, which determines the overall value that the Food Bank's main action creates in society in monetary terms.

The study highlights the impact on a variety of stakeholders, with the main impact being on the beneficiary facilities that provide food and meals to our vulnerable citizens. In particular, the Food Bank's action facilitates the work of these facilities, while enabling them to focus on further developing their other functions. All of the facilities (100%) agree that this cooperation is instrumental in saving resources to cover other needs of their organisation, while 80% evaluate it as necessary and a source of relief. Similarly, and more importantly, the action of the Food Bank translates into an increase in the level of socialisation, self-esteem, and the physical and mental health of the food recipients who visit the soup kitchens. Of the respondents, 61% report an improvement in their social relationships, 72% feel part of a wider community, and 61.7% see positive changes in their psychological and physical state. For the partner companies and donors of the action, on the other hand, there is further awareness of food waste, but also a wider increase in the desire to donate food. A rate of 22.7% believe that their company could donate more food to the Food Bank or other organisations, while 64% see a significant improvement in the level of awareness among employees about practices that reduce food waste. Undoubtedly, the Food Bank's contribution to the protection of the environment is significant, with 1,283,783 tonnes of food not being destroyed, and thus contributing to preventing pollution from 564.88 tonnes of CO₂-eq. The SROI highlights the significant social multiplier benefit of the action, as for every €1 invested in the Food Bank action, the equivalent value of at least €4.98 is returned to society.

The present study is enriched with proposals aimed at improving specific aspects for the proper functioning of the Food Bank and the further exploitation of its results with a view to enhancing its positive social impact.



Theory of Change





Study methodology



1st stage Stakeholder analysis

In the first stage of the research, the stakeholders that influenced and were influenced by the Food Bank's work were identified.

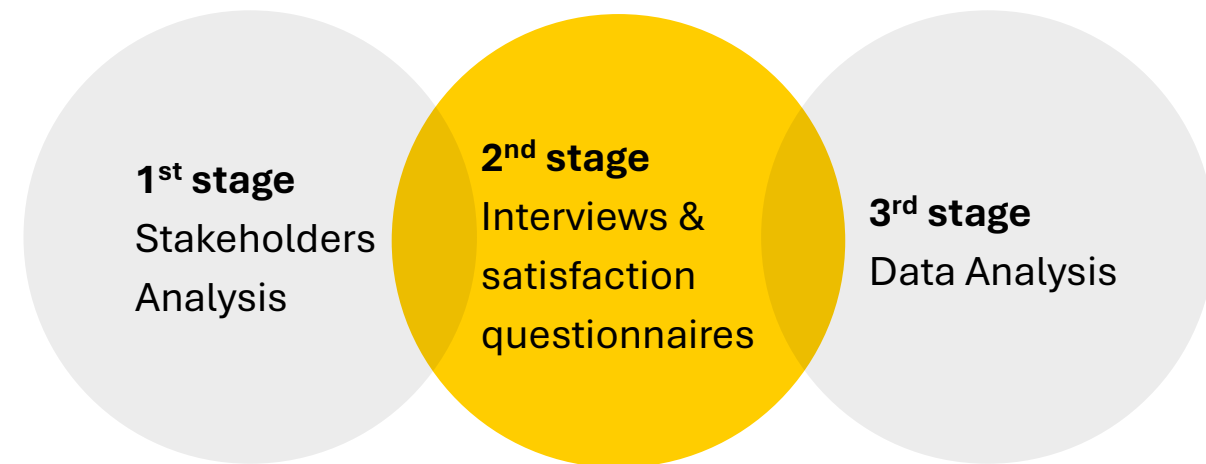
2nd stage Interviews & satisfaction questionnaires

During the second stage of the study, interviews were conducted and satisfaction questionnaires were created for each group of stakeholders in order to gather opinions and collect data from their experience.

3rd stage Data analysis

In the third stage of the study, an analysis was carried out of all qualitative and quantitative data generated from the primary research, such as interviews and stakeholder satisfaction questionnaires, as well as from the secondary research, such as data collected from the Attica Food Bank, opinions of representatives of food waste-related institutions and other studies and relevant literature.

Measurement of Social Impact





The research focused on the following stakeholders:

- **Institutions & soup kitchens** - satisfaction questionnaires (80) & interviews (14)
- **People/recipients of food** from soup kitchens - satisfaction questionnaires (294)
- **Companies & supermarkets** that donated food and products - satisfaction questionnaires (22) & interviews (5)
- **Donors supporting the main activity of the Attica Food Bank** - satisfaction questionnaires (8) & interviews (3)
- **Other Food Banks in Greece** - interviews (6)
- **Attica Food Bank project team and Board of Directors** - interviews (7)
- **Other stakeholders (volunteer, external partner, food waste reduction agencies)** - interviews (4)

During this phase, HIGGS implemented the collection of data necessary for writing up this study based on the predefined objectives. These were data collected, analysed and used to prepare this study. Access to the stakeholders was made possible with the full support and assistance of the Attica Food Bank.

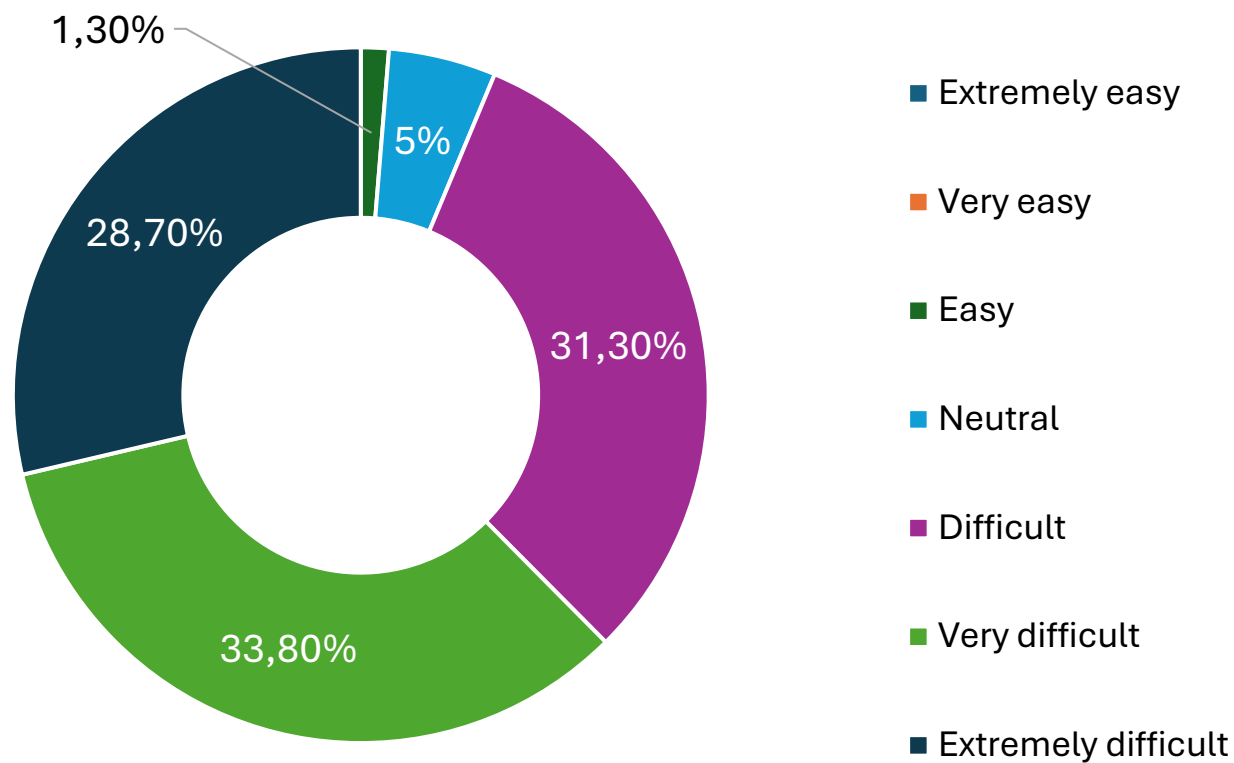


Results per stakeholder category —

Institutions & soup kitchens (:charities)



If you did not receive the donation from the Food Bank, how easy do you think it would be for you to obtain this food from other sources?

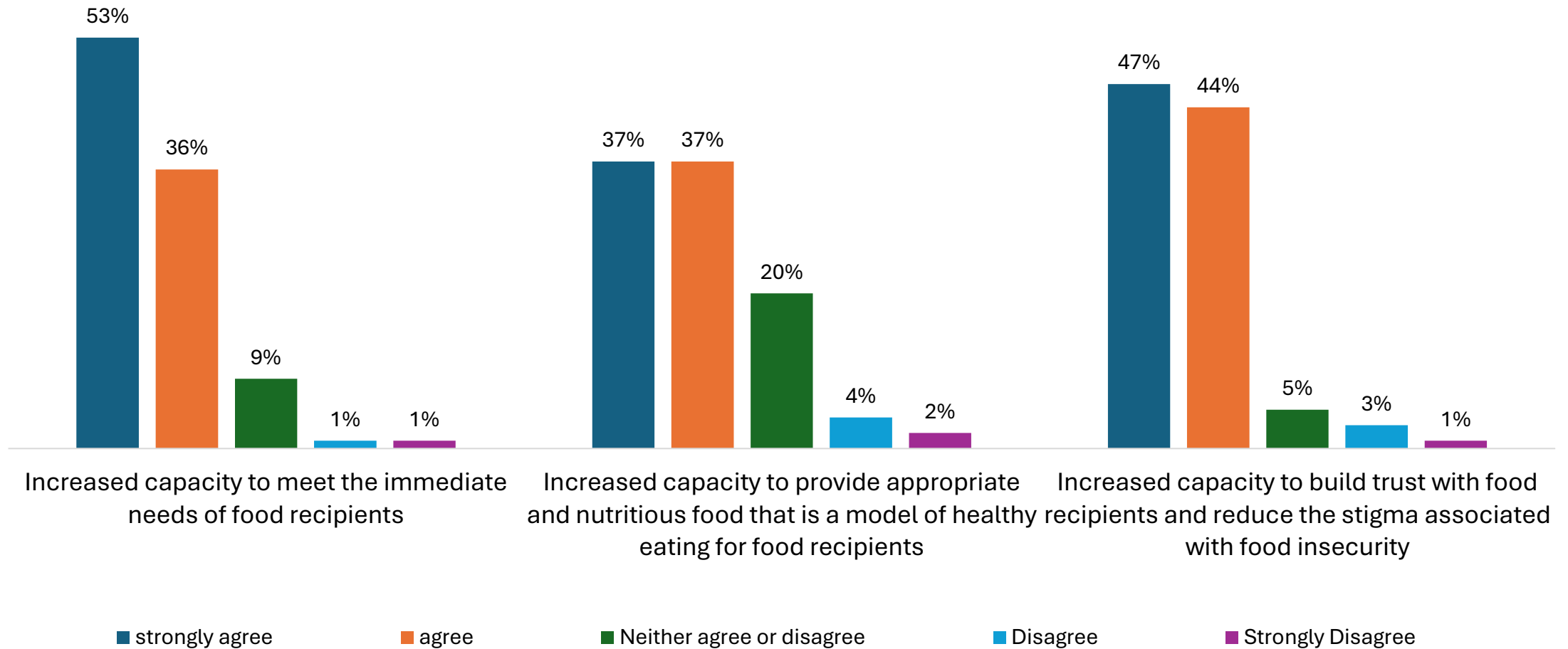




Institutions & soup kitchens



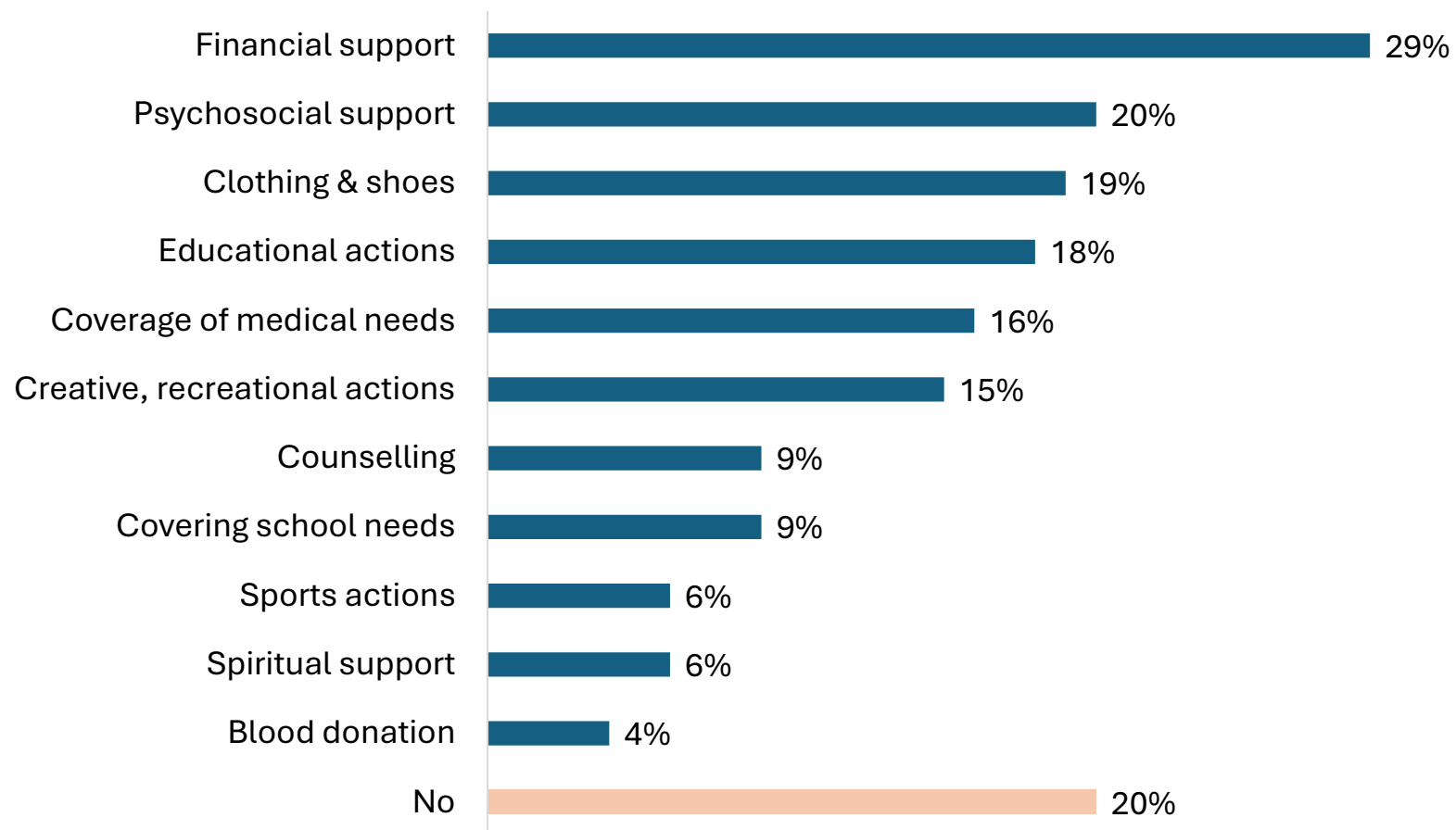
Please rate your level of agreement with the following statements:
"Through the Food Bank donation, the organization has..."





Do you provide other services to your final beneficiaries?

If so, please indicate what other services you provide.

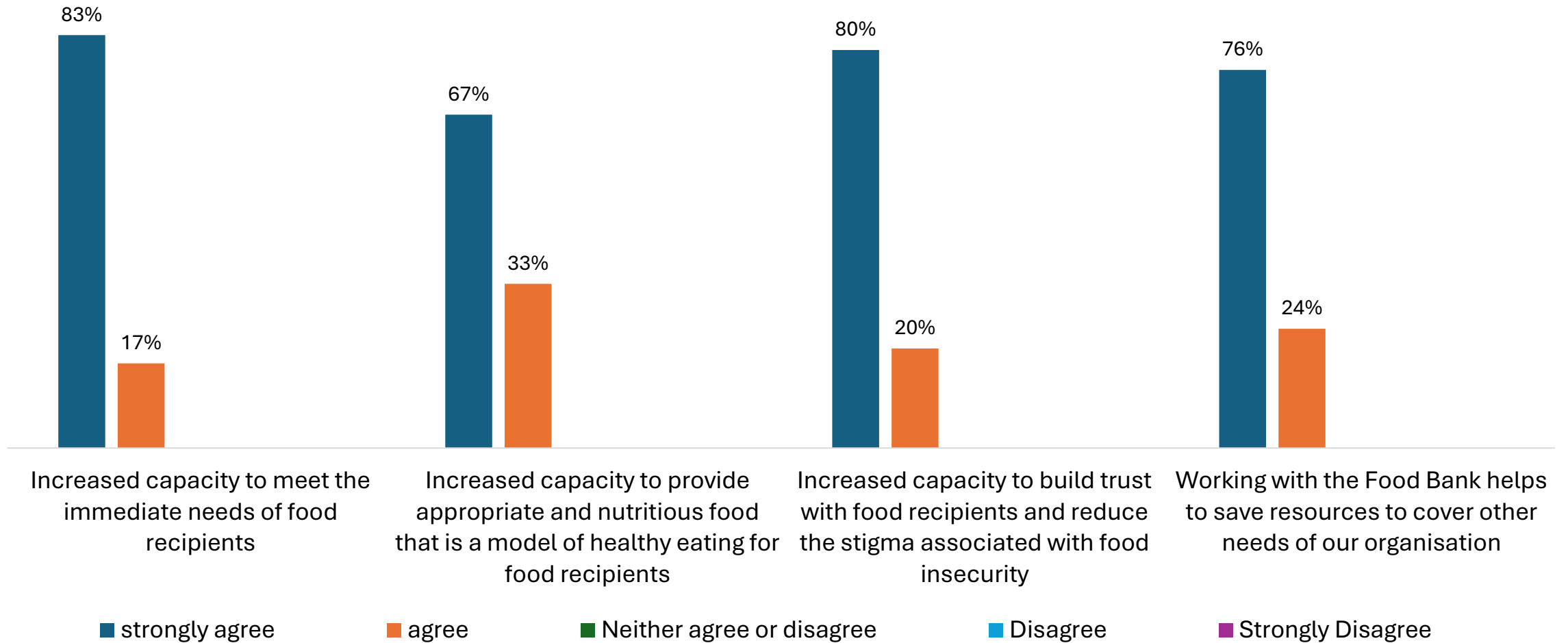




Institutions & soup kitchens



Please rate the degree of agreement with the following statements.

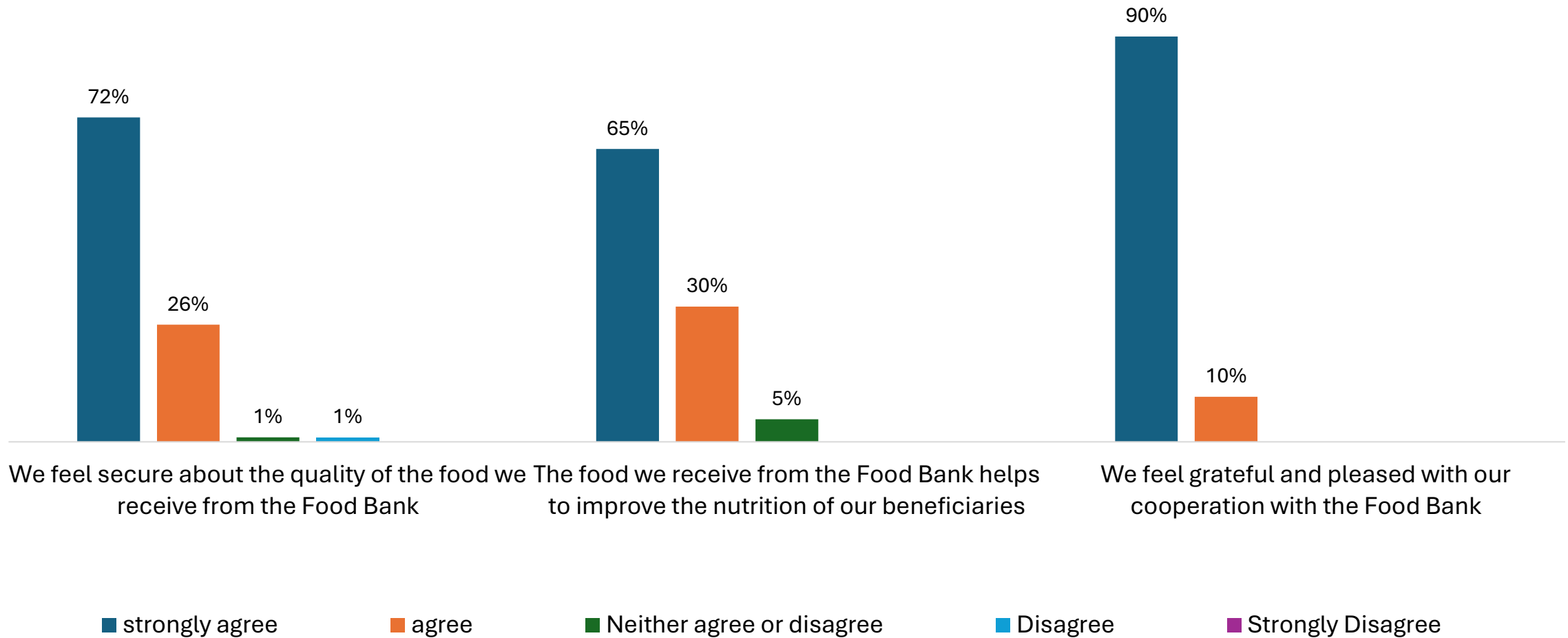




Institutions & soup kitchens



Please rate the degree of agreement with the following statements.

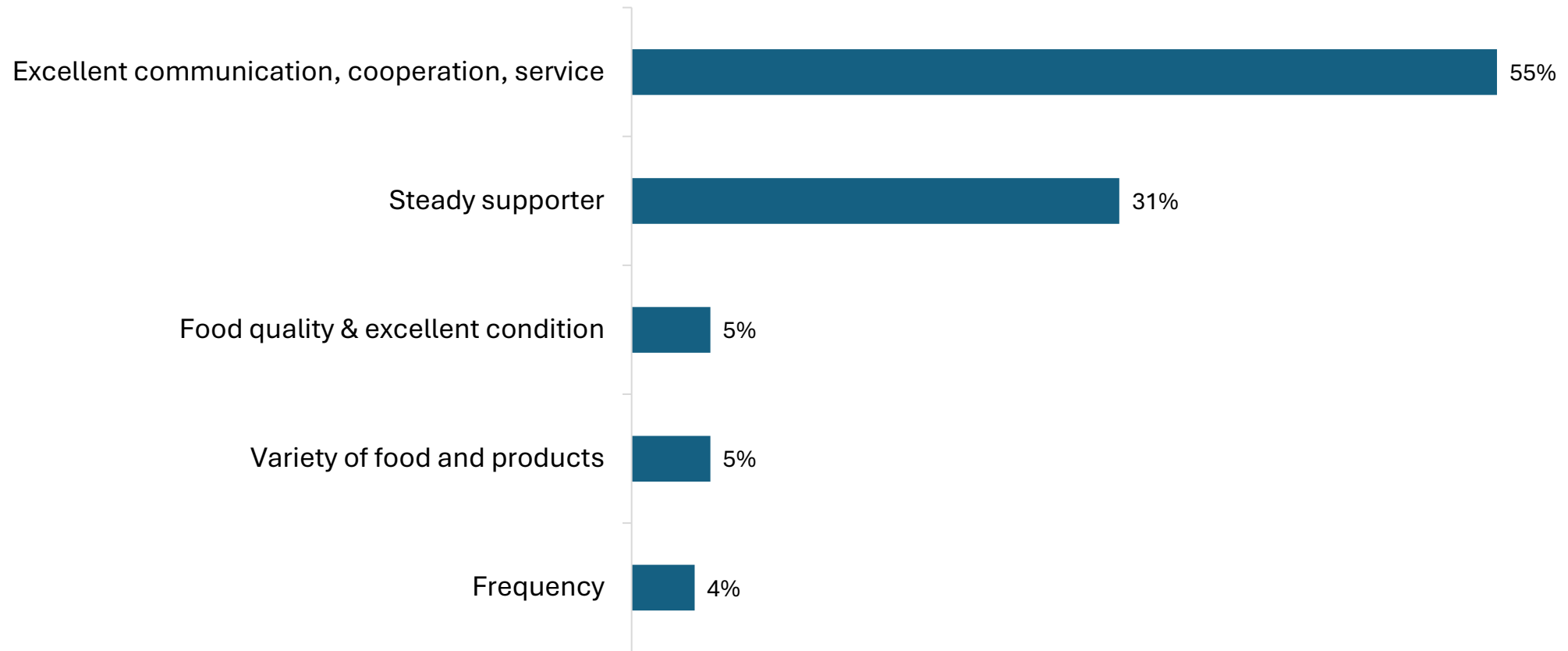




Institutions & soup kitchens



Indicate which aspect of your cooperation with the Food Bank you consider to be the strongest





Summary

- The cooperation with the Food Bank was described as **excellent** by all the institutions and soup kitchens. It is worth noting that this cooperation was described as **warm and human**.
- The donation of food is an important help for the facilities, a **breath of fresh air, a relief**, as they say, so that they can **conserve resources** and meet other needs of their organisation.
- Overall, **working with** the Food Bank **is very worthwhile**; it is **an easy process and offers stability and a sense of security**. It also evokes **feelings of joy and gratitude**.
- The quality of the food received by the facilities contributes to the **safety** and **improved nutrition of** the food recipients they support.
- Through the cooperation with the Food Bank, the facilities are able to cover the **immediate needs of** their beneficiaries to a greater extent.
- The facilities face the challenge in **managing food that is approaching the expiry date**, there is concern in the lack of information up to the day of receipt of items, expiry date and quantities of food.
- There is an **increased need for basic and healthy foods** such as meat, fish, cheese, olive oil, vegetables and fruit.
- The charities would like **more frequent food deliveries**.



“

With the Food Bank, we feel empathy, love, care, support.

”



“

If it wasn't for the Food Bank, we wouldn't be able to do what we do. **It has saved** us since we've been working together!

”



“

Valuable cooperation. We are **grateful** and it's a big help!

”



“

If it wasn't for the Food Bank, we would be in serious trouble. Its **role** and **benefit** is important and we thank it very much.

”



Results per stakeholder category —

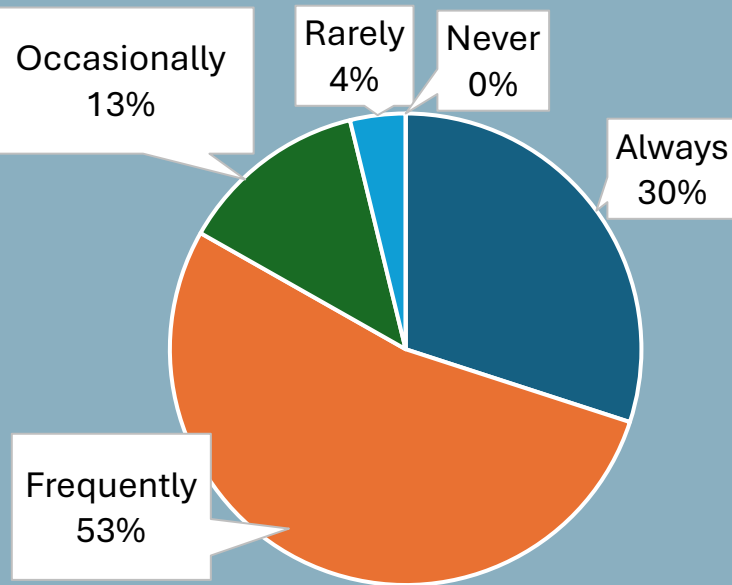
People/Recipients of soup kitchen food



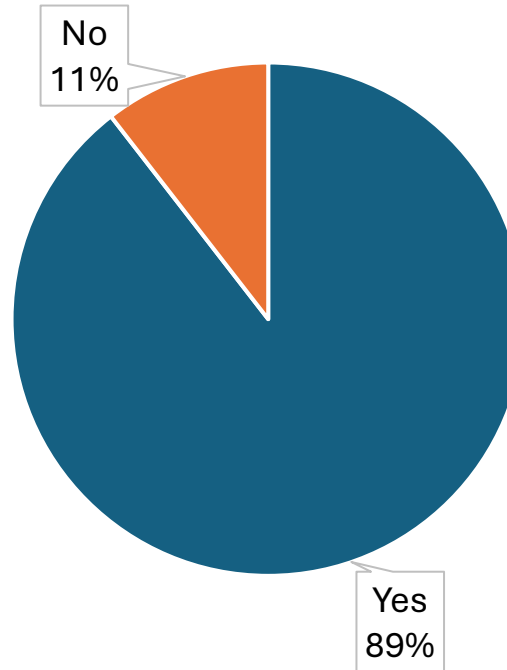
People/Recipients of soup kitchen food



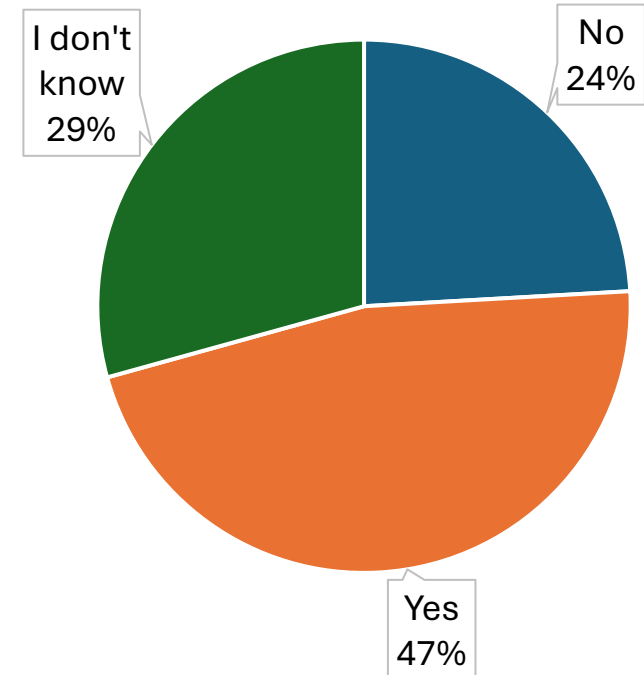
You believe the soup kitchen meals meet your nutritional needs



Do you have any dietary restrictions (e.g. gluten intolerance)?



Are your dietary needs and preferences taken into account at the soup kitchen?

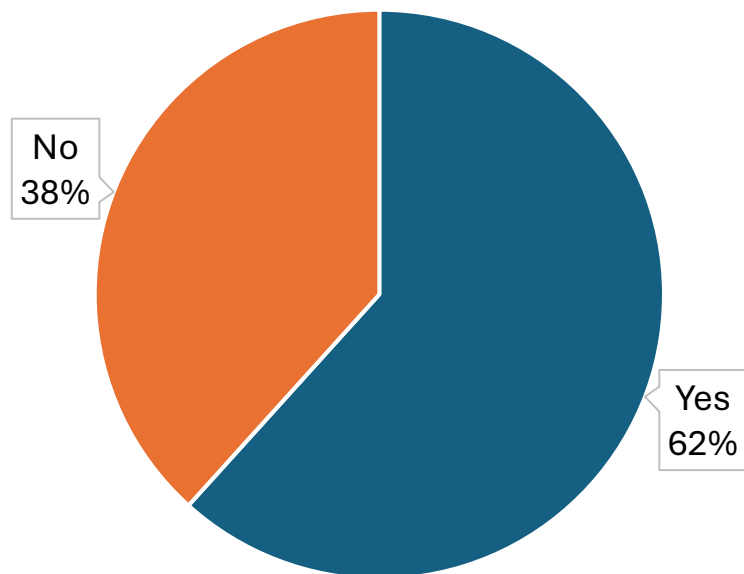




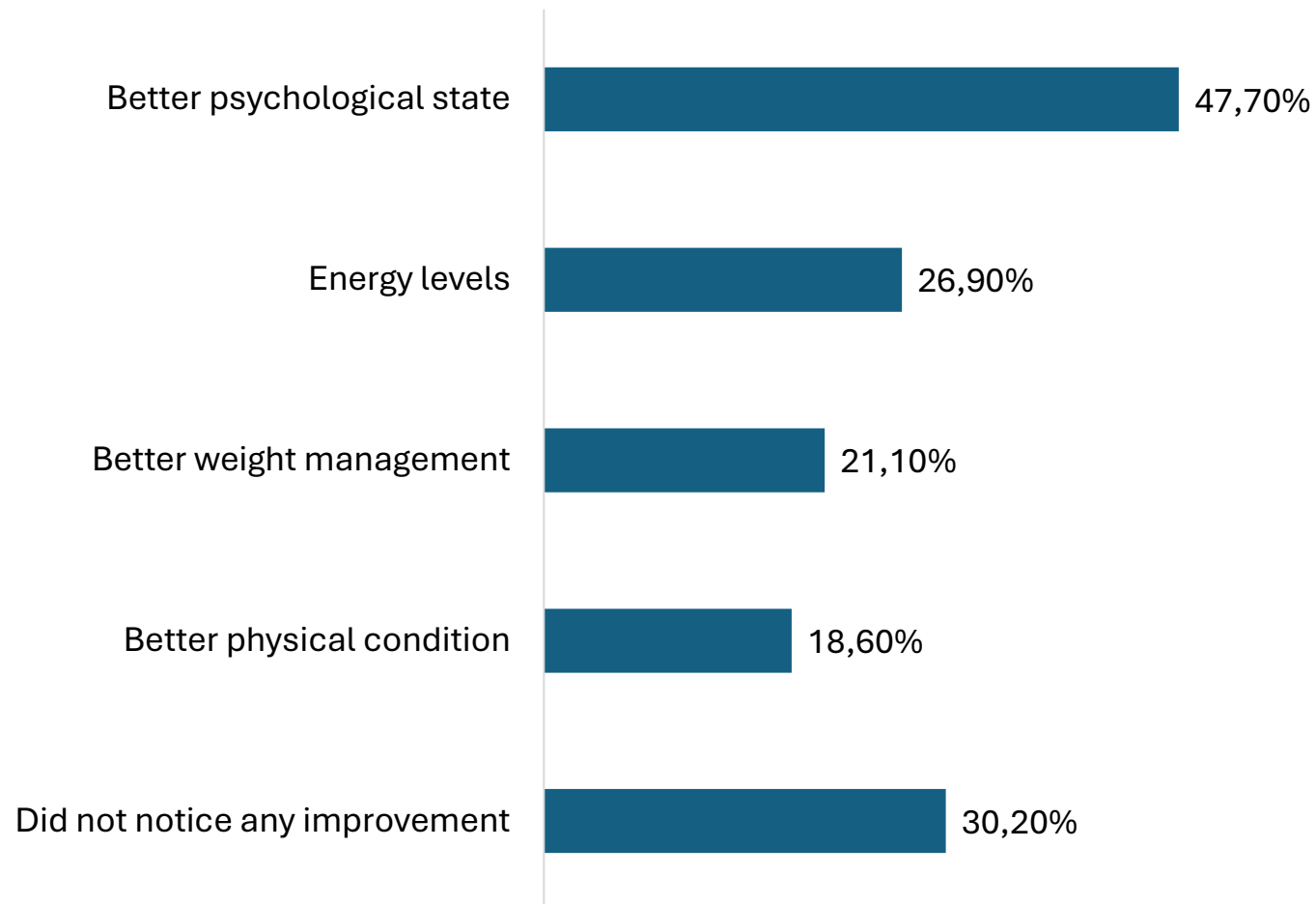
People/Recipients of soup kitchen food



Have you noticed an improvement in your health?



If so, in which areas have you experienced these changes?

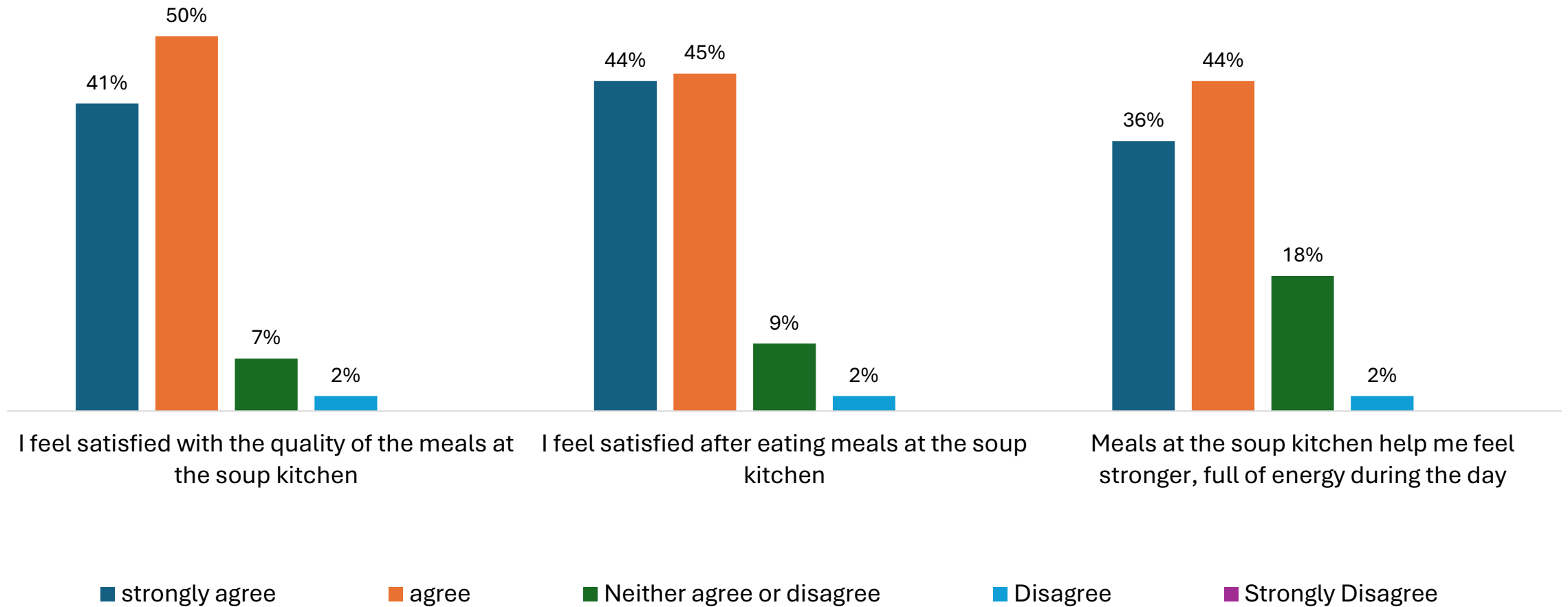




People/Recipients of soup kitchen food



Please rate the degree of agreement with the following statements.

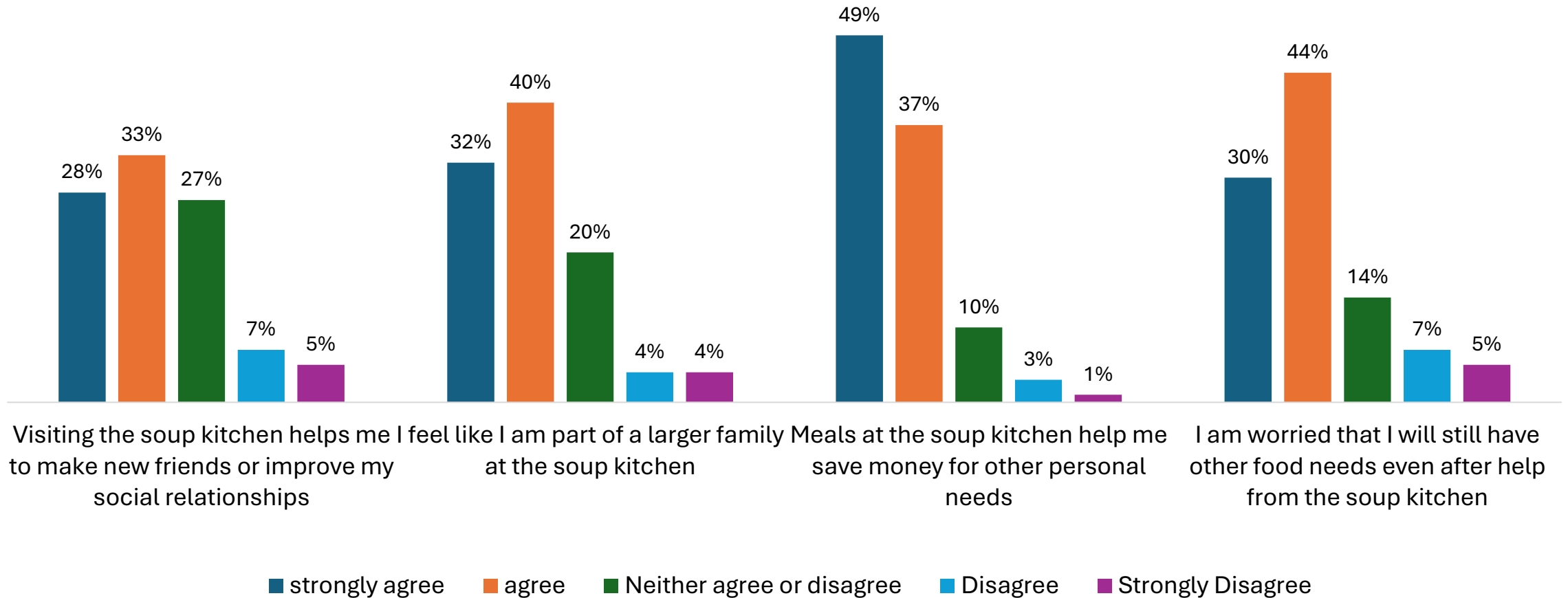




People/Recipients of soup kitchen food



Please rate the degree of agreement with the following statements.





People/Recipients of soup kitchen food



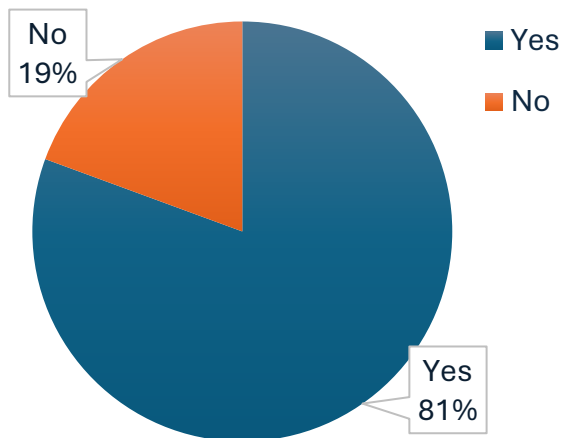
Nutrition & health

Soup kitchen users were asked if they receive food assistance from other sources. Of these, 80.6% answered negatively, while 19.4% answered positively.

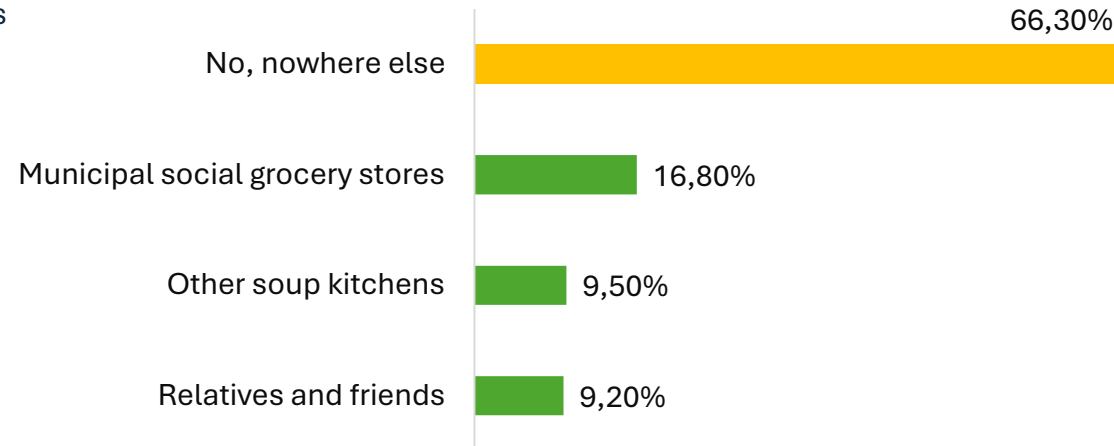
Of those who receive additional help from elsewhere, 16.8% referred to municipal social groceries, 9.5% to other soup kitchens (despite avoiding double counting) and 9.2% to help from relatives and friends. About 66.3% said they do not receive help from anywhere other than the specific soup kitchen.

In addition, 88.1% would recommend the soup kitchen to others, 4.1% would not, and 7.8% do not know and are not sure if they would recommend it.

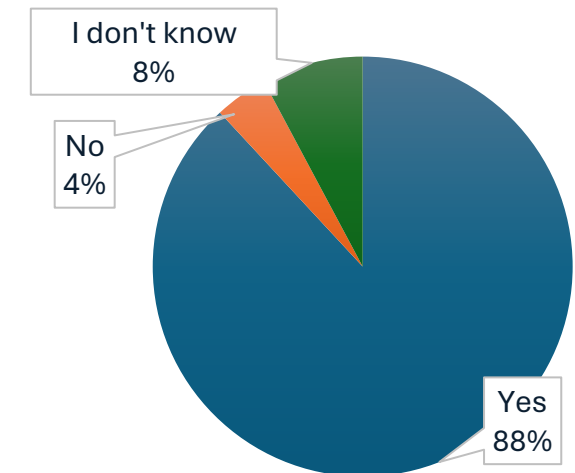
Do you receive food aid from elsewhere?



If so, from where?



Would you recommend this particular soup kitchen to someone you know?





Summary

- The provision of meals and/or food packages offers significant **financial relief** to the beneficiaries of soup kitchens, allowing them to meet their basic nutritional needs without straining their limited budget. This helps them to **save resources for other necessary needs**.
- The beneficiaries of soup kitchens feel the food they receive improves both **their physical and mental health**.
- They express a desire for **more food, as well as nutritious foods**, such as meat, olive oil, cheese, fish, fruits and vegetables.
- They feel they **belong to a family**, appreciate the support of the people who care for them and use **additional the services of soup kitchens** to meet their needs.



Results per stakeholder category —

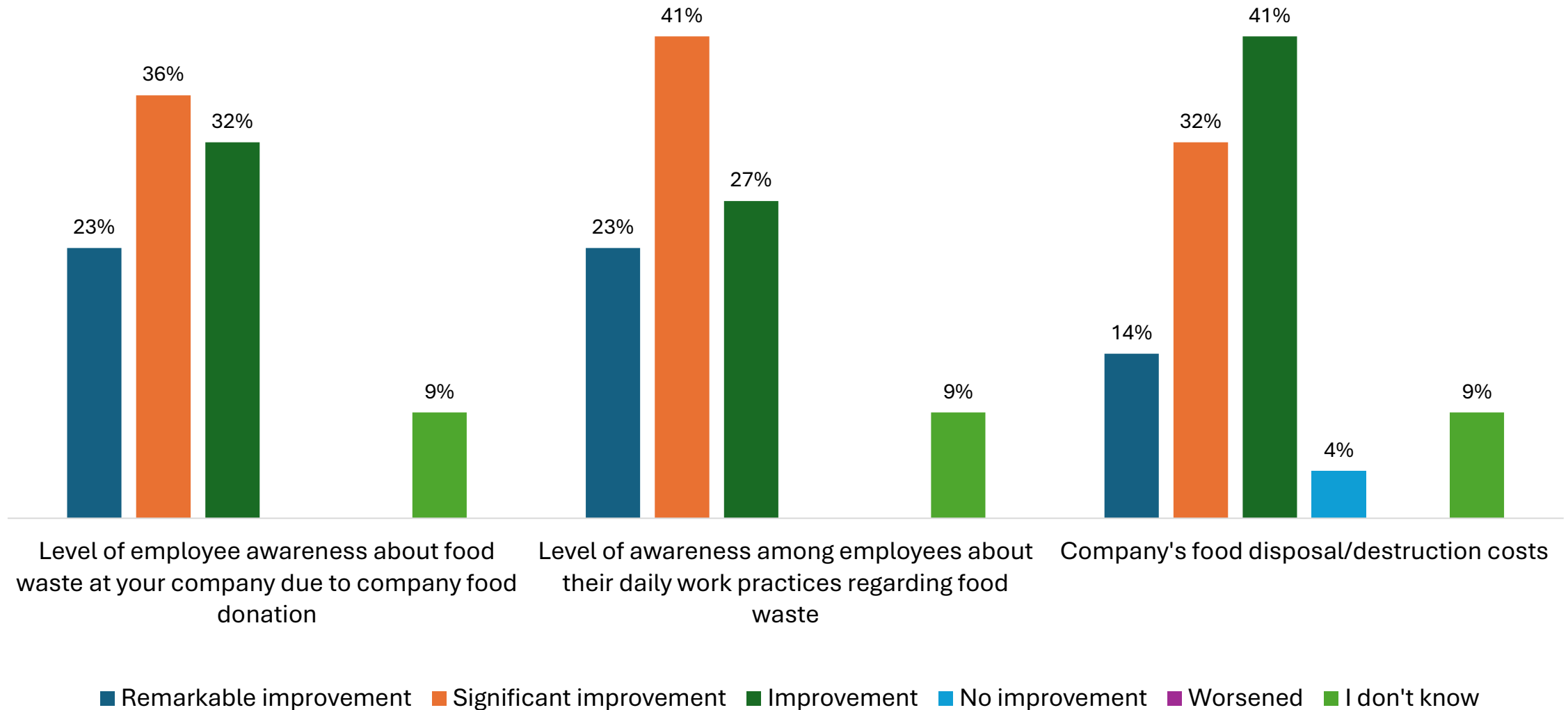
Food companies and supermarkets



Food companies and supermarkets



Please assess the extent to which the following have improved:

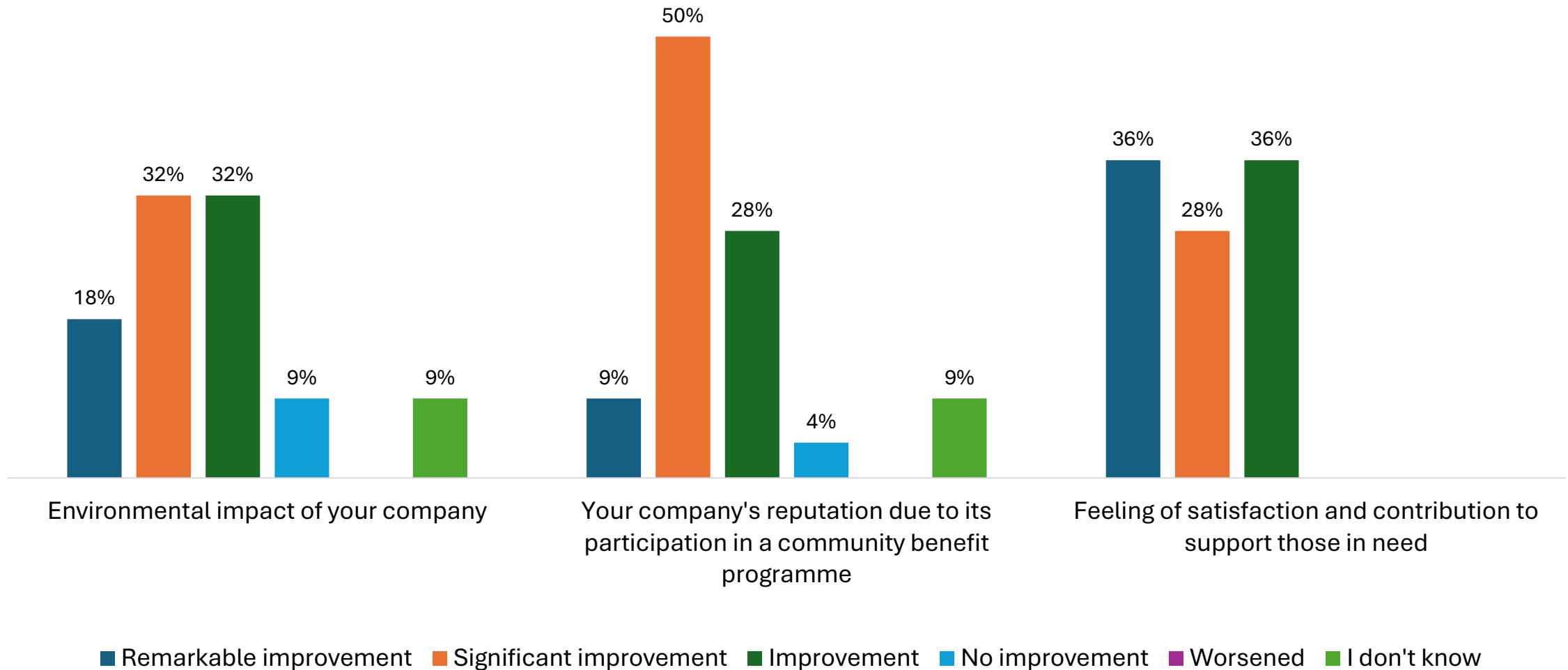




Food companies and supermarkets



Please assess the extent to which the following have improved:

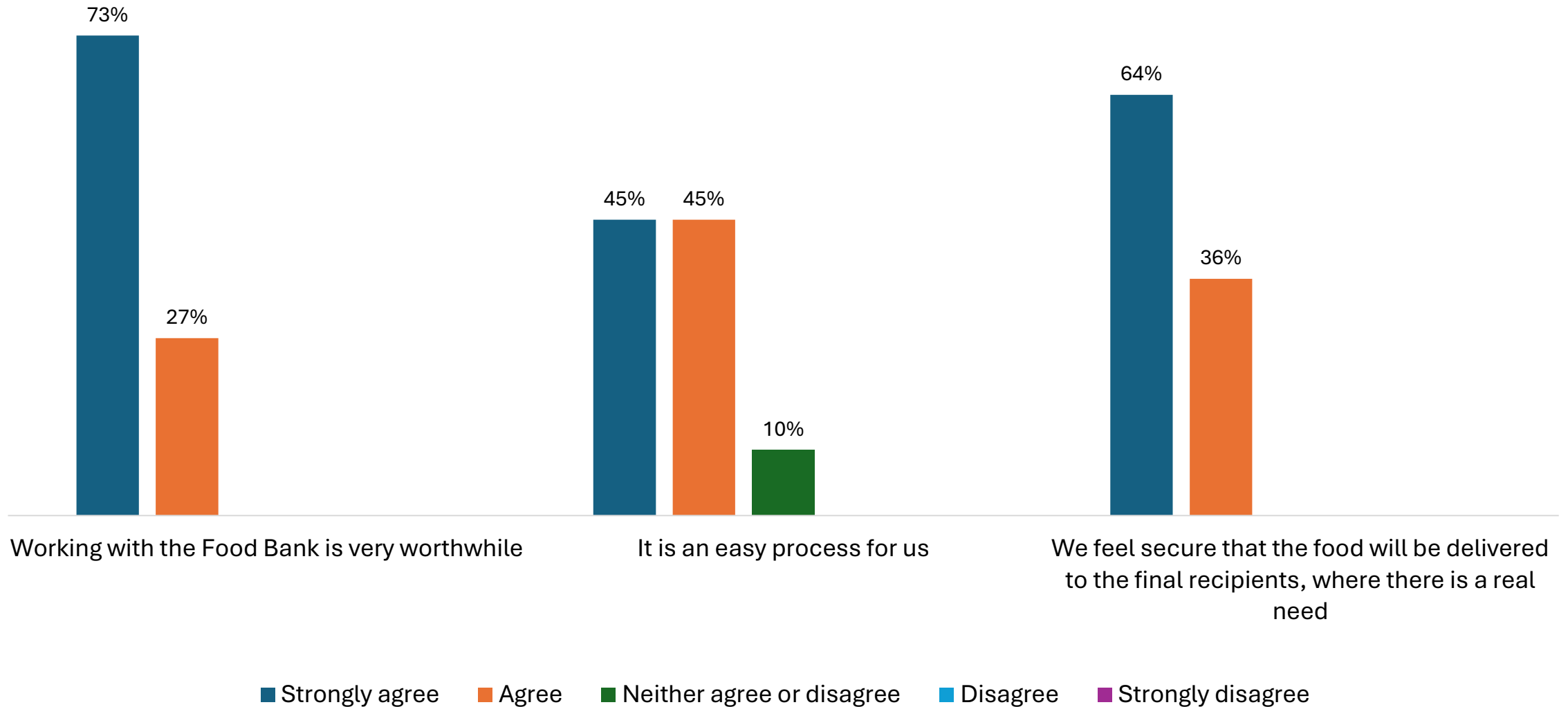




Food companies and supermarkets



Please rate the degree of agreement with the following statements.

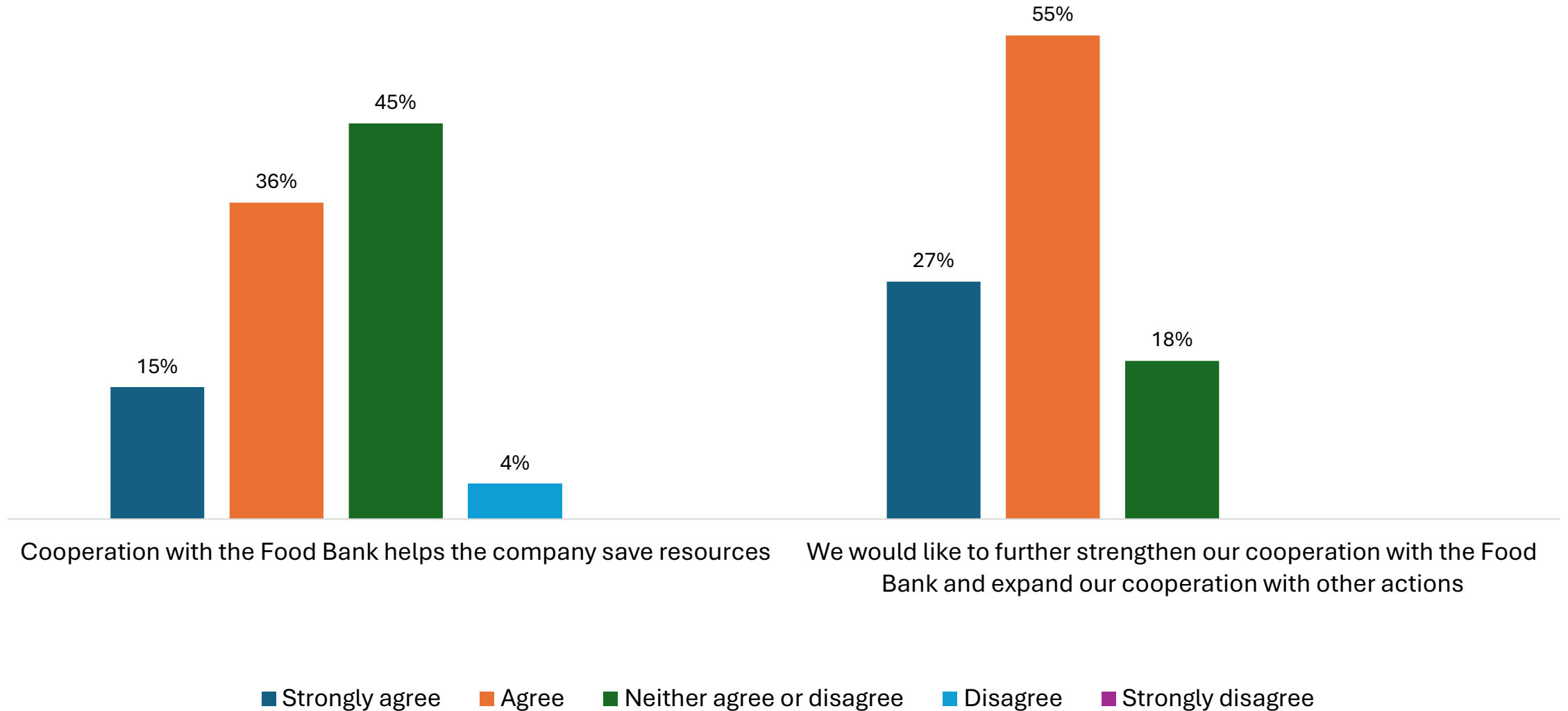




Food companies and supermarkets



Please rate the degree of agreement with the following statements.

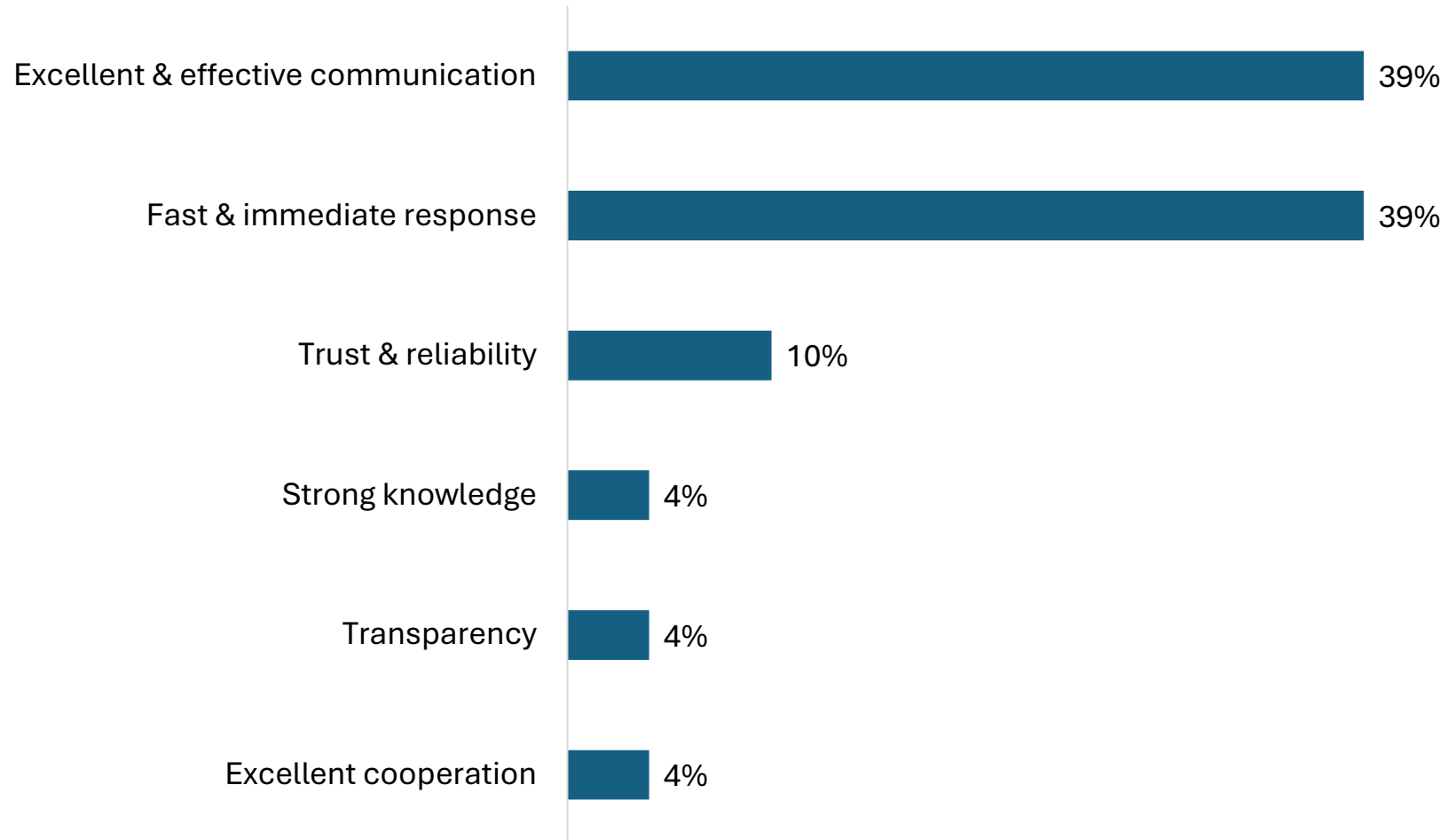




Food companies and supermarkets



Indicate which aspect of your cooperation with the Food Bank you consider to be the strongest.





What they would change, in their own voice

1. Identifying specific types of fruit that best meet the needs of the facilities.
2. Cooperation with transport companies for the collection of products, as in the case of the Food Bank of Thessaly.
3. Regular updates on the specific needs of the facilities.
4. Presentation of good practices from other companies.
5. Sending targeted communications to companies for information and cooperation.
6. Presentation of the actions and work of the Food Bank for wider visibility.
7. Greater visibility of companies that support the work of the Food Bank by highlighting their contribution.
8. Ability to pick up products directly from the company stores, without having to deliver them to the Food Bank.



Summary

- The cooperation with the Food Bank was described as **excellent** by the companies, with particular emphasis on its **structured and coordinated operation**.
- They feel **assured** that the food they donate goes to those in real need and also feel proud of the important work of the Food Bank, appreciating its **credibility** and **transparency**.
- The companies are very satisfied with the **promptness of communication and the speedy response** of the Food Bank, which offers quick solutions for the utilisation of food products, especially those that are approaching their expiry date.
- All in all, **working with** the Food Bank is very worthwhile, it is **an easy process without burdening their time**. They even acknowledge the Food Bank's **high level of expertise** in the management of surplus food that is not commercially exploited.
- Companies place particular emphasis on **reducing food waste and protecting the environment**.
- There is **an increased willingness to further cooperate** with the Food Bank, either through voluntary actions or through increased awareness of its operation.
- In general, companies express interest in **strengthening** cooperation with the Food Bank, such as regular updates on specific needs, the presentation of good practices and the promotion of the Food Bank's activities.



“

The Food Bank is doing a very good job, with **data, analysis, transparency**. These are aspects that can inspire **confidence**.

”



“

The work of the Food Bank is something **we love** and **believe in**, and we really stay on top of it!

”



Results per stakeholder category —

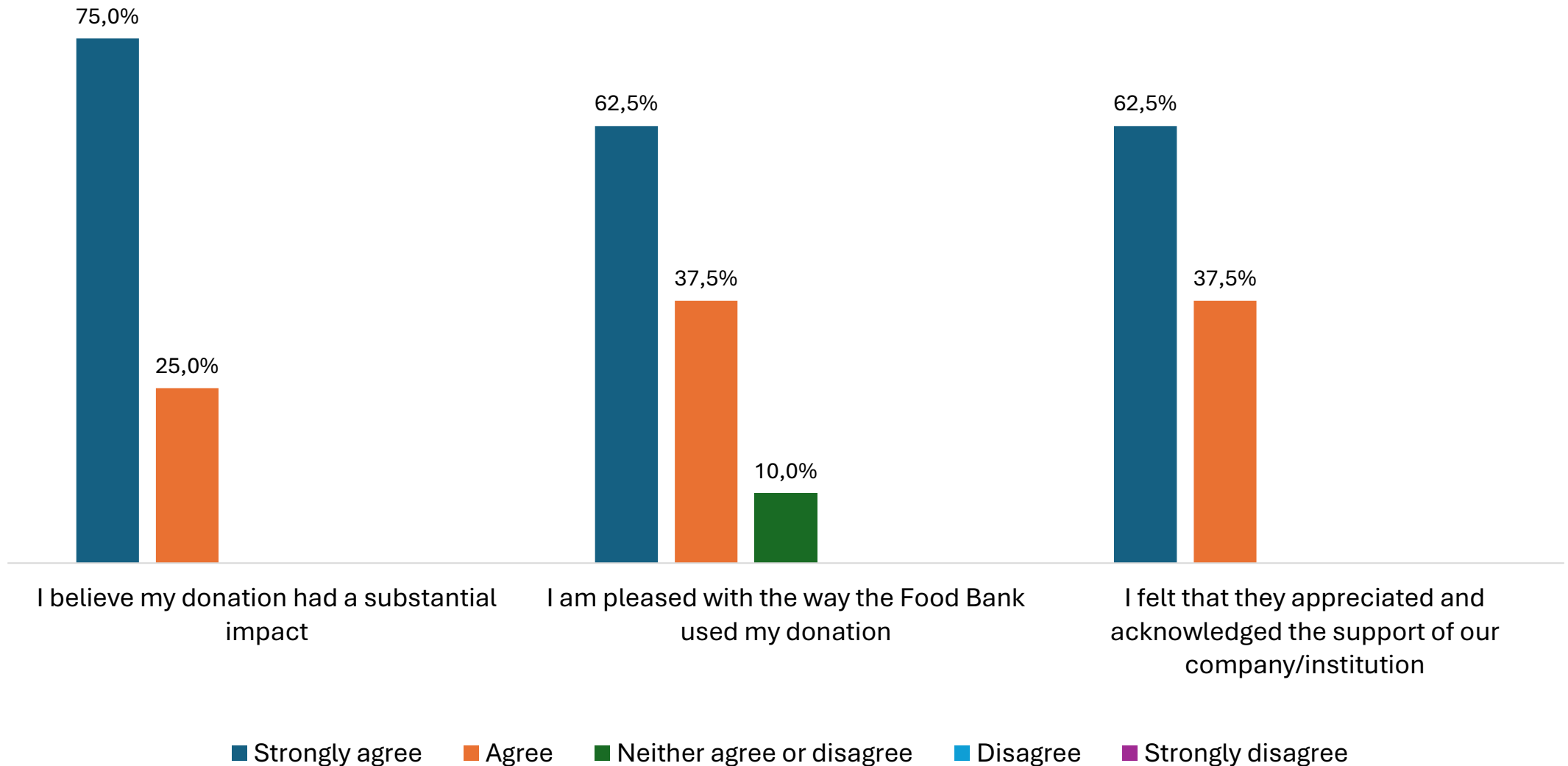
Donors



Donors



Please rate the degree of agreement with the following statements.

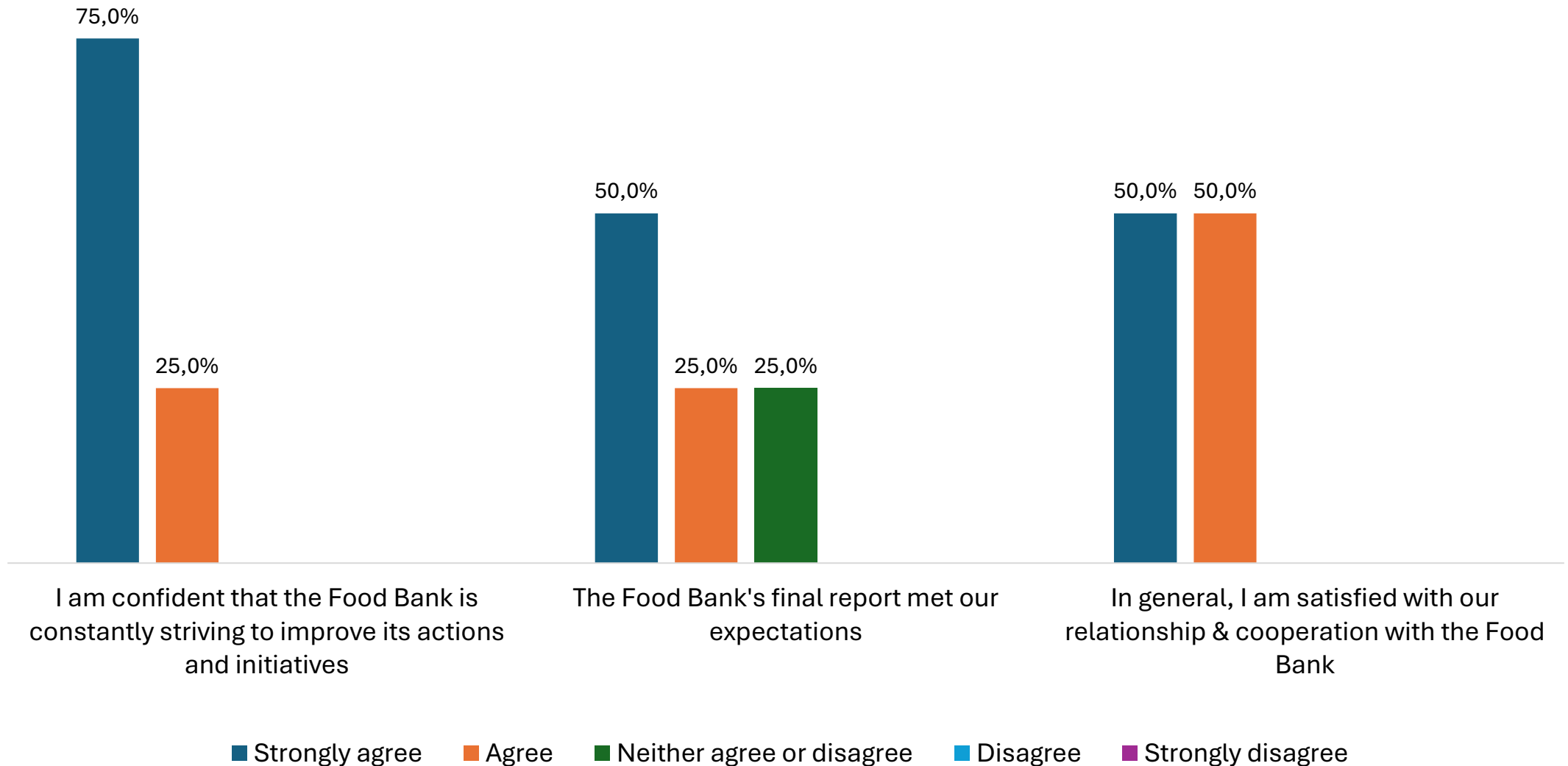




Donors



Please rate the degree of agreement with the following statements.





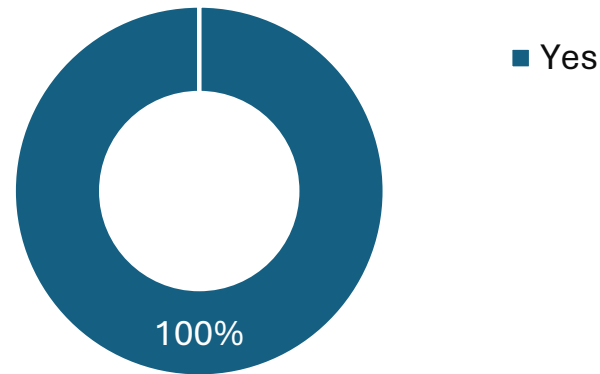
Donors



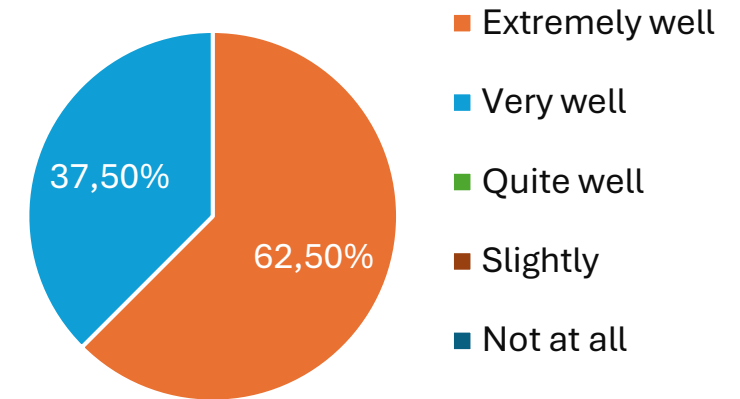
Donations & their impact

All donors (100%) said they felt their donation had a meaningful impact. Specifically, 62.5% reported that the Food Bank's work aligns "extremely well" with the values and vision of their company or institution, while the remaining 37.5% said it aligns "very well."

Do you feel that your donation has had a meaningful impact?



Do you feel that your donation has had a meaningful impact?



Donors were asked to answer the question: **"Can you give an example of an outcome or success that you liked or were impressed by?"** Here is a summary of their responses.

- The fast and efficient search for partners for the new Patras Food Bank
- Support for the opening of the new Food Bank of Western Greece
- Highlighting the importance of its work and the extent of the issue of food waste
- The creation of additional branches around Greece in a short period of time
- The selection of new employees for the project team

Its informative and high-quality annual report, its commendable participation in the FEBA data collection program and the direct link between the produce market and the facilities, maintaining food quality and reducing costs.



Proposals for improving the cooperation and action of the Food Bank

Donors were also asked to give their suggestions on how the Food Bank could improve their cooperation as well as its operations. Here are their proposals.

- **More partnerships:** Develop partnerships and synergies with food companies and strengthen partnerships with other social organisations to supply larger quantities of surplus and healthier food.
- **More frequent reports of action:** Sending regular updates, such as newsletters and special reports on the use of the donation.
- **Organising events:** Organising events to promote the goals of the Food Bank.
- **Impact assessment:** Regular evaluation of its activities and adoption of best practices.
- **Information on the use of donations:** Regular updates on the use of donations and the results of its activities.



Summary

- The cooperation with the Food Bank was described as **excellent** by donors, who highly appreciate its **credibility** and **transparency**.
- Good **organisation** and the **personal commitment of** the project team members is appreciated.
- **Its association with FEBA** (Federation of European Food Banks) is an important advantage, which further strengthens their confidence.
- They recognise the Food Bank's **high level of expertise** in managing surplus food that is not commercially exploited.
- Donors place particular emphasis on **reducing food waste** and **protecting the environment**.
- There is **an increased willingness to further cooperate and support** the Food Bank, such as in a development plan.
- There is a need for **greater engagement** with its donors, such as through regular updates on the Food Bank's activities.
- Donors contribute to the Food Bank's **networking**.



“

The Food Bank inspires **transparency**.

”



Results per stakeholder category —

Other Food Banks in Greece



Summary

- The cooperation with the Attica Food Bank was described as **excellent** by all Food Banks in Greece. There is **deep gratitude and confidence in** its work, and recognition of **its excellent work** and the **effective team** that supports it.
- The Attica Food Bank offers significant **support** to the other Food Banks, providing assistance in finding suitable premises, infrastructure and financial resources. At the same time, it generously shares the **know-how** it has acquired through its years of operation, as well as through its participation in the Federation of European Food Banks (FEBA).
- It promotes **networking**, such as at its annual conference in Athens, and facilitates **personal contacts with potential donors**.
- All its partners agreed that **they want to move more food** in order to support more facilities and thus help more of our fellow citizens.
- The management of products nearing expiry is their main concern.
- Their needs in terms of infrastructure, and human and financial resources remain high.



Social Impact



Institutions & soup kitchens



Impact (scale 1 to 5)



Feeling of security & trust



Saving of resources



Improved organisational skills (food-related & other services)



Familiarity with food management



The partnership with the Food Bank is consistent and inspires a sense of security and trust, especially as an organisation with expertise in tackling food insecurity and food waste. The partners express gratitude and pleasure about this consistent cooperation. It is characterised by accessibility, courtesy, consistency, understanding, personal communication and human connection, and they emphasise that the Food Bank, through the provision of food, supports their fellow human beings.

In addition, this cooperation provides significant financial relief. Through this, the facilities can save resources that they can make available for other needs. Without the support of the Food Bank, they said it would be difficult to find the required amount from other sources or to draw on their already limited resources to meet the nutritional needs of their beneficiaries. Saving resources also allows facilities to focus on other core services and improve their organisational capacities so they can support the people they serve more effectively.

Managing food that is about to expire poses challenges in planning and timely utilisation, which is particularly acute at facilities that follow strict protocols and internal procedures.



People / Recipients of soup kitchen food



Impact (scale 1 to 5)



Reducing food
insecurity



Financial relief &
consistent support



Physical & mental
health



Sense of belonging



Soup kitchens are an important support for our most vulnerable citizens, offering them access to meals and food packages when their financial resources are limited. This service not only meets their basic nutritional needs, but also provides financial relief, allowing them to save resources for other personal needs.

Access to nutritious food contributes positively to improving their physical and mental health by increasing their energy levels and well-being.

Moreover, beneficiaries feel that they belong to a family, which enhances their sense of belonging, trust and security and their social networking, making it easier for them to take advantage of the other services offered by the soup kitchens.



Food companies & supermarkets



Impact (scale 1 to 5)



Feeling of security & trust



Improved response to emergencies



Reduced environmental footprint



Increase in good social reputation



Increased interest in volunteering & education activities



Change of mindset & action



Management, expansion of programmes, food donations



The cooperation with the Food Bank is consistent, well organised and coordinated, inspiring a sense of security and trust. The Food Bank's expertise in the area of food waste is a critical factor that aligns with the strategy of most companies, as well as their interest in sustainable food management. Communication is prompt and the Food Bank's response, especially in cases of emergency, is extremely efficient.

This cooperation contributes significantly to reducing food waste and preventing food from being destroyed, which helps to prevent its disposal as waste and thus protecting the environment. At the same time, the social image and reputation of the companies is tangibly improved through this cooperation.

There is a strong interest in further strengthening the cooperation with the Food Bank through educational activities and volunteering, which could add value and maximise its social impact.

The companies express their intention to continue and expand their cooperation, not only with the main action, but also with other Food Bank programmes, as well as their commitment to provide consistently and offer more food to support the work of the Food Bank.



Donors



Impact (scale 1 to 5)



Feeling of credibility
& trust



Consistent support



Strengthened
networking



Change of mindset
& way of thinking



The cooperation with the Food Bank is characterised by stability, inspiring reliability and trust. The Bank's expertise in reducing food waste is an additional factor that aligns with the strategy of most donors, as well as with their commitment to reducing their environmental footprint.

The high level of satisfaction from this partnership has also enhanced the Food Bank's networking and good reputation, fostering new partnerships.

The social and environmental impact of the Food Bank's work, combined with excellent cooperation, has helped change the mindset of donors, leading to a more stable and long-term relationship.



Other Food Banks in Greece



Impact (scale 1 to 5)



Feeling of security & trust



Improved operation & services



Increased networking



The cooperation of the other six Food Banks with the Attica Food Bank is crucial, as the latter provides valuable expertise for the establishment, development and ongoing support of other Food Banks. This support provides security and confidence at every step of the development and evolution of the branches.

The participation of the Attica Food Bank as a member of FEBA (European Food Banks Federation) and its cooperation with companies and organisations engaged in reducing food waste contribute substantially to the transfer of know-how and the adoption of best practices. These partnerships enhance the efficiency and quality of services provided at each branch, improving the overall operation of the Food Bank and its social impact.

The annual Food Bank conference held in Athens offers important opportunities for networking and creating partnerships. It is also a unique opportunity for representatives of all Food Banks to meet and exchange views, experiences and know-how, steadily promoting the mission and work of Food Banks in Greece.



Social Return On Investment (SROI) -



Social Return On Investment (SROI)



The **Social Return on Investment** methodology corresponds to internationally accepted practices for measuring and monetising the **social value** created by an intervention. It follows the **seven (7) key SROI principles**.

The present analysis concerns the mapping of the social value generated by the Attica Food Bank's principal action.

It focuses on the results of the Food Bank's main activity, excluding those for which no significant added value can be identified. As stated in the next subsection, this does not mean that value is not generated by these outputs, but, given the relative limitations of the SROI methodology and the absence of central benchmarks for the Greek environment, they cannot be monetised as part of the final output. In other words, the SROI score of the main Food Bank action skips over small additional values which nevertheless are important to several of the programme's beneficiaries.

The following analysis was conducted in accordance with the methodology and standards of Social Value International.

The Principles of Social Value





Social Return On Investment (SROI)



The key framework elements on the Social Return on Investment methodology for the Food Bank's main activity are as follows:

- **Deadweight:** which of the results recorded would have occurred if the programme had not been designed and implemented.
- **Displacement:** whether there has been a shift of value generated to other activities.
- **Attribution:** which of the results actually came from the programme implemented.
- **Drop Off:** the extent to which the impact of the programme decreases over time.

For each of the results of the Food Bank's main activity, the parameters above have been analysed, while at the same time the relevant benchmarks and assumptions have been established, resulting in a well-founded and reliable measurement of the social value generated for each euro of programme cost.

The relevant calculations are included in the accompanying Annex.

The results of the social value measurement are based on the following:

- **Results of a primary survey** of stakeholders of the Food Bank's main action - questionnaires and interviews.
- **Establishing benchmarks**, where these were not widely available, through the use of secondary material, reports and expert analysis.
- **Evidence from HIGGS studies**, from studies in which HIGGS participates as a partner and placements from its extensive network.

The following table presents the main results of the Food Bank's main action which, in following the relevant principles of SROI, were not incorporated in calculating the social value of the SROI.

It is noted that these undoubtedly represent an important added value of the programme, but it would be unsafe to monetise them.



Social Return On Investment (SROI)



Result	Reasons for non-inclusion in the SROI	
Informing donor partners of the food needs of vulnerable groups	Small value. Great difficulty to calculate safely.	Materiality standard
Increasing tendency of industries and supermarkets to donate food	Medium value. Great difficulty to calculate safely.	Materiality standard
Positive impact on a group of employees and other stakeholders	Small value. Great difficulty to calculate safely.	Materiality standard
Specific impact (health, socialisation, self-esteem) on specific categories of beneficiaries of the facilities supported by the Food Bank (children and adolescents, elderly, single-parent families, etc.)	Great value. Extreme difficulty to calculate safely.	Verifiability standard
Improving the mental health of beneficiaries of the facilities supported by the Food Bank	Medium value. Great difficulty to calculate safely.	Verifiability standard



Social Return On Investment (SROI)



The preceding analysis relied on a coherent framework of rigorous assumptions and calculations, based on the central principles of social value measurement. Where there was a range of available values, the most conservative ones were chosen in an attempt to highlight the minimum social value generated by the Food Bank's core activity.

Based on the analysis presented, it is concluded that **for every €1 invested in the programme, at least €4.98 of value is returned to society.**

This result is impressive, considering the number of small and medium values generated by the Food Bank's main activity; nevertheless, these cannot be determined with absolute certainty and are therefore captured but not included in the relevant calculations.



At least
4,98€
of value is
generated

For every **1€**

