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## RETURN ON INVESTMENT IN CORPORATE RESPONSIBILITY

Measuring the Social, Economic, and  
Environmental Value of Sustainable Business

Cesar Saenz



In today's climate, companies must be economically successful and at the same time take social responsibility. Author Cesar Sandro Saenz Acosta introduces a new SROIM (Social Return on Investment Management) model, to design and measure the social value created by companies. SROIM is a framework for tracking, understanding, measuring, and reporting the social, economic and environmental value created by a project, a program, or a business. This value creation can be done: Before the project is initiated During design and development, to plan for maximum value. During implementation, so that maximum value can be attained. During post-analysis, to assess the delivered value against the anticipated value. Acosta presents a methodological approach that can be replicated throughout an organization, to demonstrate a company's creation of value through the social return of the investment.

<b>Title</b>	:	Return on Investment in Corporate Responsibility
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