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INTRODUCTION: APIVITA, a Greek natural cosmetics company, member of the PUIG group, demonstrates a strong commitment to sustainability. Through the participation to 1% for the Planet Coalition, APIVITA is committed to donate 1% of annual sales to partnered non-profit organizations addressing environmental issues. In this context, APIVITA launched the “Billion Bees Program”, an initiative based on the regeneration of honeybee populations worldwide, providing 1 billion bees annually, and education on the importance of bees for life and biodiversity.

METHODOLOGY: The analysis utilizes Theory of Change, involving comprehensive stakeholder engagement, data collection, systematic outcome mapping, and precise valuation techniques to identify tangible and intangible impacts. Stakeholder involvement was crucial, with input from employees, beekeepers, beekeeping trainers contributing to the program, B2B customers/ pharmacies, and collaborating institutions and NGOs. Adjustments for deadweight, attribution, displacement, and drop-off are meticulously applied to ensure the accuracy of the net impact calculations. The final SROI ratio was calculated by dividing the total value of benefits by the total investment, confirming the project's efficiency and effectiveness in generating positive social outcomes. A sensitivity analysis was conducted to assess the validity and robustness of the findings under different assumptions, such as changes in discount rates, stakeholder attribution levels, and the duration impacts.

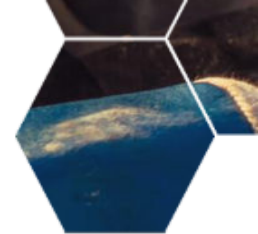
RESULTS: The SROI analysis for the “Billion Bees Program” through “1% for the Planet Coalition” for the years 2023-2027 demonstrates a significant social impact with a forecasted SROI ratio of 4.17:1, meaning that €4.17 of social value is generated for every euro invested.

CONCLUSION: Key social and environmental impacts include the support of beekeeping entrepreneurship, protection of biodiversity, enhancement of ecosystem services, improved livelihoods for beekeepers, increased awareness of the importance of pollinators among various stakeholders, and the fostering of a more sustainable and resilient agricultural sector, potentially stimulating demand for locally sourced honey products. This study provides valuable insights for businesses seeking to maximize their social and environmental footprint through strategic sustainability initiatives. It demonstrates the potential of the “Billion Bees Program” as a powerful platform for driving positive social change and underscores the importance of integrating social and environmental considerations into core business strategies.

**FORECASTING SROI OF APIVITA
BILLION BEES PROGRAM
FOR THE YEARS 2023-2027
THROUGH THE 1% FOR THE PLANET COALITION**

**The true value of corporate conservation
€4.17 social value generated
for every €1 invested**

THE CRISIS & THE COST OF INACTION



1  10
bee species
threatened with
extinction.

90% of wild
flowering plants
rely on animal
pollination.

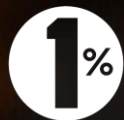
The immense
ecological and
economic cost of
pollinator decline is
mounting.

**Threats: Intensive
Agriculture,
Climate Change,
Habitat Loss.**

APIVITA



- Meaning “life of the bee“
- Greek natural cosmetics company
- Member of the PUIG group
- Strong commitment to sustainability



**FOR THE
PLANET**

- Global movement with >6,000 members
- Donating 1% of sales to partnered non-profit organizations addressing environmental issues



**BILLION BEES
PROGRAM**

- APIVITA launches the Billion Bees Program in 2023:
- Regeneration of honeybee populations worldwide, providing at least 1 billion bees per year
 - Education on the importance of bees for life and biodiversity



SOCIAL RETURN ON INVESTMENT (SROI)

More than an economic analysis.
SROI is about social benefit rather than money.



Goal:
Measures the non-financial social value created by an investment, converting it to a monetary figure.



Method: SROI UK Framework.
Forecasting SROI for the 2023–2027 period.



Why it Matters:
Provides a legitimate business language to justify and secure long-term funding for conservation.

SROI: ENSURING ACCURACY AND TRUST



Stakeholders

Engaged and mapped material stakeholders: Local Beekeepers, APIVITA Employees, Trainers, Pharmacists and NGOs.



Theory of Change

Causal pathway that displays the relation:

Inputs > Activities > Outputs > Outcomes



Adjustments

Applied crucial factors to achieve Net Impact:

- Deadweight
- Attribution
- Displacement

SROI VALUE CALCULATION

The investment generates substantial social capital for all stakeholders.

$$\frac{[\text{Total Present Value (PV)}]}{\text{Total Inputs}} = 4,17$$

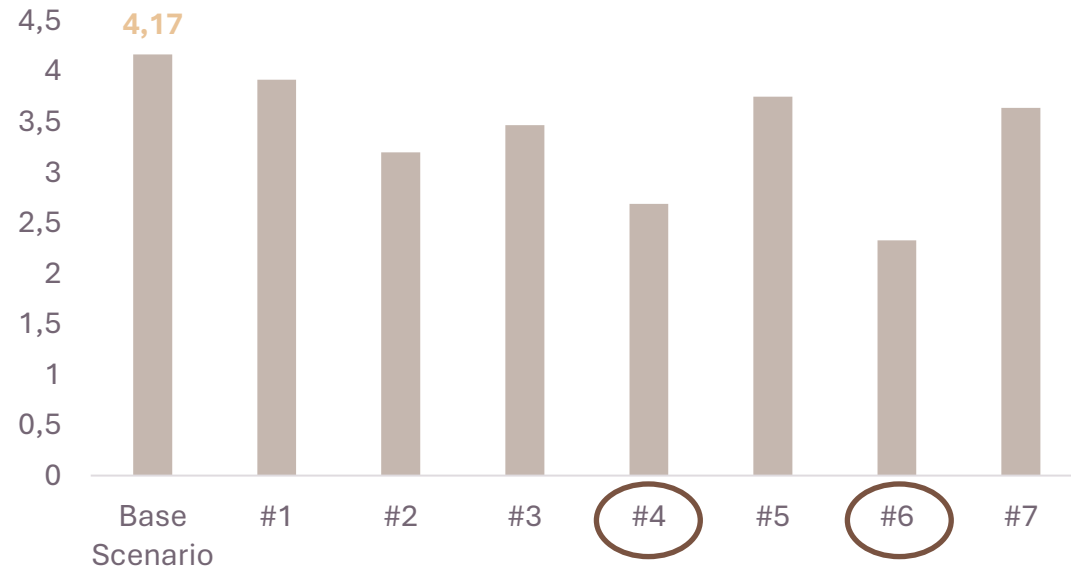
For every € APIVITA invests, 4,17€ return in the society in the form of social capital.

THE MODEL IS ROBUST

Sensitivity Analysis: The **€4.17:€1** ratio remains highly reliable even if cost or deadweight assumptions are significantly altered.

Recommendation:
Continued focus on optimizing resource allocation to maximize social returns.

ANALYSING ALTERNATIVE SCENARIOS



#1 Change in Discount Rate, 2# Reduction in Stakeholder Attribution, 3# Increase in Deadweight, 4# Decrease in Duration of Outcomes, 5# Change in Drop-off Rate, 6# Increased Project Costs, 7# Change in Number of Beneficiaries



THE INTERNAL RETURN ON INVESTMENT



Employee Productivity



Employee Loyalty



Brand Value

bees

RIPPLE EFFECT: POLICY & ENVIRONMENT



Policy

2 researchers influenced environmental policy through the project's data



Environmental

Contribution to biodiversity preservation and local regeneration efforts.



Social Capital

Improved community cohesion and knowledge sharing across local networks.

ADOPT THE NEW CONSERVATION STANDARD



Final Thought: Quantify your social value to secure your funding.



Use the SROI framework as a blueprint to measure, validate, and scale your beekeeping and conservation initiatives.



There is simply not enough SROI in the world.



THANK YOU

APIVITA



Learn more about the
APIVITA Billion Bees Program

