



AN EIT FOOD IMPACT REPORT:

An Assessment of Social Value for the AMPLE Programme 2023-25



<http://www.eitfood.eu/projects/AMPLE>



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1. Introduction

Impact is defined by EIT Food as:

'The identifiable extra benefit that groups of people, businesses, organisations or society in general will experience because of the work we undertake. That impact could be economic, environmental, societal, political or health related in nature.'

This report presents an overview and evaluation of the initial phase of the AMPLE programme, with a particular focus on its social impact. Stakeholders, evaluators, and policymakers will find a clear account of how the initiative fostered empowerment and inclusion through practical support and accessible training.

10 partners from charity, government and academic sectors were brought together to **co-create** interventions addressing specific needs within the **agrifood sector** among **marginalised communities in Madrid and Warsaw**.

This report includes SROI calculations for two cities rather than one, as their early-stage, stakeholder-focused activities and the co-development of outcome data collection methods were interconnected. These shared processes informed the valuation techniques tested by the partners. Future AMPLE impact reports will be produced for each city or work package on a case-by-case basis.

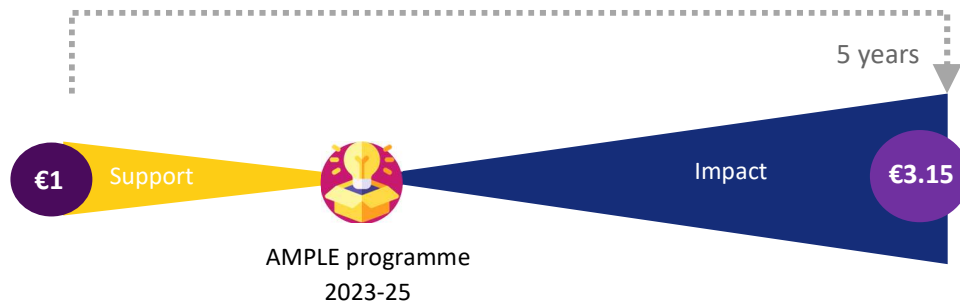
Results:

The programme directly benefited **342 marginalised people** of working age. Most beneficiaries were **women, low-income individuals, persons with disabilities or migrants**.

Key facts:

- €460,923 invested by Citi Foundation into creating positive change
- 320 participants successfully completed free training
- 97 individuals obtained food handling certifications
- 48 persons gained employment or a salary raise
- 30 local businesses received support to scale their impact
- 15 local businesses reported increased revenue
- 26 new jobs were created in local businesses as a direct result of the programme
- 43,963 social media/web engagements

Before factoring in the anticipated future gains as participants find employment and start small businesses, the AMPLE programme is already on course to deliver a **Social Return on Investment (SROI) of €3.15 for every €1 invested**. This figure underscores the programme's capacity to generate lasting social value and transformative impact for communities.



As with all social benefit analyses, some simplifications and methodological compromises were required to generate a quantitative SROI estimate. For this reason, the absolute figures should be interpreted with caution. However, when used as an indicative measure, or as a benchmark for future assessments carried out using the same methodology, the SROI results presented here provide a sound and appropriate starting point.

Resource development:

The AMPLE programme's impact extended beyond direct participant outcomes through the creation of valuable resources for the Non-Government Organisation (NGO) and agrifood sectors. A suite of materials, including three teaching modules, four training videos and one employment guide specifically tailored for people with learning disabilities was developed. These resources are designed for ongoing use, ensuring that NGO partners can repurpose and adapt them as the programme is rolled out in five additional cities. This approach supports the programme's sustainability and broadens its reach among marginalised groups.

Programme activities

Core activities included tailored training sessions, hands-on workshops and the provision of resources to support business growth. The programme's interactive format encouraged peer learning and practical application, ensuring that beneficiaries could translate new skills into real-world success.

Programme context and objectives

The AMPLE programme was designed in response to local needs for employment, skills development and economic inclusion. Its primary objectives were to provide accessible training, facilitate certification for employment in high-demand sectors and promote entrepreneurship among underrepresented groups.

Programme overview

The AMPLE programme has demonstrated a transformative effect on communities by equipping individuals with essential skills and concrete opportunities for personal and professional growth. Through targeted **entrepreneurship** training and support for local business initiatives, the programme enabled beneficiaries to achieve greater employment stability, financial security and improved wellbeing.

A strong focus on **inclusivity** ensured that women, migrants, low-income participants, and people with disabilities were actively supported. Participants not only accessed skill-building workshops and certifications but also reported tangible improvements in their livelihood and outlook. The programme's hands-on approach supported meaningful connections between beneficiaries and their local economies, enhancing engagement with healthy, locally grown produce and sustainable business practices.

Key achievements include hundreds of individuals trained, notable increases in **employment** rates and measurable improvements in **wellbeing**. The AMPLE programme's success is evidenced by the creation of new products, support for local businesses to scale and a significant portion of participants securing relevant certifications. These outcomes highlight the enduring social value of the initiative for both individuals and the broader community.

Social impact and beneficiary outcomes

The social impact of the AMPLE programme is reflected in the positive changes experienced by participants. Beneficiaries reported enhanced job prospects, increased financial stability and improved wellbeing indicators such as hope and confidence. The initiative's inclusive approach meant that those often excluded from traditional opportunities were supported to thrive. Local business ecosystems benefited from new products and services, while the wider community saw advances in sustainable practices and economic resilience.

For a detailed breakdown of participant numbers, certification achievements and other quantitative outcomes, please refer to Chapters 2.5. and 3.5. in addition to the report Annexes.

Lessons learned and next steps

Continuous feedback and evaluation have highlighted the importance of personalised support and accessible training environments.

Lessons learned will inform future programme cycles, with an emphasis on scaling effective practices and deepening community engagement.

Plans for future implementation include expanding to additional cities, refined outcome and valuation quantification and refining support mechanisms to better suit the needs of diverse populations.

Approach

The AMPLE program delivers value to its target communities through three interconnected approaches:

Community – The initiative addresses access inequality by leveraging established collaborative environments, enabling community members to cultivate, prepare food, develop new enterprises, market their products or services, and foster sustainable growth.

Business – supporting innovation in the agrifood sector to enhance food affordability and accessibility. Over the course of the programme, a range of agrifood startups and SMEs receive ‘Boost Vouchers’: targeted grants designed to facilitate improvements in their production methods, branding, distribution or final offerings.

Learning – The program supports job creation and business establishment within communities by utilising EIT Food’s educational resources. These materials assist entrepreneurs in launching viable food-related businesses.

The Program aligns with Citi Foundation’s commitment to achieve “More than Philanthropy” by facilitating genuine business development opportunities in the communities it serves, resulting in lasting economic and health benefits for these populations.

1.1 Social value

EIT Food intends to better understand, quantify and improve the positive changes it makes to the economy, society and individuals. Social value evaluation focuses on accounting for these changes: intended and unintended, positive and negative.

This impact report is structured according to EIT Food’s ‘5 dimensions of impact planning’, employing the analytical frameworks of What, Who, How Much, Contribution, and Risk to guide evaluation and the principles and guidance of Social Return on

Investment (SROI), as outlined by Social Value Internationalⁱ, an internationally recognised global network for SROI evaluation, consulted via the author's regional branch, Social Value UK, which is now known as the Institute for Social Value.

SROI emphasises the inclusion of stakeholders and value to individuals, offering flexibility in accounting for both intended and unintended outcomes. Social Value International recommend that social value evaluations follow a set of principles to enable a complete reflection of an organisation or service's social, economic and environmental impactⁱⁱ. These principles are:



EIT Food chose the Institute of Social Value to act as independent reviewers of this report to ensure that claims made concerning outcomes and impact carry a reasonable degree of confidence.

1.2 Impact goals

The long-term impact goals of the AMPLE programme, co-designed with the NGO partners experience of local needs, were:

- A) A measured increase in employment, incomes, working conditions or job satisfaction for marginalised persons.
- B) Viable businesses contributing to regional innovation and boosting the local economy.
- C) Measured increase in participant wellbeing.

The AMPLE programme design also supports the following national and international strategies:

- The World Bank's Finance, Competitiveness and Innovation Global Practiceⁱⁱⁱ through access to finance, developing new skills and creating jobs in both urban and rural areas.
- The UN Strategic Development Goals^{iv}.
UN SDG 9: Enabling Transition to a Circular Economy through Capacity Building
UN SDG 8: Decent work and economic growth
UN SDG 10: Reduced inequalities
- Madrid Healthy and Sustainable Food Strategy 2022-2025^v.
- European Bauhaus^{vi} (the places, practices, and experiences that are: Enriching; responding to needs beyond functionality, Sustainable; in harmony with nature, the environment, and our planet and Inclusive; encouraging a dialogue across cultures, disciplines, genders and ages.
- Farm to fork strategy^{vii} for a fair, healthy and environmentally friendly food system.
- Urban Food Agenda^{viii} from the Food and Agriculture Organization of the United Nations through enhancing sustainable development, food security and nutrition in urban areas.
- FAO Green Cities Initiative^{ix} through creating vibrant and inclusive cities where urban green and productive spaces catalyse biodiversity, climate resilience, social cohesion and economic prosperity. Bridging the gap between citizens and nature and between urban and rural areas.

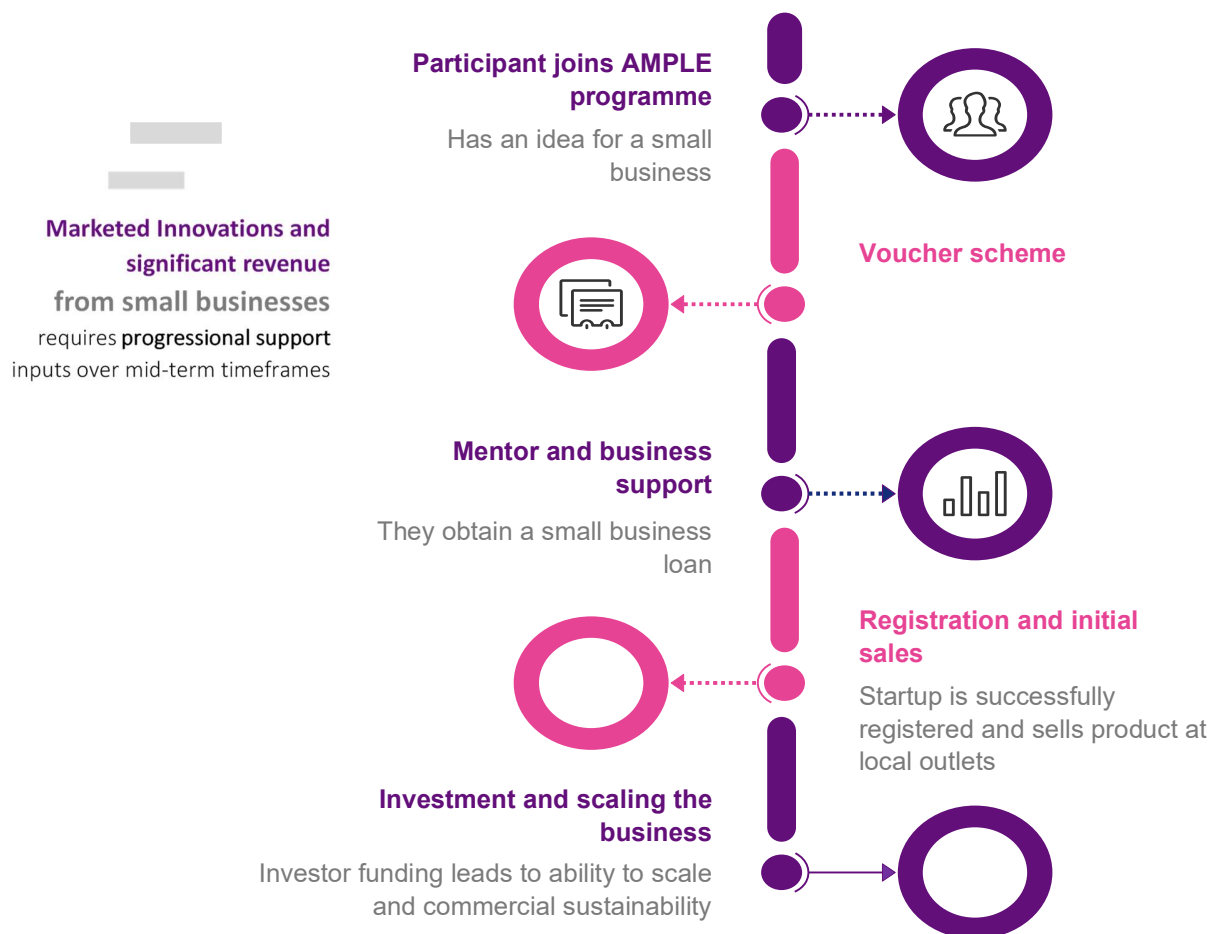
1.3 Models of change (What)

Creating meaningful impact requires both time and careful planning. Two commonly accepted (and often overlapping) approaches are used to map out how programmes will achieve their intended impact: i) a basic **Logic Model** which outline the specific steps along a single impact pathway and ii) a more complex **Theory Of Change** type model, which take a broader view, mapping multiple pathways, potential barriers, key stakeholders and enabling factors.

Both approaches typically begin with the same core categories, which serve as the foundation for understanding how activities lead to outcomes and long-term impact.



The AMPLE logic model for creating employment and innovation through increased small business development is shown below:



Theory of Change models are used for each key stakeholder group later in the report.

1.4 Unplanned outcomes

The AMPLE programme allowed flexibility within activity plans to adapt to any emergent opportunities or to capture any unplanned positive or negative outcomes. For example, during surveys, participants were asked if there were any other outcomes that they had experienced so that these could be added to the outcome list.

It is additionally noted that a longer wait before conducting the outcome surveys would most likely have yielded additional data and that a small amount of positive or negative impact could arise in the future from unforeseen political or social developments.

1.5 Barriers (risk)

The AMPLE programme identified the following potential barriers (risks) to creating change (outcomes).

Impact Risk	Definition	Risk identified within this activity	Likelihood	Mitigation Action
Evidence Risk	The probability that insufficient high-quality data exists to know what impact is occurring	Lack of financial evidence due to commercial sensitivities, limited scope for follow-up and development of pathways on early activities	High	Caveat that this assessment could be expanded as information becomes available
Reach the most impactful beneficiaries	The potential participants with the most to gain may not be aware of the programme	Visibility of the programme in local communities	Low	The community partner NGOs are using their existing contacts to ensure that beneficiaries are aware of the opportunity
Lack of participation engagement	Activities are not targeted to participant needs and interests	Participants do not engage and follow up	Low	The activities have been designed in consultation with the NGO partners who have already identified needs and what works with their network
Showing value of participation	Activities are not attractive enough to gain sufficient sign ups	Potential participants cannot see the immediate gain and do not sign up	Low	Advertisements for the programme listed the certification and voucher potential outcomes clearly
Time availability	The timing of the sessions was detrimental to the sign up rate	Potential sign ups were unable to attend due to conflicting schedules with care or other obligations	Low	The workshops were scheduled for 3 hrs rather than a full day – giving greater flexibility
Pride / shame	Potential participants see the activities as failing to do this alone	Potential sign ups do not feel that this is for them and decline	Low	The community partners already have local community confidence that mitigated insecurities
Language or ability barriers	Some migrants may have local language or ability limitations and not be able to participate fully	Limitations regarding participation levels	Medium	Workshops were either conducted in local languages and/or specifically designed for those with intellectual challenges to allow full participation.
Care obligations	Potential gap in female participants due to family care burden	Limitations regarding participation levels	Medium	The workshops were scheduled for 3hrs rather than a full day – giving greater flexibility

2. Madrid

2.1 Executive summary

Results:

The programme directly benefited **211 people**. These beneficiaries were all working age and were predominantly, **women, low-income individuals and migrants**.

Key facts:

- 202 participants successfully completed free training
- 57 individuals obtained food handling certifications
- 17 local businesses received support to scale their impact
- As a direct result of the BOOST voucher scheme 8 companies reported increased revenue
- Total number of employed persons is 36: at least 31 participants gained employment or improved salary and 5 new jobs were created in local businesses
- 10 startups were created, leading to 16 additional new jobs
- 25,463 social media and web engagements

Social Return On Investment

Before factoring in the anticipated future gains in employment and revenue, the AMPLE programme is on course to deliver a **Social Return on Investment (SROI) of €3.66 for every €1 invested** in Madrid over a five-year horizon. This figure underscores the programme's capacity to generate lasting social value and transformative impact for communities.



2.2 The need

Research^x indicates that Madrid does not have areas classified as ‘food deserts’, defined as regions where residents experience limited access to affordable fresh fruit and vegetables due to factors such as poverty, poor public transport and a lack of large supermarkets. In fact, more than three-quarters of residents in a Madrid neighbourhood live within 200 metres of a food store offering healthy options. Nevertheless, significant socio-economic deprivation exists in parts of Madrid, and food insecurity remains an ongoing challenge.

Migrants – Spain has historically been a destination for migrants from regions such as North Africa and Latin America. Migrants frequently face difficulties in securing stable employment and accessing social services, which in turn can result in food insecurity. Other marginalised groups, including Roma communities, also experience higher rates of poverty and food insecurity.

Unstable Employment – Spain’s labour market is characterised by a substantial informal sector, where workers lack job security and employment benefits. Seasonal work, temporary contracts and gig economy roles can lead to income instability. Individuals in precarious employment situations are at greater risk of experiencing food insecurity.

Housing Costs – The cost of housing in major cities such as Madrid is high, with many families allocating a significant proportion of their income to rent or mortgage payments. This leaves less of their budget available for food and other essentials.

Health and Nutrition Education – Limited awareness and understanding of healthy eating and nutrition can perpetuate cycles of food insecurity. Educational programmes promoting nutritious food choices and budgeting skills are crucial in addressing this issue.

Economic Disparities – Spain faces notable economic disparities, marked by a significant gap between affluent and disadvantaged populations. High unemployment rates, particularly among young people, contribute to financial instability in many households. Low wages and unreliable employment conditions make it difficult for individuals to consistently access nutritious food.

2.3 The partners

For each city, two or more relevant local Non-Government Organisations (NGOs) collaborated on building and executing the activities. These local stakeholders allowed the AMPLE programme to tap into existing support networks, expertise, knowledge of local conditions and potential participant contacts. The AMPLE programme partners included:

1. **EIT Food** (the lead) is the world's largest agrifood innovation community, with considerable expertise in programme management, education and entrepreneurship. <https://www.eitfood.eu>
2. **Citi Foundation** (The funder) works to promote economic progress and improve the lives of people in low-income communities around the world through investing in efforts that increase financial inclusion, catalyse job opportunities for youth, and reimagine approaches to building economically vibrant communities. [Citi Foundation Global Innovation Challenge](#).
3. **Germinando – Iniciativas Socioambientales** are a non-profit social initiative cooperative working in research and consulting, entrepreneurship support, training, awareness-raising, and knowledge dissemination. <https://germinando.es/>
4. **Accion Contra El Hambre** is a global humanitarian organisation working in more than 50 countries to diagnose, treat, and prevent the causes and consequences of hunger. [Action Against Hunger | NGO fighting malnutrition \(accioncontraelhambre.org\)](#)
5. **Entreculturas** promotes access to quality education and equal opportunities in contexts of exclusion and vulnerability in Africa, Latin America, Asia, and Europe. [Home | Cross-cultures \(entreculturas.org\)](#).
6. **Pueblos Unidos** (Fundacion San Juan del Castillo) provides resources, support and training related to job searches, legal matters, immigration, asylum and refuge. [Our Services - Pueblos Unidos](#).

Maryory Cortez de Nichols, *Cooking & Food Handling Course Coordinator, Madrid*

“You arrived at just the right time and place – healthy eating and zero waste are now tools for sustainability that not only provide technical training, but also personal growth.”

Gema Catalán, *Agrifood Entrepreneurship Course Coordinator, Madrid*

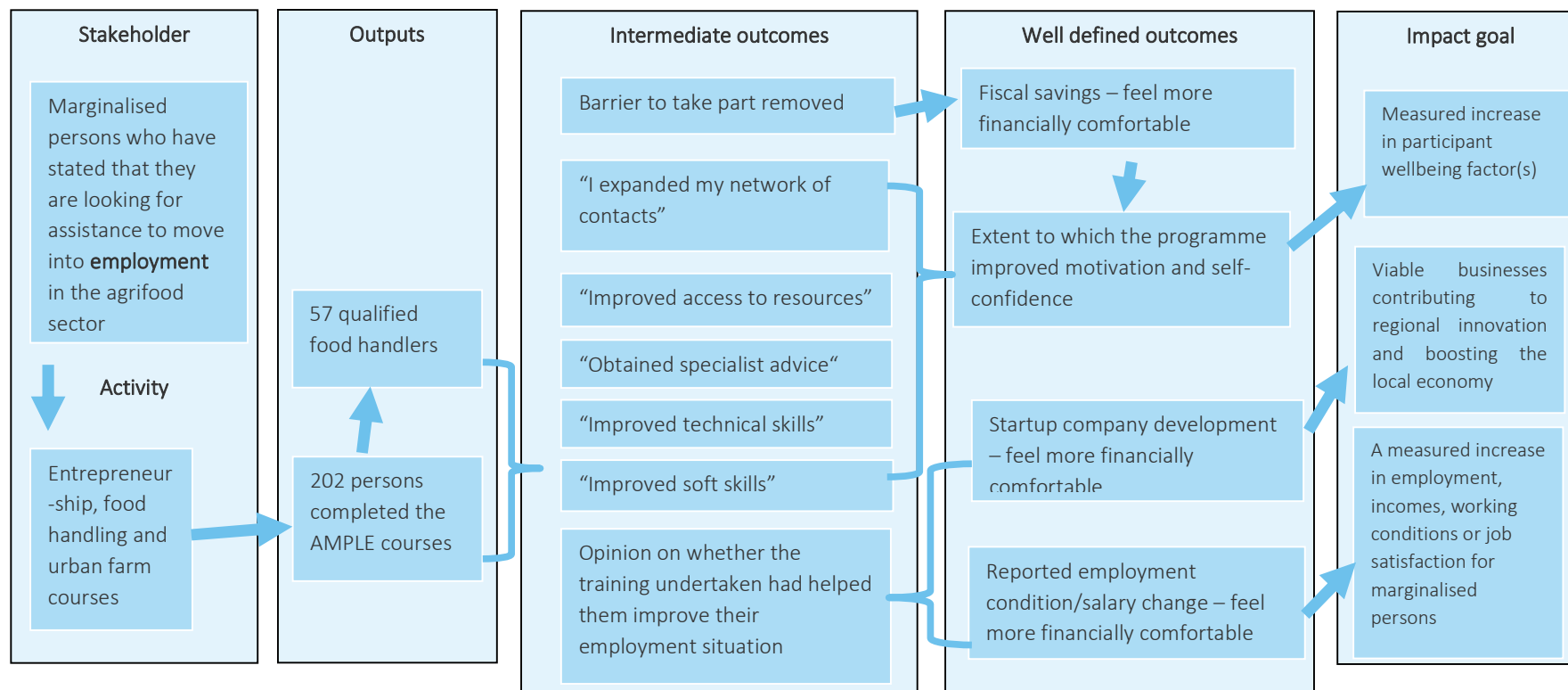
“Partnerships bring visibility and enable us to work together towards a shared goal.”

2.4 Inputs

An input to a programme encompasses all resources needed for its delivery. Although it is difficult to quantify the skills and effort contributed by the AMPLE team, the total value of inputs can be estimated based on what the grant covers. Assuming facilities, equipment and staff costs are included in the grant (actual cost), the remaining inputs primarily reflect the time contributed by participants and volunteers. Social Value International advocates that the participant's time is not eligible for SROI contribution and therefore is noted but not included in the later calculations. Using this approach, the total estimated value of inputs to AMPLE Madrid is **€305,309**, as shown below.

Cost type	Stakeholder	Input estimate and proxy	Financial equivalent (€)
Actual cost	Accion Contra El Hambre	Knowledge, experience, network, methods, people, facilities and equipment (running workshops primarily)	€15,988
	Germinando – Iniciativas Socioambientales		€8,115
	Entreculturas & Pueblos Unidos		€12,852
	EIT Food	Knowledge, experience, network, methods, people, facilities and equipment plus project costs such as contractors, BOOST vouchers for SMEs, overheads etc	€262,978
In-kind contribution	Volunteers	12 persons for 39hrs at €8.11 an hour (based on low average wage of €1,300 a month and a 37hrs a week correlation to work hours)	€5,377
	Madrid cooking and food handling course participants time and effort	81 persons for 39hrs at a rate of €3 per hr (using Madrid benefits rate of €480 a month and 37hrs a week correlation to work hrs)	€9,477 (not included in the SROI as per Social Value International policy)
	Madrid Agrifood Entrepreneurship Course participants time and effort	100 persons for 24hrs each at a rate of €8.11 per hour (based on low average wage of €1,300 a month and a 37hrs a week correlation to work hours)	€19,464 (not included in the SROI as per Social Value International policy)
	Madrid regenerative agriculture and urban gardening course participants time and effort	21 participants for 24hrs each at a rate of €8.11 per hour (based on low average wage of €1,300 a month and a 37hrs a week correlation to work hours)	€4,087 (not included in the SROI as per Social Value International policy)
	Local charities	Staff time to support AMPLE	€0 as part of their normal remit
	Government contacts	Staff time to support AMPLE	€0 as part of their normal remit
Total value		€338,337 including participant time €305,309 without participant time	

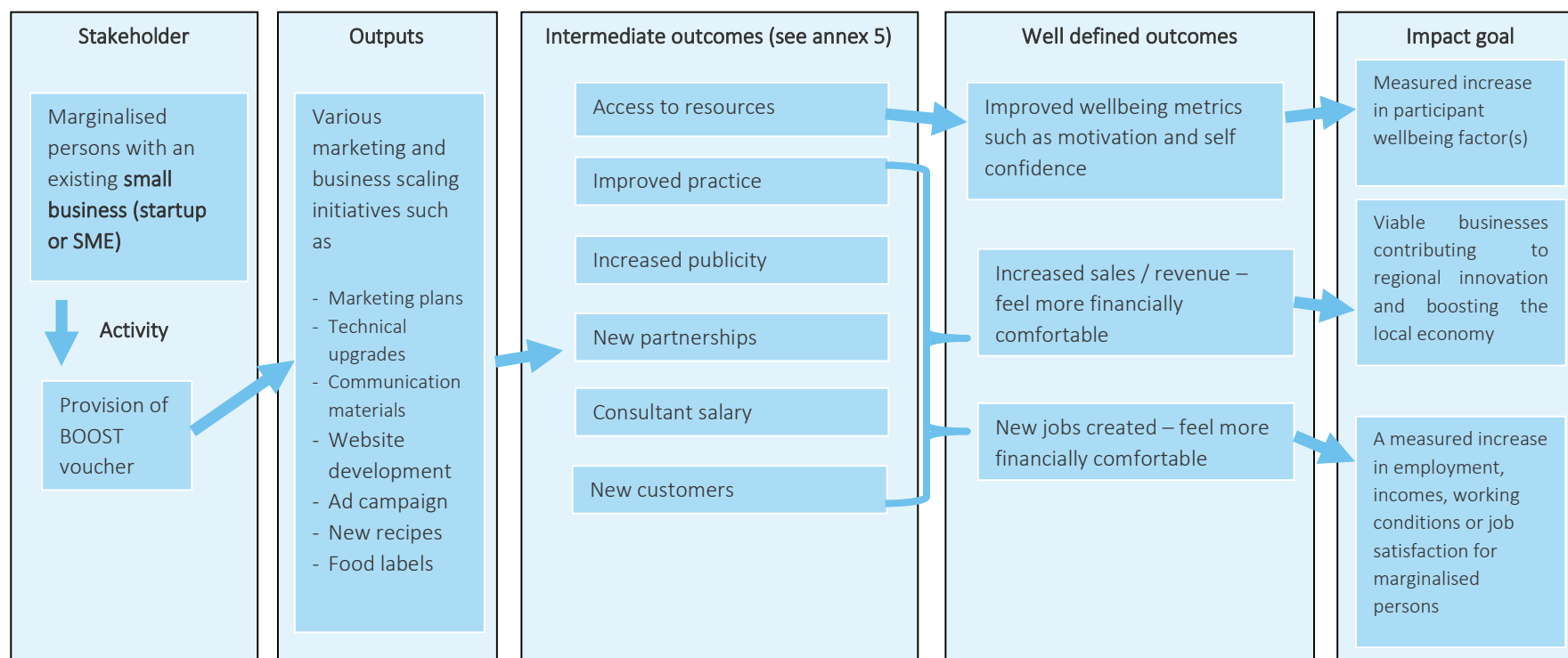
2.5 Theory of Change models



Enablers: People / Knowledge / Networks / Trust / Governance

Change strategies: Programme excellence / Resource mobilisation / Advocacy / Multinational interventions / Collaboration / Capacity building / Fostering innovation

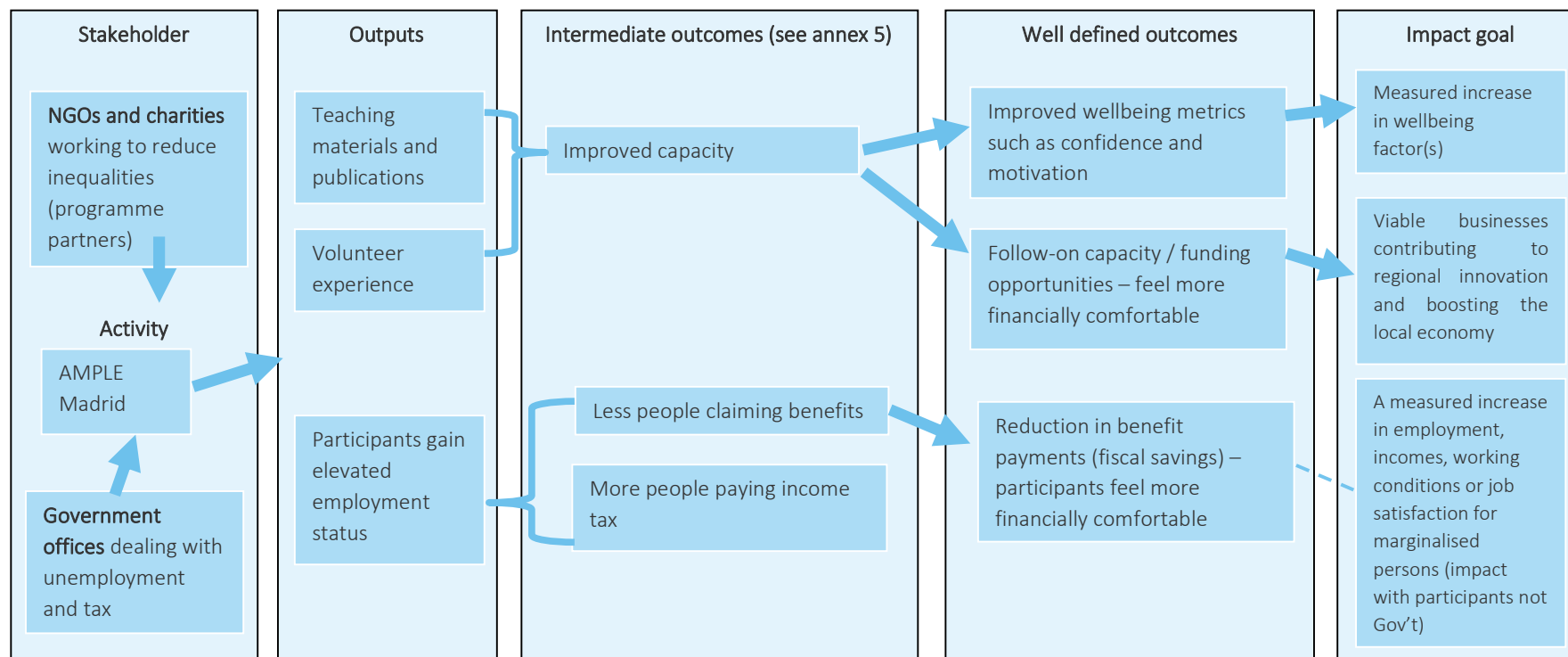
Local context factors: leadership / Local knowledge / Connections / Community support



Enablers: People / Knowledge / Networks / Trust / Governance

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Change strategies: Programme excellence / Resource mobilisation / Advocacy / Multinational interventions / Collaboration / Capacity building / Fostering innovation

Local context factors: leadership / Local knowledge / Connections / Community support

2.5.1 Activities

To ensure that AMPLE interventions delivered tangible benefits to the community, it was essential to involve key stakeholders early in the programme's design and planning. This approach built trust and enabled two-way knowledge exchange for mutual benefit. Between October and December 2023, partners held a series of co-creation workshops with three Spanish NGOs: **Entreculturas**, **Germinando**, and **Acción Contra el Hambre**. These sessions aimed to identify the main AMPLE impact pathways and to integrate the needs and perspectives of potential end users into the programme design. An additional outcome of this process was the development of a detailed project plan for the educational work package.

The core activities then implemented in Madrid were:

1. Cooking & Food Handling Course

This course was co-organised with **Entreculturas**, an NGO dedicated to promoting education and development among vulnerable communities. Delivered in 2024 and continuing into 2025, it was designed for individuals at risk of social exclusion living in Madrid.

The programme featured a series of sessions on preparing traditional Spanish dishes, including starters, main courses, and desserts—supported by a **custom recipe book** created exclusively for AMPLE. Participants also completed **food handling classes**, leading to the **official Food Handling Certificate** issued by **Cáritas**.

In total, the course comprised 12 sessions (which were replicated 3 times during 2024-2025):

- 8 cooking workshops
- 4 food handling sessions

An additional session led by a **nutritionist** focused on healthy eating habits and **zero food waste** practices. Volunteers from **Entreculturas** provided ongoing support, mentoring, and guidance to participants throughout the course.

2. Regenerative Agriculture and Urban Gardening Course

In collaboration with **Germinando**, a non-profit cooperative specialising in sustainable agriculture and agroecology, AMPLE developed and delivered the **Regenerative Agriculture and Urban Gardening Course**. Designed for individuals both with and without prior gardening experience, the course consisted of **8 hands-on sessions** held at **Finca El Pozo**, Madrid (Spain), a site equipped with urban plots and gardening tools.

The course curriculum covered the following areas:

- Introduction to regenerative agriculture

- Soil management and improvement
- Seed selection and planting
- Horticultural calendar and plant families
- Pest and disease management
- Maintenance of urban gardens

In addition, participants received targeted entrepreneurship sessions delivered by Barrios Productores, offering insights into starting a business within the agrifood entrepreneurship ecosystem of Madrid. Two rounds of this course were held.

3. Agrifood Entrepreneurship Course

To foster entrepreneurship in the agrifood sector, EIT Food collaborated with Acción Contra el Hambre to deliver two rounds of an 8-session course for individuals from vulnerable backgrounds with **business ideas** in food and agriculture. The course provided foundational knowledge in entrepreneurship and business development, helping participants shape and structure their ideas for market readiness. In the first half of 2025 this training was complemented and partially replaced by a series of four intensive independent workshops, each addressing a key area:

1. Financing and Support mechanisms for new businesses
2. Creating a Gastronomic Brand in the digital environment
3. Regulatory Frameworks, including labelling and considerations for renting commercial spaces
4. Client Acquisition and Sales Strategies

Each participant received **individualised mentoring** from entrepreneurship experts at Acción Contra el Hambre, offering continuous guidance and personalised support throughout their entrepreneurial journey.

Networking Activities

To foster a sense of community and enhance peer learning, organised dedicated networking events were organised at the conclusion of each training course. These events featured shared lunches, food tastings and live demonstrations of recipes and business ideas developed by participants. They provided a valuable opportunity for students to connect with one another, reflect on their learning experiences and exchange knowledge and inspiration in an informal, supportive environment.

Community Involvement

To promote social inclusion and local engagement, volunteering opportunities were integrated within the Cooking and Food Handling course. On the 10th, 11th, and 16th of June 2025, volunteers worked alongside participants to prepare a full menu (starter, main course, and dessert) creating a shared space for collaboration and community-building. More information can be found here: <https://www.eitfood.eu/news/global-community-month-citi-volunteers-join-eit-food-to-empower-through-cooking>.

Final Event

The AMPLE programme concluded with a final event in Madrid that celebrated its achievements and impact. Held on 9 September 2025 at Impact Hub Piamonte, the event brought together participants, trainers, partners, and stakeholders.

The programme was divided into two parts. The first session gathered relevant stakeholders and media to explore outputs and key themes such as food security and health promotion. The second session was dedicated to AMPLE alumni and focused on food waste reduction. Participants attended a short conference followed by a hands-on networking activity where they prepared jarred pickled vegetables together. The day concluded with a healthy and sustainable tasting session, reinforcing the project's values and outcomes.

2.5.2 Outputs

The following were created as a direct result of the AMPLE activities:

1. Qualified food handlers (57 were certificated).
2. Teaching materials.

Each training module was accompanied by a set of tailored learning materials, developed and distributed to participants for use during and after the courses:

- Cooking and Food Handling
- Regenerative Agriculture and Urban Gardens
- Agrifood Entrepreneurship



3. Concept development and allocation of 17 business development 'BOOST' vouchers.
4. Digital content and outreach.

Blog Posts: Multiple blog posts were published on the EIT Food website, highlighting the projects and the broader impact of the AMPLE programme. These stories focused on key thematic areas such as food security, environmental stewardship, and entrepreneurship, with a particular emphasis on how EIT Food initiatives are transforming lives.

Examples:

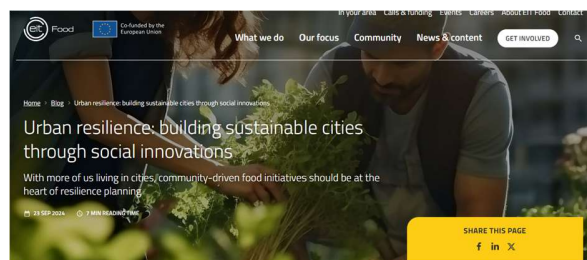
- Feeding the Future: AMPLE's Role in Food Security, Nature and Entrepreneurial Growth^{xi}.

- **Urban Resilience: Building Sustainable Cities Through Social Innovations^{xii}.**

Podcast: Leticia López, AMPLE's Community Outreach Manager, participated in an episode of *Voces por una Causa* alongside Maryory Cortez, an AMPLE collaborator and coordinator at Padre Rubio Centre. They discussed the programme's

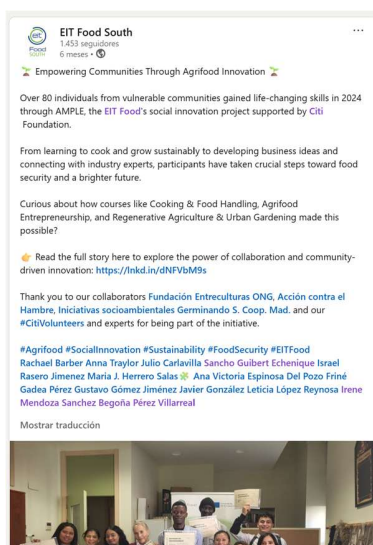
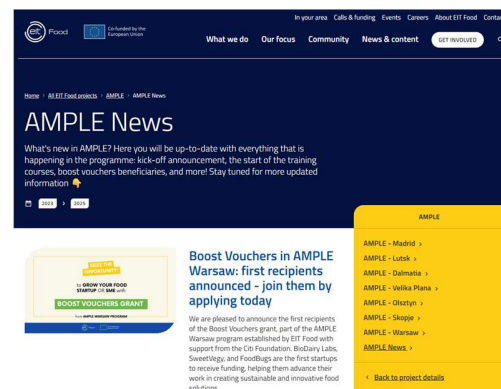


alliances and social impact with Julia Navarro, renowned Spanish writer and journalist. The episode, titled *Julia Navarro on Social Enterprises and Education for Change*, was produced in collaboration with Entreculturas: Julia Navarro on Social Enterprises and Education for Change (Entreculturas)^{xiii}.



Website News Articles^{xiv}: Throughout the programme, a series of news articles were published to inform and engage the wider community with milestones and developments.

Landing Page^{xv}: At the launch of AMPLE, a dedicated landing page was created to serve as the central hub for programme information. This platform outlined objectives, shared updates and aggregated all published news content related to AMPLE, making it easily accessible to the public.



Social Media and Direct Engagement: social media played a key role in promoting AMPLE and engaging with potential participants and partners:

- **Regular LinkedIn posts and updates** showcased progress, success stories and calls to action.
- **WhatsApp groups** were created to ensure real-time communication during and after the training modules. These were especially active in the Regenerative Agriculture and Urban Gardening course, where participants shared ongoing questions and updates on their gardening projects.

- LinkedIn **advertising campaigns and an Email Marketing Campaign** were deployed to recruit participants for the courses and attract proposals for BOOST vouchers.

Strategic Collaborations: The AMPLE team leveraged the reach of key partners to further disseminate programme content and achievements:

- **Acción Contra el Hambre:** Supported the dissemination of training opportunities^{xvi}:
- **La Casa Encendida:** Promoted funding opportunities for food entrepreneurs^{xvii}:
- **Europa Press:** Covered AMPLE's status as the only Citi Foundation-funded project in Spain^{xviii}:
- **Germinando:** Shared open registration calls for the Urban Gardening course^{xix}:

Multimedia Content: To showcase the journey and impact of the programme, the AMPLE team produced summary videos featuring testimonials from participants, partners and volunteers ^{xx}, ^{xxi} and ^{xxii}. The videos capture key moments of learning, collaboration, and personal transformation, serving as a powerful tool for future outreach.

2.5.3 Stakeholders (who)

As defined by Social Value International, stakeholders are “people or organisations that experience change or affect the activity, whether positive or negative, as a result of the activity being analysed”.

As a key principle of Social Value International and SROI, ‘involving’ or ‘engaging’ stakeholders requires the involvement of stakeholders in determining what gets measured and how it is measured and valued, thus enabling stakeholders to influence decisions resulting from the social value analysis.

Key Stakeholders: In addition to the programme partners (charities and social organisations that had already identified the specific needs the AMPLE activities were designed to address) the key stakeholders are the programme participants themselves. Because the number of participants in Madrid was relatively manageable, all were invited to complete a survey to help identify and assess the value of material outcomes (see Annexes 2, 3, and 4).

Wider Considerations: Public engagement in the form of views and comments from social and traditional media, was monitored for evidence of outcomes and the ‘final events’ often enabled local residents to engage directly with the facilitators and participants. Activity coordinators also spoke with family carers who accompanied participants with learning difficulties to gather relevant observations and identify common themes related to participant needs and outcomes.

Demographic data regarding participants

For the **Madrid** activities the following demographic data was captured from registration forms (See Annex 1):

Category	Total	Women	Men
People from third countries	152	100	52
People who did not state their nationality	11	8	3
People of Spanish or European origin	48	31	17
People up to 24 years old	18	8	10
People over 51 years old	17	12	5
Unemployed people at the time of joining the program	129	90	39
People in precarious or part-time jobs at the time of joining the program	36	19	17
People employed	7	6	1
No response	28	16	12

The key demographic of the workshops held in Madrid were working age, unemployed migrants with an emphasis on female participants – as planned.

Indirect stakeholders

In Madrid, the City sponsors the urban gardening on brownfield sites project called “Barrios Productores” via an NGO, Germinando, which became a project partner for AMPLE Madrid. Additionally, the Red Cross supported the programme by promoting all the activities and referring participants, particularly for the individual mentoring sessions and for applying for the BOOST Vouchers. Follow-up and planning meetings were held with them to coordinate these actions.

AMPLE stakeholder mapping summary

Type	Stakeholder	Sub-type & characteristics	Number of people	Total beneficiaries
Direct beneficiary	MADRID Cooking & food handling participant	Immigrant women	51	202
		Immigrant men	20	
		Immigrant youth	10	
	MADRID Entrepreneurship participant	Immigrant women	35	
		Spanish/European women	20	
		Women with no nationality info	8	
		Immigrant men	23	
		Spanish/European men	10	
		Men with no nationality info	3	
		Immigrant youth	1	
	MADRID	Immigrant women	5	
		Spanish women	8	

	Regenerative Agriculture and Urban Gardening	Immigrant men	6	9 were not also included in the workshops
		Spanish men	2	
	BOOST business voucher recipient	Male	7	
		Female	10	
Indirect beneficiary	Families of participants	Not included in data collection due to capacity vs high anticipated levels of deadweight, attribution, drop off etc.		
	Volunteers involved in programme	Male	7	12
		Female	5	
	Local municipality	The City of Madrid	1	1
	SMEs generated: new employees	Male	4	16
		Female	12	
	Madrid Red Cross	Male	2	6
		Female	4	
Public	Public audience	Online public engagement tracked via social media, website views etc	25463	
Negatively affected	There were no significant observed negative outcomes to families of those taking the time to participate and no displaced charity work as a direct result of this programme			

Some stakeholder groups were initially considered and then excluded from detailed assessment due to capacity limitations combined with evidence of high levels of deadweight, attribution, displacement and drop off (see Chapter 2.6.2 for definitions of these variables). For example, families of participants were likely to have many other factors impacting any changes they might experience as a result of the AMPLE programme.

Stakeholders in AMPLE Madrid:

Direct: $202+9 = 211$

Indirect: $12+1+16+6 = 35$

Total = 246

Workshop participant registration forms

Each NGO provided an online registration form for those wishing to enrol in the training courses. All forms requested the following information: full name, country of birth, self-identified gender, employment status, age range, expectations for the course, and the channel through which they learned about the training. Please see Annex 1. for examples of the forms used.

2.5.4 Outcomes

Progressing along the AMPLE Theory of Change, from outputs to measurable outcomes, required several key prerequisites: a functioning programme, sufficient participant uptake, and continued use of knowledge and skills after participation.

For example, all informational materials needed to be **accessible** (in both language and complexity), **engaging**, and **informative**, using formats such as infographics, leaflets, or short animations. However, increased knowledge or skills alone did not guarantee changes in employment or wellbeing. To ensure real impact, **participant feedback** was gathered early and used to refine and improve programme delivery.

Stakeholder feedback - most of respondents stated in the feedback survey that the courses far exceeded their expectations, and almost all participants considered the training to provide them with a **significant advantage**, generating **motivation and confidence** to pursue entrepreneurship.

Participant uptake and engagement depended not only on the **relevance of activities** but also on effective **outreach and publicity**. Leveraging the NGOs' existing networks and expertise significantly reduced these risks. Early **stakeholder engagement** was also critical—understanding users' needs allowed the programme's outputs to be tailored for maximum relevance and impact.

Impact was further enabled through **collaboration and community interaction**. Knowledge Exchange (KE) and Public Engagement (PE) activities helped raise awareness, boost participation, and strengthen community ties. Likewise, open discussion and debate created opportunities for outputs to evolve into lasting social impact.

This report seeks to understand what *truly changes* for stakeholders as a result of AMPLE's interventions. It provides an account of the **social value created**, helping to guide decisions that increase social impact, support strategic funding, and establish a continuous feedback loop for programme improvement.

AMPLE outcomes include, but are not limited to: job creation and increased employment, improved wellbeing, identifying community needs, marginalised group inclusivity, more community advocates, more charity ambassadors, NGO staff / volunteer training / skills, follow - up business mentoring, piggy backing / extra exploitation from two countries and using existing NGO networks, included capacity for scoping emergent opportunities, more start-ups designed / tested, reduced community segregation, more startup creation, establishment of new micro urban farming locations and evidence for successful funding bids.

Survey of Madrid participants

Of the 202 possible participants, 59 responses regarding outcomes were obtained from a voluntary survey 6 months after the programme ended. See Annex 2. For the template

used. A 29% response rate is lower than hoped but provides sufficient information for the observations to be considered valid.

From the pre-workshop registration survey

Designation	Total	Women	Men
People employed	7	6	1
Unemployed people at the time of joining the program	129	90	39

Current employment situation from the impact survey

a) I run my own business / I am self-employed	5
b) I am employed by someone else	21
c) I am unemployed	21
d) I have an informal job	12

As not all participants completed the Madrid based survey, observations are limited. However, **we can see that at least (5+21+12)-7 = at least 31 persons found employment after the workshops.** Our estimate of value using this number of jobs is considered very conservative as it is based on these reported outcomes only (assessment rather than a predictive model used). If the 79% of participants who did not respond followed the same patterns, a maximum of 147 persons could find employment.

Opinion on whether the training undertaken had helped them improve their employment situation:

Opinion	# Responses	Attribution estimate %
a) Definitely yes	34	100
b) It helped me a little	22	40
c) Definitely not	3	5

As the greatest proportion of respondents voted that the programme had helped them, this indicates a high attribution of outcomes to the AMPLE programme. Averaging out the responses would give an attribution of $(3,400+800+15)/59 = 71\%$ to AMPLE vs **29% to elsewhere.**

Extent to which the programme improved motivation and self-confidence (0 = it did not help me at all, 5 = it helped me a lot.)

Score	Number	% of responses	Attribution %
0	1	2	0
1	0	0	20
2	0	0	40
3	10	17	60
4	15	25	80
5	33	56	100

Based on the above participant responses, a contribution to improving motivation and self-confidence could be estimated at 86%.

Other benefits provided by the trainings (participants could select more than one option and were asked to expand on the list provided, if necessary):

a) I expanded my network of contacts.	31
b) Access to resources (grants, procedures, other training, events, etc.).	18
c) Specialized advice.	26
d) Technical knowledge.	35
e) Soft skills	21

How were stakeholders involved in defining outcomes?

The identification of participants' needs and expectations was carried out through formal mechanisms rather than informal conversations. For example, in Entreculturas, beneficiaries were already part of the organisation's programmes and went through an initial interview to assess their needs before accessing the training. At Acción Contra el Hambre, participants completed a registration process where their employment situation and training expectations were collected. Similarly, Germinando applied a structured process to map participants' motivations and requirements. While day-to-day interactions also provided insights, the project relied on these formal mechanisms to ensure that expectations, needs, and potential outcomes were systematically identified from the start. The following three key outcome paths were identified:

What changed? (how much)

Examples of outcomes recorded from interviews in Madrid:

Anderlly David Mejía Ortiz, 22, Honduras – *Cooking & Food Handling Course Participant*
"I feel more motivated to keep looking for work and to one day work in a kitchen."

Naisha Michelle Palma Flores, 26, Venezuela – *Cooking & Food Handling Course Participant*. **"[The course] is like a stepping stone for the future and can help us access jobs that require basic cooking knowledge – which many do."**

Participant at *Regenerative Agriculture and Urban Gardens Course*. **"It's an opportunity to revive forgotten processes – we've become disconnected from the seed."**

Participant at *Regenerative Agriculture and Urban Gardens Course*. **"It promotes the knowledge needed to take part in community spaces where neighbours can engage and build a sense of belonging."**

César Andrade, 48, Ecuador – *Agrifood Entrepreneurship Course Participant*. **"I've had doors closed to me because my business idea wasn't fully developed – this course is helping me solidify it."**

Yahiba Escobar Rosell, 45, Cuba – *Agrifood Entrepreneurship Course Participant*

“What I value most is working with people who really know their stuff and sharing knowledge.”

Athali Castro Peña, 32, Peru – Agrifood Entrepreneurship Course Participant. **“The course and the certification make the difference – between having an idea and actually doing something.”**

Entrepreneurship voucher outcomes

In line with EIT Food’s three Missions, [Healthier Lives Through Food](#), a [Net Zero Food System](#) and [Food System Resilience](#), 17 “Boost voucher” grants of €2,300 each (€39,100 total) were provided to agrifood SMEs and startups with economic activity in Madrid. Beneficiaries were required to use the funds to address the issue of food insecurity. Examples of use included improving their production processes or innovating the properties of a food product. Please see Annex 5. For a list of all companies and outcomes recorded.

Broadly, the vouchers were used for:

Sustainable suppliers: access to producers or distributors of sustainable supplies

Consulting: optimising production, communication and marketing strategy, waste management, financial management, etc.

Training: specific training to optimise the production chain

Design and marketing services: support in packaging design, display, website, and communications

The frequently reported metrics of an **increase in employment and sales revenues** validates the AMPLE programme logic model and Theory of Change presented earlier.

It was not possible to quantify the economic impact to each of these small businesses at this time but at least 8 companies cite revenue increases, several cite gained investment or new partners and 5 new roles have been created. A suggested follow-up investigation, should budget become available, would be to more accurately value the impact of the AMPLE programme to the 17 businesses that received business support vouchers.

Of the 17 Boost Vouchers awarded in Madrid, four were granted to social enterprises that started their activity in 2024 under the umbrella of the AMPLE programme. These beneficiaries launched their businesses within the project framework and later received additional support through the voucher scheme.

In addition, four participants are still developing their business plans, with the goal of starting their activities in 2026. They are receiving ongoing mentoring support from Action Against Hunger, delivered as part of the AMPLE programme.

Relevance test

Social Value International advises application of valuing the things that really matter^{xxiii}. Information is considered material if it has the potential to affect the stakeholders' decisions and actions. Outcomes were included in the AMPLE valuation calculations if:

- Stakeholders cited the outcome in interviews and surveys
- Stakeholders perceived the outcome as mattering to them
- Peers are already managing the outcome and have demonstrated its value,
- There are existing societal norms that focus upon it
- The outcome is strongly linked to the AMPLE impact goals
- The outcome is final rather than intermediate in nature

Reported outcome	Comments based on applicability and interviews	Number of stakeholders involved	Conclusion
Fiscal savings for government	As the outcome survey's produced evidence of reduced benefits claimants, it was considered important to consider the benefit to local councils as part of the value calculation	High	Relevant
Fiscal savings for course participants – feeds into improved mental health outcome paths	As the programme was free for participants and similar courses incurred costs, it was considered important to take into account the fiscal savings as removing a significant barrier	Medium	Not relevant as per Social Value International guidelines
Confidence (wellbeing) or job skills for partner organisations	Noted small value but not of interest to the partners at this time	Low	Not relevant
Startup company development as proxy for employment	Tracking revenue, employee numbers etc is a good proxy for longer term outcomes that were not possible to capture	Medium	Relevant
Funding for partners organisations	Noted value in the long-term but not quantifiable at this time	Low	Not relevant
Jobs created by funded SMEs	Tracking revenue, employee numbers etc is a good proxy for longer term outcomes that were not possible to capture	Medium	Relevant
Employment for participants	Participants and/or partners high priority for quantification	Medium	Relevant
Wellbeing for participants reported as "motivation" and "self-confidence"	Participants and/or partners high priority for quantification	Medium	Relevant

2.5.5 Valuing outcomes

After identifying key outcomes through qualitative analysis, the next step involves quantifying these changes to assess their significance and overall impact. This allows us to understand the scale and duration of the outcomes experienced by stakeholders, and the value they contribute to the intervention. Understanding and measuring outcomes that matter to the stakeholders are integral to defining outcome materiality. A variety of valuation techniques were applied, chosen for suitability and relevance. The following valuations have been assigned with collaboration from participants, the programme facilitators or the NGOs that know the local landscapes:

Monetising technique – cost-based approaches

Fiscal savings

The AMPLE courses were provided free of charge to participants. Had they completed similar courses and self-funded the cost per person would have been in the region of:

- Madrid food preparation and handling certification cost: comparable certification is €12^{xxiv} x 57 persons who achieved a certificate = €684 value.
- Madrid entrepreneurship course: 65 participants on a 24hr course = comparable training is €2,200^{xxv} x 65 = €143,000 value.
- Madrid urban gardening: 21 participants on a 24hr course = There are comparable free local courses^{xxvi} so no savings have been estimated.

Total value to participants in Madrid of training received: €143,684.

As per guidance from Social Value International: this factor feeds into the mental health outcome for participants so it has not been included separately in the Social Return on Investment calculation.

Employment uplift

Unemployed persons (with low previous local employment) in Madrid receive approximately €560 a month from the government (dropping over time to €480 after 12 months). Removing 31 participants in Madrid from benefits claims (reported via course surveys) would represent a minimum direct saving to government departments of **€178,560 a year**.

The average entry level position (at or just under minimum wage) in the hospitality sector in Madrid is approximately €1,300 NET a month. An average salary in the city is €2,364 NET a month. Salaries also contribute to state finances through tax on earnings. Example: if someone claiming benefits in Madrid was able to obtain a food handling cert and get an entry level position in the hospitality sector they might be a minimum of €740 (€1,300-€560) better off each month after tax. Successfully creating a startup or jobs created in small businesses can potentially lead to higher earnings for those already in employment, in addition to jobs for any staff they hire. These small businesses also contribute to the economy through taxes, purchased materials and sales from B2B activities.

MADRID cooking and food handling workshop plus entrepreneurship workshops

Participants moving from unemployment to minimum wage jobs would represent an economic value of €740 per person each month. Not all participants will be successful in gaining new employment immediately though. As not all participants completed the Madrid based outcome survey, observations are limited. However, we at least $(5+21+12)-7=$ more than 31 persons were self-reported to have found employment after the workshops. Our estimate of value using this number of jobs is considered very conservative as it is based on these reported outcomes only (assessment rather than a predictive model used). If the participants who did not respond followed the same patterns, a maximum of 147 persons could find employment attributed to the AMPLE programme.

A conservative estimate of the economic impact uplift for 31 persons would be **€275,280**.

16 jobs were reported as created by startups formed in Madrid. Using €2,364 (average salary) - €1,300 (minimum hospitality wage) = €1,060 uplift NET a month this would carry an additional value of $€12,768 \times 16 = €204,288$.

Boost voucher jobs created

It is understood that 5 new jobs were created in Madrid as a direct result of the Boost voucher scheme. Using €2,364 (average salary) - €1,300 (minimum hospitality wage) = €1,060 uplift NET a month it is possible to assign an approximate minimum value to this outcome of **€63,600**. If evidence becomes available that the employed persons were unemployed at the time of job creation, this value would be significantly higher but this figure would additionally be broadly relevant for unemployed persons gaining entry level work and as such is considered a reasonable benchmark proxy.

Monetising technique – wellbeing valuation approach

The AMPLE program provides knowledge and experience that helps to offer participants improved chances of entering the job market. Although increased wellbeing will support these employment-focused impact pathways, the program also generates a parallel impact pathway, where wellbeing is created on an individual level and a community level that is not related to employment.

Wellbeing is one of the essential aspects of today's society. It is currently being studied extensively and its importance has been highlighted by international organizations such as the United Nations Development Programme in its World Happiness Report^{xxvii} and the World Health Organization^{xxviii}. There are also countries such as Bhutan that are actively measuring the wellbeing (happiness) of their citizens. According to the scientific studies presented by these organisations, contributing to wellbeing is a top priority for any government, country and society today.

Course participants in Madrid provided the following information:

Extent to which the programme improved **motivation** and **self-confidence**

(0 = it did not help me at all, 5 = it helped me a lot.)

Score	Number	% of responses	Attribution %
0	1	2	0
1	0	0	20
2	0	0	40

3	10	17	60
4	15	25	80
5	33	56	100

Based on the above participant responses, a contribution to improving motivation and self-confidence could be estimated at 86% (sum of the number of responses and the attribution rates which is then divided by 100), a SIGNIFICANT uplift in motivation and self-confidence. However, deeper data on other aspects of wellbeing would have provided a more accurate quantification.

Limitations: The AMPLE activities are repeated in each new location, with adjustments made for local needs and conditions. The Madrid workshops were the first undertaken and as such provided an excellent learning platform, focused initially on identifying the potential outcomes through interviews and surveys. The impact valuations for wellbeing using just the stakeholder surveys from Madrid would not be considered sufficiently detailed as a standalone exercise. Wellbeing change quantification through a more detailed change-based approach in Warsaw was made possible by the initial work conducted in Madrid and as they are reliant on each other this report has combined the assessments for the two cities. For future reporting on Impact, each location will be assessed separately.

Wellbeing of a population can apply to: personal wellbeing; our relationships; health; the environment; what we do; where we live; the economy; education and skills; personal finance; governance. Valuing aspects of wellbeing is complicated.

For the purposes of this assessment, we have briefly examined three possible valuation proxy methods.

METHOD 1

The WELLBY system, or Wellbeing-adjusted Life Year, is a method used by the UK Government to measure and value improvements in wellbeing and is part of the Green Book supplementary guidance on wellbeing^{xxix}. A WELLBY is defined as a change in life satisfaction of one point on a scale of 0-10, affecting one person for one year has a value of €14,930.40 (c. 2019), scaled up to today's costs that would be the equivalent of 1.23 x €14,930.40 = €18,364.39.

AMPLE Warsaw: AMPLE-ify - entrepreneurship workshops:

Mean average extent to which the programme improved **motivation** and **self-confidence** = increase 86% reported via survey.

Common indicators for **personal** wellbeing identified within sources such as the ONS^{xxx} are:

- ☐ Confidence – in own abilities or to try new things
- ☐ Motivation – enthusiasm to engage or continue participation
- ☐ Sense of worth / empowerment / agency – feeling able to influence change
- ☐ Resilience – ability to adapt to new challenges or failure
- ☐ Life satisfaction / fulfilment – perceived personal benefit or value gained

- Learning and skill development – knowledge gained through innovation activities
- Depression / Anxiety, loneliness and mental health – perceived physical and mental health improvement
- Satisfaction with household income / difficulty in managing financially / Disposable income – reduced financial pressure from improved status

A reasonable assumption would therefore be that confidence and motivation could represent 2/8th (1/4 of personal wellbeing) or €4,591.10. 86% of which would give **each beneficiary €3,948.35 of wellbeing value from participation**. Although the data obtained in Madrid could certainly be improved upon, the estimate aligns well with the wellbeing categories stakeholders reported and valued in more depth in Poland.

There were 202 participants in Madrid = **€797,566.70** wellness value created.

Voucher recipients not involved in other activities

There were 9 persons who received support via BOOST vouchers that were not previous activity participants. These recipients reported various achievements but did not quantify wellbeing as part of the programme. Wellbeing uplift has been assumed at the same rate as the other entrepreneurship beneficiaries (it is not possible to ascertain true wellbeing uplift without additional follow-on data collection) = **€35,535.15** wellness value (estimated).

METHOD 2

Unemployment is one of the most important factors affecting individual wellbeing, The What Works Centre for Wellbeing systematic review^{xxxi} highlights that, when measuring life satisfaction on a 0-10 scale, the unemployed report about 0.5 points lower compared to those who are in employment. However, the effects are different for different groups in different contexts. The UK Wellbeing Guidance for Appraisal: Supplementary Green Book Guidance^{xxxii} references a **proxy of £5,980 per person, per year (€6,807)** for life satisfaction moving from unemployment to employment. Evidence is also clear that being in a 'high quality' job is better for wellbeing, where 'job quality' is defined as: how secure it is; the social connections we have; the ability to use and develop skills; clear responsibilities; opportunities to have a say in a supportive workplace. If we move into a role with none, or fewer, of these elements, life satisfaction drops. 0.25 of a WELLBY is cited as a **suitable proxy £3,250 (€3,699)**. For 31 participants in Madrid moving to employment this would be equivalent to €185,380 and for 5 new jobs it would be equivalent to €16,250 For participants who are yet to report a gain in employment: using Method 1 would additionally give $202 - 31 = 171 \times €3,948.35 = €675,167.85$ and for Boost voucher recipients it would give $9 \times €3,948.35 = €35,535.15$.

METHOD 3

Participant value ranking / anchoring

In order to estimate social value it is important to add weighting that accounts for what is most valuable and material to the stakeholders but not to overestimate the value as a result. As participants on the workshops ranked the reported outcomes by importance, we were also able to run value comparisons using an anchoring and preference technique.

Employment uplift vs wellbeing uplift value using survey results = 4:7 (1:1.75).

By course impact:

Entrepreneurship workshops: €275,280 + €204,288 = €479,568*1.75 = €839,244

Additional BOOST voucher recipients: €51,072*1.75 = €89,376*1.75 = €156,408

In comparing the three wellbeing proxy methods:

Activity	Method 1	Method 2	Method 3
Madrid participants	€797,566.70	€860,548	€839,244
Additional Boost voucher recipients	€35,535.15	€51,785	€156,408
Total	€833,101.85	€912,333	€995,652

For the purpose of the AMPLE programme SROI value calculation, method 1 has been used on this occasion as it is the more conservative value (respecting the Social Value International's principle of 'Do not overclaim'). If a survey at a one-year interval was possible, a second value comparison would be used to ascertain if another method was then more suitable as the SROI wellbeing proxy.

Volunteers: As per the UK Green Book Supplementary information: The main approach which has been used for monetising the wellbeing impact associated with volunteering is using the subjective wellbeing valuation approach, which gives a value of £911 (€1,037) per volunteer, per year on average. For the 12 volunteers giving 39hrs (average Spanish person works 1,632 hrs a year^{xxxiii}) a value of €24.8x12 = **€297.70** in added value could be applied.

Significance test

Once the outcomes have been selected based on relevance, the next step in the analysis is to understand if the outcomes are significant to the valuation calculation. For this analysis quantification will be used to establish the scale of significance of each outcome. The scale of the outcomes is a means of quantifying outcomes taking into account a number of dimensions:

- how many people were changed
- how much change happened for each persona and for how long
- how much of the change is caused by the activity
- the relative value of the change

The significance of each outcome is determined using data collected from the surveys, which provides a comparable weighting across the different outcomes. This information is essential for guiding resource allocation, supporting comparisons, and informing judgments about which outcomes are most significant.

The benefit of the significance assessment is:

- A small change affecting a large number of people can be compared with a significant change affecting a small number of people;
- A positive change for one group can be compared with a negative change for another.

The below table summarises the significance tests carried out with the outcomes for each stakeholder.

Stakeholder	Outcome	Scale (people or SMEs)	Amount of change per person	Duration (years)	Deadweight	Value	Conclusion
Participants	Wellbeing - Extent to which the programme improved motivation and self-confidence	202	€3,948	3	14%	€685,907	Significant
	Removed barrier - Reduced financial pressure (Fiscal savings)	65/57	€2,200/€12	1	0%	€143,000/€684	Not significant - previously rejected
	Increased financial freedom from employment uplift for participants	31 at time of survey but could go up to 202	€8,880	5	29%	€104,077	Significant
	Sustainability: Welfare benefit not paid - budget savings for the department	31 at time of survey but could go up to 202	€5,760	5	29%	€67,509	Significant
	New jobs attributed to startups created	16	€12,768	5	29%	€77,236	Significant
BOOST Recipients	Business sustainability (8 SMEs stated a revenue uplift but none gave an exact figure)	9 SMEs not also on other programs	unknown	5	70%	unknown	Not significant until data can be obtained
	Wellbeing - Extent to which the programme improved motivation and self-confidence		€3,948	3	14%	€30,560	Significant
	Employment uplift reported by BOOST recipients		€12,768	4	70%	€4,309	Significant as deadweight is likely to be far lower
Volunteers	Wellbeing – life satisfaction	12	€24.8	1	0%	€298	Not significant in scale

This evaluation indicates that the economic outcomes created from the Boost voucher recipients may be undervalued due to the extremely conservative estimate of 70% deadweight. It would be reasonable that they experienced deadweight in line with the 29% reported by the individual AMPLE participants. However, until improved survey data for the voucher recipients can confirm lower deadweight values this is seen as an assurance of taking steps to not overvalue the programme.

2.6 Impact assessment

2.6.1 Indicators Madrid

The targets achieved in each city were set against the Citi Foundation's KPIs set at the beginning of the Global Innovation Challenge. The KPI targets were not disaggregated between the two cities, so the table below represents the targets achieved in Madrid alone set against the whole project targets.

Progression towards impact has been mapped using the following indicators:

Citi Foundation KPIs	Whole project targets (both Madrid and Warsaw – disaggregated in right hand column for clarity)	Target achieved in Madrid alone
Individuals directly impacted	222	211
Community Outreach Officer	2	1
Workshop Participants	40	202
Volunteers (Citi Foundation)	10 in each city (= 20)	12 + 5 further volunteers
Voucher Recipients	30	17
Local community enhancement through food hub (people)	50	n/a
Non Governmental Organisations supported	2	4
Individuals Employed	10	36 (minimum)
SMEs created	5	10
Existing SMEs improved or expanded, interpreted as all voucher recipients	5	17
How many jobs will be created as a result of the creation or expansion of these enterprises = self-employed figures	12	16
% participants of underrepresented ethnic group	50%	80% immigrants
% participants of persons with disabilities	n/a	n/a
% participants expected to be women/girls	70%	71%
% participants expected to be young - up to 24 yrs	10%	10%
% of low-income individuals	100%	89%

Key Performance Indicators

Indicator	Women	Men	Total
SMEs created	9	1	10
Jobs generated through those SMEs	12	4	16
Participants that remain working in their business model to ask for financing in 2025-2026	4	0	4
Participants that received mentoring	27	14	41

Medium term results

Indicator	Definition	Madrid
SROI	SROI of the programme	1:3.66
Co-creation	# people taking part in “co-creation” as part of EIT Food activities	10

Long term results

Indicator	Definition	Madrid
Employment	# participants changing status from unemployed to employed or achieving a higher salary	31
Jobs created	# new roles that will continue after the funding period	5
Revenue	€ revenue created as a direct result of the programme	€22,000 from one company
	Proxy: # SMEs/Startups reporting increased revenue	8

The scale of the changes achieved through outcome and impact indicator data has been evaluated by a Social Return on Investment estimate.

2.6.2 Social Return on Investment (SROI)

There is increasing recognition that we need better ways to account for the social, economic and environmental value that results from our activities. The language varies – ‘impact’, ‘returns’, ‘benefit’, ‘value’ – but the questions around what sort of difference and how much of a difference we are making are the same. Social Return on Investment (SROI) is a framework for measuring and accounting for this much broader concept of value; it seeks to reduce inequality and environmental degradation and improve wellbeing by incorporating social, environmental and economic costs and benefits.

It is possible to estimate the value of a programme in real terms by examining the likely outcomes and impact goals and then assigning a realistic economic value, where possible to each.

a) Scope of SROI

The SROI analysis aims to assess the activities organised within the AMPLE programme between 2023 and 2025 in Madrid. The purpose of this benchmark evaluation SROI analysis is to understand better the changes experienced by the stakeholders and their value to support strategic decisions regarding future activities.

b) Method (Contribution)

The analysis is based on the Social Return On Investment (SROI) methodology from Social Value International^{xxxiv}. The main aim of applying the SROI methodology is to understand and account for Social Value created in the life of stakeholders as a result of

activities by assigning financial value, allowing comparing the social value created with the investment made.

The following estimates have been assigned with collaboration from participants, the programme facilitators or the charities that know the local landscapes:

Deadweight / Counterfactual % is a measure of the amount of outcome that would have happened even if the activity had not taken place, calculated as a percentage. Some of the participants would have been able to enter the job market on their own without the AMPLE support. Based on survey responses for the stage at which they entered the programme in Warsaw and the Madrid survey results of attribution **29% deadweight** is considered reasonable for the employment outcomes.

Displacement % is a measure of if any locals will have been displaced from employment opportunities if these participants succeed or activity displaced as a result of people attending the courses. The amount of displacement due to the AMPLE programme is likely to be low as the participants would have been actively seeking employment or looking for opportunities even if not on the AMPLE programme. **25% displacement has been** used for the employment outcomes as it is considered conservative and allows for pre-existing knowledge of local conditions.

Attribution % is an assessment of how much of the outcome was caused by the contribution of other organisations or people, calculated as a percentage. A **29% attribution rate** has been used for the Entrepreneurship activities, based on the Madrid survey responses. As the wellbeing values relate more specifically to the AMPLE activities a 0% attribution rate has been used. For BOOST voucher recipients, a 70% attribution rate has been used as they have growth supported by several factors.

Drop off % is used to account for a decrease in contribution to impact over time and is only calculated for outcomes that last more than one year. For AMPLE, participants reported an average impact duration prediction of 3 years.

Although the vast majority of the stakeholders spoken with stated that the changes they experienced would most likely continue to be useful during their professional life, the decision was made to limit the duration of the outcomes to 5 years for the purpose of this initial assessment as a conservative measure. As attribution to the programme would lessen over time a **70% drop off** has been used so that after 5 years the employment uplift impact is negligible.

A summary of the metrics used to account for how much of the impact created is due to the AMPLE programme can be seen below.

Outcome	Metric	Value	Evidenced by
Employment related	Deadweight	29%	Survey question: Opinion on whether the training undertaken had helped participants improve their employment situation – average = 100-71=29%
	Displacement	25%	Estimated*
	Attribution	29%	Survey question: Opinion on whether the training undertaken had helped participants improve their employment situation – average = 100-71=29%
	Drop off	70%	Survey question: How many years impact do you expect – average = 3 years (70% reduces impact to negligible after 3 years)
Wellbeing related	Deadweight	14%	Survey question: Extent to which the programme improved motivation and self-confidence – average = 100-86 =14%
	Displacement	0%	Relates 100% to the AMPLE programme activities
	Attribution	0%	Relates 100% to the AMPLE programme activities
	Drop off	90%	Would be shorter term than employment - estimated
Boost voucher outcomes	Deadweight	70%	Estimated conservatively*
	Displacement	25%	Estimated conservatively*
	Attribution	70%	Estimated conservatively*
	Drop off	70%	Estimated conservatively*

**All estimated rates were based on the 15+ years' experience of the AMPLE impact assessor and were discussed with the programme manager and collaborative partners (charities) to confirm accuracy or correct assumptions made.*

c) Results

The SROI for the Madrid activities was calculated by the total present value / the input value as shown below:

Total Present Value (TPV)	€1,116,359
Input value	€305,309
SROI	For every 1 Euro invested a social value of 3.66 Euros was generated

The Net Present Value was calculated as the TPV-input value = €811,050.

As with all social benefit analyses, some simplifications and methodological compromises were required to generate a quantitative SROI estimate. For this reason, the absolute figures should be interpreted with caution. However, when used as an indicative measure, or as a benchmark for future assessments carried out using the same methodology, the SROI results presented here provide a sound and appropriate starting point.

d) Sensitivity check

The sensitivity analysis is conducted to "assess the extent to which your results would change if you changed some of the assumptions you made in previous stages" (A guide to Social Return on Investment, 2012). Sensitivity analysis tests how much the estimates/assumption made in the process would need to change to receive €1 value for €1 investment.

In order to ascertain if any of the outcomes and proxies used to calculate the SROI would significantly alter the SROI overall a rapid assessment of sensitivity was conducted. For each outcome a change in the priority and proxy within a reasonable range was run on the calculation sheet to determine the error margin and outcome with the greatest risk of affecting the SROI.

Please see the previous comments regarding the wellness calculation proxy choice and the below table for the various scenarios tested.

Item - Madrid	Base case	New assumption	Base result	New result	Difference in SROI
Participant - Employment numbers increased from 15-20%	31/202	40/202	1:3.66	1:3.79	+3%
Decrease elevated employment proxy to unemployed to low salary rather than low to average salary	€12,768 value per job gained	€8,880 value per job gained		1:3.54	-2%
Participant employment outcomes - Drop off reduced to 50%	70%	50%		1:3.94	+8%
Participant wellbeing proxy value changed to method 3	€3,948.35	€4,738.02		1:4.16	+14%
Benefit payment amount mitigated reduced by 50%	€5,760	€2,880		1:3.50	-4%
Displacement increased by 10% throughout	0/25%	10/35%		1:3.25	-11%
Drop-off for BOOST recipients' economic outcomes	70%	29%		1:3.67	+<1%
Drop-off for new jobs recipients' economic outcomes	70%	29%		1: 3.98	+9%

The sensitivity checks indicate that the SROI presented herein could be altered by a maximum of 14% using plausible change scenarios, strongly supporting a SROI of between 3.25 and 4.16 Euros for every Euro invested. This is considered a reasonable degree of variance in the proxy values and attribution metrics used within the calculation and the possible outcome never drops to the 1:1 critical threshold.

e) Limitations

This is the first Social Return on Investment (SROI) impact assessment conducted internally by EIT Food. As such, it has provided valuable learning for future improvements and established an initial benchmark for the AMPLE programme as it expands to other cities. The assessment method will be refined and updated, when feasible, to enhance accuracy and relevance.

Not all outcomes were mapped and quantified using surveys with each stakeholder group due to capacity and timeframe limitations. However, as a starting point, this assessment has proven without a doubt that **the AMPLE programme is generating a positive value return on the funding investment.**

3. Warsaw

3.1 Executive summary

The AMPLE programme has demonstrated a transformative effect on communities by equipping individuals with essential skills and concrete opportunities for personal and professional growth. Through targeted **entrepreneurship** training and support for local business initiatives, the programme enabled beneficiaries to achieve greater employment stability, financial security and improved wellbeing.

A strong focus on **inclusivity** ensured that women, migrants, low-income participants, and people with disabilities were actively supported. Participants not only accessed skill-building workshops and certifications but also reported tangible improvements in their livelihood and outlook. The programme's hands-on approach supported meaningful connections between beneficiaries and their local economies, enhancing engagement with healthy, locally grown produce and sustainable business practices.

Key achievements include hundreds of individuals trained, notable increases in **employment** rates and measurable improvements in **wellbeing**. The AMPLE programme's success is evidenced by the creation of new products, support for local businesses to scale and a significant portion of participants securing relevant certifications. These outcomes highlight the enduring social value of the initiative for both individuals and the broader community.

Results:

The programme benefited 194 people, aged 18 to over 60. Most beneficiaries were women, low-income individuals, migrants or people with disabilities.

Key facts:

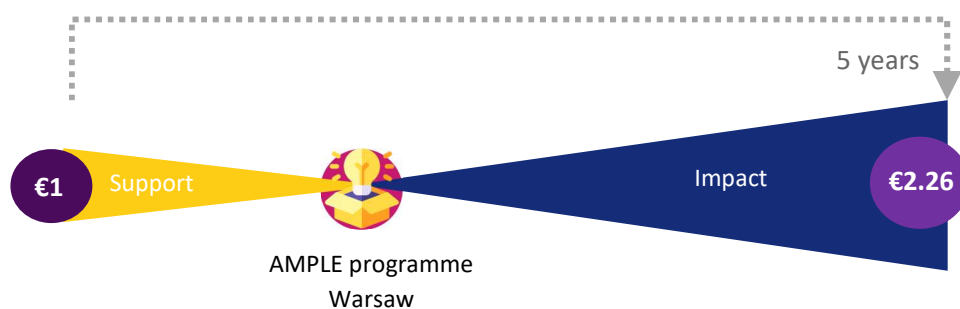
- 118 participants successfully completed free training
- 40 certified food handlers
- 12 beneficiaries gained employment or an increase in salary
- 1 startup created by participants
- 13 local businesses received support to scale their impact with Boost Vouchers, leading to 7 companies reporting increased revenue
- 18,500 social media/web engagements

Resource development:

The AMPLE programme's impact extended beyond direct participant outcomes through the creation of valuable resources for the Non-Government Organisation (NGO) and agrifood sectors. During this phase, a suite of materials, including three teaching modules, four training videos and one employment guide specifically tailored for people with learning disabilities was developed. These resources are designed for ongoing use, ensuring that NGO partners can repurpose and adapt them as the programme is rolled out in five additional cities. This approach supports the programme's sustainability and broadens its reach among marginalised groups.

Social Return On Investment

Before factoring in the anticipated future gains in employment and revenue, the AMPLE programme is on course to deliver a **Social Return on Investment (SROI) of €2.26 for every €1 invested** over a five-year horizon. This figure underscores the programme's capacity to generate lasting social value and transformative impact for communities.



3.2 The need

Warsaw, much like Madrid, does not experience widespread “food deserts” and generally offers good access to food. However, marginalised groups, especially those with low incomes, often encounter challenges in accessing fresh and healthy food options. Food insecurity is a genuine concern within these communities. The city’s food landscape is primarily dominated by large retail chains, and there is an ongoing struggle to develop shorter, more resilient and circular food supply chains that can better include small producers and local communities.

Inclusion – The Polish food sector faces considerable obstacles to inclusive participation. The food labour market is largely inaccessible to people with disabilities, and the broader business sector lacks adequate representation from women and other marginalised groups, despite their important roles in the food system. AMPLE aims to foster increased visibility and engagement for these communities.

Economic Disparities – Rapid inflation and rising prices, especially in Warsaw, have made healthy food options such as organic and locally sourced products increasingly unattainable for low- and even middle-income groups. AMPLE recognises the importance of including the perspectives of those most affected by economic inequality in discussions concerning the urban food system.

Migration – Since the start of the war in Ukraine, Warsaw has welcomed over 100,000 Ukrainian refugees seeking safety and stability. Although Ukrainians usually have legal access to the Polish labour market, many find themselves working under insecure, low-paid conditions, particularly in manual jobs. While other migrant communities in Warsaw remain relatively small, there is a growing need to recognise their contributions and support their inclusion within the local food system.

Circular Economy – Warsaw’s urban food system relies heavily on imported food and large-scale supply chains, making it susceptible to disruption and limiting opportunities for local economic involvement. There is a pressing need for shorter, more circular and equitable food supply chains that integrate small producers, reduce external dependency, and strengthen local resilience.

Across both Warsaw and Madrid, local stakeholders have identified the inclusion of marginalised communities in the co-creation of urban food systems as a key need. AMPLE actively addresses this by facilitating improved access to participation opportunities, boosting visibility for marginalised groups within the system, and bringing together a variety of stakeholders to collaboratively shape a more inclusive and equitable urban food environment.

3.3 The partners

For each city, two or more relevant local Non-Government Organisations (NGOs) collaborated on building and executing the activities. These local stakeholders allowed the AMPLE programme to tap into existing support networks and potential participant contacts. The AMPLE programme partners included:

1. **EIT Food** (the lead) is the world's largest agrifood innovation community, with considerable expertise in programme management, education and entrepreneurship. <https://www.eitfood.eu>
2. **Citi Foundation** (The funder) works to promote economic progress and improve the lives of people in low-income communities around the world through investing in efforts that increase financial inclusion, catalyse job opportunities for youth, and reimagine approaches to building economically vibrant communities. [Citi Foundation Global Innovation Challenge](#).
3. **Cooperative Urban Farm MOST (operated by CoopTech Hub)** is a cooperative urban farm of 3.6 hectares, located 25 minutes from downtown Warsaw where a team of 30 individuals and two legal entities are shaping the land into a place where cultivation and food production are combined with education and regeneration. <https://www.hub.coop/>.
4. **The Otwarte Drzwi Association (Open Doors Association)** is a Warsaw-based NGO working to prevent people with disabilities, children and youth from dysfunctional families, and seniors becoming socially excluded. It has built a supported employment system, placing people with disabilities in the open labour market. <https://otwartedrzwi.pl/en/>
5. **Fundacja Inna Przestrzeń** is a Warsaw-based nonprofit connecting unlikely fields and people to spark real change. With local partners and immigrants working alongside them team members and community leaders they co-create projects for human rights, civil society, and local development. <https://www.innaprzestrzen.pl/>
6. **Polish Development Fund** (volunteering) supports entrepreneurs, local governments and other entities in entrepreneurship, investment, and innovation. <https://pfr.pl>

Marta Perkowska, *President of the Otwarte Drzwi Association, Warsaw*

“This was one of the most important supported employment projects we have carried out in our 30 years of work.”

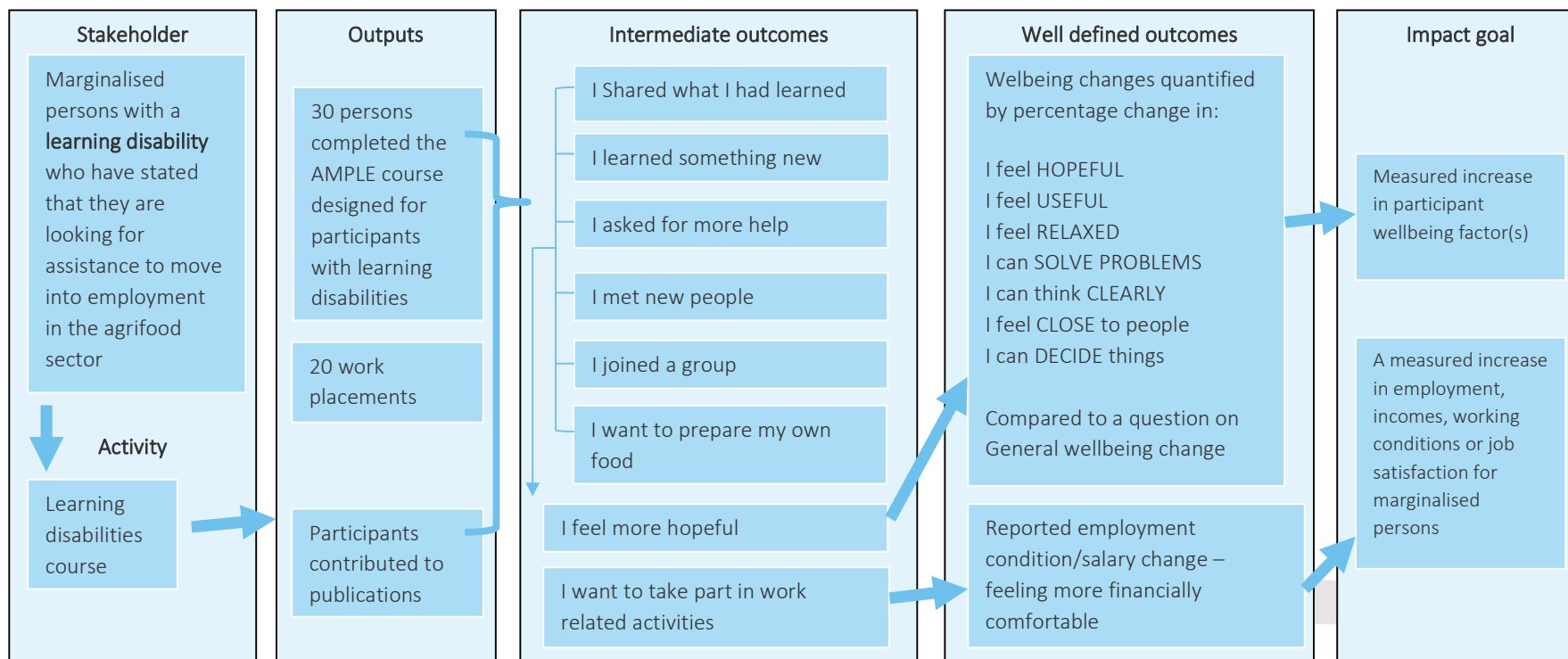
3.4 Inputs

An input to a programme encompasses all resources needed for its delivery. Although it is difficult to quantify the skills and effort contributed by the AMPLE team, the total value of inputs can be estimated based on what the grant covers. Assuming facilities, equipment and staff costs are included in the grant, the remaining inputs primarily reflect the time contributed by participants and volunteers. Social Value International advocates that the participant's time is not eligible for SROI contribution and therefore is noted but

not included in the later calculations. Using this approach, the total estimated value of AMPLE's inputs is **€173,148**, as shown below.

Cost type	Stakeholder	Input estimate and proxy	Financial equivalent (€)
Actual cost	Cooperative Urban Farm MOST	Knowledge, experience, network, methods, people, facilities and equipment (running workshops predominantly)	€10,000
	The Otwarte Drzwi Association		€ 30,400
	Fundacja Inna Przestrzeń		€ 6,000
	EIT Food	Knowledge, experience, network, methods, people, facilities and equipment plus project costs such as contractors, BOOST vouchers for SMEs, overheads etc	€125,147
In-kind contribution	Volunteers - wage equivalent if had been working elsewhere	8 persons for 39hrs at €5.13 an hour (based on low average wage of €823 a month and a 37hrs a week correlation to work hours)	€1,601
	Warsaw training and support to enhance the employability of individuals with intellectual disabilities participants time and effort	30 persons for 59.5hrs each at a rate of €1.48 per hour (using €237 a month based on Warsaw benefits rate and a 37hrs a week correlation to work hrs)	€2,642 (not included in the SROI as per Social Value International policy)
	Warsaw Agrifood Entrepreneurship Course participants time and effort	20 persons for 16 hrs each at a rate of €5.13 per hour (based on low average wage of €823 a month and a 37 hrs a week correlation)	€1,642 (not included in the SROI as per Social Value International policy)
	Warsaw Urban farm workshop participants time and effort	68 persons for 6hrs each at a rate of €5.13 per hour (based on low average wage of €823 a month and a 37hrs a week correlation to work hours)	€2,093 (not included in the SROI as per Social Value International policy)
	Local charities	Staff time to support AMPLE	€0 as part of their normal remit
	Government contacts	Staff time to support AMPLE	€0 as part of their normal remit
Total value	€179,525 including participant time €173,148 not including participant time contributions		

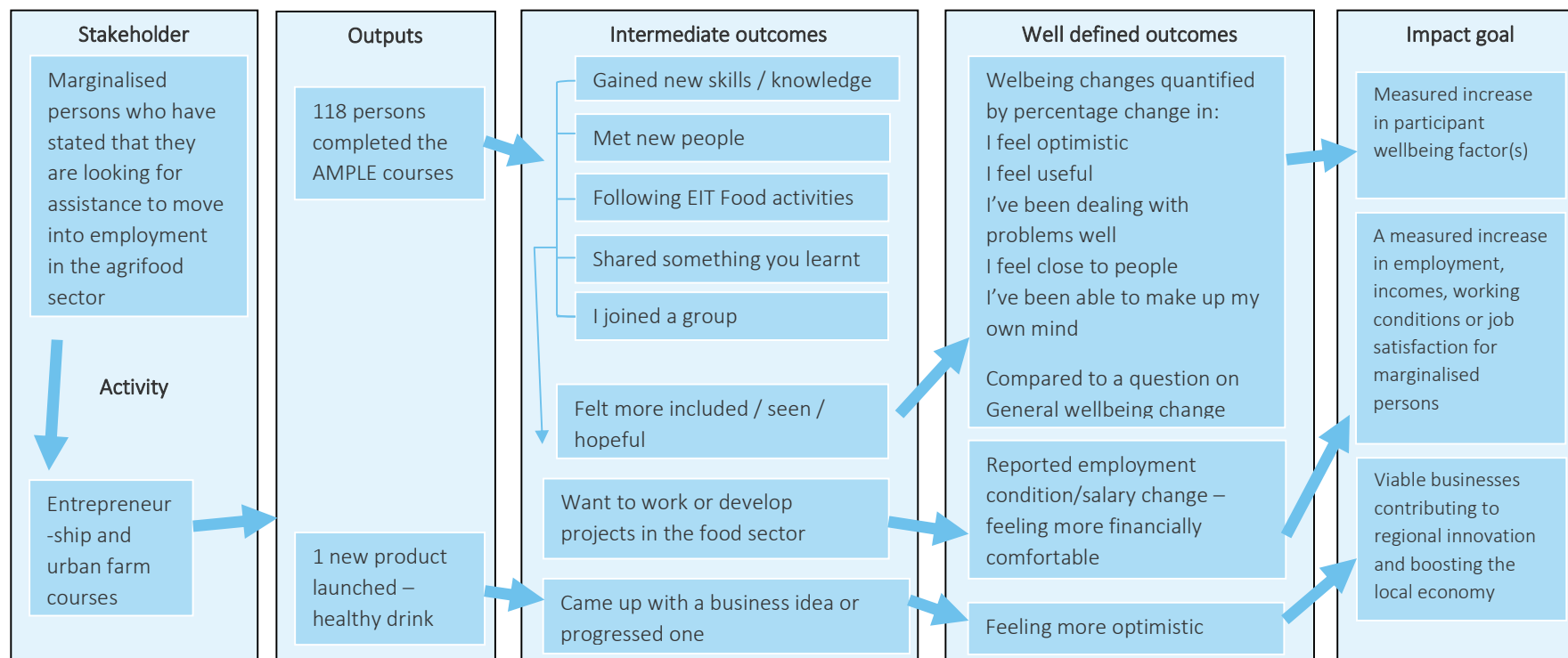
3.5 Theory Of Change models



Enablers: People / Knowledge / Networks / Trust / Governance

Change strategies: Programme excellence / Resource mobilisation / Advocacy / Multinational interventions / Collaboration / Capacity building / Fostering innovation

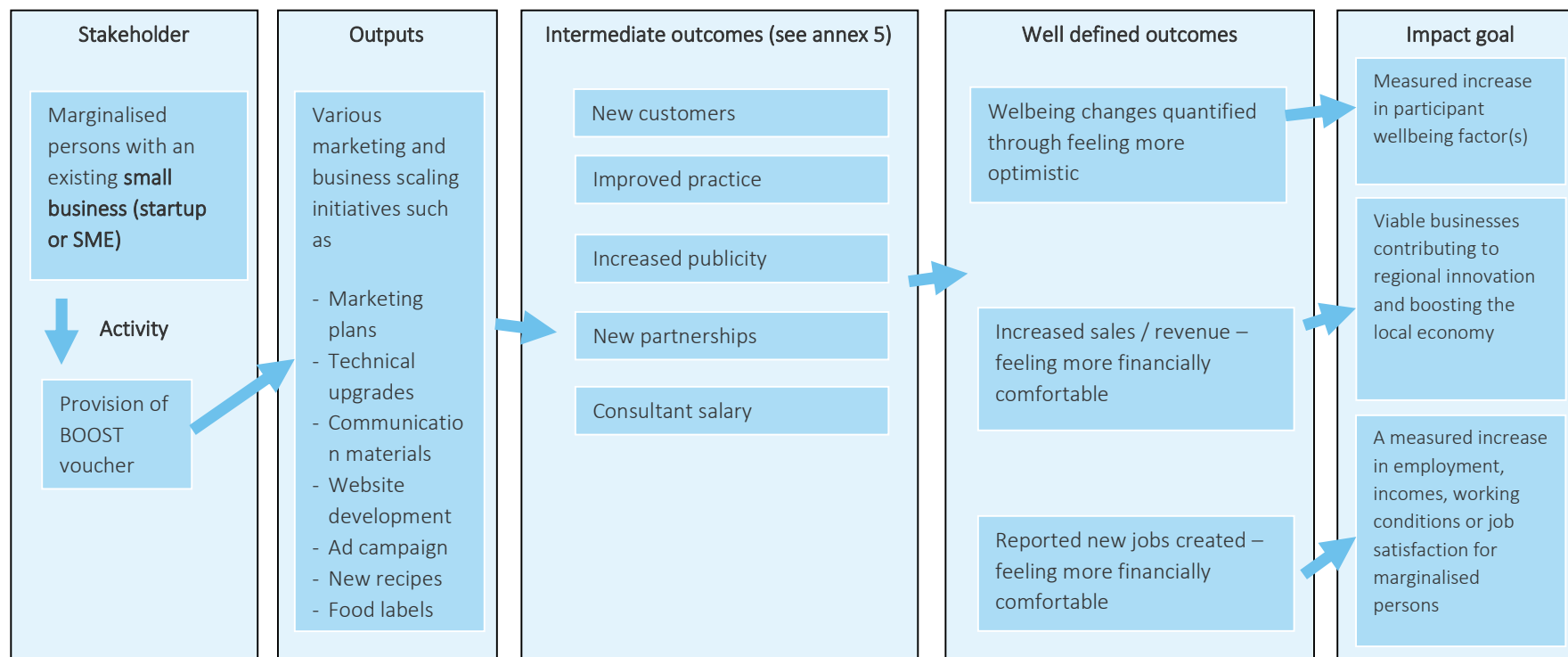
Local context factors: leadership / Local knowledge / Connections / Community support



Enablers: People / Knowledge / Networks / Trust / Governance

Change strategies: Programme excellence / Resource mobilisation / Advocacy / Multinational interventions / Collaboration / Capacity building / Fostering innovation

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Enablers: People / Knowledge / Networks / Trust / Governance

Change strategies: Programme excellence / Resource mobilisation / Advocacy / Multinational interventions / Collaboration / Capacity building / Fostering innovation

Local context factors: leadership / Local knowledge / Connections / Community support

3.5.1 Activities

The core activities implemented in Warsaw between September 2024 and September 2025 were directed toward selected marginalised communities: including individuals with intellectual disabilities, people with migration experience, low-income individuals and women. The main initiatives included:

1. Training and support to enhance the employability of individuals with intellectual disabilities

This part of the programme within AMPLE Warsaw was led by the Otwarte Drzwi (Open Doors) Association, a Warsaw-based NGO with nearly 30 years of experience. The initiative aimed to support individuals with intellectual disabilities in building practical skills and accessing employment opportunities within the agrifood sector. Activities were conducted throughout 2024 and 2025. As part of the program, Otwarte Drzwi organized **vocational and culinary training sessions designed to help participants gain relevant skills**. These included hands-on culinary workshops and job trials hosted at “Kuchnia Czerwony Rower,” (Red Bicycle Kitchen) their social enterprise. Participants were supported by experienced coaches and advisors, helping them overcome employment barriers and showcase their potential in real work environments.

Participants took part in:

- **4 workshops on social and vocational skills:** these sessions focused on building self-confidence, communication, and teamwork. Participants worked individually and also engaged in group tasks to test and apply their skills.
- **6 Culinary workshop sessions:** during these sessions, participants learned:
 - how to organize a workspace
 - how to operate kitchen equipment and machinery
 - how to prepare dishes, cold and hot snacks
 - how to measure ingredients using scales and other tools
 - how to plate dishes and perform basic food preparation (peeling, washing, chopping)
 - the principles of presenting and serving food and beverages
- **Individual work trials (April–July 2025):** work trials were arranged for 20 project participants, giving them the opportunity to test their skills in roles such as kitchen assistant and serving staff. These experiences helped identify areas for improvement and guided participants toward becoming strong job candidates. All trials were carried out with the support of job coaches at the “Kuchnia Czerwony Rower” kitchen.

- **Individual 1:1 consultations (September 2025):** in the final stage, participants took part in personalized one-on-one meetings to summarize their progress and plan their future career and development pathways.



Final Event

The final event, held on 28 August 2025, brought together participants, partners, and local community members. Highlights included the launch of the guide “You Can Do It! 5 Steps to Employment”, the premiere of video materials on supported employment, and a certificate ceremony celebrating participants’ achievements.

2. Urban farming and product creation project

This activity within AMPLE Warsaw was led by the Cooperative Urban Farm MOST (part of CoopTech Hub) and was initially designed for individuals with migration experience. MOST drew on its expertise in regenerative agriculture and community farming to provide participants with hands-on training and workshops, centred around the co-creation of a unique ethnobotanical drink.

The project integrated elements of cultural animation, horticultural therapy, and the social economy. Its tangible goal was to produce a defined quantity of the beverage, bottle and label it appropriately, and distribute it. The activities took place throughout 2024 and 2025.

Participants took part in:

- **Concept stage:** 4 workshop sessions focused on conceptual and cultural elements:
 - Ethnobotanical identities
 - Plant identification
 - Recipe development
 - Sourcing and understanding raw materials
- **Implementation stage:** 4 workshops sessions focused on implementation activities and practical skills: 4 workshop sessions centered on practical implementation:
 - Establishing crops – hands-on activities at the MOST Cooperative Farm
 - Visual design – developing the packaging and labels for the product
 - Drink brewing – producing the beverage in collaboration with processing experts
 - Promotional activities – co-designing materials and strategies to promote the final product

Final Event

The closing event, held on 13 September 2025 at Motyka i Słońce, served as a promotional occasion for the Holobiont drink. During the event, participants presented the product to the public, shared information about its development process and offered samples from the pilot batch available for sale. The gathering brought together project participants, partners and members of the local community, providing an opportunity to showcase results and engage directly with consumers.



3. AMPLEify workshops – entrepreneurial intensive workshop sessions for women

This two-day initiative, held in March 2025, was designed to support women in developing innovative ideas and taking their first steps toward entrepreneurship in the agrifood sector.



- **Business Ideation session:** intensive four-hour session dedicated to generating innovative business ideas and forming interdisciplinary teams. Participants engaged in creative brainstorming, map challenges in the Agri-tech sector with a focus on the Polish market and identify areas around which solutions will be developed.
- **Business Model Canvas session:** practical workshop introducing the Business Model Canvas tool to help participants design their first business models. The session covered key elements such as value propositions, customer segments, cost structures and revenue streams, preparing participants for further project development.

4. Participation in the project of creating an intellectual disability-friendly guide for introduction to work environment and working with food

As part of the collaboration with the Otwarte Drzwi Association, a guide is being developed to support individuals with intellectual disabilities in navigating the job market in the agrifood sector. The guide is intended as a practical, accessible tool tailored to their needs.



Timeline of activities:

- March–April 2025 - Consultation phase: involved direct input from project participants with intellectual disabilities to ensure the guide reflects their experiences, needs, and perspectives.
- May–July 2025 - Creation phase: participants were actively engaged in content production, including:
 - Participating in recording sessions
 - Co-creating video materials
 - Contributing to visual design elements
- Final events and networking

3.5.2 Outputs

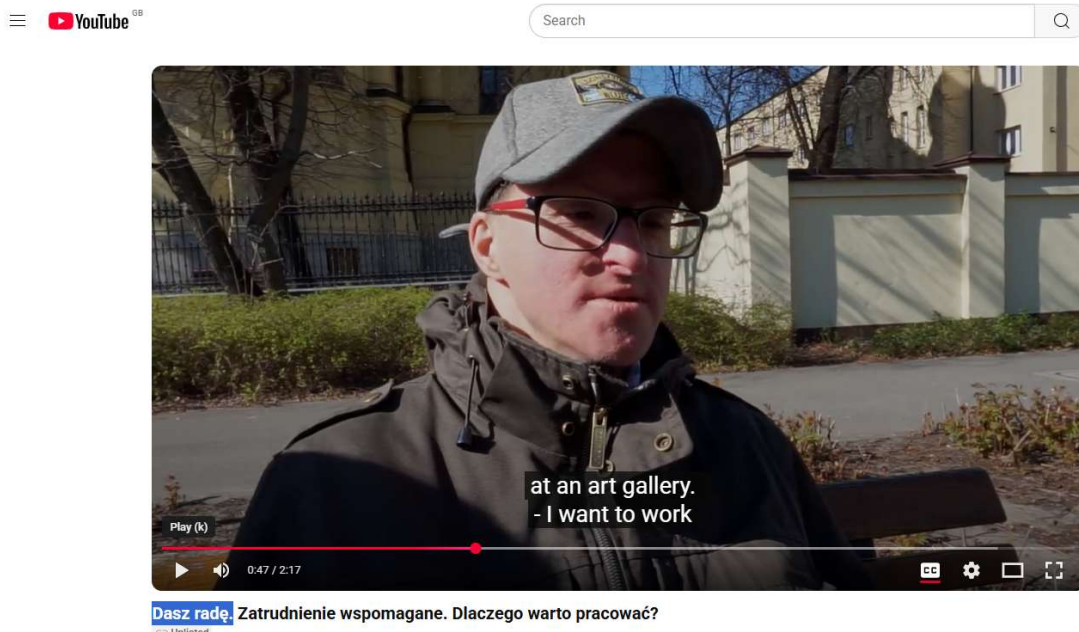
The following were created as a direct result of the AMPLE activities:

1. The programme also produced valuable resources co-created with participants in Poland and designed by Galeria Apteka Sztuki, an innovative social enterprise operating as a Vocational Activity Centre and employing people with disabilities.



These resources include the **“You Can Do It!” pocket guide** and four educational videos^{xxxv}, which will continue to support individuals seeking inclusive employment pathways. The guide is designed to be practical, accessible, and easy to read. It covers essential topics such as types of employment, contracts, preparing for interviews and an overview of jobs in the food industry, including their characteristics. Its colourful design and clear layout make it a helpful and engaging source of knowledge for anyone exploring work opportunities.





Please see https://www.youtube.com/watch?v=Jq_DO949ER4 for more information.

2. Over a one-year period in Warsaw, participants took part in collaborative, hands-on workshops that combined ethnobotanical knowledge, practical skills, and social entrepreneurship, culminated in the creation of a one-of-a-kind beverage: Holobiont. Participants experimented with a variety of herbs and fruits, crafting flavours that tell stories of identity, memory, and cultural heritage. The workshops also included marketing & promotional content creation (label, promotional video, PR content).



3. Concept development and allocation of 13 business development 'BOOST' vouchers.
4. Digital content and outreach.

In addition to the programme website, landing page and social media channels, the following were produced:

Blog Posts: Multiple blog posts were published on the EIT Food website, highlighting the projects and the broader impact of the AMPLE programme. These stories focused on key thematic areas such as food security, environmental stewardship, and entrepreneurship, with a particular emphasis on how EIT Food initiatives are transforming lives.

Examples:

- Otwarte Drzwi Association joins the AMPLE Warsaw Program^{xxxvi}.
- Boost Vouchers in AMPLE Warsaw: first recipients announced - join them by applying today^{xxxvii}.
- Celebrating the conclusion of AMPLE Warsaw with Urban Farm MOST – showcase of the Holobiont drink^{xxxviii}.
- Celebrating the conclusion of AMPLE Warsaw with Otwarte Drzwi Association: the Launch of “You can do it” guide and community picnic^{xxxix}.

Strategic Collaborations: The AMPLE team leveraged the reach of key partners to further disseminate programme content and achievements:

- **Stowarzyszenie Otwarte Drzwi:** Led project communication and promotion directly for the participants and people involved, via social media^{xl, xli, xlii}, and promoted the project via local press^{xliii and xliiv}.
- **Urban MOST Farm:** led project communication and promotion activities through newsletter for the participants. Promotional activities via social media^{xliv and xlv} and the dedicated project subpage: Holobiont - napój etnobotaniczny - CoopTech Hub^{xlvi}.

Multimedia Content: To showcase the journey and impact of the programme, the AMPLE team produced summary videos featuring testimonials from participants, partners and volunteers^{xlvi, xlvii and i}. The videos capture key moments of learning, collaboration, and personal transformation, serving as a powerful tool for future outreach.



3.5.3 Stakeholders (who)

As defined by Social Value International, stakeholders are “people or organisations that experience change or affect the activity, whether positive or negative, as a result of the activity being analysed”.

Key Stakeholders: In addition to the programme partners (charities and social organisations that had already identified the specific needs the AMPLE activities were designed to address) the main stakeholders are the programme participants themselves. Because the number of participants in Warsaw was relatively manageable, all were invited to complete a survey to help identify and assess the value of material outcomes (see Annexes 2, 3, and 4).

Wider Considerations: Public engagement in the form of views and comments from social and traditional media, was monitored for evidence of outcomes and the ‘final events’ often enabled local residents to engage directly with the facilitators and participants. Activity coordinators also spoke with family carers who accompanied participants with learning difficulties to gather relevant observations and identify common themes related to participant needs and outcomes.

Demographic data regarding participants

For the **Warsaw** activities the following demographic data was captured – from registration forms, surveys and partner’s reporting.

- Workshop for participants with intellectual disabilities:

Category	Total	Women	Men
People aged 18-29	14	7	7
People aged 30-39	9	2	7
People aged 40-49	5	4	1
People aged 50-59	0	0	0
People aged 60+	0	0	0
Did not provide age	2	0	2

Workshop participants who provided data were all under 50 years old, with slightly more male than female participants taking part.

- Entrepreneurial workshops AMPLEify

Category	Total	Women	Men
People aged 18-29	4	4	0
People aged 30-39	7	7	0
People aged 40-49	7	7	0
People aged 50-59	1	1	0

People aged 60+	1	1	0
Did not provide age	0	0	0

Workshop participants were all working age, with 100% of participants on the entrepreneurship AMPLEify course being women.

- Urban farm product development

Category	Total	Women	Men
People aged 18-29	29	23	6
People aged 30-39	22	19	3
People aged 40-49	6	5	1
People aged 50-59	8	7	1
People aged 60+	3	3	0
Did not provide age	0	0	0

Workshop participants were all working age with a greater proportion of women taking part.

Indirect stakeholders

In Warsaw, Fundacja Inna Przestrzeń supported marketing initiatives, employing people with migration experience for this purpose; Galeria Apteka Sztuki – an association working with people experiencing mental health crises and providing assisted employment, which contributed to the creation of the *You Can Do It!* Guide: A local café employing people with physical disabilities (mainly wheelchair users) – participated in the programme through BOOST Vouchers, led by Fundacja Leny Górskiej; and the City of Warsaw was involved in early-stage knowledge exchange through suggesting potential NGO collaborators and programme co-design.

AMPLE stakeholder mapping summary

Type	Stakeholder	Sub-type & characteristics	Number of people	Total beneficiaries
Direct beneficiary	WARSAW MOST - urban farm participant	Immigrant women	16	118
		Immigrant men	3	
		Women – low-income	41	
		Man - Low-income	8	
	WARSAW Learning disability participant	Male with intellectual disabilities	17	
		Female with intellectual disabilities	12	
		Did not state	1	
	WARSAW AMPLEify Entrepreneurship participant	Male	0	
		Female	20	

	Business voucher recipient	Male	10	13 were not included in the entrepreneurship workshops
		Female	3	
Indirect beneficiary	Local community members through food hub events	All	45	45
	Volunteers involved in programme	Male	4	18
		Female	4	
	Local municipality	The City of Warsaw	1	
	Local charities not receiving finance as part of the programme	In Warsaw: Galeria Apteka Sztuki/ Fundacja Leny Górskiej. led cafe	9	
	Public audience	Online public engagement tracked via social media, website views etc	18,500	
Negatively affected	There were no significant observed negative outcomes to families of those taking the time to participate and no displaced charity work as a direct result of this programme			

Stakeholders in AMPLE Warsaw:

Direct: $118 + 13 = 131$

Indirect: $= 18 + 45 = 63$

Total = 194

Workshop participant registration forms

Each NGO provided an online registration form for those wishing to enrol in the training courses. All forms requested the following information: full name, country of birth, self-identified gender, employment status, age range, expectations for the course, and the channel through which they learned about the training. Please see Annex 1. for examples of the forms used.

3.5.4 Outcomes

Progressing along the AMPLE Theory of Change, from outputs to measurable outcomes, required several key prerequisites: a functioning programme, sufficient participant uptake, and continued use of knowledge and skills after participation.

For example, all informational materials needed to be **accessible** (in both language and complexity), **engaging**, and **informative**, using formats such as infographics, leaflets, or

short animations. However, increased knowledge or skills alone did not guarantee changes in employment or wellbeing. To ensure real impact, **participant feedback** was gathered early and used to refine and improve programme delivery.

Participant uptake and engagement depended not only on the **relevance of activities** but also on effective **outreach and publicity**. Leveraging the NGOs' existing networks and expertise significantly reduced these risks. Early **stakeholder engagement** was also critical—understanding users' needs allowed the programme's outputs to be tailored for maximum relevance and impact.

Impact was further enabled through **collaboration and community interaction**. Knowledge Exchange (KE) and Public Engagement (PE) activities helped raise awareness, boost participation, and strengthen community ties. Likewise, open discussion and debate created opportunities for outputs to evolve into lasting social impact.

This report seeks to understand what *truly changes* for stakeholders as a result of AMPLE's interventions. It provides an account of the **social value created**, helping to guide decisions that increase social impact, support strategic funding, and establish a continuous feedback loop for programme improvement.

AMPLE outcomes include, but are not limited to: job creation and increased employment, improved wellbeing markers, identifying community needs, marginalised group inclusivity, more community advocates, more charity ambassadors, NGO staff / volunteer training / skills, follow - up business mentoring, piggy backing / extra exploitation from two countries and using existing NGO networks, included capacity for scoping emergent opportunities, more start-ups designed / tested, reduced community segregation, more startup creation, establishment of new micro urban farming locations and evidence for identifying follow-on funding bids.

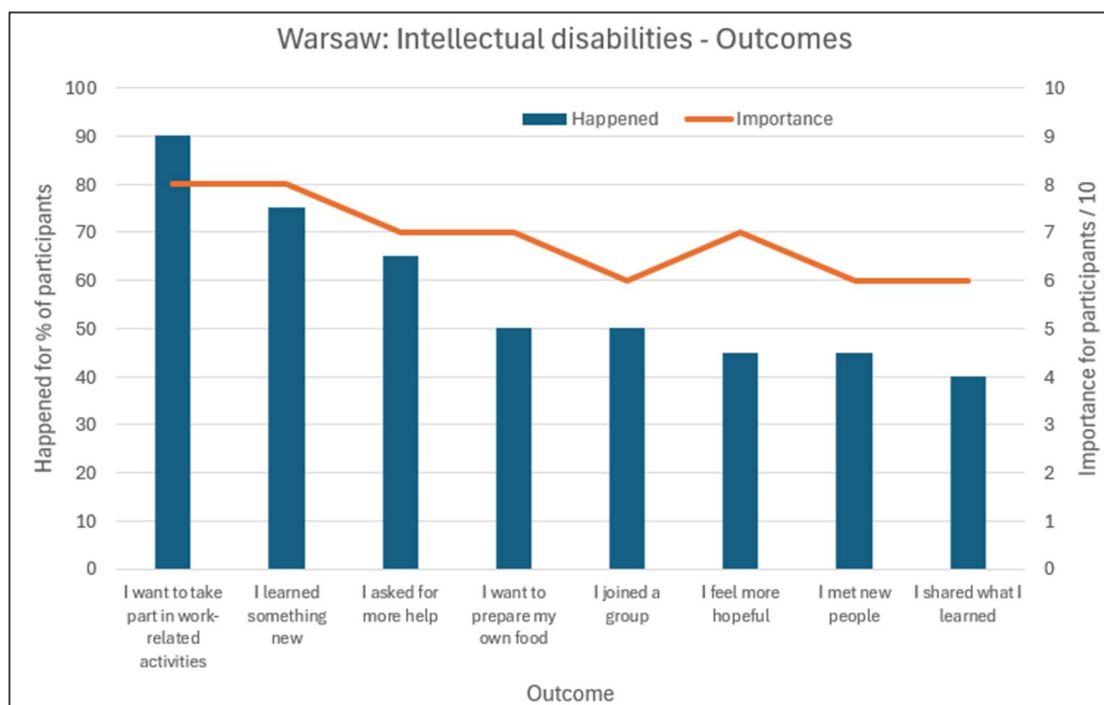
Examples of outcomes from AMPLE Warsaw - vocational and culinary training programme for individuals with intellectual disabilities

- Most respondents felt “ok” after the workshop about the possibility of gaining work experience.
- Using the two question types, participants expressed a 19% improvement in mood and a 38% improvement when asked to rank their before and after ‘wellbeing’. This indicates a strong confidence in improved wellbeing being experienced by participants.

Observation: The short-term changes (outcomes) that mattered most to the participants were the same as that most experienced (wanting to take part in work-related activities and then learning something new), thereby illustrating that the workshop was successfully planned to create the most significant outcomes.

- 2 respondents reported gaining employment.

- Taking the most significant outcome to its natural conclusion would indicate that eventual employment of participants is the most important impact pathway to include in our Social Return On Investment (SROI). Limited data was recorded for income achieved but results indicate that participants would earn less than €690 a month after gaining employment.
- Participants stated that they expected impact from outcomes to last on average 1.5 years.
- Participants identified 8 outcomes and scored them /10 depending on what mattered most to them. The most important outcome related to finding employment.
- Participants additionally reported wellbeing changes, quantified by a percentage change in each of:
 - I feel hopeful
 - I feel useful
 - I feel relaxed
 - I can solve problems
 - I can think clearly
 - I feel close to people
 - I can decide things

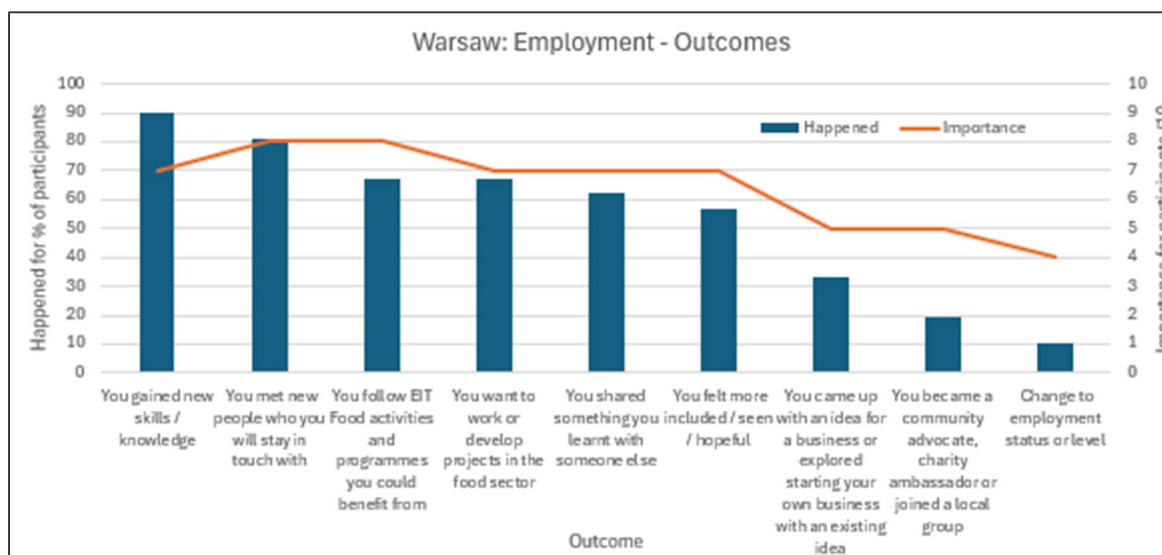


Example outcomes from AMPLE Warsaw: AMPLE-ify - entrepreneurship workshops for women plus the urban farm workshop

- 1/3 of participants developed an idea for a business or explored starting their own business with an existing idea.
- 4 participants reported a change to employment status or level a short time after the workshop.
- 52% of respondents were slightly or very optimistic regarding employment status after the workshop. Only 5% remained very concerned.
- 40 participants gained food safety certifications.

Observation: The reach of outcomes that occurred for participants broadly followed the importance rankings indicating that the workshop was well aligned to create maximum impact for this group.

- Participants reported a 9% increase in mood and a 17% increase in wellbeing, approximately half the improvement recorded after the learning disability workshop. This data confirms that the value return estimates for the two activity groups should be calculated separately and then combined.
- Participants stated that they expected impact from outcomes to last on average, 3 years. This is double that estimated for the learning disability workshop, again illustrating how the different stakeholders are affected in different ways
- 90% of participants reported that they were inspired to pursue a business idea or had one that they would now progress.
- Many participants (33%) are actively using their new skills and applying for roles.
- Participants identified 9 outcomes and scored them /10 depending on how important they were.
- Participants most valued contacts and networking that led to improved viability of progression opportunities. This is extremely important as the workshop 'need' was believed to be gaining employment. This stakeholder feedback enriches our supposition with the added information that while they are there to gain employment, they value the other outcomes more. For this group there are therefore two impact pathways to value as part of our value return calculation – employment and wellbeing associated with new connections.
- Participants additionally reported wellbeing changes, quantified by a percentage change in each of:
 - I've been feeling optimistic about the future
 - I've been feeling useful
 - I've been dealing with problems well
 - I've been feeling close to people
 - I've been able to make up my own mind



Relevance test

Information is considered material if it has the potential to affect the stakeholders' decisions and actions. Outcomes were included in the AMPLE valuation calculations if:

- Stakeholders cited the outcome in interviews and/or surveys
- Stakeholders perceived the outcome as mattering significantly to them
- Peers are already managing the outcome and have demonstrated its value
- There are existing societal norms that focus upon it
- The outcome is strongly linked to the AMPLE impact goals
- The outcome is final rather than intermediate in nature

For the participant stakeholder group in Warsaw

Reported outcome	Average participant valuation/10	Comments based on applicability and interviews	Conclusion
Gained new skills / knowledge	7	This led to increased confidence and suitability for job vacancies so not a final outcome	Not relevant Not assessed
Met new people who you will stay in touch with	8	Fed into improved wellbeing so not a final outcome	Not assessed
Following EIT Food activities	8	Fed into wellbeing and employment outcome paths so not a final outcome	Not assessed
Want to work or develop projects in the food sector	7	Feeds into the employment outcome path so not a final outcome	Not assessed
Shared something you learnt with someone else	7	Increased the reach of impact but not a standalone final outcome	Not assessed

Felt more included / seen / hopeful	7	Relates directly to wellbeing	Assessed
Came up with a business idea or progressed one	5	Feeds into the employment impact pathway so not a standalone final outcome	Not assessed
Became a community ambassador or joined a local group	5	Contributory outcome of minor importance	Not assessed
Change to employment status or level	4	As this was an obvious goal in the long term the participants reported that intermediary outcomes were more important at the time of survey. However, as many of the short-term outcomes feed into this one, it was chosen as a measurable indicator	Assessed

Other outcomes considered	Comments based on applicability	Limitations of investigation	Conclusion
Fiscal savings for local councils	As the programme was proven to reduce benefits claimants it was considered important to consider the benefit to local councils as part of the value calculation	Due to limited capacity and prioritisation of gathering outcome data from participants the local councils were consulted rather than surveyed	Assessed
Fiscal savings for course participants	As the programme was free for participants and similar courses incurred costs, it was considered important to take into account the fiscal savings to participants as part of the overall value calculation However, this factor feeds into wellbeing factors considered elsewhere.	At the time of the surveys the fiscal benefit to participants was not included for reasons of not overloading them with questions. Programme partners were well aware of the limiting factor that course cost has on reducing inequalities in marginalised groups and it was therefore considered an obvious gain.	Not assessed as per Social Value International guidelines

It was interesting that the participants valued the networking and opportunities created by the activities more than the end goal that they had initially stated (of employment). This provides the basis for valuing the wellbeing indicators at a rate that is never calculated below the employment values.

Reported additional outcomes:

“I was able to take part in the **certification process** for Ania’s company, whom I met at this meeting, and we still keep in touch today. I will also take part in the Rol-Eko conference, which will be organized by another participant.”

“Taking part in the AMPLE Warsaw program gave me a **different perspective** on the agri-social sector. This transformation brings satisfaction and **hope** for further development, and I value my participation in AMPLE as a key step in my professional and personal journey. I am especially grateful for this opportunity and for meeting wonderful women with whom I am still in **contact**.”

“I **rediscovered** the importance of innovation in the agri-food sector for the functioning and development of societies.”

“I became very **connected** with people from a key sector of our lives, and through my work I also look for links with this sector.”

“It was great to **co-create a product** that emerged from group work – from its symbolic meaning, marketing, recipe, and embedding in a broader context. It made me feel genuinely closer to the agri-food sector.”

“I saw the potential for a **positive social and psychological impact of being part of a group** that openly expresses interest in changing the food system and our relationship with food, plants, and the planet. The meetings were conducted in a sustainable and inclusive way. This showed me an alternative approach to the issue.”

Product development

The participants of the Warsaw urban farm created a new drink that was successfully sold at three promotional events in Warsaw.



390 x 330ml bottles of Holobiont were produced as a prototype batch in three flavours, based on herbal infusions (goldenrod, marigold, hops & chamomile) and apple juice. The next steps would be to obtain certification to produce batches above 500 bottles and to register the business.

Entrepreneurship voucher outcomes

In line with EIT Food's three Missions, [Healthier Lives Through Food](#), a [Net Zero Food System](#) and [Food System Resilience](#), 13 “Boost voucher” grants of €2,300 each (€29,900 total) were provided to agrifood SMEs and startups with economic activity in Madrid or in Warsaw. Beneficiaries were required to use the funds to address the issue of food insecurity. Examples of use included improving their production processes or innovating the properties of a food product. Please see Annex 5. For a list of all recorded companies and outcomes.

Broadly, the vouchers were used for:

Sustainable suppliers: access to producers or distributors of sustainable supplies

Consulting: optimising production, communication and marketing strategy, waste management, financial management, etc.

Training: specific training to optimise the production chain

Design and marketing services: support in packaging design, display, website, and communications

The frequently reported metrics of an **increase in employment and sales revenues** validates the AMPLE programme logic model and Theory of Change presented earlier.

It was not possible to quantify the economic impact to each of these small businesses at this time but at least 7 companies cite revenue increases, several cite gained investment or new partners and 5 new roles have been created. SweetVegy additionally includes the detail that €22,000 of increased revenue occurred as a result of the voucher use in their individual report. A suggested follow-up investigation, should budget become available, would be to more accurately value the impact of the AMPLE programme to the 13 businesses that received business support vouchers.

3.5.5 Valuing outcomes

Monetising technique – cost-based approaches

Fiscal savings

The AMPLE courses were provided free of charge to participants. Had they completed similar courses and self-funded the cost per person would have been in the region of: Warsaw entrepreneurship course: 20 participants on a 16hr course and obtained a food handling certificate = There are comparable courses for approximately €800ⁱⁱ x 20 = €16,000 value.

Warsaw urban farm and product development: as 20 participants obtained a food handling certificate (approximate comparable cost of €189ⁱⁱⁱ) we can use that as a starting point for a comparison = €3,780.

Warsaw intellectual disabilities focused course: 30 participants on a 59.5hr course = There are comparable free local courses^{liii} so no savings have been estimated.

Total value to participants of training received: €19,780.

As per guidance from Social Value International: this factor feeds into the mental health outcome for participants so it has not been included separately in the Social Return on Investment calculation.

Employment uplift

Unemployed persons in Warsaw must have worked within the last twelve months to claim benefits. If successful, they receive €348 a month after tax for the first 6 months, followed by €237 a month.

Removing 7 participants in Warsaw from claiming benefits (reported via course surveys) would represent a minimum direct saving to government departments of **€19,908 a year**.

The new small businesses created by the programme also contribute to the economy through taxes, purchased materials and sales from B2B activities.

Learning disability workshop in Warsaw

Survey data indicated those participants who obtained employment were able to achieve a salary of between €345 and €690 a month. This is below standard minimum wage,

potentially due to reduced hours and individual support requirements. However, it would represent increased financial independence for the participants and their families.

Salary uplift = $\text{€}690 - 345/2 + 345 = \text{€}517.50 - \text{€}237$ benefits = a proxy value of $\text{€}280.50$ a month or $\text{€}3,366$ per person of salary uplift each year.

4 learning disability participants gained part-time, entry level jobs with an uplift of approximately $\text{€}3,366$ a year each.

WARSAW entrepreneurship workshops

The average salary reported by the entrepreneurship participants within the outcome survey was $\text{€}1,995$ NET a month. Deducting a benefit claim of $\text{€}237$ a month would give a proxy value of $\text{€}1,758$ or $\text{€}21,096$ in income uplift, per person, per year.

3 persons gaining employment directly after the programme reported that they earned a salary uplift of at least $\text{€}21,096$ a year each.

Boost voucher jobs created

It is understood that 5 new jobs were created in Warsaw as a direct result of the Boost voucher scheme. Using $\text{€}2,230$ (average salary) - $\text{€}823$ (entry level wage) = $\text{€}1,407$ a month or $\text{€}16,884$ salary uplift, per person, per year. As this is more conservative than the known value for the entrepreneurship participants it is considered a reasonable benchmark proxy.

Wellbeing

The AMPLE program provides knowledge and experience that helps to offer participants improved chances of entering the job market. Although increased wellbeing will support these employment-focused impact pathways, the program also generates a parallel impact pathway, where wellbeing is created on an individual level and a community level that is not related to employment.

METHOD 1

As previously mentioned, The WELLBY system, or Wellbeing-adjusted Life Year, is a method used by the UK Government to measure and value improvements in wellbeing and is part of the Green Book supplementary guidance on wellbeing^{liv}. A WELLBY is defined as a change in life satisfaction of one point on a scale of 0-10, affecting one person for one year has a value of $\text{€}14,930.40$ (c. 2019), scaled up to today's costs that would be the equivalent of $1.23 \times \text{€}14,930.40 = \text{€}18,364.39$.

For the disability focused activities survey data provided the following data:

For every point change across 7 wellbeing factors, each with a max score of 5 = $\text{€}524.70$.

Wellbeing factor	Average before activity /5	Average after activity /5	Change	Social value using the WELLBY proxy
I feel HOPEFUL	3.2	4.1	+0.9	$\text{€}524.70 \times 0.9 = \text{€}472.23$ per person
I feel USEFUL	3.2	4.1	+0.9	$\text{€}524.70 \times 0.9 = \text{€}472.23$ per person
I feel RELAXED	3.1	3.8	+0.7	$\text{€}524.70 \times 0.7 = \text{€}367.29$ per person
I can SOLVE PROBLEMS	3.2	3.8	+0.6	$\text{€}524.70 \times 0.6 = \text{€}314.82$ per person

I can think CLEARLY	3.2	4.1	+0.9	€524.70*0.9 = €472.23 per person
I feel CLOSE to people	3.1	4.3	+1.2	€524.70*1.2 = €629.64 per person
I can DECIDE things	3.0	4.3	+1.3	€524.70*1.3 = €682.11 per person
Total				€3,410.55 per person

There were 30 persons who experienced these outcomes and thus the wellbeing value is estimated at €102,316.50.

As part of the survey the participants were also asked to score their general 'Wellbeing' before and after the activity. The average result was +38%, compared to +19% when combining the above metrics. This indicated that although any indication of wellbeing change is better than none, asking participants a series of more specific questions provided a more conservative, and potentially accurate, quantification of the change experienced. For the purpose of this assessment the breakdown across wellbeing the 7 measured metrics has been applied.

For the entrepreneurial focused activities survey data provided the following data:
For every point change across 5 wellbeing factors reported, each with a maximum score of 5 = €18,363.39/25 = €734.54

Wellbeing factor	Average before activity /5	Average after activity /5	Change	Social value using the WELLBY proxy
Optimistic about the future	3.3	3.9	0.6	€734.54*0.6 = €440.72 per person
I've been feeling useful	3.5	4.0	0.5	€734.54*0.5 = €367.27 per person
I've been dealing with problems well	3.7	4.1	0.4	€734.54*0.4 = €293.82 per person
I've been feeling close to people	3.6	4.1	0.5	€734.54*0.5 = €367.27 per person
I've been able to make up my own mind	4.0	4.3	0.3	€734.54*0.3 = €220.36 per person
Total				€1,689.44

There were 88 persons who experienced this outcome and thus the wellbeing value is estimated at €148,670.72.

When comparing the value per participant for the two stakeholder sub-groups it is interesting that the wellbeing value was significantly greater for the participants with learning difficulties. This supports the validity of assessing EIT Food supported activities for social as well as economic value.

Follow-up suggestion: for the purposes of future event planning and effective strategy: it would be useful to calculate the cost of each workshop vs the wellbeing and economic value. This would illustrate it either path represents a better value investment for the funder and participants.

Voucher recipients not involved in other activities

There were 13 persons who received support via BOOST vouchers that were not previous activity participants. These recipients reported various achievements but did not quantify wellbeing as part of the programme. Wellbeing uplift has been assumed at the same rate as the other entrepreneurship beneficiaries but it must be considered as having a reduced confidence level in the calculation = $€1,689.44 \times 13 = €21,962.72$ wellness value (estimated).

METHOD 2

Following the same methodology laid down for Madrid's wellbeing as a direct result of employment would give:

Employed	Not yet employed	Total
$4 \times €6,807 = €27,228$	$26 \times €3,411 = €88,686$	€115,914
$3 \times €3,699 = €11,007$	$85 \times €1,689 = €143,565$	€154,572
$5 \times €3,699 = €18,345$	$8 \times €1,698 = €13,512$	€31,857

METHOD 3

Participant value ranking

In order to estimate social value it is important to add weighting that accounts for what is most valuable and material to the stakeholders but not to overestimate the value as a result. As participants on the workshops ranked the outcomes by importance (see Annex 3 and 4), a value comparisons using the preference technique was possible.

Learning disability workshop: Employment uplift vs wellbeing uplift value from survey results = 8:7 (1:0.875). Warsaw learning disability workshop employment uplift = $€3,366 \times 2 = €6,732 \times 0.875 = €5,891$

Entrepreneurship workshops: Employment uplift vs wellbeing uplift value using survey results = 4:7 (1:1.7). Using the impact per course would give: $€21,096 \times 4 = €84,384 \times 1.75 = €147,672$

Additional BOOST voucher recipients: $€16,884 \times 5 = €84,420 \times 1.7 = €143,514$.

In comparing the two wellbeing proxy methods:

Activity	Method 1	Method 2	Method 3
Learning disability stakeholder	€102,317	€115,914	€5,891
Entrepreneurship stakeholder	€148,671	€154,572	€147,672
BOOST voucher recipients	€21,963	€31,857	€143,514
Total	€272,951	€302,343	€297,077

As with the Madrid calculations, Method 1 has been chosen as it represents the most conservative estimate of value. The above comparison highlights the strong dependence on reported employment value data for the preference method. As only a small proportion of the participants achieved elevated employment status within the limited timeframe of the funding period, the preference method is likely to significantly

underestimate the wellbeing value of the programme on this occasion and has therefore not been used as part of the SROI. This comparison does illustrate that the Method 1 proxy is in-line with how the preference mapping proxy would scale up to a reasonable expectation of likely employment.

Follow-up suggestions:

1. If a second survey at a one-year interval was possible, a second value comparison would be used to ascertain if the preference mapping was then more suitable as the SROI proxy.
2. A proportion of a proxy value of £9,100 (€10,359) per person, per year (as per the UK Green Book data) for change from moderate loneliness to mild loneliness could be used in future activities if the beneficiaries report it as an outcome.

Significance test

Once the outcomes have been selected based on relevance, the next step in the analysis is to understand if the outcomes are significant to the valuation calculation. For this analysis quantification will be used to establish the scale of significance of each outcome. The scale of the outcomes is a means of quantifying outcomes taking into account a number of dimensions:

- how many people were changed
- how much change happened for each persona and for how long
- how much of the change is caused by the activity
- the relative value of the change

The significance of an outcome is based on data collected from the surveys, which provides a comparable weighting of the different outcomes. Such information is key to inform decisions around resource allocation, comparison and inform judgments about significance of outcomes.

The benefit of the significance assessment is:

- A small change affecting a large number of people can be compared with a significant change affecting a small number of people;
- A positive change for one group can be compared with a negative change for another.

The below table is the one used for the significance tests carried out with the outcomes for each stakeholder

The significance test for the AMPLE programme is:

Stakeholder	Outcome	Scale (people or businesses)	Amount of change per person	Duration (years)	Deadweight	Value	Conclusion
Participants	Extent to which the programme improved wellbeing markers	88	€1,689.44	3	0%	€148,671	Significant

	Removed barrier - Reduced financial pressure (Fiscal savings)	20	€989	1	0%	€19,780	Not significant
	Increased financial freedom from employment uplift for learning disability participants	4 (Up to 30)	€3,366	5	17%	€6,957	Significant
	Increased financial freedom from employment uplift for participants	3 (up to 88)	€21,096	5	29%	€23,928	Significant
	Sustainability: Welfare benefit not paid - budget savings for the department	7 at time of survey but will be up to 118	€2,844	5	29%	€7,527	Significant
BOOST Recipients	Business sustainability (7 SMEs stated a revenue uplift)	13	1	5	70%	€22,000	Significant as could potentially be <7x this figure
	Wellbeing - Extent to which the programme improved motivation and self-confidence	13	€1,689.44	3	0%	€21,963	Significant
	Employment uplift reported by BOOST recipients	5	€16,884	5	70%	€5,698	Significant as deadweight is likely to be far lower

Note: the surveys in Warsaw were provided in a shorter timeframe than Madrid and as a result the captured employment numbers are proportionally lower. As this report is an assessment rather than a prediction, it is only possible to value the reported employment numbers, thus ensuring that the estimate is consistent with the Social Value International Principle of not overclaiming social impact^{iv}.

This evaluation indicates that the economic outcomes created from the Boost voucher recipients may be undervalued due to the extremely conservative estimate of 70% deadweight. It would be reasonable that they experienced deadweight in line with the 29% reported by the individual AMPLE participants. However, until improved survey data for the voucher recipients can confirm lower deadweight values this is seen as an assurance of taking steps to not overvalue the programme.

3.6 Impact assessment

3.6.1 Indicators Warsaw

The targets achieved in Warsaw were set against the Citi Foundation's KPIs set at the beginning of the Global Innovation Challenge. The KPI targets were not disaggregated between the two cities, so the table below represents the targets achieved in Warsaw alone set against the whole project targets.

Citi Foundation KPIs	Whole project targets for both cities, disaggregated for clarity in right hand column	Target achieved in Warsaw alone
Individuals directly impacted	222	131
Community Outreach Officer	2	1
Workshop Participants	40	118
Volunteers	10 in each city	8
Voucher Recipients	30	13
Local community enhancement through food hub (people)	50	45
Not for Profit Organisations supported	2	5
Individuals Employed	10	10
SMEs created	5	1
Existing SMEs improved or expanded, interpreted as all voucher recipients	5	13
How many jobs will be created as a result of the creation or expansion of these enterprises = self-employed figures	12	2
% participants of underrepresented ethnic group	50%	23.5% in MOST urban farm activities
% participants of persons with disabilities	n/a	100% in Open Doors activities
% participants expected to be women/girls	70%	60.3% in MOST Urban farm and 100% in AMPLE-ify - entrepreneurship workshops for women
% participants expected to be young - up to 24 yrs	10%	43% in MOST urban farm activities
% of low-income individuals	100%	80% MOST urban farm activities and 100% in Open Doors intellectual disability workshops

Medium term results

Indicator	Definition	Warsaw
SROI	SROI of the programme	1:2.26
Side or waste stream use	# products or processes launched using revalorised &/ or reintegrated food system side-streams and waste streams	1

Long term results

Indicator	Definition	Warsaw
Employment	# participants changing status from unemployed to employed or achieving a higher salary	7
Jobs created	# new roles that will continue after the funding period	5
Revenue	€ revenue created as a direct result of the programme	Not quantified
	Proxy: # SMEs/Startups reporting increased revenue	7

The scale of the changes achieved through outcome and impact indicator data has been evaluated by a Social Return on Investment estimate.

3.6.2 Social Return On Investment (SROI)

There is increasing recognition that we need better ways to account for the social, economic and environmental value that results from our activities. The language varies – ‘impact’, ‘returns’, ‘benefit’, ‘value’ – but the questions around what sort of difference and how much of a difference we are making are the same. Social Return on Investment (SROI) is a framework for measuring and accounting for this much broader concept of value; it seeks to reduce inequality and environmental degradation and improve wellbeing by incorporating social, environmental and economic costs and benefits.

It is possible to estimate the value of a programme in real terms by examining the likely outcomes and impact goals and then assigning a realistic economic value, where possible to each.

a) Scope of SROI

The SROI analysis aims to assess the activities organised within the AMPLE programme between 2023 and 2025 in Warsaw. The purpose of this benchmark evaluation SROI analysis is to understand better the changes experienced by the stakeholders and their value to support strategic decisions regarding future activities.

b) Method (Contribution)

The analysis is based on the social return on investment (SROI) methodology from the Institute of Social Value^{iv}. The main aim of applying the SROI methodology is to understand and account for Social Value created in the life of stakeholders as a result of activities by assigning financial value, allowing comparing the social value created with the investment made.

The following estimates have been assigned with collaboration from participants, the programme facilitators or the charities that know the local landscapes:

Deadweight / Counterfactual % is a measure of the amount of outcome that would have happened even if the activity had not taken place, calculated as a percentage. Some of the participants would have been able to enter the job market on their own without the AMPLE support.

Displacement % is a measure of if any locals will have been displaced from employment opportunities if these participants succeed or activity displaced as a result of people attending the courses. The amount of displacement due to the AMPLE programme is likely to be low as the participants would have been actively seeking employment or looking for opportunities even if not on the AMPLE programme.

Attribution % is an assessment of how much of the outcome was caused by the contribution of other organisations or people, calculated as a percentage.

Drop off % is used to account for a decrease in contribution to impact over time and is only calculated for outcomes that last more than one year. For AMPLE, participants reported the following

- Intellectual disabilities workshop = Average impact duration of 1.5 years.
- Warsaw entrepreneurial workshop = Average impact duration of 3 years.

Although the vast majority of the stakeholders spoken with stated that the changes they experienced would most likely continue to be useful during their professional life, the decision was made to limit the duration of the outcomes to 5 years for the purpose of this initial assessment as a conservative measure.

A summary of the metric proxies is provided below:

Outcome	Metric	Value	Evidenced by
Employment related – entrepreneurship	Deadweight	29%	Discussion around survey question: Have the things you ticked earlier affected your current employment situation? = 29% no
	Displacement	25%	Estimated based on partner experience
	Attribution	29%	Discussion around survey question: Have the things you ticked earlier affected your current employment situation? = 29% no
	Drop off	70%	Survey question: How many years impact do you expect – average = 3 years (70% reduces impact to negligible after 3 years)
Wellbeing related - entrepreneurship	Deadweight	29%	Survey question: Extent to which the programme affected your decisions
	Displacement	0%	Relates 100% to the AMPLE programme activities
	Attribution	0%	Relates 100% to the AMPLE programme activities
	Drop off	70%	Survey question: How many years impact do you expect – average = 3 years (70% reduces impact to negligible after 3 years)
	Deadweight	17%	Survey question: % of respondents who were motivated to search for a job by the activity (100-83=17%)

Employment related – learning difficulties	Displacement	25%	Estimated based on partner experience
	Attribution	17%	Survey question: % of respondents who were motivated to search for a job by the activity (100-83=17%)
	Drop off	90%	Survey question: How many years impact do you expect – average = 1.5 years (90% reduces impact to negligible after 1.5 years)
Wellbeing related – learning difficulties	Deadweight	0%	Relates 100% to the AMPLE programme activities
	Displacement	0%	Relates 100% to the AMPLE programme activities
	Attribution	0%	Relates 100% to the AMPLE programme activities
	Drop off	90%	Survey question: How many years impact do you expect – average = 1.5 years (90% reduces impact to negligible after 1.5 years)
Boost voucher economic outcomes	Deadweight	70%	Estimated conservatively
	Displacement	25%	Estimated based on partner experience
	Attribution	70%	Estimated conservatively
	Drop off	90%	Estimated conservatively

Learning point: The proxy estimate values, especially for deadweight and attribution could be improved in accuracy for the next phase of the AMPLE programme through a more defined separation in the related survey questions.

c) Results

The SROI was calculated by the total present value / the input value as shown below:

Total Present Value (TPV)	€390,960
Input value	€173,148
SROI	For every 1 Euro invested a social value of 2.26 Euros was generated

The Net Present Value was calculated as the TPV-input value = €217,813

As with all social benefit analyses, some simplifications and methodological compromises were required to generate a quantitative SROI estimate. For this reason, the absolute figures should be interpreted with caution. However, when used as an indicative measure, or as a benchmark for future assessments carried out using the same methodology, the SROI results presented here provide a sound and appropriate starting point.

d) Sensitivity check

The sensitivity analysis is conducted to "assess the extent to which your results would change if you changed some of the assumptions you made in previous stages" (A guide to Social Return on Investment, 2012). Sensitivity analysis tests how much the estimates/assumption made in the process would need to change to receive €1 value for €1 investment.

In order to ascertain if any of the outcomes and proxies used to calculate the SROI would significantly alter the SROI overall a rapid assessment of sensitivity was conducted. For each outcome a change in the priority and proxy within a reasonable range was run on the calculation sheet to determine the error margin and outcome with the greatest risk of affecting the SROI.

If we gave the wellbeing calculations a deadweight, displacement and attribution of 10% that would reduce the SROI to 1:2.19, an 18% drop from 1:2.66 and nowhere near reaching the 1:1 threshold. Making them 50% would drop the SROI to 1:1.4 but this is considered to be a highly improbable scenario.

Also, please see the previous comments regarding the wellness calculation proxy choice.

Item - Warsaw	Base case	New assumption	Base result	New result	Difference in SROI
Participant - Employment numbers double	4,3,5	8,6,10	1:2.26	1:2.54	+13%
Change employment proxy for BOOST voucher to unemployed to low salary rather than low to average salary	€16,884 value per job gained	€21,096 value per job gained		1:2.27	+<1%
Participant employment outcomes - Drop off reduced to 50%	70/90%	50%		1:2.37	+5%
Participant wellbeing proxy value changed from Method 1 to Method 3	€1,689.44/ €3,410.55	€1,841.49/ €3,717.50		1:2.34	+4%
Benefit payment amount mitigated reduced by 50%	€2,844	€1,422		1:2.23	-1%
Displacement increased by 10% throughout	0/25%	10/35%		1:2.02	-11%
Drop-off for BOOST recipients' economic outcomes	70%	29%		1:2.30	+2%

The sensitivity checks indicate that the SROI presented herein could be altered by a maximum of 13% using plausible change scenarios, strongly supporting a SROI of between 2.02 and 2.54 Euros for every Euro invested. This is considered a reasonable

degree of variance in the proxy values and attribution metrics used within the calculation and the possible outcome never drops to the 1:1 critical threshold.

The sensitivity checks indicate that the SROI presented herein can be considered with a reasonable level of confidence.

e) Limitations

This is the first Social Return on Investment (SROI) impact assessment conducted internally by EIT Food. As such, it has provided valuable learning for future improvements and established an initial benchmark for the AMPLE programme as it expands to other cities. The assessment method can be refined and updated with each new phase to enhance accuracy and relevance.

Not all outcomes were mapped and quantified using surveys with each stakeholder group due to capacity and timeframe limitations. However, as a starting point, this assessment has proven without a doubt that the AMPLE programme is generating a positive value return on the funding investment.

4. Summary and conclusions

The SROI assessment calculations for each of the first two cities, Madrid and Warsaw, have been combined so that this first phase of the AMPLE programme can be examined to the full value of the Citi Foundation grant, utilising the combined outcomes and survey method development data.

Year	0	1	2	3	4	5
Inputs Madrid	€305,309					
Inputs Warsaw	€173,148					
Inputs combined	€478,457					
Present value of each year Madrid	149,054	836,000	108,553	18,540	3,501	710
Present value of each year Warsaw	38,638	281,640	57,133	13,270	279	<1
Combined present value of each year	187,692	1,117,641	165,686	31,810	3,780	710
Total present value Madrid	€1,116,359					
Total present value Warsaw	€390,960					
Combined present value	€1,507,319					
Net present value Madrid	€811,050					
Net present value Warsaw	€217,813					

Combined Net present value	€1,028,863
Social Return on Investment Madrid	For every 1 Euro invested in the AMPLE programme, 3.66 Euros in social value was created
Social Return on Investment Warsaw	For every 1 Euro invested in the AMPLE programme, 2.26 Euros in social value was created
Combined Social Return on Investment	For every 1 Euro invested in the AMPLE programme, 3.15 Euros in social value was created

The greatest value from the AMPLE phase one activities is felt in the 12 months after the programme, as participants start new careers and roles in the agrifood sector.

The approximate social value assessment for both cities is significantly above 1:1, illustrating that **social impact investing in innovation activities has a positive role in creating the desired changes** at this level.

The larger participant numbers and longer timeframes for capturing employment data may have been the contributing factor that led to Madrid having a slightly higher value than Warsaw.

4.1 Limitations

The outcome determinations and valuations were focused upon direct beneficiaries due to limited capacity and time. In the future indirect and any potential negative outcomes could be examined to improve the value accuracy level.

The survey questions could be improved to more accurately estimate drop off, attribution, deadweight, displacement and attribution.

The use of anchoring proxy values could be utilised to a greater extent through additional investigation with the participant stakeholder groups.

There could be improved consistency in the data reporting within each city.

The value of fiscal savings could not be collaborated via survey in phase 1. It is recommended that participants are asked to confirm this outcome path.

The defined outcome of feeling more financially comfortable was based on observations rather than directly through surveys as part of phase 1. An update to the surveys to ask if gained employment would create this feeling would provide more robust evidence in the future.

Entrepreneurs and SME directors can come under a significant amount of stress and financial concerns. Although no negative outcomes were noted as part of phase 1, it is

recommended that the Boost voucher recipients and entrepreneurship participants confirm any outcomes, positive or negative in a more robust way for the next cities in the AMPLE programme.

5. What next?

Stakeholder review and verification of impact assessment: Outcomes have already been verified by stakeholders directly reporting. A copy of this assessment will be provided to the NGO stakeholders via the project coordinators and made publicly available to seek feedback on the findings observed and to inform future strategy and activity development.

5.1 The next five cities

The AMPLE model has already been expanded to initiate activities in five additional cities – Olsztyn (Poland), Lutsk (Ukraine), Skopje (North Macedonia), Split/Dalmatia (Croatia), Velika Plana (Serbia), each with a targeted participant group representing low economic earners, people with disabilities, migrants or other disadvantaged groups. Pending the outcomes and engagement created as a result of this assessment, the AMPLE team will examine if capacity can be allocated to expand the SROI and impact summary work to create a follow-up report. Known outcomes building on the successes of the Madrid and Warsaw activities include an AMPLE blueprint for other cities wishing to develop similar projects based on community, business and learning, the development of an open-source guide to working with participants with learning disabilities, a social food store and local healthy foods from home kitchens to startup development scenarios.

One identified barrier to generating significant impact reach and significance over time is support provision continuing after the 1-year AMPLE programme ceases. The project partners in the 5 new cities have targeted local support for the continuation of their whole programme. In North Macedonia, the Kisela Voda project is hopeful of support from Skopje municipality expanding AMPLE to the city of Skopje, and in Croatia, the Split/Dalmatia team is applying for support from city and tourism entities to continue and scale their work. In Serbia, the Velika Plana team has won funding from a bank to finance equipment to support a new enterprise employing 5 disabled employees. In Ukraine, the Lutsk team has joined a larger 5 city-based consortium in a Horizon Europe proposal, the results of which will be known in March 2026.

The learning points from Madrid and Warsaw will be used to improve impact data collection and improve efficiency in a feedback loop that uses beneficiary insight and facilitator experience in a live environment.

In the next stage of the AMPLE programme, the results of this analysis and SROI calculation could be shared with stakeholders to verify them and receive feedback comments. This will create a mechanism to continuously improve on the scale of impact generated and allow improvements to be made in subsequent programmes.

5.2 Lessons learned

Scaling impact - The survey responses and observations clearly demonstrate that the activities are having the desired outcomes and that those involved are benefitting. As the programme expands, the results of this impact assessment will be used to feed back potential improvements to scale the most significant outcomes and better capture the changes that take place.

Availability of follow-on funding – Most NGOs and civil society organisations apply regularly for grant funding from various sources. One difficulty is that most grants need “new” activities rather than accepting applications from existing projects which need follow on funding. This means that very worthy projects that have reached the end of their initial phase and funding will stop abruptly as the cycle begins again.

Accessibility for all - It was noted that a rare few of the participants recorded higher stress levels after the workshops. It would be helpful to ascertain the reason for the higher stress levels and whether they can be attributed to participating in the workshops or whether they are unrelated. Nevertheless, it is recommended that the schedule is reviewed in case pacing can be tweaked to suit different learning styles for participants who may be susceptible to higher stress levels.

Level of direct grant support to beneficiaries (Boost Vouchers) – Insights from the project team are that the sum of €2,300 was about right for the size of enterprise being targeted and supported. Previous experience of offering grant support to small and micro businesses shows that a larger sum than around €5,000 - €10,000 is too cumbersome in terms of reporting requirements and it acts as a drag on the business slowing down desired activities rather than acting as an incentive and accelerator. During the programme design, the balance between spend on project management, number of locations where the project would roll out, the number of businesses that could receive the grant, and the level of grant support was carefully considered.

Mentoring support is essential – Financial support is welcome but the more vital component of successful business support is individual mentoring alongside the one-to-many interventions (workshops). The mentoring element was not a feature of the original programme design but the team was able to flex the budget to permit this activity and it continues after the official programme end date with the result that 4 more SMEs will be created in 2026, in addition to several already created as a result of the programme.

Social innovation approach – The social innovation approach was relatively new to EIT Food. The AMPLE programme has shown the importance of taking this different, community and locally focussed approach, to solving food system inequalities, engaging with communities not usually included in these types of conversations. The businesses and jobs created as a direct result of AMPLE are not necessarily technologically innovative, but they are having a very powerful positive impact on the beneficiaries, who frequently had expertise brought from their own country such as culinary skills, running hospitality businesses etc, and AMPLE has enabled them to use these existing skills in their new home country to re-join the mainstream economy.

Impact data collection – Through piloting surveys and data collection methods, the AMPLE team have been able to identify potential improved procedure to improve consistency and availability of accurate impact data.

Annex 1. Example registration forms



**Del 21 de octubre
al 18 de noviembre**
Calle de Esteban Carres, nº 80,
Madrid

Iniciativa apoyada por:
Citi Foundation


FORMULARIO DE INSCRIPCIÓN

Esta formación gratuita está organizada por EIT
Food y Germinando con la financiación de la
Fundación Citi.

Comenzar

3+ Situación laboral*

Description (optional)

- ☐ A Activo (Trabajando)
- ☐ B Activo (Trabajando pocas horas a la semana)
- ☐ C Desempleada/o (o trabajando por cuenta ajena SIN contrato)
- ☐ D Desempleado/a larga duración (12 de los anteriores 16 meses o 6 meses de los 8 anteriores si es <25 años)
- ☐ E Desempleada/o (NO larga duración)

[Add choice](#)

4+ ¿Cuál es tu país de nacimiento?*

Description (optional)

Escribe aquí tu respuesta...

7+ ¿Cómo te has enterado de esta formación?

Description (optional)

- ☐ A Desde EIT Food
- ☐ B Desde Entreculturas
- ☐ C Desde Acción contra el Hambre
- ☐ D Desde Germinando
- ☐ E Otro

[Add choice](#)

8+ Cuéntanos tus expectativas de esta formación

¿Qué resultados o conocimientos esperas obtener?
¿Cómo crees que será esta experiencia?

Escribe aquí tu respuesta...



Holobiont / Rejestracja / Registration

[Please scroll down for English version]

Witamy w formularzu rejestracyjnym na warsztaty projektu Holobiont. Ten darmowy projekt zaprasza uczestników do współtworzenia napoju etnobotanicznego, który odzwierciedla różnorodne tożsamości kulturowe i roślinne. Warsztaty obejmują tematy takie jak symbolika roślin, tworzenie receptury, uprawa, projektowanie opakowania oraz produkcja napoju. Holobiont to nie tylko napój, ale także przestrzeń integracji, dzielenia się wiedzą i zdobywania praktycznych umiejętności związanych z branżą food-tech. Tutaj zapoznasz się z jego szczegółami projektu: <https://tiny.pl/pj53kc3l>

Siódmy warsztat "Holobiont: napój etnobotaniczny/ holobar" odbędzie się w sobotę 30 sierpnia 2025 roku, w

Spółdzielcza farma MOST ul. Gwintowa 2. 00-704 (Warszawa) w godzinach 11.00 - 13.00.

Zapraszamy na warsztat poświęcony budowie HOLOBARU - pawilonu sprzedażowo - warsztatowego napoju HOLOBIONT. Warsztat podzielony będzie na dwie sekcje. Pierwsza dotyczyć będzie prac stolarskich przy drewnianej konstrukcji. Druga poświęcona będzie pracom barwierskim, w ramach której będziemy barwić płótna naturalnymi barwnikami z kwiatów i ziół rosnących na farmie MOST. Połączenie tych dwóch elementów złoży się na gotowy pawilon, który we wrześniu ruszy w premierową trasę serwując Holobiont mieszkańcom i gościom Warszawy. W projektowaniu pawilonu wspiera nas architektka Polina Vietrova.

2024 Inscripción AMPLE Madrid - EIT Food

Gracias por interesarte en participar en este programa formativo. A continuación te pedimos que completes los siguientes datos (los marcados con un asterisco son obligatorios). Compartimos las actividades en el siguiente cartel:



DATOS PERSONALES

Nombre

Primer apellido

Segundo apellido

<https://kobo2.actioncontrelaifam.org/#/forms/a9nSvQ7LBoYVWjWkU3PPs/landing>

Género

- ☐ Mujer
- ☐ Hombre
- ☐ No Binario

Fecha de nacimiento

Año - Mes - Día (AAAA-MM-DD)

Teléfono de contacto

Email

INFORMACIÓN BÁSICA

Situación laboral de entrada

- ☐ Activa/o
- ☐ Desempleada/o (trabajando por cuenta ajena SIN contrato)
- ☐ Desempleado/a larga duración (12 de los anteriores 16 meses o 6 meses de los 8 anteriores si es <25 años)
- ☐ Desempleada/o (NO larga duración)

Tengo experiencia previa en

Annex 2. Madrid participant survey

A voluntary survey was sent to every participant 6 months after their participation in the programme activities.

1. This survey aims to find out whether your employment situation has changed in recent months and whether what you learned in the course has been useful for you.

Name, Surname, Email address.

2. What is your current employment situation?

- a) I run my own business / I am self-employed.
- b) I am employed by someone else.
- c) I am unemployed.
- d) I have an informal job.

3. Do you consider that the course on Entrepreneurship and/or the specialized sessions in the food sector have helped you improve your employment situation?

(This question was adapted according to the training participants

had received).

- a) Definitely yes.
- b) It helped me a little.
- c) Definitely not.

4. To what extent did the course help you increase your motivation and self-confidence?

0 = it did not help me at all, 5 = it helped me a lot.

5. What other benefits would you say this training provided?

(You can select all options that apply):

- a) I expanded my network of contacts.
- b) Access to resources (grants, procedures, other training, events, etc.).
- c) Specialized advice.
- d) Technical knowledge.
- e) Soft skills.

Annex 3. Warsaw survey for participants with intellectual disabilities



ANKIETA / SURVEY

DZIĘKUJEMY!

**DZIĘKUJEMY ZA UDZIAŁ W
AKTYWNOŚCIACH AMPLE WARSAW!**

Chcemy dowiedzieć się, **co się zmieniło dla Ciebie dzięki udziałowi w projekcie** i prosimy Cię o pomoc poprzez wypełnienie tej ankiety. Dzięki temu dowiemy się, jaki wpływ na uczestników mają nasze działania.

Wszystkie odpowiedzi są anonimowe





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O TOBIE / ABOUT YOU

1 **Jestem / I am**

- ☐ **Mężczyzna / Male**
- ☐ **Kobieta / Female**
- ☐ **Wolę nie mówić / Prefer not to say**

2 **Mam / My age is**

- ☐ **18–29**
- ☐ **30–39**
- ☐ **40–49**
- ☐ **50–59**
- ☐ **60+ lat**

TWOJE DOŚWIADCZENIE PO PROJEKCIE / YOUR EXPERIENCE AFTER THE PROJECT

3 **Jak się czujesz w związku z możliwością zdobycia doświadczenia zawodowego? / How do you feel about the possibilities of gaining work experience?**

- ☐ **🙄 Bardzo się martwię / I'm very worried**
- ☐ **😬 Trochę się martwię / A bit worried**
- ☐ **😊 Czuję się OK / I feel okay**
- ☐ **😊 Mam trochę nadziei / A bit hopeful**
- ☐ **😊 Jestem bardzo pełen/pełna nadziei / Very hopeful**

4 **Co się zmieniło dla Ciebie po udziale w projekcie? / What changed for you?**
Zaznacz tyle odpowiedzi, ile do Ciebie pasuje / Tick all the answers that apply to you

- ☐ **Czuję się pełniejszy/pełniejsza nadziei / I feel more hopeful**
- ☐ **Dołączyłem(-am) do grupy / I joined a group**
- ☐ **Nauczyłem(-am) się czegoś nowego / I learned something new**
- ☐ **Chcę uczestniczyć w aktywizacji zawodowej / I want to take part in work-related activities**
- ☐ **Chcę przygotowywać własne jedzenie / I want to prepare my own food**
- ☐ **Poznałem(-am) nowe osoby / I met new people**
- ☐ **Podzieliłem(-am) się tym, czego się nauczyłem(-am) / I shared what I learned**
- ☐ **Poprosiłem(-am) o dodatkową pomoc / I asked for more help**
- ☐ **Coś innego / Something else**




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5

Jak ważne są dla Ciebie te zmiany? / How important are these changes to you?
Zaznacz kółkiem liczbę od 1 (nieistotne) do 10 (bardzo ważne dla Ciebie) dla zaznaczonej zmiany / Circle a number from 1 (not important) to 10 (very important to you) for each change you ticked

Czuję się bardziej pełen/pełna nadziei / I feel more hopeful

😊 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 😊

Dołączyłem(-am) do grupy / I joined a group

😊 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 😊

Nauczyłem(-am) się czegoś nowego / I learned something new

😊 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 😊

Chcę uczestniczyć w aktywizacji zawodowej / I want to take part in work-related activities

😊 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 😊

Chcę przygotowywać własne jedzenie / I want to prepare my own food

😊 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 😊

Poznałem(-am) nowe osoby / I met new people

😊 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 😊

Podzieliłem(-am) się tym, czego się nauczyłem(-am) / I shared what I learned

😊 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 😊

Poprosiłem(-am) o dodatkową pomoc / I asked for more help

😊 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 😊

6

Jak się czułeś(-aś) PRZED aktywnościami? / How did you feel BEFORE?

😊 Nigdy / Never | 😊 Rzadko / Rarely | 😊 Czasami / Sometimes

😊 Często / Often | 😊 Zawsze / Always - Zaznacz kółkiem / Circle your answer

Czułem(-am) nadzieję / I felt hopeful

😊 | 😊 | 😊 | 😊 | 😊

Byłem(-am) potrzebny(-a) / I felt useful

😊 | 😊 | 😊 | 😊 | 😊

Czułem(-am) się spokojnie / I felt relaxed

😊 | 😊 | 😊 | 😊 | 😊

Radziłem(-am) sobie z problemami / I could solve problems

😊 | 😊 | 😊 | 😊 | 😊

Myślałem(-am) jasno / I thought clearly

😊 | 😊 | 😊 | 😊 | 😊

Czułem(-am) bliskość z ludźmi / I felt close to people

😊 | 😊 | 😊 | 😊 | 😊

Podejmowałem(-am) decyzje / I could decide things

😊 | 😊 | 😊 | 😊 | 😊

7

Jak się czujesz PO aktywnościach? / How do you feel AFTER?

😊 Nigdy / Never | 😊 Rzadko / Rarely | 😊 Czasami / Sometimes

😊 Często / Often | 😊 Zawsze / Always - Zaznacz kółkiem / Circle your answer

Czuję nadzieję / I feel hopeful

😊 | 😊 | 😊 | 😊 | 😊

Jestem potrzebny(-a) / I feel useful

😊 | 😊 | 😊 | 😊 | 😊

Czuję się spokojnie / I feel relaxed

😊 | 😊 | 😊 | 😊 | 😊

Radzę sobie z problemami / I can solve problems

😊 | 😊 | 😊 | 😊 | 😊

Myślę jasno / I think clearly

😊 | 😊 | 😊 | 😊 | 😊

Czuję bliskość z ludźmi / I feel close to people

😊 | 😊 | 😊 | 😊 | 😊

Podejmuję decyzje / I can make decisions

😊 | 😊 | 😊 | 😊 | 😊

8

Jak ocenisz swoje samopoczucie? / How was your wellbeing?

😊 1 - Bardzo źle / Very bad ... 2, 3, 4, 5, 6, 7, 8, 9 ... 😊 10 - Wyśmienicie! / Excellent!

Zaznacz kółkiem / Circle your answer

PRZED aktywnościami? / BEFORE?

😊 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 😊

PO aktywnościach? / AFTER?

😊 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 😊

8

Jak długo mogą trwać te zmiany? / How long do you think these changes will last?

- ☐ Do 1 roku / Up to 1 year
- ☐ Do 2 lat / Up to 2 years
- ☐ Do 3 lat / Up to 3 years
- ☐ Do 4 lat i więcej / Up to 4 years and more



Annex 4. Warsaw survey entrepreneurship course

ANKIETA dla uczestników projektów AMPLE Warsaw / SURVEY

Dziękujemy za udział w aktywnościach AMPLE Warsaw! Chcemy dowiedzieć się, co się zmieniło dla Ciebie dzięki udziałowi w aktywnościach w ramach projektu i prosimy Cię o pomoc poprzez wypełnienie tej ankiety. Dzięki temu dowiemy się, jaki wpływ na uczestników mają nasze działania i poznamy długofalowy sens działań programu AMPLE. Wszystkie odpowiedzi są anonimowe.

Participant survey for AMPLE Warsaw – impact data.

Thank you for taking part in the AMPLE Warsaw activities! We would like to learn what has changed for you as a result of participating in the projects, and we kindly ask for your help by filling out this survey. This will help us understand the impact our activities have on participants. All answers are anonymous.

Section 1

1. Jestem / I am *

- ☐ Kobieta / Female
- ☐ Mężczyzna / Male
- ☐ Wolę nie mówić / Prefer not to say

2. Mój wiek / My age is *

- ☐ 18-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60 -69
- ☐ 70+

3. Czy po udziale w projekcie wydarzyło się COŚ z poniższych? (zaznacz wszystko, co pasuje) / Did ANY of the following happen after the activity? (tick all those that apply to you) *

- ☐ Zdobyłeś(-aś) nowe umiejętności / wiedzę / You gained new skills / knowledge
- ☐ Wpadłeś(-aś) na pomysł biznesu lub zacząłeś(-aś) rozwijać już istniejący pomysł / You came up with an idea for a business or explored starting your own business with an existing idea
- ☐ Chcesz pracować lub rozwijać projekty w sektorze żywności / You want to work or develop projects in the food sector
- ☐ Zmieniła się Twoja sytuacja z pracą / Change to employment status or level
- ☐ Podzieliłeś(-aś) się tym, czego się nauczyłeś(-aś) / You shared something you learnt with someone else
- ☐ Czuliłeś(-aś) się bardziej włączony(-a) / zauważony(-a) / pełen(-na) nadziei / You felt more included / seen / hopeful
- ☐ Poznałeś(-aś) nowe osoby, z którymi będziesz w kontakcie / You met new people who you will stay in touch with
- ☐ Zostałeś(-aś) lokalnym działaczem / ambasadorem organizacji lub dołączyłeś(-aś) do grupy / You became a community advocate, charity ambassador or joined a local group
- ☐ Obserwujesz działania EIT Food i programy, z których mógłbyś/mogłabyś skorzystać / You follow EIT Food activities and programmes you could benefit from
- ☐ Other

Czy możesz ocenić w skali od 1 do 10 każdą z zaznaczonych wcześniej odpowiedzi?
1 – to nie jest dla Ciebie bardzo ważne, 10 – to jest dla Ciebie niezwykle ważne / niezbędne.

Can you score each of the answers you ticked in the previous question from 1 to 10?
1 = it is not very important to you, 10 = it is extremely important / essential to you.

4. Zdobyłeś(-aś) nowe umiejętności / wiedzę / You gained new skills / knowledge

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Bardzo mało prawdopodobne

Bardzo prawdopodobne

5. Wpadłeś(-aś) na pomysł biznesu lub zacząłeś(-aś) rozwijać już istniejący pomysł / You came up with an idea for a business or explored starting your own business with an existing idea

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Bardzo mało prawdopodobne

Bardzo prawdopodobne

6. Chcesz pracować lub rozwijać projekty w sektorze żywności / You want to work or develop projects in the food sector

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Bardzo mało prawdopodobne

Bardzo prawdopodobne

7. Zmieniła się Twoja sytuacja z pracą / Change to employment status or level

0	1	2	3	4	5	6	7	8	9	10
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Bardzo mało prawdopodobne

Bardzo prawdopodobne

8. Podzieliłeś(-aś) się tym, czego się nauczyłeś(-aś) / You shared something you learnt with someone else

0	1	2	3	4	5	6	7	8	9	10
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Bardzo mało prawdopodobne

Bardzo prawdopodobne

9. Czuliłeś(-aś) się bardziej włączony(-a) / zauważony(-a) / pełen(-na) nadziei / You felt more included / seen / hopeful

0	1	2	3	4	5	6	7	8	9	10
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Bardzo mało prawdopodobne

Bardzo prawdopodobne

10. Poznałeś(-aś) nowe osoby, z którymi będziesz w kontakcie / You met new people who you will stay in touch with

0	1	2	3	4	5	6	7	8	9	10
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Bardzo mało prawdopodobne

Bardzo prawdopodobne

11. Zostałeś(-aś) lokalnym działaczem / ambasadorem organizacji lub dołączyłeś(-aś) do grupy / You became a community advocate, charity ambassador or joined a local group

0	1	2	3	4	5	6	7	8	9	10
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Bardzo mało prawdopodobne

Bardzo prawdopodobne

12. Obserwujesz działania EIT Food i programy, z których mógłbyś/mogłabyś skorzystać / You follow EIT Food activities and programmes you could benefit from

0	1	2	3	4	5	6	7	8	9	10
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Bardzo mało prawdopodobne

Bardzo prawdopodobne

13. Czy to, co zaznaczyłeś(-aś) wcześniej, wpłynęło na Twoje obecne nastawienie do sytuacji zawodowej? / Have the things you ticked earlier affected how you feel about your current employment situation?

- ☐ Nie, nie miało to wpływu / No, it didn't affect it
- ☐ Trudno powiedzieć / Not sure
- ☐ Tak, bardzo wpłynęło / Yes, it influenced it a lot
- ☐ Other

14. Jaka jest Twoja sytuacja zawodowa? / How is your employment situation? *

- ☐ Bardzo martwię się o poziom mojego zatrudnienia / I am very concerned about the level of my employment
- ☐ Trochę martwię się o poziom mojego zatrudnienia / I am slightly concerned about the level of my employment
- ☐ Nie mam ani obaw, ani optymizmu w kwestii mojego zatrudnienia / I am neither concerned nor optimistic about the level of my employment
- ☐ Jestem umiarkowanie optymistyczny(-a) co do mojego zatrudnienia / I am slightly optimistic about the level of my employment
- ☐ Jestem bardzo optymistyczny(-a) co do mojego zatrudnienia / I am very optimistic about the level of my employment
- ☐ Other

Sekcja

Bardzo chcielibyśmy się dowiedzieć, czy udział w aktywnościach AMPLE Warsaw pomógł w zmniejszeniu poczucia samotności, depresji lub lęku, a także czy zmienił Twoje odczucia dotyczące przyszłości. Prosimy, wypełnij tabelę poniżej, pamiętając o tym, jak czułeś(-aś) się **PRZED** i **PO**

We are very interested to know if the activity in AMPLE Warsaw helped improve any feelings of loneliness, depression, anxiety or changed your feelings about the future. Please fill in the table below, remembering how you felt **BEFORE** and then **AFTER**

15. Prosimy zaznaczyć, jak często odczuwałeś(-aś) poniższe stany **PRZED** udziałem w aktywnościach AMPLE Warsaw / Please indicate how often you experienced the following feelings **BEFORE** taking part in AMPLE Warsaw activities *

	Nigdy / None of the time	Rzadko / Rarely	Czasami / Some of the time	Często / Often	Zawsze / All
Czułem(-am) się optymistycznie, myśląc o przyszłości / I've been feeling optimistic about the future	☐	☐	☐	☐	☐
Czułem(-am) się potrzebny(-a) / I've been feeling useful	☐	☐	☐	☐	☐
Dobrze radziłem (-am) sobie z problemami / I've been dealing with problems well	☐	☐	☐	☐	☐
Czułem(-am) się blisko z innymi ludźmi / I've been feeling close to other people	☐	☐	☐	☐	☐
Potrafiłem(-am) samodzielnie podejmować decyzje / I've been able to make up my own mind about things	☐	☐	☐	☐	☐

16. Prosimy zaznaczyć, jak często odczuwałeś(-aś) poniższe stany **PO** udziale w aktywnościach AMPLE Warsaw / Please indicate how often you experienced the following feelings **AFTER** taking part in AMPLE Warsaw activities *

	Nigdy / None of the time	Rzadko / Rarely	Czasami / Some of the time	Często / Often	Zawsze / All
Czuję się optymistycznie, myśląc o przyszłości / I feel optimistic about the future	☐	☐	☐	☐	☐
Czuję się potrzebny(-a) / I feel useful	☐	☐	☐	☐	☐
Dobrze radzę sobie z problemami / I'm dealing well with problems	☐	☐	☐	☐	☐
Czuję się blisko z innymi ludźmi / I feel close to other people	☐	☐	☐	☐	☐
Potrafię samodzielnie podejmować decyzje / I'm able to make up my own mind about things	☐	☐	☐	☐	☐

17. Prosimy, oceń swoje samopoczucie („wellbeing”) w skali od 1 do 10 PRZED udziałem w aktywności / Please rate your feelings of wellbeing from 1 to 10 BEFORE the activity. *

1	2	3	4	5	6	7	8	9	10
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18. Prosimy, oceń swoje samopoczucie („wellbeing”) w skali od 1 do 10 PO udziale w aktywności / Please rate your feelings of wellbeing from 1 to 10 AFTER the activity. *

1	2	3	4	5	6	7	8	9	10
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19. Czy uważasz, że zmiany, które doświadczyłeś(-aś), mogą się utrzymać przez jakiś czas? Prosimy oszacuj, jak długo mogą trwać te efekty / Do you think any changes you have experienced might last some time? Please estimate how long this effect might last *

- ☐ Do roku / Up to 1 year
- ☐ Do 2 lat / Up to 2 years
- ☐ Do 3 lat / Up to 3 years
- ☐ Do 4 lat / Up to 4 years
- ☐ Powyżej 5 lat i dłużej / Over 5 years and longer
- ☐ Other

Sekcja

20. Czy dzięki udziałowi w aktywnościach masz pomysł na biznes lub projekt, który chciał(a)byś rozwijać? / Do you have a business or project idea that you would like to develop as a result of your participation in the activities? *

- ☐ Tak, mam już konkretny pomysł i planuję go realizować / Yes, I already have a concrete idea and I plan to work on it
- ☐ Mam wstępny pomysł, ale potrzebuję wsparcia, aby go rozwinąć / I have an initial idea, but I need support to develop it further
- ☐ Jeszcze nie mam pomysłu, ale udział w projekcie zainspirował mnie do dalszych poszukiwań / I don't have a clear idea yet, but the project inspired me to explore possibilities
- ☐ Nie mam pomysłu i na razie nie planuję rozwijać własnego biznesu/projektu / I don't have an idea and I don't plan to start a business/project for now
- ☐ Other

21. Czy w związku z udziałem w aktywnościach planujesz zmienić pracę lub udało Ci się znaleźć pracę, w której wykorzystujesz nowe kompetencje? / Do you plan to change your job or have you already found a job where you can use the new skills you gained during the activities? *

- ☐ Tak, udało mi się znaleźć taką pracę / Yes, I have already found such a job
- ☐ Jeszcze nie, ale planuję szukać pracy z nowymi kompetencjami / Not yet, but I plan to look for a job with new skills
- ☐ Nie planuję w tej chwili zmieniać pracy / I am not planning to change my job at the moment
- ☐ Other

22. Jeżeli w tym okresie udało Ci się zdobyć pracę lub nową pracę, prosimy zaznaczyć, w jakim przedziale mieści się Twoje miesięczne wynagrodzenie netto / If you gained a job or you changed jobs during this period, please indicate the range of your monthly net salary:

- ☐ 3 001 – 5 000 zł / 3,001 – 5,000 PLN
- ☐ 5 001 – 7 000 zł / 5,001 – 7,000 PLN
- ☐ 7 001 – 9 000 zł / 7,001 – 9,000 PLN
- ☐ powyżej 9 000 zł / above 9,000 PLN
- ☐ wolę nie podawać / I prefer not to say

23. Czy czujesz, że należysz do społeczności lub sektora rolno-społecznego? Czy nauczyłeś(-aś) się nowych kompetencji przydatnych na rynku pracy? Opowiedz nam, co się zmieniło po udziale w AMPLE Warsaw i jak się z tym czujesz. Do you feel a sense of belonging to a community or the agri-social sector? Have you learned new skills useful for the job market? Please tell us what has changed after participating in AMPLE Warsaw and how you feel about it.

Enter your answer

24. Czy jest coś jeszcze, co chciałbyś(-łabyś) nam powiedzieć? / Is there anything else you would like to share with us?

Enter your answer

Annex 5. Boost voucher outcomes

Name and registration number	Business type	Product or service offered	Direct outcomes of voucher provision: activities conducted, solutions implemented, benefits gained and impact of funded activities
BHUMI Sp. z o.o. EU VAT: PL7011166848	Startup	Soil revitalization products for home/urban gardening	Spend & improvements: - Solutions implemented: Shoper.pl store audit & SEO/UX fixes; Google & social ads; printed brochure. - Activities conducted: Technical/functional audit; campaign launch; brochure design & distribution. - Gained benefits: 277,973 impressions; 8,261 clicks; ROAS 44%; 68% share-of-orders lift in the e-shop. Impact: - New sales: 11 online transactions during period - New partnerships: 1 (already yielded 2 orders) - Other: Stronger brand visibility beyond digital channels
BioDairy Labs Sp. z o.o. EU VAT: PL9662185724	Startup	Vegan dairy biotech/alt-dairy R&D	Spend & improvements: - Solutions implemented: Investor-ready legal structure; GDPR/NDAs; marketing materials; investor roadshow; product feedback loops. - Activities conducted: Legal services; flyers/business cards; Sweet Expo (Warsaw) & ShakeUp Factory (Paris); investor meetings (NL). - Gained benefits: Lead-investor interest; increased visibility. Impact: - New partnerships: 1 (lead-investor interest secured) - Other: Stronger legal/investor readiness and market feedback.
BLUANA FOODS Sp. z o.o. EU VAT: PL5213971546	Startup	Shelf-stable, plant-based sashimi	Spend & improvements: - Solutions implemented: Patent strategy via legal counsel; digital signature renewal; accounting support; London Tech Week presence. - Activities conducted: Legal/IP work; event networking; investor outreach. - Gained benefits: Active investment discussion with Joyance Partners; wider investor/partner network. Impact: New sales: 2 - New partnerships: 15 Jobs created: 1 - Other: High-value intros (e.g., MEST/MassChallenge/Shipshape).
FOODBUGS Sp. z o.o.	Startup	Manufacturer and distributor of	Spend & improvements:

EU VAT: PL5273085417		products based on edible insects	- Solutions implemented: Packaging redesign; new product line; retail/commercial onboarding. - Activities conducted: Awareness campaign; sales materials; stand & leaflets. - Gained benefits: Entry into Kuchnie Świata + new distributor; expanded reach. Impact: - New sales: Increase with retail launch (no count given) - New partnerships: 5 (new distributor, Kuchnie Świata, +3 climbing walls) - Other: Stronger brand visibility for sustainable proteins. "Thanks to this funding, we were able to redesign our packaging, launch new products, establish cooperation with a key retail chain (Kuchnie Świata) and a new distributor."
foodtech.ac Sp. z o.o. EU VAT: PL7010924525	Startup (venture building/networking platform)	Agrifood startup accelerator / networking organization	Spend & improvements: - Solutions implemented: Go-to-market webinar "Why Poland? Unlocking AgriFood Innovation in Central Europe"; segmented outreach playbook. - Activities conducted: LinkedIn (752 invites; 38.2% accept; 17.5% reply), email campaigns (Mailmeteor + Mailchimp), hosted webinar. - Gained benefits: 27 warm meetings moving toward pilots/partnerships. Impact: - New partnerships: 27 meetings in progress - Jobs created: 2 short-term student roles - Other: Reach to ~1,375 via email + 752 direct LI prospects.
Fundacja Leny Grochowskiej (ToMy Café) EU VAT: PL 8212640725	Registered Foundation / social café	ToMy ("it'sUs") is a social café operating in the center of Warsaw	Spend & improvements: - Solutions implemented: SEO & Google Maps optimization; comms plan; new vegan/plant-based/sugar-free menu; food-waste education. - Activities conducted: SEO audit, content calendar, graphics, photo session, workshop promo. - Gained benefits: Better online visibility; more clients; higher offer quality. Impact: - New sales: ~+15% workshop bookings - New partnerships: 4 (3 schools, 1 company) - Other: Improved Google/social presence; menu launched.
John Ferreira (HealthScan) VAT: 7011053297	Startup	Mobile application to scan food packaging for information	Spend & improvements: - Solutions implemented: Launched website (healthscan.live) & educational video; backend APIs built; outreach assets. - Activities conducted: Design (Figma), AI tooling, initial campaigns. - Gained benefits: ~350 signups / visitors post-launch. Impact: - New sales: ~350 signups/visitors (no paid sales stated) - Other: Email capture bug identified; fix underway

MIKROZUZA EU VAT: PL8371875748	SME	Small-batch fermentation drink brand	Spend & improvements: - Solutions implemented: New online store; refreshed labels; professional product & lifestyle photos; social media strategy consult. - Activities conducted: Sales trips (Toruń, Kraków), photo shoots, SMM consult, IG ads. - Gained benefits: Clearer brand, better UX, additional sales channel. Impact: - New partnerships: Sponsorship-driven collabs initiated (number not specified) - Jobs created: 0 but 3 paid creatives engaged - Other: +~70 IG followers; up to 4x higher engagement.
Planeat Sp. z o.o. EU VAT: PL9662153428	Startup	Plant-based meat and fish alternatives	Spend & improvements: - Solutions implemented: New packaging/label refresh; promo video for HoReCa; paid social campaigns. - Activities conducted: Facebook ads (B2B & DTC), video production, label redesign. - Gained benefits: Retail + e-shop launch of refreshed products. Impact: - New sales: ~1,000 units sold via online + retail during period - Other: +50 new e-shop customers.
Rebread Sp. z o.o. EU VAT: PL6793239100	Startup	Upcycling surplus bread from bakeries and retailers into high-value, sustainable ingredients	Spend & improvements: - Solutions implemented: Joined UN Global Compact & Foodvalley; updated Code of Ethics, anti-corruption policy; set sustainability KPIs; staff ESG learning. - Activities conducted: UNGC Academy courses; Foodvalley & UNGC events; communications on web/LinkedIn. - Gained benefits: Invitation to UPcycled4Food; new business leads incl. Lidl Nederland & Vermaat. Impact: - New partnerships: 1 (in progress) Jobs created: 1 - Other: Participation in UPcycled4Food benchmark project.
SweetVegy Sp. z o.o. EU VAT: PL5252929896	Startup	Healthy cookies made from fresh vegetables	Spend & improvements: - Solutions implemented: Packaging designs for 4 new products; social media strategy + product photos; ad placement in Diabetyk24 catalogue; presence at 3 trade fairs. - Activities conducted: Packaging/photo production; FB/IG activity; Diabetyk24 campaign; trade-fair promotion.

			- Gained benefits: 3 new products implemented; stronger visibility and channel reach. Impact: - New sales: €22k (Dec 2024–May 2025), +250% vs. prior year period. - New partnerships: 2 larger customers (>€5k each). - Job creation: 1 production hire. - Other: Trade-fair exposure; packaging refresh.
SPÓŁDZIELNIA DOBRZE EU VAT: PL5213996960	SME / Cooperative	Food cooperative in Warsaw / 3 stationary grocery shops	Spend & improvements: - Solutions implemented: organization-wide marketing upskill; campaign concept to spotlight cooperative farmers; assets for in-store & online comms. - Activities conducted: full-day media/marketing workshop with PropsyPR; follow-up consultations; planned promoted social posts. - Gained benefits: member engagement beyond staff; clearer messaging and campaign plan. Impact: - New sales: expected uplift post-campaign - Other: Strengthened internal structures and PR image.
SERio Sp. z o.o. EU VAT: PL7123450939	Startup	Plant-based cheese made from lupin bean	Spend & improvements: - Solutions implemented: Google Tag optimization; industry trade-fair presence; new private-label packaging; product lab testing (shelf life/quality). - Activities conducted: Digital ads/SEO tweaks; fairs (Bio Planet); packaging project; multiple lab tests. - Gained benefits: Higher brand awareness; validated product quality; packaging ready for major client. Impact: - New sales: ~30% increase in online-store profit. - New partnerships: 1 major private-label partnership. - Other: Improved analytics/targeting and fair-driven lead gen.
RECO IA EU VAT: ESB55474282	Startup	Artificial intelligence platform. Advanced digital solutions such as smart menus and virtual assistants	Launched a new digital brand image and developed a comprehensive marketing plan to boost visibility and lead generation. As a result, the company achieved 39 new users, a 78% increase in website visits and created a new position dedicated to managing social media.
Huerta Pepinnes EU VAT:	Cooperative-Urban Garden	Agroecological production that is marketed through	Received technical support from an external consultancy specialising in agroecology and community engagement to design a tailored volunteer management plan. The process identified key challenges in volunteer coordination and retention, leading to

ESE01851500		consumer groups, with biweekly deliveries	practical solutions for more effective management. Additionally, a basic digital communication strategy was introduced to attract new volunteers, including graphic materials and key messages adapted for different channels.
Latte que Late Coffee & Bakery EU VAT: ESB75446989	Startup	Venezuelan Coffee Shop and Bakery	The company strengthened its brand visibility and customer base in a highly competitive market through an effective digital strategy focused on brand recognition, customer loyalty, and sales growth. By enhancing its social media presence, Latte que Late built a strong online community aligned with its brand identity, resulting in increased engagement and higher sales .
ECODEBIO EU VAT: ES71710234Y	Cooperative- Urban Garden	Organic garden that sells products through consumer groups, home deliveries, and in local markets.	Benefited from expert consultancy to conduct an in-depth analysis of its economic and financial management processes. The collaboration identified key operational challenges and proposed tailored improvements, enabling the farm to move towards greater economic and operational sustainability. New financial control tools were implemented, improving efficiency and long-term stability.
Unión de Huertas Agroecológicas de Madrid (UHAM) EU VAT: ESE02647030	Cooperative-Urban Garden	A community of goods formed by five productive gardens that sell and distribute organic products	Developed a strategic communication and marketing plan with expert support to boost visibility, attract and retain customers, and build a shared identity reflecting the network's values. The participatory process strengthened internal cohesion and defined a clear, practical roadmap for collective action. As a result, UHAM has reinforced its position as a leading agroecological reference in Madrid, with tools to enhance its social and environmental impact and ensure long-term communication and commercial continuity.
OREKA CIRCULAR ECONOMY EU VAT: ESB01623792	Startup	A technology startup that helps the food sector donate and reduce their food surpluses.	Invested in the creation of tangible communication materials to enhance brand visibility and operational efficiency. Key initiatives included reusable branded bags, infographics explaining donation and surplus reduction systems, and clear signage for collection points. These actions led to a 70% increase in sales , a 25% rise in enquiries and online interactions, and the creation of two new jobs . Over 800 materials were distributed, reaching more than 40 partner centres and social entities.
La Cheff Eco EU VAT: ESY6610396A	Startup	Weekly home- delivered menus made with organic products and served in returnable glass containers.	Improved its website user experience, developed a 2025 communication manual and marketing plan, and implemented a content calendar designed by a copywriter. These actions drove a 70% increase in sales compared to the first half of 2024, a 20% rise over the previous quarter, a 5% weekly growth in new clients, and a 15% increase in social media followers. The company also collaborated with freelancers including a copywriter, journalist, and web developer.
Algaldó S.L. EU VAT: ESB56603723	Startup	Production of microalgae to promote healthy eating.	Implemented strategic Instagram and Google Ads campaigns to enhance brand visibility and boost product sales. Actions included profile optimisation, visually appealing content, collaborations with micro-influencers, and targeted search and

			remarketing campaigns. These efforts doubled website clicks and increased sales by 40% , with strong growth in online engagement and brand awareness.
Suelo Completo Lab. Daniel Iraberri EU VAT: ES18171622N	Startup	Consulting and training services in regenerative agriculture and microbiological soil analysis	Suelo Completo LAB launched a new website with an integrated client calendar and produced promotional videos showcasing its agroecological projects. Working closely with a web design studio, Danel developed a functional platform tailored to his clients' needs. The new audiovisual materials have become a powerful storytelling tool to highlight the work of the farmers he collaborates with.
YUNN's EU VAT: ESX2567440L	Startup	Artisanal Gyozas	Yunn's developed a new website, produced professional photo sessions, and created promotional materials including business cards, flyers, and branded bags to strengthen its visibility and professional image.
Fernanda Heladería Artesanal EU VAT: ES Z0408492V	Startup	Artisanal Ice cream shop	Enhanced customer loyalty through a refreshed brand image, logo, and corporate marketing strategy reflecting its ecological values. These initiatives resulted in a 35% increase in sales , a 42% growth in Google Maps visibility, and rises of 22% on Instagram, 21% on other social networks, and 18% in customer visits.
Picantonco (Trompo) EU VAT: ESB56580319	Startup	Mexican restaurant offering delivery and catering services	Advanced its salsa development project, focusing on recipe creation, testing, and product presentation. They also organized a tasting event and collaborated with a marketing agency to create a professional mockup for the new product line. The project has had a direct impact: Trompo achieved up to a 20% increase in sales and grew its Instagram community from 11K to nearly 13K followers. Beyond business results, the initiative also has an educational component, helping Spanish consumers discover new ways to enjoy Mexican salsas with their meals. This project has strengthened Trompo's brand identity while fostering cultural appreciation through food.
Perlitas Take Away EU VAT: ES72857720E	Startup	Homemade Peruvian cuisine delivery and takeaway services	Implemented the creation of nutritional labels and branded packaging for frozen products, a personalized digital marketing strategy and the activation of new sales channels such as Glovo and Uber Eats. The results have been remarkable: a 46.9% increase in sales and 15% more daily tickets, significant growth in online visibility, from 100 to 700–1000 views per Instagram post, greater consumer trust thanks to transparent labeling with ingredients, allergens, nutritional values, and freezing dates and one new job position created during the implementation period. These improvements have strengthened the brand's image, enhanced customer engagement, and expanded its market reach.
Bread Free EU VAT: ESB02966166	Startup	Transforming wheat flour into gluten-free flour	Implemented a comprehensive gluten-free certification process. This includes internal audits, specialized consultancy, staff training, process optimization, pilot testing of gluten-free products, and pre-certification audits. So far, Bread Free has achieved

			important milestones: Reduced contamination risks through optimised processes, regulatory compliance, avoiding food safety risks and legal issues, increased consumer trust, especially among people with celiac disease or gluten sensitivity and a stronger culture of quality and safety within the organization. In addition, Bread Free has recorded a 53% increase in website visits and created one new job position , paving the way to obtain full certification by the end of 2025.
[B]-bar EU VAT: ESB75503623	Startup	Specialty coffee shop	Implemented a demo version of a digital customer loyalty program using the online wallet Loyicard. This was developed after a thorough consultancy process and market analysis of available tools. The results are promising: 440 customers registered, with 930 stamps redeemed corresponding to beverages (761), brunches (152), and event participation (17). Additionally, five customers reached the reward threshold and enjoyed their free drink. This pilot program, combined with weekly and monthly follow-up until the end of 2025, provides valuable insights and strengthens customer loyalty, fostering stronger community ties around [B]-bar.
Bailandera EU VAT: ESF87256350	Cooperative	Craft beer	Redefined its business strategy to focus on direct sales, creating a concrete action plan to expand its reach. They received economic advisory services to achieve financial balance and solvency, which led to the opening of a new direct-sales space: a café inside a cultural center in the Sierra de Madrid. Additionally, they worked on financial planning, including projections of expenses and income, and pursued new financing opportunities, strengthening capacity for sustainable growth.
Naturquinoa EU VAT: ESB87921847	SME	Quinoa grains, flour, mixes, and extruded products	Digitalization and brand visibility through the redesign of its website, the implementation of a new SEO strategy, and a market study with competitor analysis. These efforts have allowed the company to better highlight its added value, resulting in an 86% increase in website visits and a 2% growth in sales compared to last year, consolidating its presence in the market.

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