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| **Involving Social Return On Investment (SROI) in community-based health promotion - A prerequisite for securing sustainability of actions or an unethical businesscase?** |
| **Background** The socially disadvantaged neighborhood Tingbjerg has several food clubs and cafés for specific target groups of residents but no public restaurant in which residents and visitors from outside Tingbjerg can enjoy meals from various parts of the world, and perhaps even interact socially around their experience. Professional stakeholders and residents in Tingbjerg have noted this deficiency and requested support to establish a Community-Driven Restaurant (CDR), which is non-profit, healthy, multicultural, sustainable and environmentally responsible. The restaurant will receive its food supplies from organic food suppliers and will be supervised by professional gourmet cooks. Moreover, the restaurant will serve an educative purpose for young socially challenged residents.  **Intervention** The intervention has two elements, namely the construction of the restaurant and its kitchen facilities; and the establishment of an internship program for young residents of Tingbjerg. Both elements are co-produced with local professional stakeholders and co-created with residents using design-based thinking and action research methodology. A working group comprising professional stakeholders and residents will be established to organise and coordinate activities.  **Main results** The purpose of this component is to increase cross-cultural interaction in Tingbjerg through the establishment of a community-driven restaurant, and to provide young residents with internships in the restaurant. The wider perspective is to increase healthy living, cross-cultural tolerance, attraction from outside visitors and positive press coverage from Tingbjerg, and to get young and socially challenged people away from the street and into formal education and subsequent employment in the food service sector.  **Significance for research or policy** My PhD study investigates the intervention economy and its potentials for attracting public or private investments for social and health change. Using the SROI framework this involves the development and testing of a business case for the CDR which documents (and is negotiated with potential investors) the cost-savings of bringing poorly educated and unemployed youth groups into formal education (and subsequent employment) through internships in the community restaurant. |