

## Social Evaluator BV

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# social e-valuator

The Social Evaluator is a web tool for social impact measurement based on the SROI methodology.

The Social Evaluator was initially developed by two Dutch foundations. At the beginning, the goal was to measure the social impact of their own existing investments and of future ones. They decided to base the tool on the SROI methodology (Social Return on Investment) which has the special characteristic of valuing an investor's social impact and enables the user to manage its results over years.

The concept version of the social evaluator tool was introduced at a meeting of social investors in 2007. It was received favorably and participants requested its release on the market to enable its use by any foundation or social enterprise.

Eventually the Social Evaluator became Social Evaluator BV, that is, an independent social enterprise.

The mission of the Social Evaluator is to disseminate a web-based tool to promote the debate on social value creation that is:

- based on the SROI methodology
- user-friendly.

The vision of the Social Evaluator is to develop the tool with peers and for peers.