

measuring up - the social value of sponsorship final score

Demos worked with Coca-Cola, the longest continuous sponsor of the Olympic Movement, to develop a sponsorship evaluation tool to measure the social value of corporate sponsorship robustly for the first time. The tool has been designed to complement and enhance traditional commercial brand metrics, and Coca-Cola committed to be the first business to use the tool to measure its sponsorship of the London 2012 Olympic and Paralympic Games.

Overall score: A (72%)

Coca-Cola's sponsorship activity was evaluated against the following three baskets:

Community

StreetGames – impact on community cohesion and community capacity

Future Flames – impact on community cohesion and community activity

Olympic Torch Zones – impact on community pride and regeneration

Staff morale – impact on civic pride and morale

Music and City - impact on civic pride and community cohesion

Total score: B (65%)

Case study: StreetGames

In the UK, Coca-Cola entered into a three year partnership with national charity StreetGames, allowing it to grow its network of projects to bring doorstep sport to thousands of young people in the most deprived areas of the country.

Meet Reece...

Reece, 16, is passionate about sports – especially basketball. He has participated in more than 50 StreetGames sessions and in summer 2012 'graduated' from a StreetGames participant to a volunteer, helping to run sport sessions. Taking part in StreetGames has had an impact on more than his sporting ability; Reece says that he has met more people through the project than he would otherwise have met, and the experience has made him more positive about his local community. Reece is also more confident since being part of StreetGames, and has developed skills including teamwork.



Behaviour

StreetGames – impact on individuals' self esteem and continued participation in sports

Future Flames – impact on individuals' self-esteem and employment-related skills

Work Experience – impact on individuals' skills and employability

GDAs – impact on health-related choice-making behaviour

Total score: B (69%)

Case study: Work experience

45 young people aged between 18-21 were given a paid employment opportunity as part of the Coca-Cola Venue Operations team during London 2012.

Meet Amiee...

Amiee, an 18 year old college student and StreetGames coach from Scotland, was given work experience within the Coca-Cola Venue Operations team.

Over the six weeks, Amiee felt she had developed in ways that would benefit her in the next steps of her life.

"My communication skills have improved in speaking to people from different parts of the company or customers, which I can use when it comes to interviews.

"I feel like I am able to adapt to different situations better now such as motivating teams and working with new people every day."

Amiee had originally hoped to go to university to study sports as well as gaining further coaching qualifications. The insight she gained into the planning, organisation and infrastructure of a large-scale event at London 2012 has inspired her to consider an alternative degree (and a future career) in business or events management.



Fast fact: GDAs displayed on 100% of vending and menu boards

Case study: Future Flames

As a Presenting Partner of the London 2012 Olympic Torch Relay, Coca-Cola recognised and rewarded inspirational young people - its Future Flames - who use their passions in areas like sport, music and the environment to make a positive difference in their communities.

54% of Future Flames feel more confident since being involved in the campaign



Full methodology available at www.demos.co.uk/publications

Methodology to be read in conjunction with 'Measuring Up - the social value of sponsorship', Demos' first report outlining the tool for measuring the social value of sponsorship.

Infrastructure

Recycling bins – impact on recycling in the Olympic Park

Biogas trucks – impact on CO2 usage

Voltaic warehouse – impact on CO2 and electricity usage

Lincolnshire recycling plant – impact on economic regeneration and UK recycling capacity

Recycled bottles – impact on recycled material content in packaging

Zero Waste – impact on awareness of / interest in waste reduction

Total score: A (81%)

Case study: Zero waste

The Zero Waste website came about as part of a shared vision between Coca-Cola and LOCOG to deliver a waste-free Games.

The site acts as an information hub, providing a downloadable 5-step protocol for implementing Zero Waste events and encouraging users to share their own – and be inspired by others' – waste-reduction successes.

- The Zero Waste Network has almost **350 members** – and is still growing.
- The Network has generated **international interest**: over 2/3 of its members are from outside the UK.
- ZeroWasteEvents has **222 followers on Twitter**.
- Discussions in the network peaked in the run up to the Games (May-June), with a high of 6 live topics and 14 comments.
- The most popular thread concerned the biggest **challenges** to holding a Zero Waste event.

Fast fact: Coca-Cola recycled 105 million bottles collected from London 2012 venues within just six weeks of the Games, saving an estimated 310 tonnes of carbon

Case study: Biogas trucks

Coca-Cola acquired 14 biogas trucks to deliver products during London 2012. Each vehicle has a carbon footprint less than half of that of a typical diesel truck.

- Investing in the trucks contributed to Coca-Cola reducing its projected carbon emissions by **21%** across all Games-time deliveries.
- The trucks will save an estimated **1,800 tonnes** of CO2 over their six-year lifespan.



Jon Woods, General Manager, Coca-Cola Great Britain & Ireland

"We are delighted that our sponsorship of London 2012 generated genuine social value. As the longest continuous sponsor of the Olympic and Paralympic Games as a catalyst to become a better business and positively impact the communities in which each Games takes place. Demos has helped us to understand more about what we are doing well and where we can go further, and we'll use this evaluation to learn from our experiences and continue to improve."

Case study: Shopkeepers

50% reported positive outcomes (including increased visitors and feedback from customers) owing to Coca-Cola Olympic marketing investment.



"[Coca-Cola] came in and made sure my stock was in the right areas and that the display was fully stocked."
(Business owner, Croydon)

Max Wind-Cowie and Claudia Wood, Demos, co-authors of *Measuring Up: The social value of sponsorship*

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"Coca-Cola should be congratulated for their boldness in agreeing to trial our original social value model. For us the process has been as valuable as the outcome, providing important lessons for the future. In particular, we need to do more to recognise the challenges of quantifying outcomes and to ensure that the difference between 'lack of impact' and 'lack of impact data' is reflected in the scoring. Thanks to Coca-Cola, we are now in a position to refine the *Measuring Up* model to work best for sponsors, their beneficiaries, and the wider public."