



Social Value Analysis

# GROW REMOTE

Undertaken by



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# WHO WE ARE



Rose Regeneration is a leading rural and coastal evaluation firm with nearly 20 years of experience supporting voluntary and community Organisations, as well as funding bodies. Founded by Ivan Annibal, the business is known for its deep expertise in driving impactful change. This report has been crafted by Conor McGale, our Evaluation and Impact Manager in collaboration with Ivan Annibal.



# OUR PARTNER



Grow Remote is a social enterprise in Ireland dedicated to solving the problems of remote work in order to unlock positive social, economic, and environmental change for individuals, employers, and communities. Through the efforts of their team, partners, and volunteer community, they are not only reshaping the future of work in Ireland but also strengthening local communities and fostering more inclusive, sustainable and thriving workplaces. Today, Grow Remote operates as a Company Limited by Guarantee, led by an executive team responsible for operations and supported by a board of management for oversight and governance.

# BACKGROUND

Rose Regeneration have been asked to carry out a Social Value analysis of Grow Remote, and its activities within the time period of April 2023-March 2024.



**Wanting to work remotely but didn't have experience in certain roles i.e. Customer Service. Searched online for remote courses that were free. Discovered Grow Remote via FETCH. Found a relevant course and applied. Was also in college at the same time. Spoke to Graham in Grow Remote who supported me during and after the course. Would have signposted jobs. Now working for an organisation based in Washington University DC.**

Impact Goal: Landing Remote Jobs



This analysis was completed by working closely with the Grow Remote staff team and using the Social Value Engine (<https://socialvalueengine.com/>), an online measurement tool which has

assisted over 100 organisations and projects on the island of Ireland to determine the impact of the work they do.

# INTRODUCTION & CONTEXT

Grow Remote is a social enterprise in Ireland dedicated to solving the problems of remote work in order to unlock positive social, economic, and environmental change for individuals, employers, and communities.

Founded in 2018 by a group of change makers & dedicated volunteers, Grow Remote emerged in response to the economic challenges facing rural communities in Ireland. As individuals increasingly migrated to urban centers for work, Grow Remote sought to drive systemic change by making employment accessible regardless of location in order to revitalise rural areas and foster sustainable communities.

At its core, the organisation sees remote work as a transformative opportunity to revive Ireland's rural and regional communities, attracting new employment to these areas, strengthening local

economies and helping employers grow and thrive.

They focus specifically on the growth of location-agnostic jobs, roles that can be performed from anywhere in Ireland, as they represent some of the most inclusive and impactful ways to empower sustainable, thriving communities. Evidence supports that these jobs are not only viable but essential for long-term community development.

Grow Remote operates across the entire 'supply-demand' spectrum for remote work and because they are impact-led in their activities the work they do is focused around three core pillars of:

- Building Local Communities
- Transitioning Companies to Remote
- Landing Remote Jobs

The impact that the organisation aims to have for each of their core stakeholder groups are:

**Individuals:** To make remote work more visible and accessible to people.

**Employers:** To help companies transition to remote and thrive remotely.

**Communities:** To empower change makers and connect people.



**Positive interaction with the local community and the Grow Remote team. Even within the chapters-hugely positive particular in small, rural areas where this is very new. Meet ups give people the opportunity to link up with others in the same arena and without much effort. Importance of Social Impact which Funders may not 'get'.**

Impact Goal: Landing Remote Jobs



# WHAT IS SOCIAL VALUE?

Measuring the tangible costs and outputs of an activity is relatively straightforward. We may know what our inputs are (e.g., the funding, equipment, or volunteers we need to run our activity) and the outputs expected of us (e.g., a target for the number of people participating in our activity); the greater challenge is quantifying the wider social, economic, and environmental outcomes we are delivering. This is what social value does. It asks the question ‘if €x is spent on delivering an activity, what is the value of that same €x in terms of wider benefits for the local community?’

Examples of social value might be the value community members experience from increasing their confidence or living near green space; or it could be the value of the time the community group has spent collaborating with other organisations to improve health services in a local area.

The Social Value Engine (<https://www.socialvalueengine.com/>) helps organisations identify and measure the social value of the outcomes achieved by their activity.

This information can then be used to:

- understand where an organisation is having the most impact.
- make decisions about where to invest resources internally or externally.
- demonstrate the value of an activity to funders and other stakeholders.

Social Value has been embedded in legislation in England & Wales since 2013, Scotland in 2014, and has been introduced as part of procurement regulations in Northern Ireland (public sector tenders must include a minimum of 10% of the total award criteria to score social value. This minimum will apply to contracts for services and works above the threshold where the Procurement Regulations apply).

There are similarities between Northern Ireland’s Social Value policy and the Sustainable / Green Procurement policy in Ireland. In Northern Ireland, the policy headline focuses on social value, but recommends criteria & weighting in relation to carbon performance, environmental considerations, waste management, biodiversity etc. In Ireland, the policy headline focuses on sustainability but embraces Social Value criteria and outcomes.

# THE PRINCIPLES OF SOCIAL VALUE

Social Value International, the international network for organisations working in social value & impact, have developed 8 principles of social value. These are the basic building blocks for anyone wanting to take social value into account, and to be embedded into any methodology used to calculate the work of a project or organisation.

The principles are

**1. Involve stakeholders**

People and organisations involved in your work can help you to identify outcomes and determine if change has occurred.

**2. Understand what changes**

Understanding the links between your context, activity, outputs, inputs, outcomes, and impact you are making.

**3. Value the things that matter**

Capturing what matters most from the perspective of your stakeholders.

**4. Only include what is material**

Only include what is relevant and significant within your analysis.

**5. Do not overclaim**

You will need to take account of five factors, what are called 'deflators' to understand your unique contribution to the outcomes you are measuring.

**6. Be transparent**

Be clear about the scope of your calculation including duration and timeframe.

**7. Verify the result**

Check your data and analysis with stakeholders, peers, and a third-party verification provider.

**8. Be Responsive**

Pursue optimum Social Value based on decision making that is timely and supported by appropriate accounting and reporting.

These 8 principles are inherent in all Social Value analysis that Rose Regeneration carries out and were adhered to during this analysis.

# ABOUT THE SOCIAL VALUE ENGINE

The Social Value Engine (SVE) has been developed by Rose Regeneration and is only one of two UK tools accredited by Social Value International. To date it has been used by over 100 projects in Ireland, and over 400 throughout the UK.



The SVE provides:

- A systemised and academically robust assessment of social value to forecast, plan and evaluate activities.
- Nearly 400 peer-reviewed financial valuations / proxies derived from reliable sources and tagged against several widely recognised evaluation frameworks.
- A description of how a project or activity creates value and a ratio that states how much social value (in €) is created for every €1.00 of investment.
- Information about how activities are making a place better to live in – by tagging outcomes and financial proxies against one of the seventeen aims of the United Nations Sustainable Development Goals (SDG's).

# APPROACH TO SOCIAL VALUE

There are six steps to the standard Social Return of Investment (SROI) process namely:

1. Establishing scope and identifying key stakeholders to identify impacts.
2. Mapping project outcomes with stakeholders.
3. Evidencing project outcomes and giving them a financial value.
4. Establishing project impact – accounting for leakage, attribution, deadweight, displacement and drop off.
5. Calculating the SROI.
6. Reporting the findings from the assessment process.

Additionally, this analysis has focused on how Grow Remote’s outcomes relate to the local place, a sustainable community where people want to live, work, and invest. To do this, our approach involves relating each of the

organisation’s impacts to improvements in the sustainability of local areas.

We do this by cross referencing each of the proxies/valuations within the Engine into the 17 themes of the Sustainable Development Goals. This approach enables us, not just to offer a financial Social Value of this work, but to set out the contribution that it has made to the relative sustainability of the area where the organisation operates in and are based.

This approach is particularly powerful in supporting a narrative element to social value reporting which brings a local context to the Social Value process to accompany a financial value.



**Leading Remote Teams-Really enjoyed the course and have revisited it consistently since it has ended. I have a really valuable resource and set of tools that I can go back and access. Have brought many of the suggestions from the course to the workplace & company. The course was very efficiently run and very structured which was great.Very well facilitated as well.**

Impact Goal: Transition Companies to Remote

# SUSTAINABLE DEVELOPMENT GOALS

For this analysis and with the agreement of Grow Remote, we analysed the Social Value of the organisation’s outcomes against the UN Sustainable Development Goals framework.

On September 25, 2015, global leaders adopted the 17 Sustainable Development Goals (SDGs) to protect the planet, fight against, and attempt to eradicate poverty to build a more prosperous world for future generations. These goals were established as part of the 2030 Agenda for Sustainable Development.

The 17 SDGs aimed to engage governments, companies, civil society, and individuals. Each goal includes a series of targets, each with their own indicators to determine whether the objective has been achieved.

The complete list of Sustainable Development Goals (SDGs) is as follows:



# OUR METHODOLOGY

Rose Regeneration has worked with Grow Remote staff to identify the social and economic values which can be applied to their work.

“  
Moved here from Australia. There is no equivalent in Australia. Really helps for new people coming into the country. The social meet up/event really helped my Ukrainian friend and ensure that they are not working in isolation.”

Impact Goal: Building Local Communities

This has been undertaken using a Social Return on Investment (SROI) methodology based around the use of the Social Value Engine.

For the project, the approach to analysis involved:

1. Discussion with Grow Remote staff involved in project delivery and/or project monitoring.
2. Analysis of available monitoring information (i.e., Business & Strategic Plans, Market Research, Project Data, etc)
3. Identifying the outcomes achieved by the organisation over a particular time period.
4. Assigning a gross € value to each of these outcomes, using the range of over 350 valuations/proxies contained within the Engine.
5. Via stakeholder conversations, survey responses and staff conversations, applying a range of ‘deflators’ to produce a net € value:
  - **Leakage:** How much of an outcome might have delivered an impact outside of the area that the project originally intended.
  - **Deadweight:** How much of the outcome might have been achieved without the project’s intervention.

- **Attribution:** What proportion of an individual’s outcome might be attributed to others because their activity contributed to it.
  - **Drop-Off:** What proportion of the outcome will diminish over time.
  - **Displacement:** How much of the outcome has displaced other outcomes.
6. Calculating the input costs – i.e. the organisation’s operating costs that it takes to deliver all the activities that are subject to this analysis, as well as any other costs that may be involved.
  7. Producing a Social Value figure for the project by dividing the net value of the outcomes by the input costs.

Before this work had begun, the Board and Staff of Grow Remote had undertaken an extensive strategic planning process which outlined their Theory of Change and key strategic objectives 2024-2026.

A copy of their Theory of Change is set out overleaf.

# THEORY OF CHANGE



# THE NEXT STAGE

For this report, we analysed the impact of the work carried out by Grow Remote from 2023/24.

Key elements of this analysis include:

- Identifying a series of credible financial valuations/proxies which can be applied to the impacts identified with Grow Remote – the Social Value Engine has approaching 400 curated financial valuations which provide a relevant suite of measures in this context.

- Assessing the impact achieved by applying volumes to the relevant financial proxies and deflating them to take account of external factors namely: deadweight, attribution, displacement and drop off and dividing it by the cost of the intervention to give a social value and a social return on investment figure. The deflator figures for each activity were derived from discussions we had with Grow Remote, reviewing official documents provided to us by the organisation (including evaluation surveys carried out with Grow Remote programme participants), stakeholder conversations that Rose Regeneration had with programme participants and survey responses specifically designed for this piece of work.
- Reporting the impact in its wider context: the Social Value Engine aligns the impact achieved against the UN Sustainable Development Goals to provide international comparability.

“  
**Remote Work Ready- Whole experience was fantastic. Facilitators were very knowledgeable. Have recommended them to others. Really useful for people like me who wants to remain in a rural location and not have to move to a urban location.**

Impact Goal: Land Remote Jobs

The table overleaf sets out the financial valuations/proxies that we believe are a good fit for the overall outcomes that Grow Remote have achieved in 2023/24, the data collected by the organisation and the deflation percentages that we have made which are used to ascribe an annual final value to each of the outcomes.

# ANALYSIS

Leakage (L) / Attribution (At) / Deadweight (DWT) / Displacement (DISP) / Drop Off (DOFF)

OUTCOME	VALUATION/PROXY	QUANTITY	YEARS OF IMPACT	VALUE €	LEAKAGE (%)	ATTRIBUTION (%)	DEADWEIGHT (%)	DISPLACEMENT (%)	DROP-OFF (%)	IMPACT €
Number of Employers Partners Represented at Local Events	Value of working for a company that shares your values	115 Employer Partners	1	€4973	0	25	25	0	20	€321,697
Number of Employers Supported directly to Transition & Thrive Remotely via Leading Remote Teams / Thriving Remotely training	Amount saved from flexible working through increased productivity	163 Employers	1	€4002	0	20	25	10	20	€352,370
Transition Companies to Remote-Number of Leading Remote Teams/Thriving Remotely Learners	Adult learning course enabling someone to progress in work or in a career	16896 Learning Hours	1	€90	0	25	30	10	20	€715,549
Land Remote Jobs-Number of Individuals supported directly through "Remote Work Ready" training	Adult learning course enabling someone to progress in work or in a career	16128 Learning Hours	1	€90	0	25	30	10	20	€683,010
Number of Remote Jobs Landed	Cost of filling a post that becomes vacant	29 Posts	1	€7546	0	20	30	0	20	€122,546
Benefit of attending Grow Remote Summit	Improved self-esteem in mentoring	339 Attendees	1	€1482	0	20	30	0	20	€280,066
Mentoring provided to Grow Remote Summit Attendees	Cost of a mentor per hour	770 Business Mentoring Hours	1	€119	0	25	25	0	25	€58,870
Local Chapter Leader Volunteers Supported	Value per volunteer	66 Volunteers	1	€3909	0	15	25	0	15	€164,466
Number of attendees at Grow Remote Local Events	Value to an individual of being member of a social group	1389 Attendees	1	€1650	0	25	25	20	25	€1,158,981
Grow Remote Summit 2023 Volunteer Contribution	Value placed by a local authority on volunteering	224 Volunteer Hours	1	€18	0	10	10	0	20	€3253
Number of Local Grow Remote Chapters Established	Improved volunteer support structure	54 Local Chapters	1	€4409	0	15	25	10	20	€136,616
Reduced Carbon Footprint	Reduced Commuting by car	2000 Remote Workers	1	€413	0	25	25	0	25	€464,988
Local Economic Multiplier Effect-Value of recirculation of money within local economies.	GVA - Local Authorities/Government/VCS	€1,206,228 invested	1	€1,206,228	0	0	68	0	0	€335,321

# ANALYSIS

The Source for each of the financial valuations/proxies used in this analysis (all drawn from peer reviewed and independently published secondary sources) is set out below.

PROXY	SOURCE
Value of working for a company that shares your values	<a href="https://www.betterup.com/blog/work-values">https://www.betterup.com/blog/work-values</a>
Amount saved from flexible working through increased productivity	<a href="https://www.ryans-uk.com/how-has-working-from-home-affected-the-economy/">https://www.ryans-uk.com/how-has-working-from-home-affected-the-economy/</a>
Adult learning course enabling someone to progress in work or in a career	<a href="https://www.ptp.co.uk/training-courses/personal-development-training/">https://www.ptp.co.uk/training-courses/personal-development-training/</a>
Cost of filling a post that becomes vacant	<a href="https://assets.publishing.service.gov.uk/media/5a75b5baed915d6faf2b5180/12-1270-modern-workplaces-response-flexible-working-impact.pdf">https://assets.publishing.service.gov.uk/media/5a75b5baed915d6faf2b5180/12-1270-modern-workplaces-response-flexible-working-impact.pdf</a>
Improved self-esteem in mentoring	<a href="https://socialvalueuk.org/wp-content/uploads/2023/05/Odysseus-SROI-final-chkd.pdf">https://socialvalueuk.org/wp-content/uploads/2023/05/Odysseus-SROI-final-chkd.pdf</a>
Cost of a mentor per hour	<a href="https://assets.publishing.service.gov.uk/media/5a74c19c40f0b61df47783d4/demand_for_mentoring_among_SMEs.pdf">https://assets.publishing.service.gov.uk/media/5a74c19c40f0b61df47783d4/demand_for_mentoring_among_SMEs.pdf</a>
Value per volunteer	<a href="https://www.bankofengland.co.uk/-/media/boe/files/speech/2014/in-giving-how-much-do-we-receive-the-social-value-of-volunteering">https://www.bankofengland.co.uk/-/media/boe/files/speech/2014/in-giving-how-much-do-we-receive-the-social-value-of-volunteering</a>
Value to an individual of being member of a social group	<a href="https://social-value-engine.co.uk/calculator/Value%20for%20Money%20statement%20%E2%80%93%202014.pdf">https://social-value-engine.co.uk/calculator/Value%20for%20Money%20statement%20%E2%80%93%202014.pdf</a>
Value placed by a local authority on volunteering	<a href="https://www.powertochange.org.uk/wp-content/uploads/2020/06/Value_of_Volunteering_Working_Paper_Final.pdf">https://www.powertochange.org.uk/wp-content/uploads/2020/06/Value_of_Volunteering_Working_Paper_Final.pdf</a>
Improved volunteer support structure	<a href="https://www.yumpu.com/en/document/read/56332541/stage-2-predictive-sroi-study-report-by-kingston-smith-for-ella-forums">https://www.yumpu.com/en/document/read/56332541/stage-2-predictive-sroi-study-report-by-kingston-smith-for-ella-forums</a>
Reduced Carbon Footprint	<a href="https://www.nerinstitute.net/sites/default/files/2022-06/Harry%20Williamson%20IGEE5%20presentation%20session%203C%20June%202022.pdf">https://www.nerinstitute.net/sites/default/files/2022-06/Harry%20Williamson%20IGEE5%20presentation%20session%203C%20June%202022.pdf</a>



**Our organisation has been working hybrid the last few years and its a growing challenge. Training was exactly what I needed. Was excellent, delivered really well. Very insightful. Took a lot of tools away that can be used day-to-day in my role. Very well facilitated as well.**

Impact Goal: Transition Companies to Remote

# ANALYSIS

As stipulated previously, all of the outcomes achieved by Grow Remote are linked back to one of the 17 UN Sustainable Development goals.

The table below outlines the total value of the activities carried out by Grow Remote’s impact against several of the SDG’s.

UN SDG IMPACT AREA	VALUE
Quality Education	€58,870
Decent Work & Economic Growth	€2,475,238
Sustainable Cities & Communities	€1,463,316
Climate Action	€464,988
Peace, Justice & Strong Institutions	€335,321
<b>Total</b>	<b>€4,797,733</b>

The table below outlines the total project value of its outcomes, along with the operating costs to deliver Grow Remote’s work.

ACTIVITIES VALUE	€
Project Benefits (SDG Impact minus 3.5% discount applied)	€4,636,709
Costs of Project Delivery	€1,206,228
Social Value SROI	€3.80 for every €1 spent

**By going through this process, Grow Remote are demonstrating an impressive social value of €3.80 for every €1 spent. This demonstrates a high and credible level of achievement on the part of the initiative.**

In our experience as authors of the report, and when working with other organisations of similar budgets and remits throughout the UK & Ireland, Grow Remote’s impact would be deemed as illustrating a high value for money return on the funding that it receives.

The overall impact of Grow Remote in 2023/24 can be illustrated in the Impact Map overleaf.

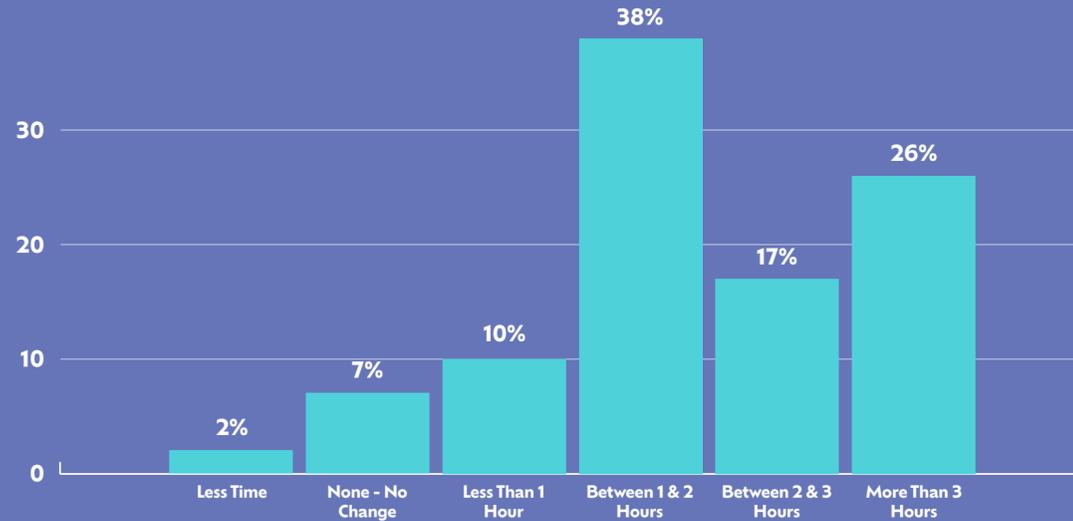


# CASE STUDY 1

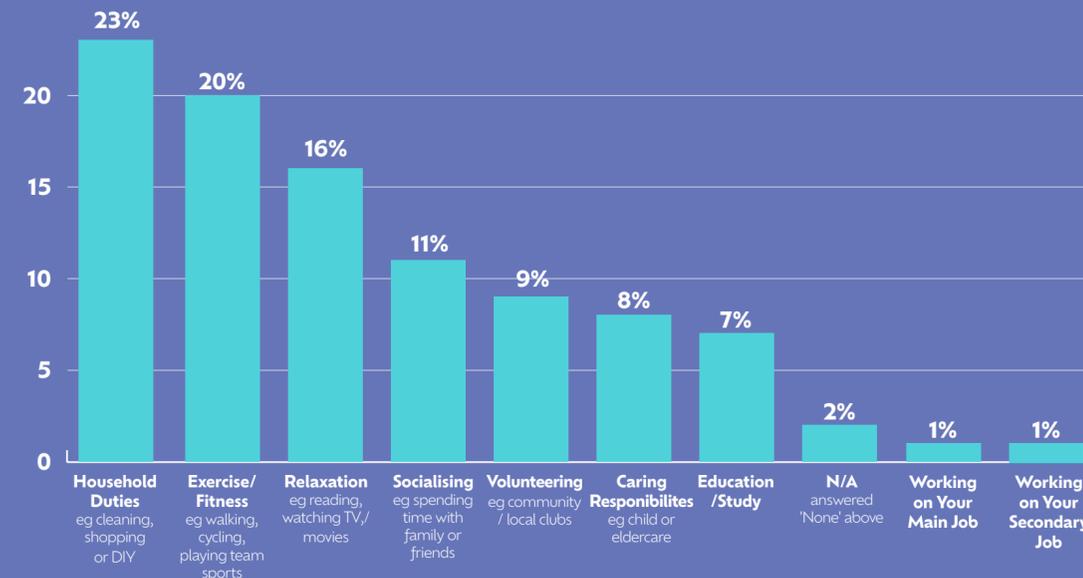
## THE SOCIAL IMPACT OF REMOTE IN LOCAL COMMUNITIES.

Grow Remote 'Map of Remote' project that mapped and surveyed +1K remote workers across Ireland.

Q: As a remote worker how much more/ less time do you dedicate to your personal well being or participating locally per week?



Q: Where/ how do you spend this extra time locally?



Organisations where remote workers volunteered

We know that the local community impact of remote employment spreads across social, economic, and environmental areas.

When people have a greater choice of where they live, work, and participate, a key opportunity is that they have more time for themselves and for participating locally.

No longer having a commute and perhaps also greater flexibility in when work is done, remote employment is a game changer for many.

With over 25% of remote workers being able to dedicate more time to themselves and their local community, people across Ireland are healthier and more engaged with their local communities.

Thanks to remote work, more than 80% of remote workers can dedicate more than 1 extra hour per week to their personal wellbeing or participating locally and that is driving positive social impact.

When we asked people what they do with the extra time they have for themselves and the community the feedback was inspiring.

20% of people use the time for exercise or fitness: walking, cycling, or getting involved with team sports at a local level.

9% of people use this time for volunteering within their local communities, and 8% use this time for caring responsibilities.

Remote workers can give more time to themselves, their homes, family, friends, and their communities.

**We also asked**  
If "Volunteering" was selected, with who do you volunteer?

# CASE STUDY 1

## THE SOCIAL IMPACT OF REMOTE IN LOCAL COMMUNITIES.

Remote Employment - Spotlight



“

The rise of remote work has allowed me to transition from local jobs in the food/retail sector to data research, which is so much more suitable for me that I still can't believe it. I could use my multilingual skills to land an entry-level job in data analytics. Most language jobs used be located in Dublin, Galway and Cork, and therefore I was losing out on my competitive edge.

Indra Cawley, Mullingar, Co. Westmeath



“

Remote work allowed me to relocate from the Dublin area to Enniscorthy in Wexford and improve my quality of life overall I can work from home, have more time flexibility, and the absence of commuting gave me that extra time to spend with the family, my hobbies, and within my local community participating at events, volunteering, and supporting local activities.

Salvatore, Enniscorthy, Co. Wexford



“

7 years ago, I arrived from Brazil to study English in Dublin. I learned the language, had the opportunity to work and live in Dublin, Galway and Limerick until settling in lovely Leitrim, which is only possible due to my work-from-home employment. I've been working remotely for over 5 years and that changed my lifestyle for the better. During those years, we moved around based on my partner's needs to be in the office, but the company changed the conditions of his contract after the pandemic, which allowed us to move to a bigger house in a small village in the northwest.

Lorena Sousa - Dromahair, Co. Leitrim

# CASE STUDY 2

## THE SOCIAL IMPACT OF REMOTE IN LOCAL COMMUNITIES.

Remote Employment - Spotlight



“

We moved back to Glin (where I grew up) 8 years ago with our two sons for a different life to that we were living in urbana. When I told my employer about our plans to relocate, their response was, 'You have a laptop, off you go', and that's when I became a remote worker! Since then, it's been the best of both worlds for me: I have more time without commuting; I get my work done without distractions; and when I want or need to, I visit the office and get the social aspect of in-office working then.

Anna Hutchinson, Glin, Co. Limerick



“

Being a remote worker has enabled me to build my career while living in multiple countries across the world while maintaining my positions. Having moved back to Ireland in 2020, my remote role has allowed me to choose to live in beautiful Wexford which brings along with it a lower cost of living and higher quality of life. I am passionate about increasing the visibility and awareness of remote roles in Ireland and encouraging more folks to take advantage of the remote work market, in particular the ability for remote work to revitalise rural communities across Ireland

James Gannon - Wexford, Co. Wexford



“

Remote work has allowed me to build a life in my hometown, close to family and friends. I have 2 young children and I feel I haven't missed out on as much of their early years as I may have if in an office. I can work flexibly when it suits my family and my energy and this suits me a lot. This year I hope to get more involved in local activities, and look forward to the opening of Comworks, Loughrea's new Remote working hub.

Helena Conlon, Loughrea, Co. Galway

# CASE STUDY 3

## PEOPLE.

Grow Remote - Spotlight



**It was good to meet people after work when you are working from home every day. It was a great opportunity to connect with others in a relaxed setting.**

Bharath Melappilly Rajacopal, Grow Remote, Waterford



**I can be hard to make friends in a small rural town especially when working remotely so this meet up was a great way to connect with new people waterford.**

Maire Power, Grow Remote, West Cork



**Love meeting up with people who live in the local area, and learning about what they do for work. A great way to network, support local business and engage socially.**

Tullamore event attendee 2024



**Great to see a community of remote people. A nice way to meet new people and everyone seems very friendly and welcoming.**

Cork City event attendee 2023



**I think it is a brilliant initiative that allows people to meet, share their experiences (including that of working remotely) and be part of the community.**

Dublin event attendee 2024

# THE CONTEXT AROUND REMOTE WORK CHALLENGES.

## The need for social connection / wellbeing.

The new Gallup State of the Global Workplace report (2024) states that 1 in 4 remote employees globally report high levels of loneliness.

Social isolation and chronic loneliness have devastating effects on physical and mental health. Harvard Professor and Gallup Senior Scientist Lisa Berkman and her colleagues studied the relationship between social and community ties and mortality rates over a nine-year span. The risk of mortality among people who lacked community and social ties was two times greater than that of people who had many social contacts. These differences were independent of physical health, socioeconomic status and health practices.

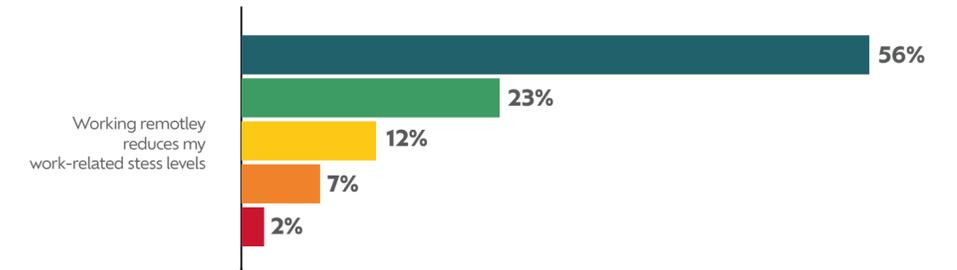
<https://bit.ly/grsvep24>

**“Beyond the isolation felt by individual workers, loneliness is associated with debilitating health and work problems such as lowered performance, creativity and decision making. CIGNA estimated that workplace loneliness costs the US economy \$406bn and the UK economy £2.58bn annually.”**

Source: <https://businessplus.ie/news/workplace-loneliness/>  
Ireland has the highest levels of loneliness in Europe according to a new survey.

The survey was carried out as part of a European Parliament pilot project by the European Commission’s Joint Research Centre (JRC) in collaboration with the Directorate-General for Employment, Social Affairs & Inclusion (DG EMPL).

Data on more than 20,000 Europeans was collected at the end of 2022 from an online consumer panel. It provides a detailed overview of loneliness in the European Union.



# THE CONTEXT AROUND REMOTE WORK

## Working Remotely, Productivity and Wellbeing

Respondents were asked to indicate their level of agreement with a range of statements about working remotely, productivity and wellbeing.

The majority of respondents strongly agreed or agreed that:

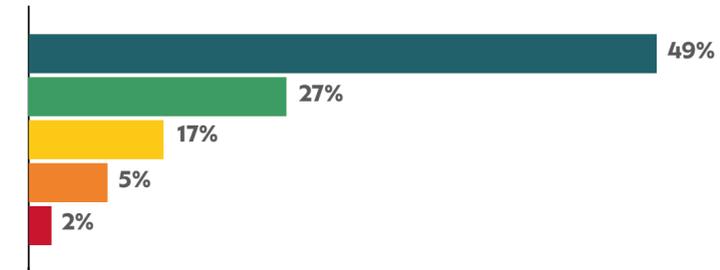
- working remotely makes their job easier (76%)
- working remotely makes their life easier (95%)
- working remotely enables them to accomplish tasks more quickly (82%)
- working remotely increases their productivity (84%)
- working remotely reduces work-related stress levels (79%)
- working remotely give them greater flexibility (96%)
- working remotely improves work life balance (91%)

Respondents were asked how working remotely impacts their level of engagement with their colleagues:

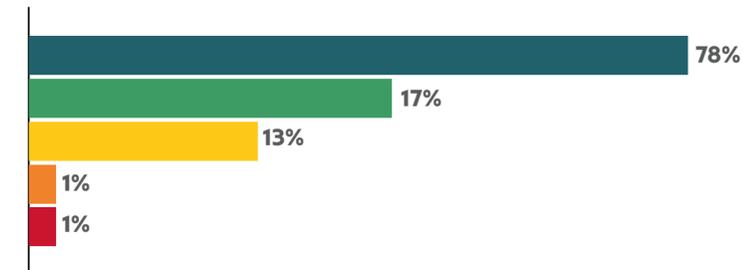
- 42% indicated it had no effect
- 35% indicated that it had a negative effect
- 17% indicated that remote working had a positive effective on their level of engagement with colleagues



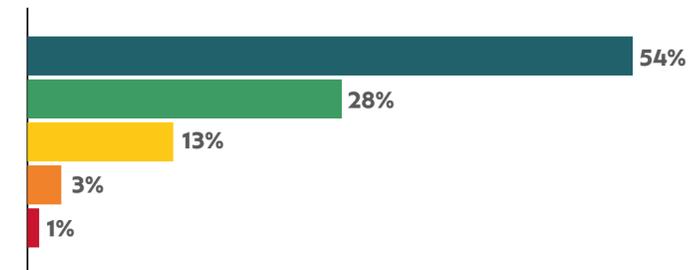
working remotely makes their job easier



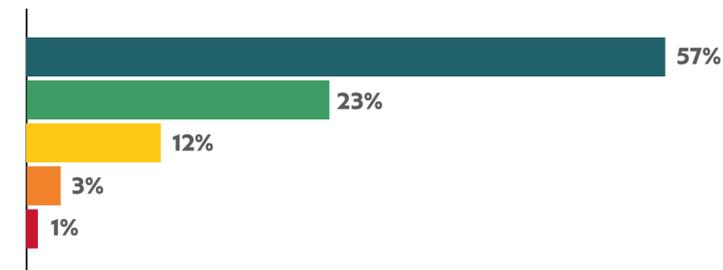
working remotely makes their life easier



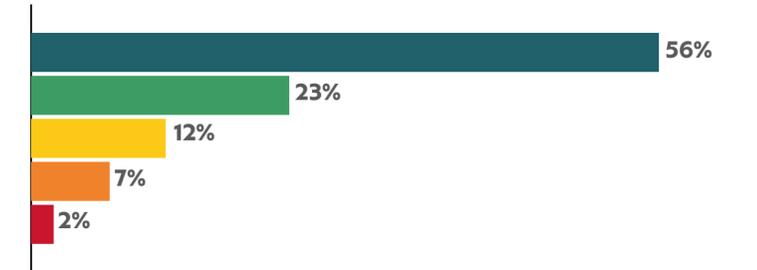
working remotely enables them to accomplish tasks more quickly



working remotely increases their productivity



working remotely reduces work-related stress levels



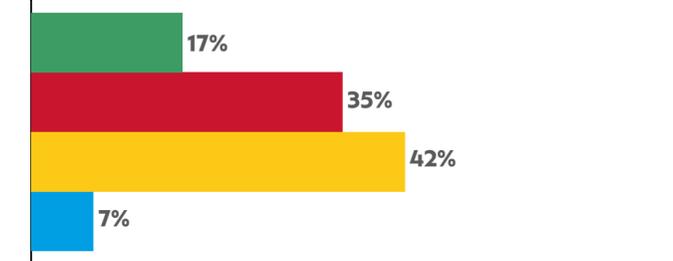
working remotely give them greater flexibility



working remotely makes their job easier



working remotely impacts my level of engagement with colleagues



Source: WDC <https://westerndevelopment.ie/wp-content/uploads/2022/05/Remote-Working-Survey-Report-2022-final-updated.pdf>

# THE BENEFITS AROUND REMOTE WORK

REMOTE WORK  
PRODUCTIVITY.

“Fully Flexible public companies outperformed their peers by 16 percentage points on 2020-2022 revenue growth on an industry-adjusted basis. Even excluding Tech, Fully Flexible companies outperform by 13 percentage points.

Source: Flex Report Q4 2023 <https://www.flex.scoopforwork.com/stats>

“More than 9 out of 10 workers believe they are either more productive or just as productive when working from home. Interestingly, employers are also acknowledging the benefits of remote work, with more than 3 out of 4 saying their employees are either more productive or having a neutral view on their productivity.

Source: FRS Recruitment Employment Insights Report 2023  
<https://blog.frsrecruitment.com/articles/frs-recruitment-employment-insights-report-2023>

# THE BENEFITS AROUND REMOTE WORK

EMPLOYEE  
ENGAGEMENT.

“  
**Employee engagement levels are higher for workers with flexibility. Fully remote 30%, Hybrid 24% and Office 21%.**

Source: State of the Global Workplace: 2023 Report  
<https://www.workanywhere.org/research/global-life-work-survey>

“  
**Remote workers exhibit higher job satisfaction, experience burnout symptoms less frequently, and, overall, report greater levels of happiness compared to hybrid and office workers.**

Source: <https://www.workanywhere.org/research/global-life-work-survey>

GALLUP® #WORK  
ANYWHERE

# THE BENEFITS AROUND REMOTE WORK

TALENT ACQUISITION & RETENTION.

“ Almost 50% would refuse job offer with no remote work option - survey Nearly half of Irish job seekers would refuse a job offer if there were no hybrid or fully remote working options offered.

Source: <https://www.rte.ie/news/2024/0617/1455031-work-survey/>

“ 92% of respondents said remote/hybrid working would be a key factor in their decision to change employer.

Source: <https://westerndevelopment.ie/publications/2023-remote-working-in-ireland-survey/>

“ More than half of businesses (52%) find it challenging to attract or retain talent for on-site roles versus hybrid roles.

Source: HR Update 2023 Workplace trends & insights - IBEC 2023

<https://www.ibec.ie/connect-and-learn/media/2023/10/25/ibec-publishes-pay-and-hr-trends-report-at-leadership-summit>



# THE BENEFITS AROUND REMOTE WORK

TALENT ACQUISITION  
& RETENTION.

“ We know that what employers mandate is not aligning with what employees want when it comes to in-office work (66% in-office is the employer-mandated working style vs. 22% employee’s preferred working style). What happens when these numbers don’t match? 1 in 3 workers (31%) said they would start to look for a new job, with 6% saying they would quit.

Source: The State of Hybrid Work - Owl Labs 2023 <https://owllabs.com/state-of-hybrid-work/2023>

“ Ninety-eight percent of respondents would like to work remotely, at least some of the time, for the rest of their careers, this is up slightly from 97 percent in 2022.

Source: State of Remote 2023 – Buffer <https://buffer.com/state-of-remote-work/2023>

# THE BENEFITS AROUND REMOTE WORK

TRANSITION  
TO REMOTE.



**Additional research with professionals in Ireland commissioned by LinkedIn highlighted a note of caution for employers, with almost one in five (17%) of workers stating that one of the top reasons they would consider leaving their position is due to the fact that they wanted a hybrid or remote role.**

<https://www.rte.ie/news/business/2024/0425/1445704-ireland-ranks-second-for-remote-work-opportunities/>



**Flexible workers were 57% more likely to say their company culture has improved over the past two years compared with fully in-person workers — and they cite flexible remote work policies as the primary reason their culture is changing for the better.**

Source: Future Forum Pulse (Winter) <https://futureforum.com/research/future-forum-pulse-winter-2022-2023-snapshot/>



**Life and job satisfaction highest for those working mostly from home. Workers who were working mostly from home with a mix of office, hub or travel were most satisfied with both their job and life as a whole.**

Source: Personal and Work-Life Balance 2021 - CSO Data

<https://www.cso.ie/en/releasesandpublications/ep/p-pwlbrw/personalandwork-lifebalance2021-remoteworking/>

# THE BENEFITS AROUND REMOTE WORK

## COST SAVINGS.

The evaluation finds that potential cost savings for employees could be large, with any increases in heating and electricity costs likely to be outweighed by a reduction in commuting costs. Estimated annual increases in heating and electricity costs for households are €79 and €30 respectively. Potential savings from reduced commuting are estimated to be €413 per remote worker. Remote workers can save an average of 93 hours per year through reduced commuting – with an equivalent monetary benefit of €1,103.

“  
**Firms too can make significant cost savings if they downscale expensive city centre offices. Past IGEES studies indicate potential benefits for firms to be approximately €1,492 per employee per year. This is on top of benefits accrued through improved employee productivity.**

Source: <https://assets.gov.ie/224572/d637c09f-d97e-4a75-8852-a3b7f215b57b.pdf>

# THE BENEFITS AROUND REMOTE WORK

THE ENVIRONMENT.

“Emissions savings made from reduced transport usage are likely to exceed any extra household emissions, leading to net environmental gains from remote working. This paper estimates that remote working has the potential to save 164,407 tonnes of CO2 a year, with an equivalent monetary saving of €7.6m.

Source: <https://assets.gov.ie/224572/d637c09f-d97e-4a75-8852-a3b7f215b57b.pdf>

# QUALITY ASSURANCE

We have considered materiality and sensitivity as part of this analysis. All the outcomes chosen make both a reasonable contribution to the overall total value (i.e., none is disproportionately large or small) and we have good third party (i.e., by the beneficiaries themselves) validation of their materiality.

As part of the Social Value process, the final calculation stage undergoes rigorous scrutiny to ensure that each project is not “overclaiming”. When calculating deflator percentages, not only do we take into consideration the data captured/ survey responses information we receive, but we also benchmark these figures with other similar social value analysis that we have carried out over the last number of years.

This is done by several members within the Rose Regeneration & SVE consultant team not directly involved with the analysis and involves a detailed “deep dive” into the data capture to ensure that there is no double counting. It also ensures that the deflator percentages are accurate in terms of the nature of the activity being carried out, the age/gender of the project participants, and the duration of the activity.

This rigorous approach ensures that a robust and accurate Social Value figure for the projects we analyse are appropriately calculated.

Furthermore, the Social Value Engine has internal safeguards which ensure that project values are not over inflated, double counted, and unrealistic. Using a “traffic light” system when an overall figure may be seen as overly high, the Engine will flag this immediately enabling the user to review all the data inputted to ensure consistency. Again, this adds another layer of scrutiny and robustness to the overall final figures.

Finally, we have carried out several social value analyses on similar size projects throughout the UK & Ireland, and we have compared the figures achieved by this initiative with these reports to ensure consistency.



**As I am working for a huge corporation where changes are slow and difficult to start, I must say Grow Remote and its course “Leading Remote Teams” has helped me enormously. It has helped me to be more knowledgable when leading my team and has given me the insight to ask questions how different remote working environments are set up, and to implement good practices within my own workplace.**

Impact Goal: Transition Companies to Remote

## KEY INSIGHTS

Through our work on this analysis and via discussions that have taken place with a variety of key stakeholders of Grow Remote, the economic and social benefits of both remote working and the activities of the organisation cannot be underestimated.

Through these conversations, as well as responses to the survey developed as part of the analysis, it is clear that Grow Remote is making a substantial difference in each of its identified 4 key areas of impact:

### 1. Supporting Companies to Transition to Remote

“

**Leading Remote Teams-Really enjoyed the course and have revisited it consistently since it has ended. I have a really valuable resource and set of tools that I can go back and access. Have brought many of the suggestions from the course to the workplace & company. The course was very efficiently run and very structured which was great. Very well facilitated as well.**

**I feel my management style has improved dramatically since completing this course. The standout learnings for me were around communication and culture. The course also allowed me to demonstrate to peers in my work place that, rather than complaining about perceived shortcomings in remote working practices, managers need to adapt and learn to navigate the new challenges and opportunities of remote and hybrid work practices.**

# KEY INSIGHTS

## 2. Building Local Communities

“

This came at a time for me that post COVID, I wanted to get out and meet some people locally. I've been living here 5 years now so the time was right. I also got involved in their Mentorship programme and worked with 3 other people, helping them finding remote work. I now go along to the local chapter as a supporter and assist with the organising. These happen monthly and have a growing number of remote workers that regularly attend both these and the social events that we organize. It has helped myself and others find others in similar circumstances, as well as participating more and more in local community events here i.e. coffee meetings, cinema and quiz nights. Its been invaluable for me.

I'm a fully qualified Lawyer having arrived in Ireland from a different country. As a result I've had to do a lot of preliminary work to be practising law in Ireland. I had participated in a lot of personal development courses and via these, Grow Remote was recommended to me. The meet ups allowed me to meet many people from different fields and I liked being part of it. I was based in Kilkenny at the time and had a new born baby to contend with. Connections were great-meeting a lot of people from different walks of life, employers, employees, co-workers was inspiring. Also hearing about the various company cultures & values of many remote employers.

## KEY INSIGHTS

### 3. Landing Remote Jobs

“

Before speaking to Grow Remote, I had got a remote job with an accountancy firm. But I decided to go through their training as I felt it may help me in the long term. Now on my 3rd job that Grow Remote has made me aware of. I had worked in a few jobs within the island that we live and have worked on the mainland in the construction sector. Previously I would have had to move family, including 2 young daughters and the upheaval that brings. They now love the fact that I am home and working from home more often. Remote working can contribute hugely to rural communities & economies. It has had enormous benefits for me and my family.

Raising awareness of the options that remote working gives you. Initially we had 3 remote workers on the island, now we have 20. Awareness of the availability of remote working has certainly increased. It's about knowing where remote working is available-Grow Remote are helping people source that.

# KEY INSIGHTS

## 4. Advocacy/Leadership

“  
The course facilitator was superb. Her style of teaching was engaging and interactive. I really value the impact that Grow Remote is having on rural Ireland. Even from a brand perspective - often employers baulk at employees who choose to live very far away from HQ (e.g. West of Ireland). Grow Remote helps to improve perceptions of employers towards these employees and reassures them that actually high performing teams can be managed from the most remote places on earth.

# KEY INSIGHTS

- **Support for Remote Transition:** Grow Remote has positioned itself as an essential resource for employers transitioning to remote work. Many organisations highlighted the organisation’s responsive and well-structured training programs, especially those focusing on effective team management in a remote setting. Participants appreciated Grow Remote’s commitment to long-term engagement, viewing the organisation as a collaborative and long term partner to adopt and or thrive remotely.
- **Community Building through Remote Work:** Grow Remote’s local events and chapter model led by its local leader volunteers has provided a vital social infrastructure for remote workers, particularly in rural communities. Participants valued the sense of connection and inclusion, emphasising that local meet-ups and networking events helped counter isolation, fostered social bonds, and increased their feeling of connection within their local community.
- **Enabling Access to Remote Employment:** The organisation has broadened access to remote job opportunities, significantly impacting participants’ work-life balance and financial stability. Training programs and support services have facilitated direct entry into remote work for individuals from diverse backgrounds, thereby contributing to economic and social revitalisation in rural areas.
- **Advocacy and Influence:** Grow Remote has played an influential role in the broader conversation on remote work’s social value in Ireland. By championing remote work’s social, environmental, and economic impacts, Grow Remote has strengthened its position as an advocate, aligning with public policy goals around rural development and community engagement.

# CONCLUSION

**Following on from Grow Remote’s latest Social Value analysis, the 2023/24 results underscore the substantial and growing impact of its programs on communities across Ireland. Going forward, and as Grow Remote expands its services and community initiatives to unlock maximum social, economic, and environmental impact, we recommend that comparable Social Value assessments be conducted regularly to capture the organisation’s evolving impact and to inform strategic decision-making around new programs and partnerships.**



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