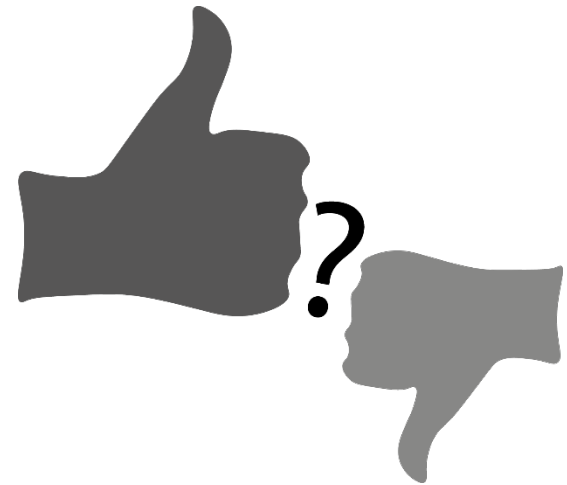


Measuring Social Impact

Lecturer: Dr. Linda Kleemann

25/04/2017

How do you plan to evaluate the social impact of your social enterprise and why is this important?



Why?

Traditional business



Profit measures success of the organisation

Shareholders



Social enterprise



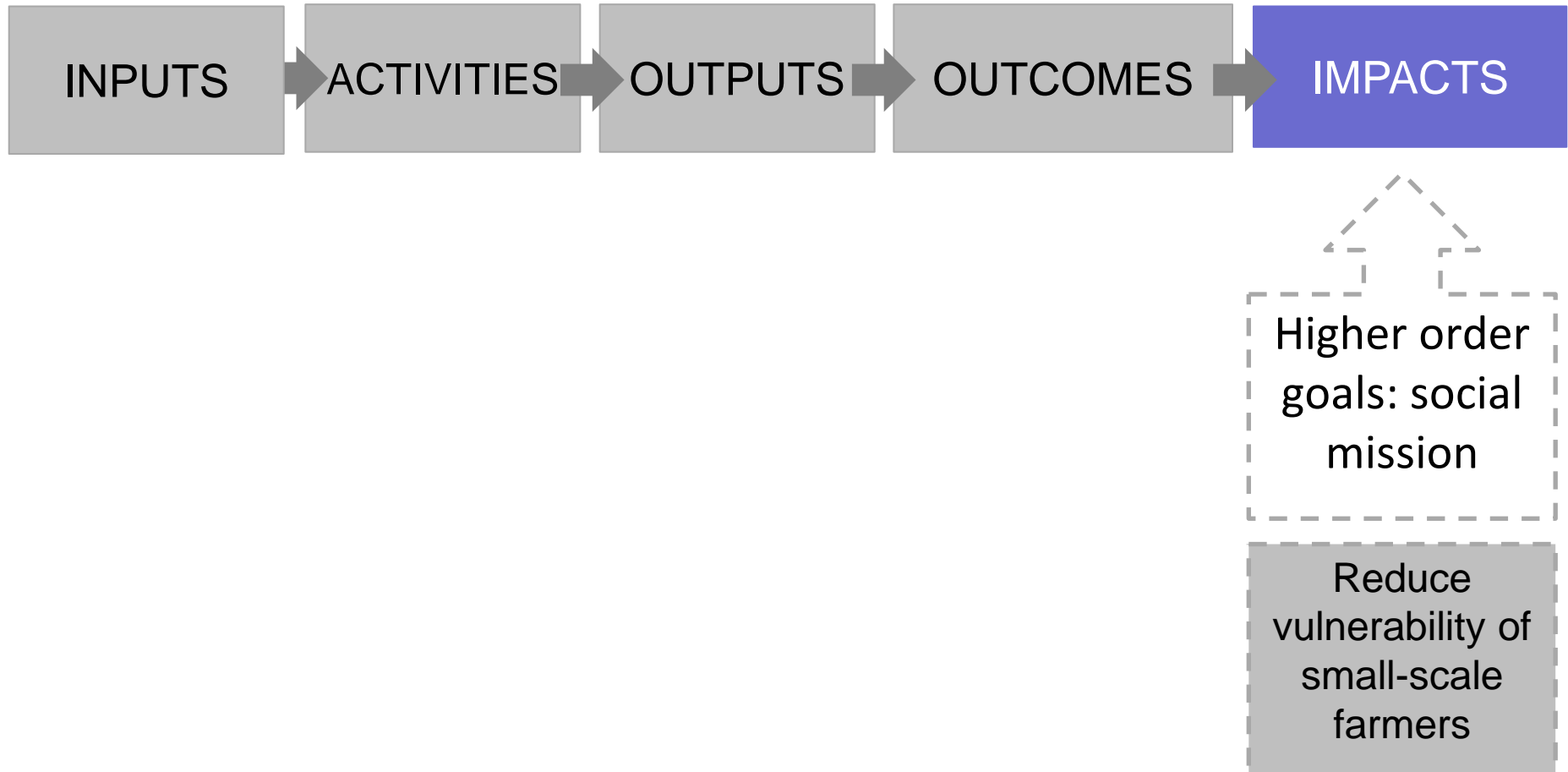
Social mission defines success measures

Stakeholders:

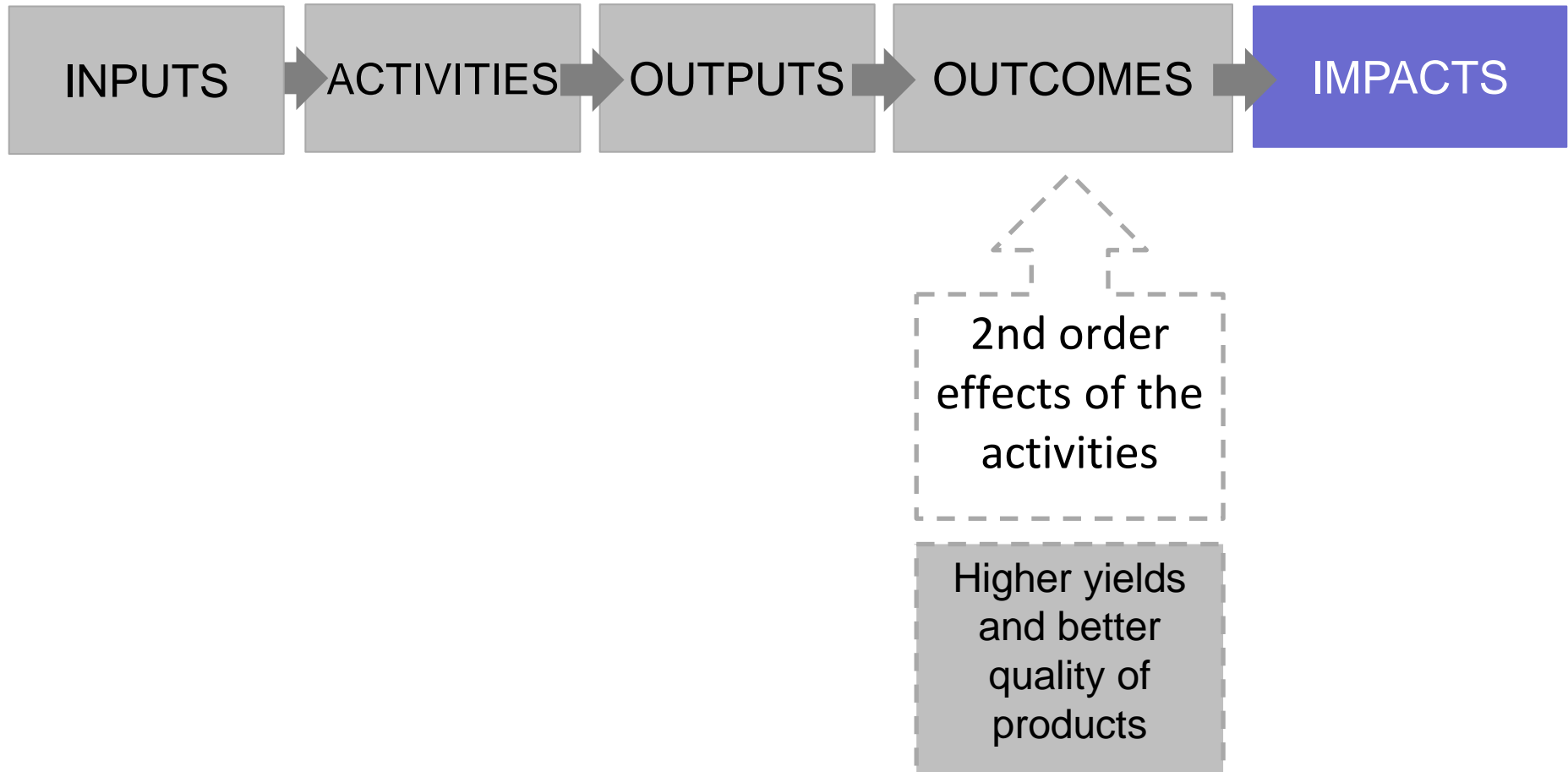
Funders

Public

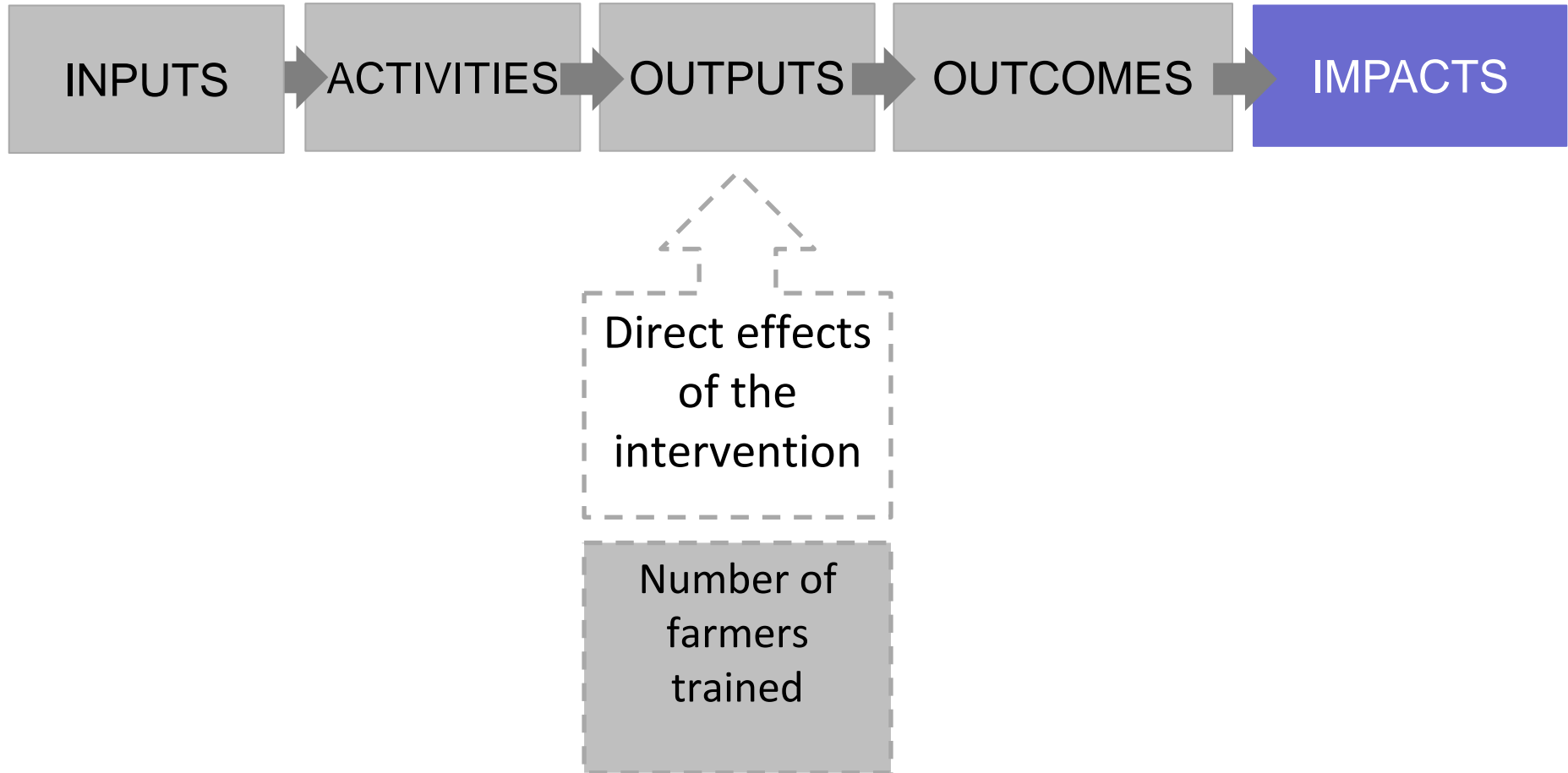
Results Chain



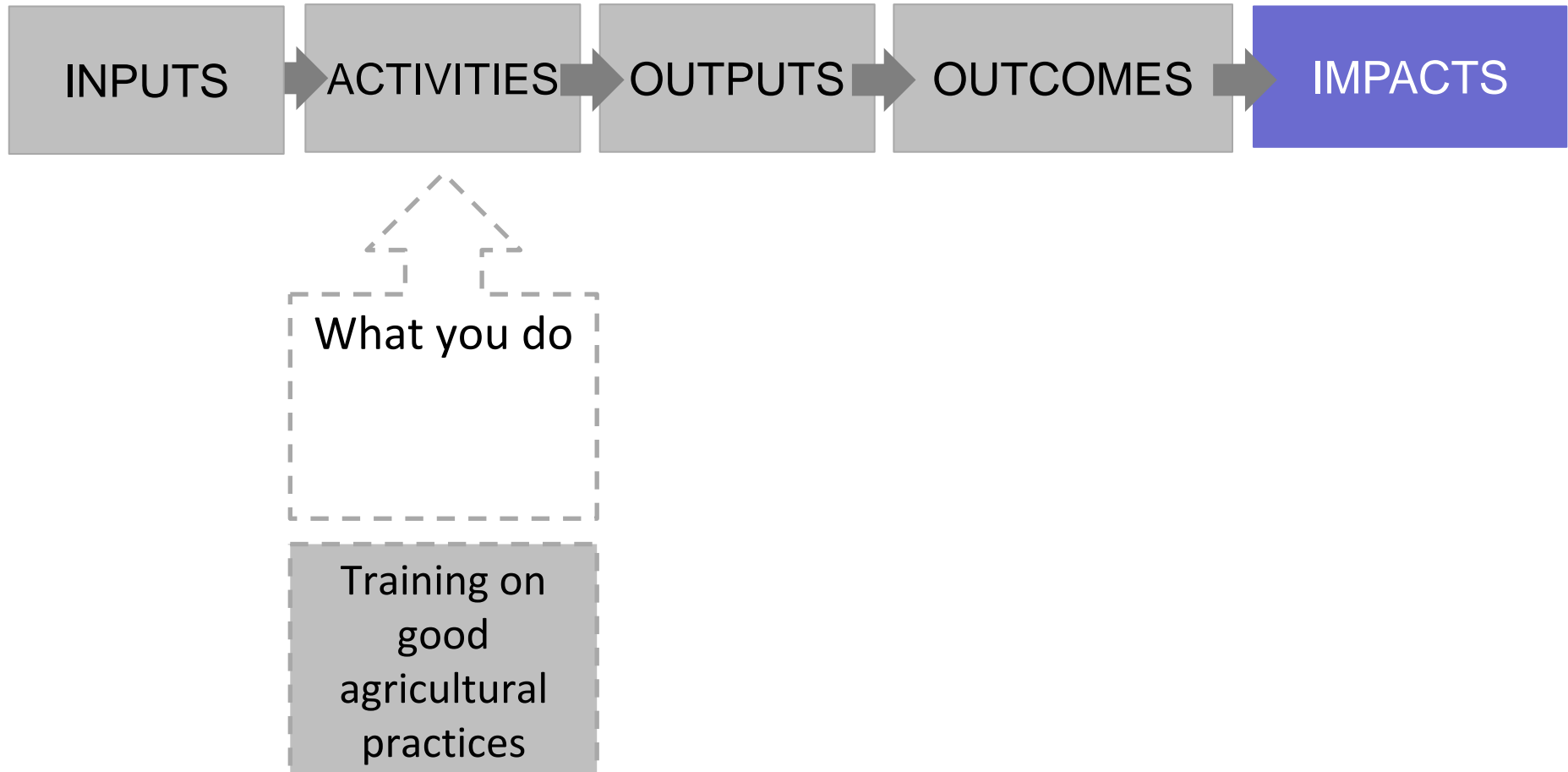
Results Chain



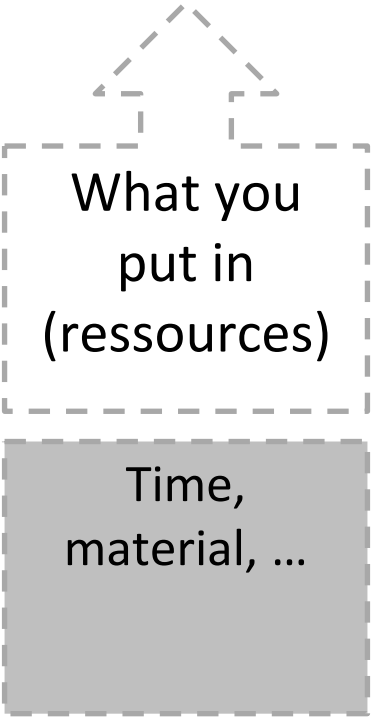
Results Chain



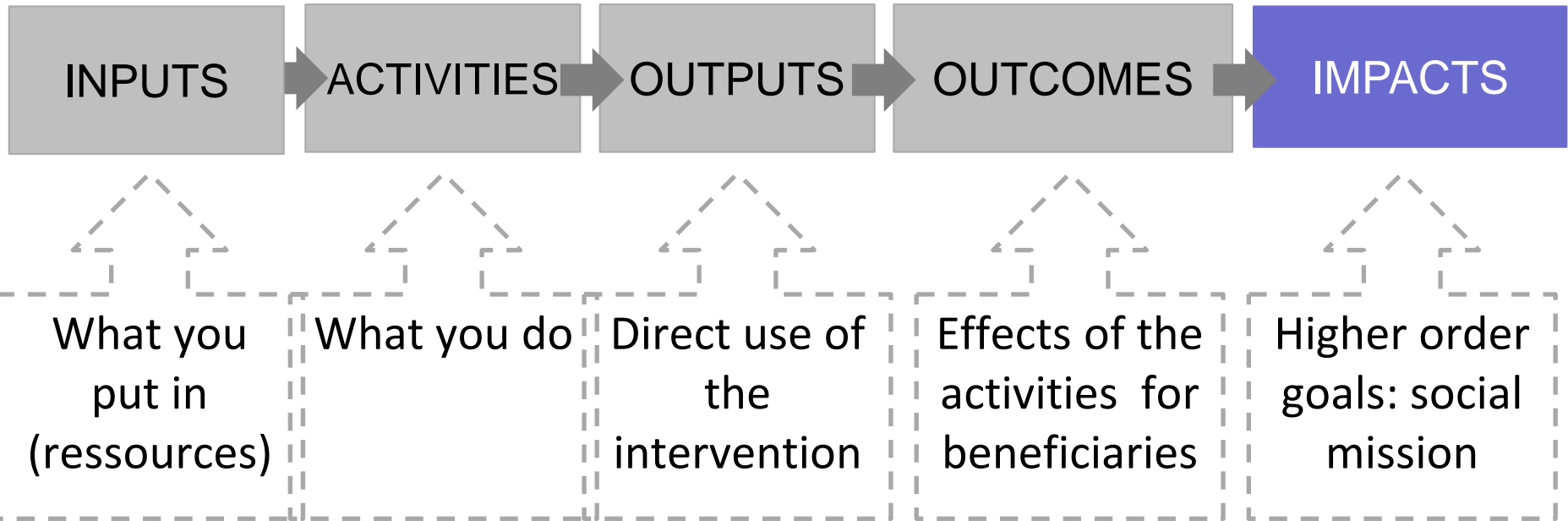
Results Chain



Results Chain



Results Chain

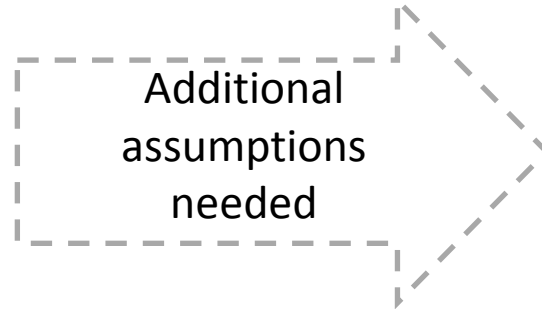


Increasing influence of external factors: weather, economic development, ...

Output ≠ Impact

Output

- 1 million trees planted
- 1.6 Mio glasses delivered



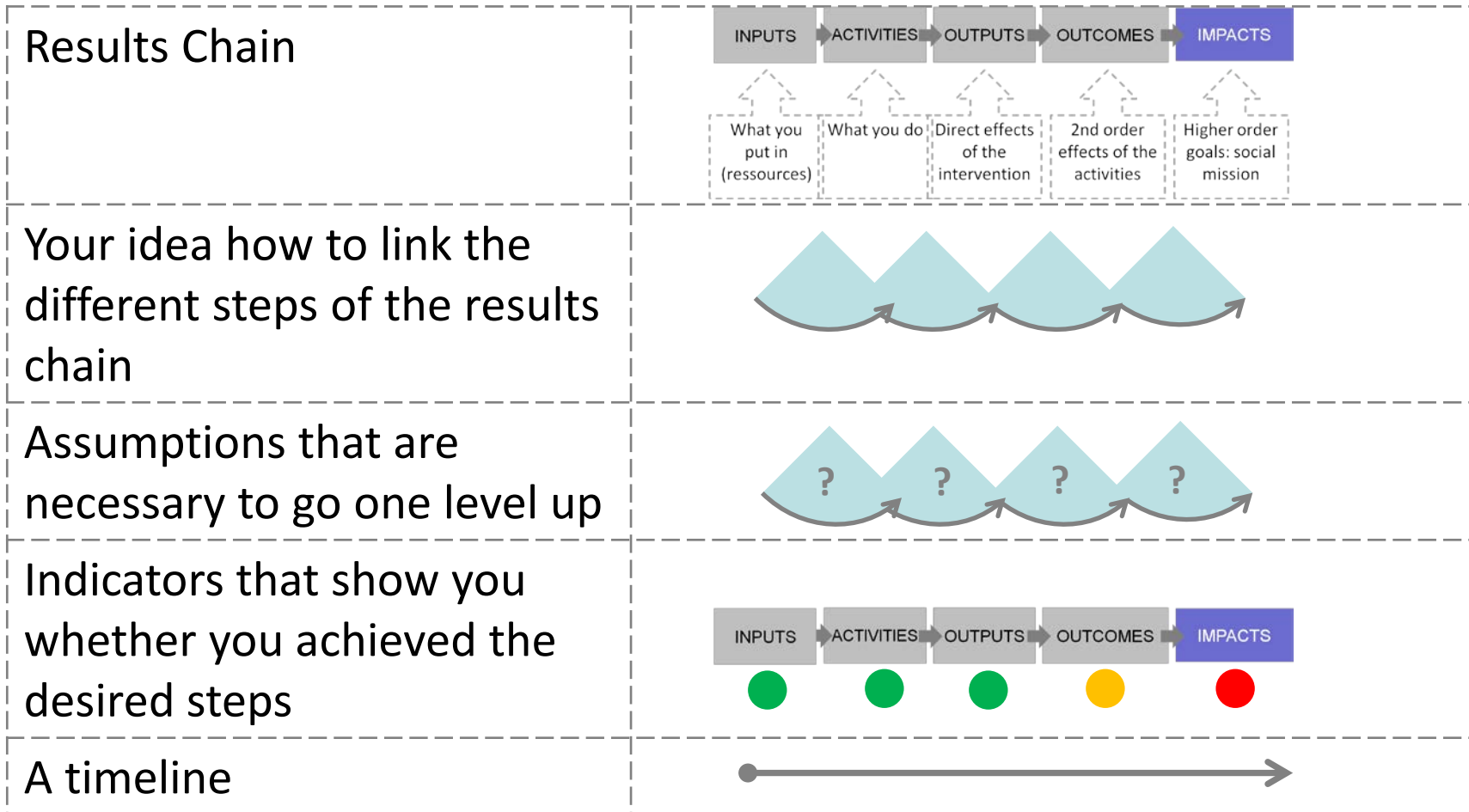
Trees survive & capture moisture

Glasses are useful, get to those who need them and are being used; productivity increase through glasses; income increase through glasses

Impact

- Desert turned into forest
- Economic impact of 269 Mio. €

Your Theory of Change consists of...



How to evaluate your impact



LEARN

Learn for your organisation

Accept that stakeholders are interested in plausible stories

IMPLEMENT

Be aware of counterfactuals, deadweight, attribution, displacement,...

Accept that good evaluation requires effort

DESIGN

Design your methodology, choose clever metrics

Accept that only approximations are possible

Start with the END

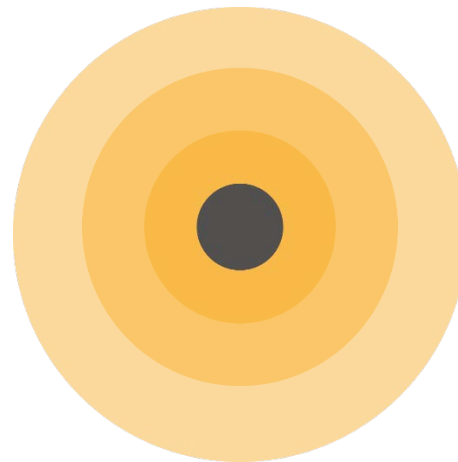
Why do you need it?

Develop your theory of change

Create your data wanted list

Assuming that you have done all that....

Reporting impact is an important way of
engaging with your stakeholders



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