

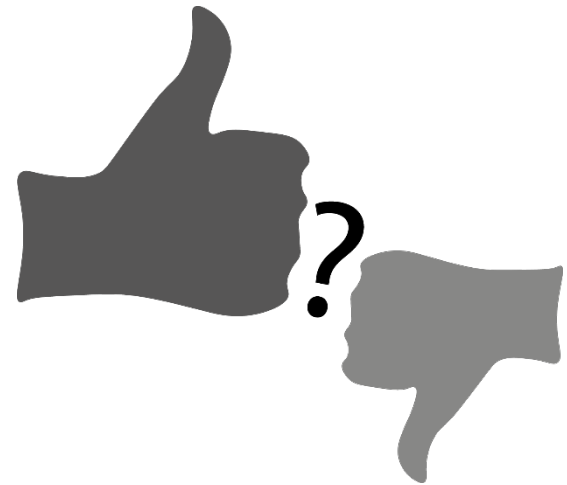
Measuring Social or Environmental Impact in Practice

Lecturer: Dr. Linda Kleemann

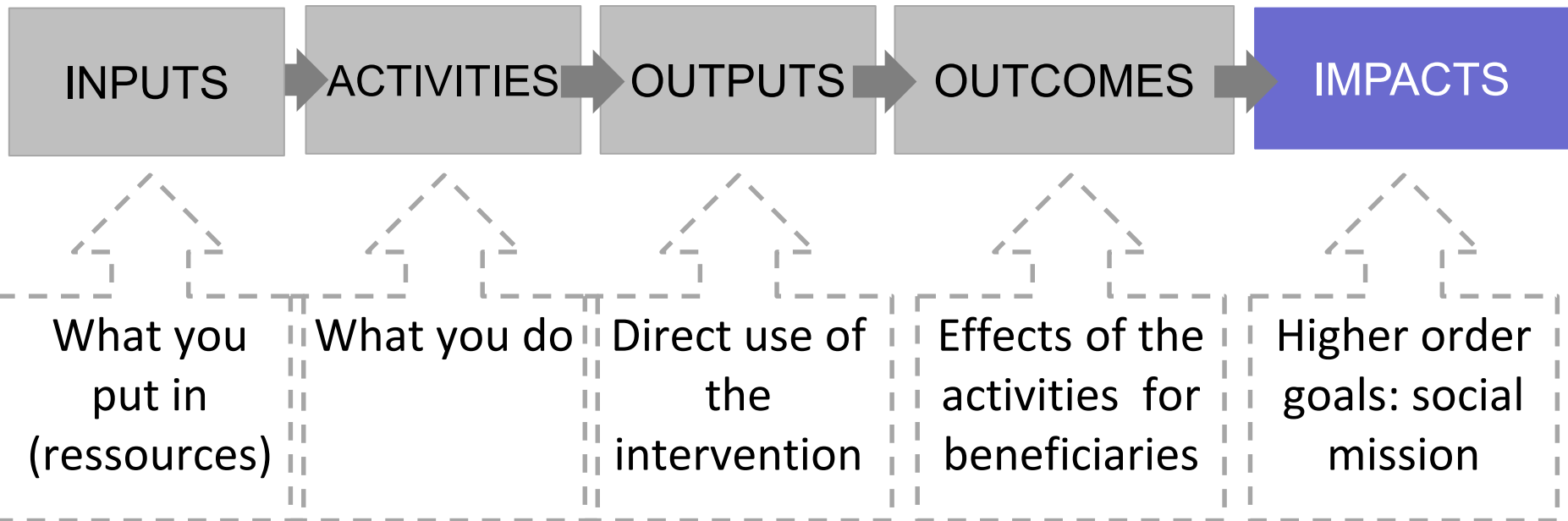
07/01/2020

What is your social or environmental mission?

How can you measure whether you contribute to achieving it with your social enterprise?



Results Chain

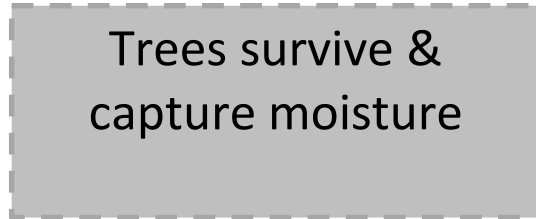
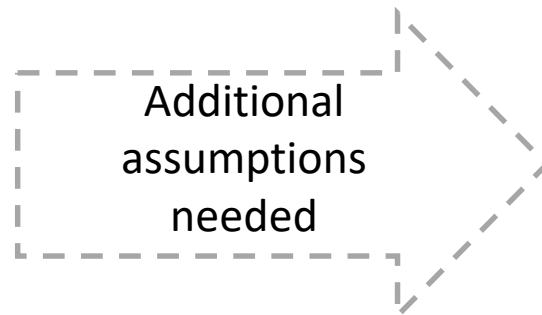


Increasing influence of external factors: weather, economic development, ...

Output ≠ Impact

Output

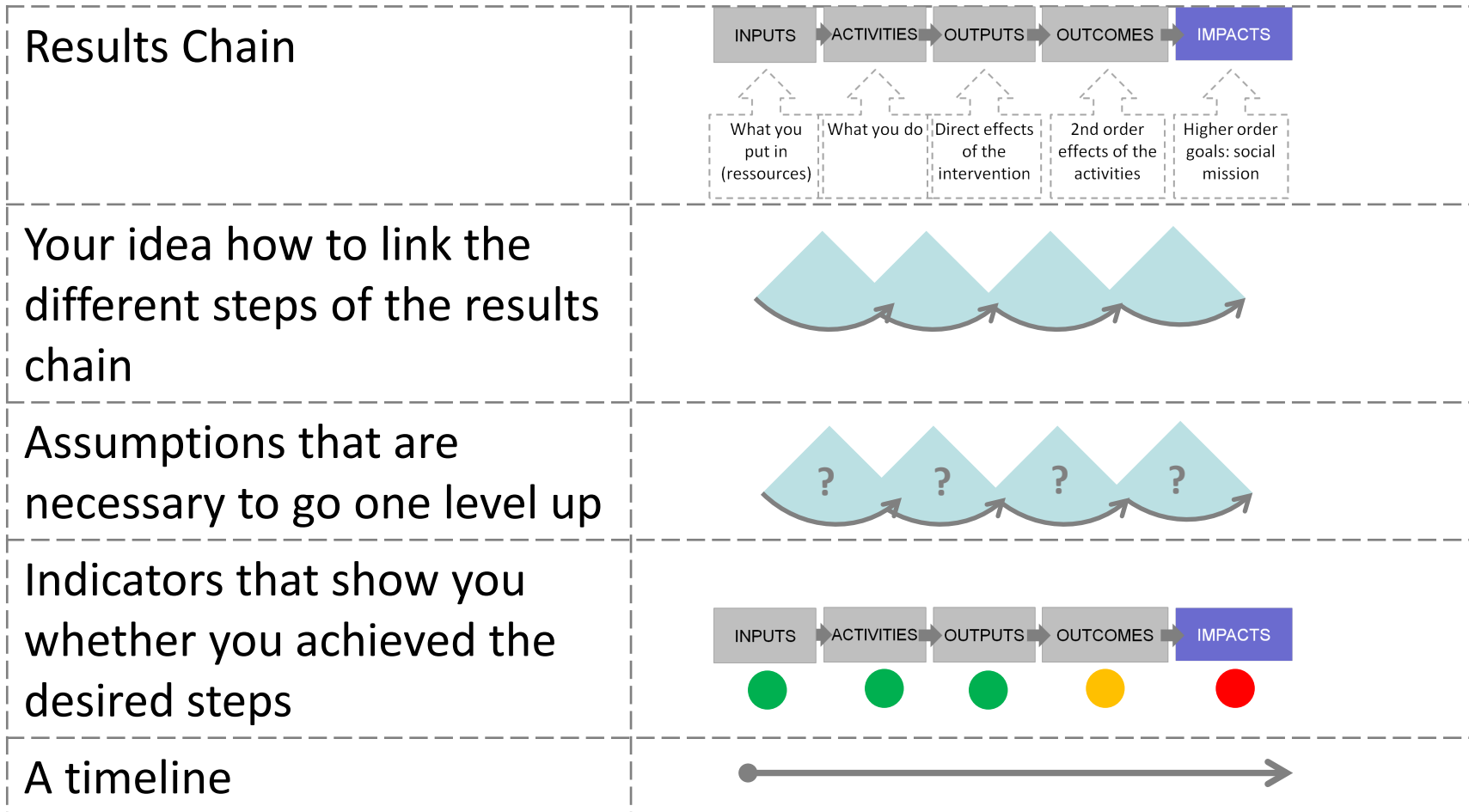
- 1 million trees planted



Impact

- Desert turned into forest (in X years)

Your Theory of Change consists of...

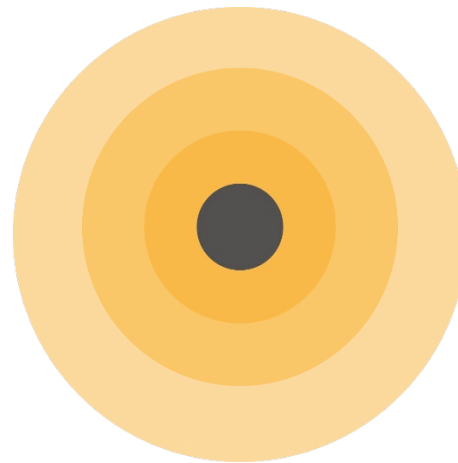


Simplified Monitoring Framework

Outcome	How to measure the outcome =Indicator	How to measure the indicator = Method of data collection	Assumptions needed for realizing positive effects and avoiding unintended ones	Frequency of measurement	Responsibility (who does it)	Effort (small, medium, large)
A	V					
	W					
B	X					
	Y					
C	Z					

Assuming that you have done all that....

Reporting impact is an important way of
engaging with your stakeholders



One way of reporting: SDG relevance

- <https://sdgcompass.org/business-tools/>
- <https://www.unglobalcompact.org/take-action/action>

contact:

kleemann@heldenrat.org