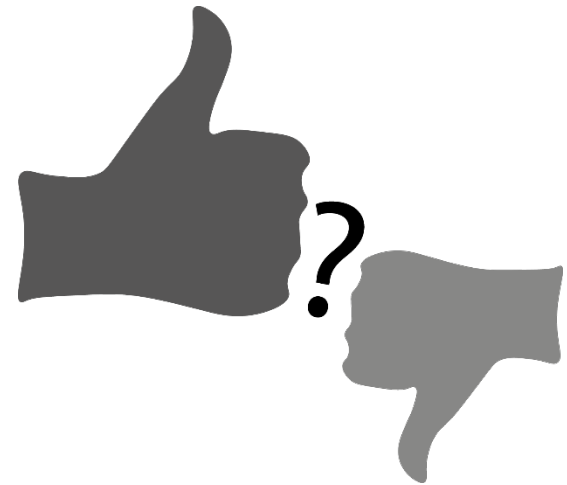


Measuring Social Impact

Lecturer: Dr. Linda Kleemann

26/04/2018

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



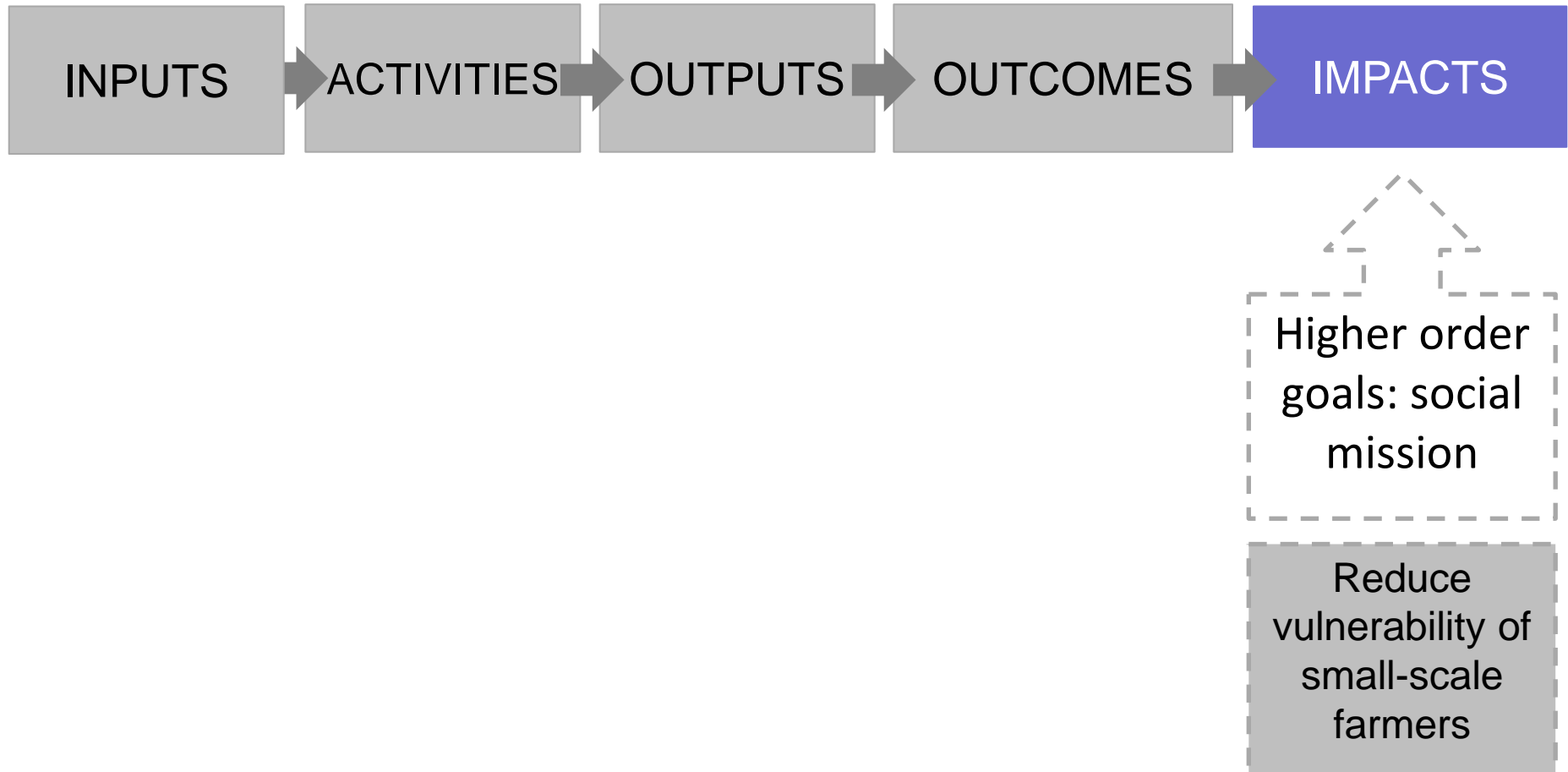
Social mission defines
success measures

Stakeholders:

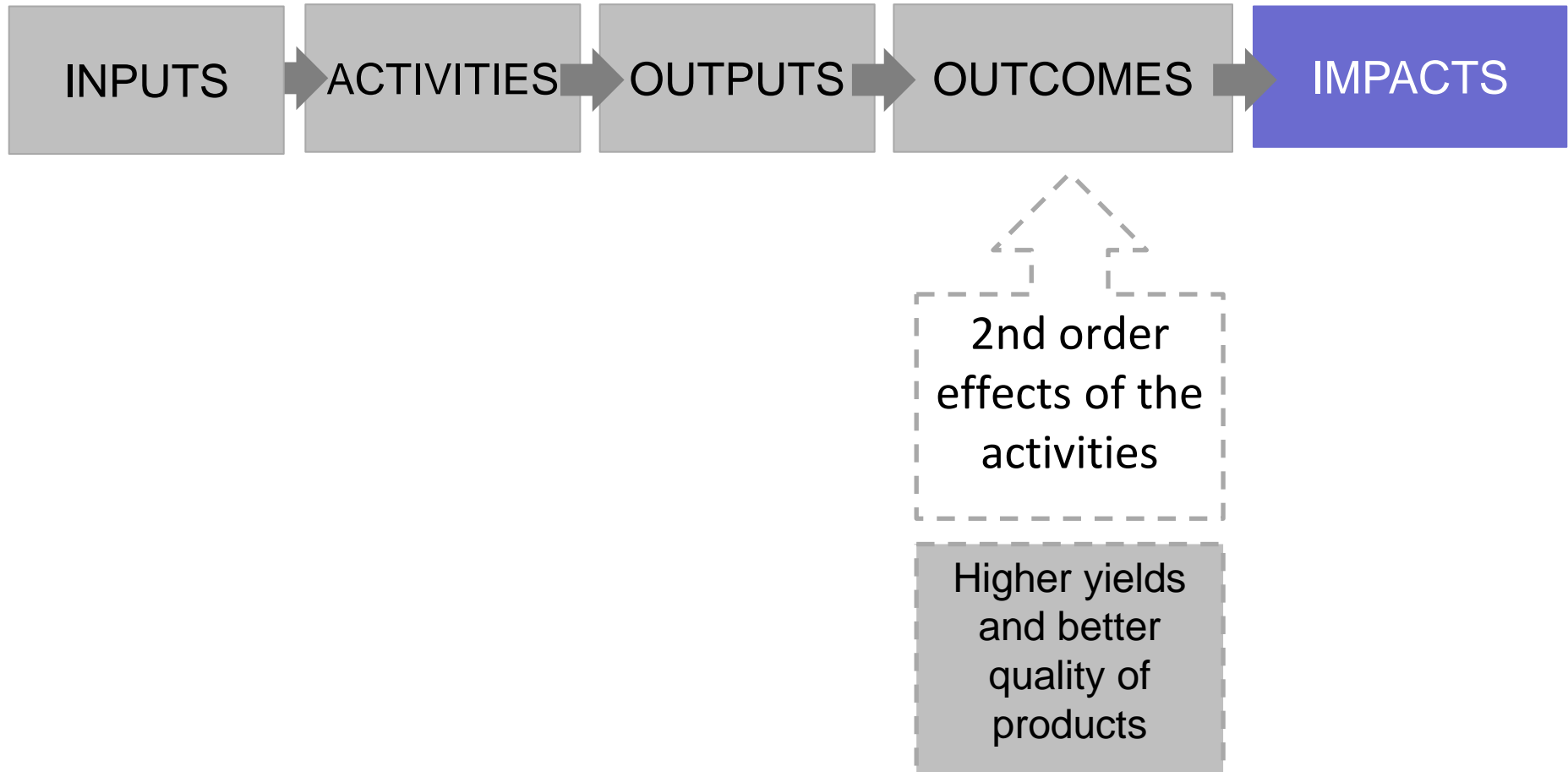
Funders

Public

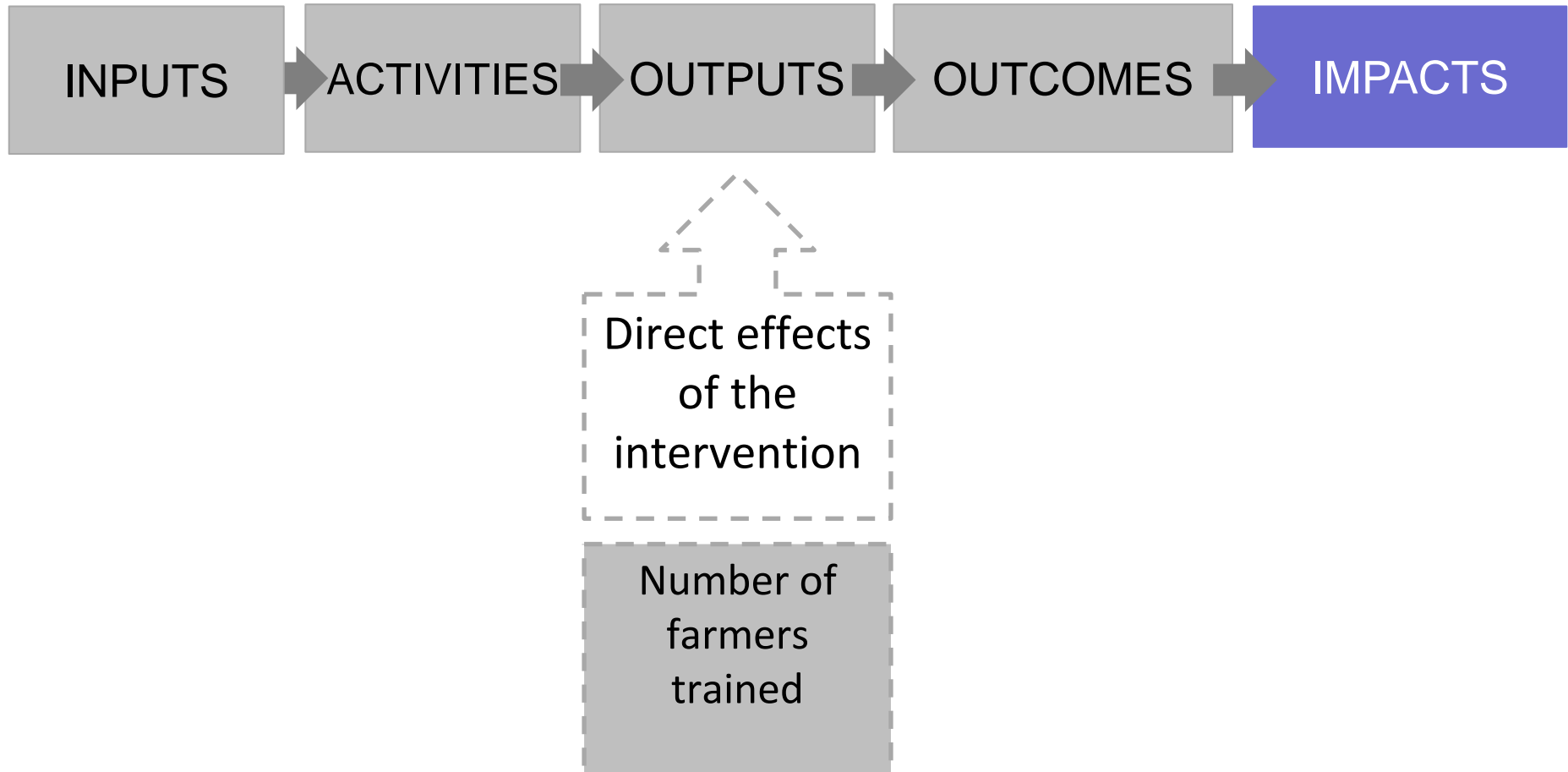
Results Chain



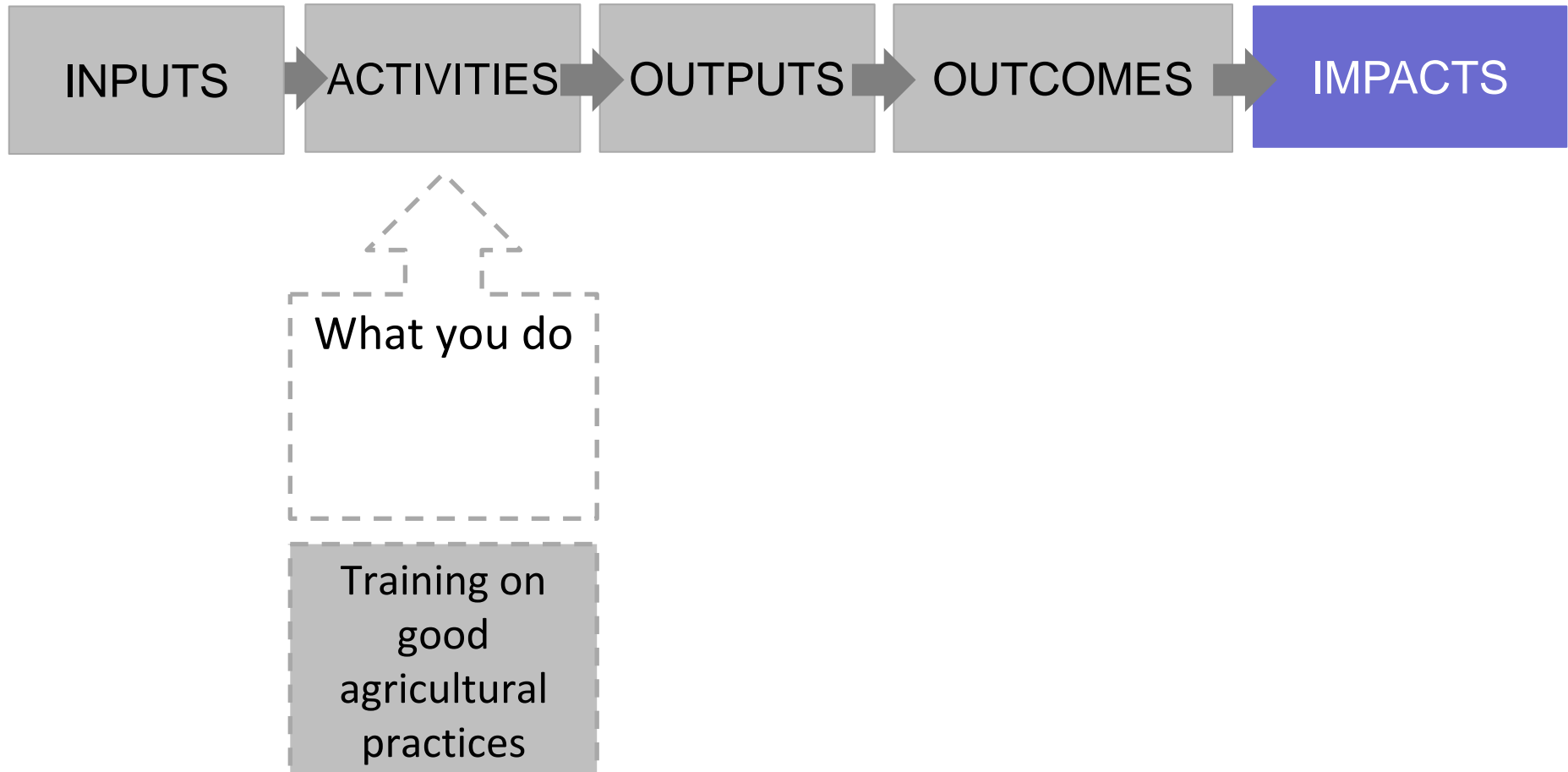
Results Chain



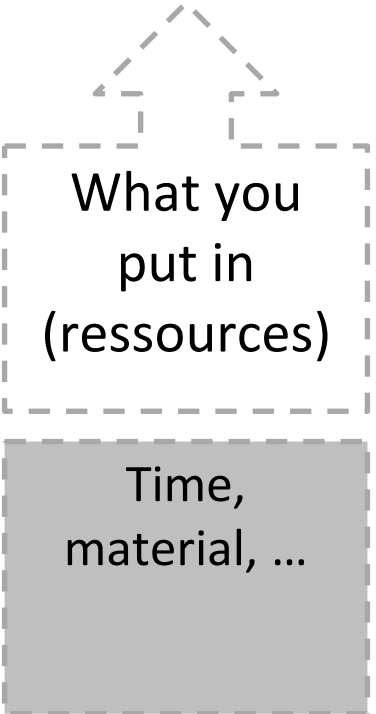
Results Chain



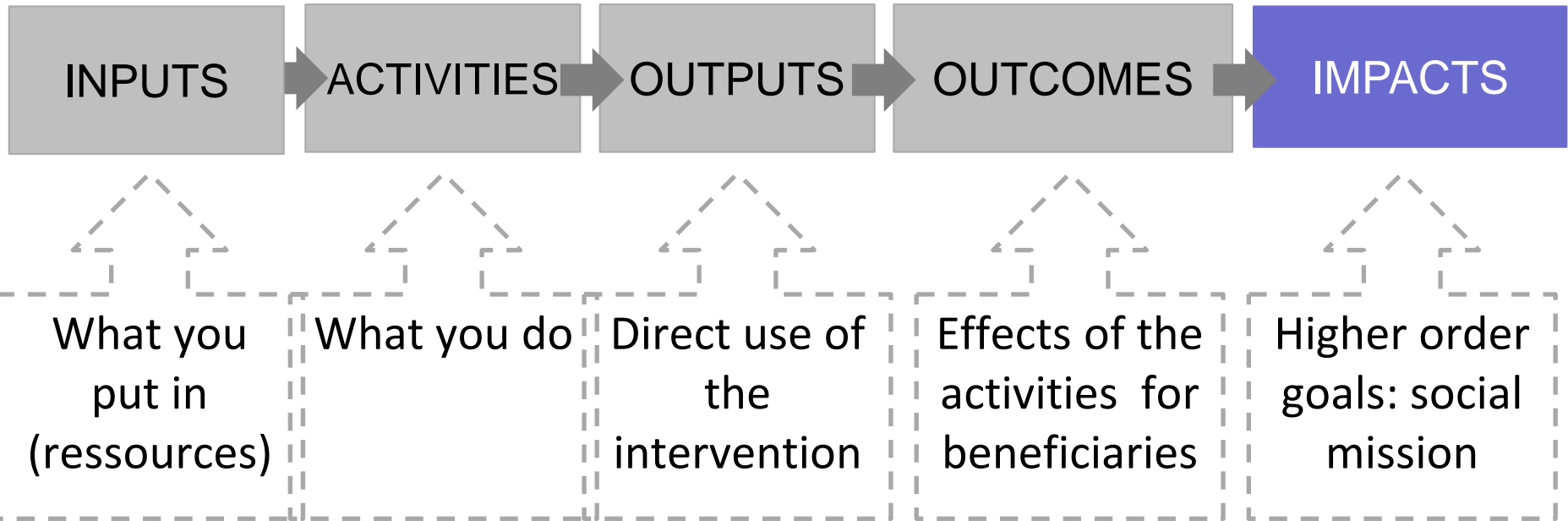
Results Chain



Results Chain



Results Chain

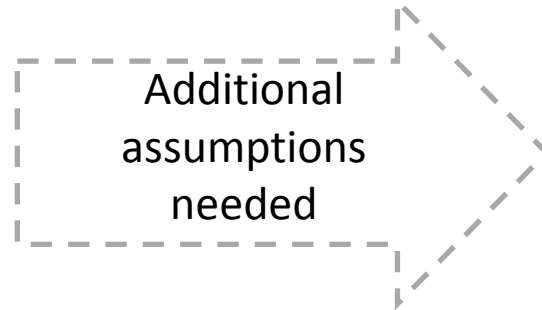


Increasing influence of external factors: weather, economic development, ...

Output ≠ Impact

Output

- 1 million trees planted
- 1.6 Mio glasses delivered



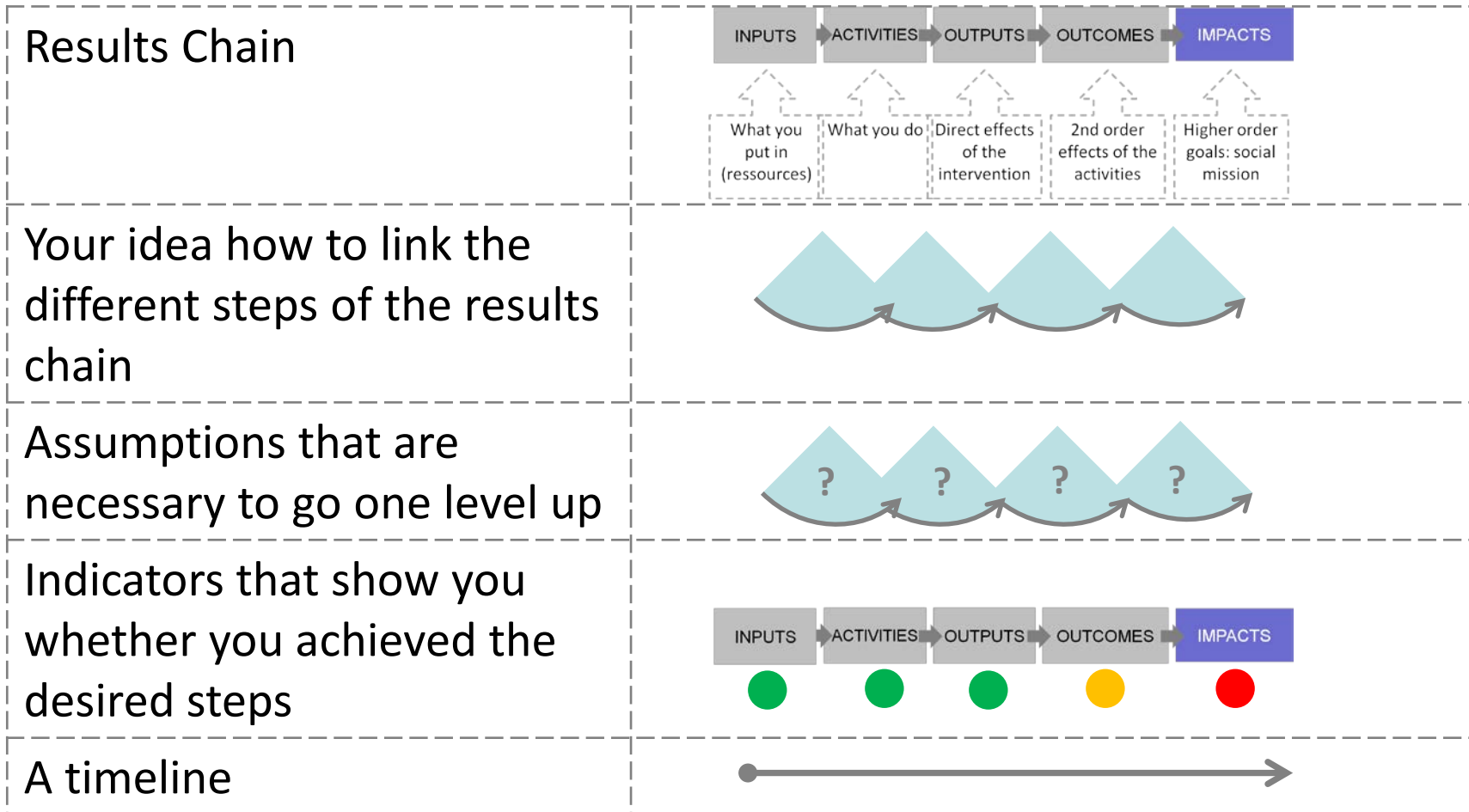
Trees survive & capture moisture

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

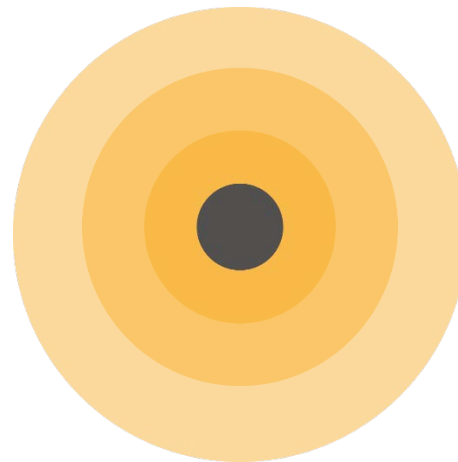
Why do you need it?

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



Example: Social Return on Investment of Octavia Foundation

In groups, please try to answer the following questions and report back to the plenary (each group one question):

1. What is Octavia Foundation? What do they do? What can you find out about their business model?
2. How did they calculate their SROI?
3. How did they get the data/information for it? What assumptions did they have to make?
4. What do you like/dislike about the method? How else could you imagine evaluating their impact?

Reporting results

1. What is Octavia Foundation doing (business model)?
2. How did they calculate their SROI?
3. How did they get the data/information for it? What assumptions?
4. What do you like/dislike about the method? Alternatives?

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