LEARN. SOCIAL ENTREPRENEURSHIP
SOCIAL IMPACT MEASUREMENT - brief introduction

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REGIONAL CONFERENCE
The road to financial sustainability of civil society organizations

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To present the importance, mission, benefit and best use of social impact measurement.

what impact measurement means and what is its mission
why it is important for different stakeholders
what is the benefit
what different types of methodologies exist and how they can be used by SE, CSOs and state bodies?
relevant resources (researches, networks, events etc.)
no common language / definitions - the lack of consensus
(social) impact / (social) value / (social) return
IM aims to assess the social value and impact produced by the activities or operations of any for-profit or non-profit organization
a relatively new field, but not a new phenomenon
not currently widespread (see challenges), even though it is gaining traction
experimentation still needed to help structure it (result: a standardized, synthetic measurement process) and create a measuring culture
Outputs: The things produced / Outcomes: Net benefit to recipients; intended results; attributable to activities / Impact: Net benefit to broader community; often long-term, including unintended ‘spillover’ effects

Variety of methodologies:
1/ to evaluate organizational efficiency (forecasting, monitoring and measuring positive social impact on society) - e.g. PQASSO, SAA
2/ to measure user progress (tools combining the path of progress and improvement tools), e.g. The Outcome Star
3/ for financial impact assessment (emphasis on reporting on savings, benefits, monetization of social impact), e.g. CBA, SROI
4/ organizations themselves adapt existing and / or create new tools
1. Acumen Scorecard
2. Atkinsson Compass Assessment for Investors (ACAFI)
3. Balanced Scorecard (BSc)
4. Best Available Charitable Option (BACO)
5. BoP Impact Assessment Framework
6. Center for High Impact Philanthropy Cost per Impact
7. Charity Assessment Method of Performance (CHAMP)
8. Foundation Investment Bubble Chart
9. Hewlett Foundation Expected Return
10. Local Economic Multiplier (LEM)
11. Measuring Impact Framework (MIF)
12. Millennium Development Goal scan (MDG-scan)
13. Measuring Impacts Toolkit
14. Ongoing Assessment of Social Impacts (OASIS)
15. Participatory Impact Assessment
16. Poverty Social Impact Assessment (PSIA)
17. Public Value Scorecard (PVSc)
18. Robin Hood Foundation Benefit-Cost Ratio
19. Social Compatibility Analysis (SCA)
20. Social Costs-Benefit Analysis (SCBA)
21. Social Cost-Effectiveness Analysis (SCEA)
22. Social e-valuator
23. Social Footprint
24. Social Impact Assessment (SIA)
25. Social return Assessment (SRA)
26. Social return on Investment (SROI)
27. Socio-Economic Assessment Toolbox (SEAT)
28. Stakeholder Value Added (SVA)
29. Toolbox for Analysing Sustainable Ventures in Developing Countries
30. Wellventure Monitor

Maas & Liket (2011, p. 9)
“As to methods there may be a million and then some, but principles are few. The man who grasps principles can successfully select his own methods. The man who tries methods, ignoring principles, is sure to have trouble.” Ralph Waldo Emerson, 19th Century American philosopher

Tightly defined purpose - mission and objectives
Engage all relevant stakeholders - iteratively
Understand the change you are seeking to achieve
Measure and prioritize the things that matter
Do not over claim
Be transparent – both purpose and measurement
Verify the impact you are claiming

METHODS OF MEASURING AND EVALUATING PRO BONO LEGAL WORK; LES HEMS, THE CENTRE FOR SOCIAL IMPACT; National Access to Justice and Pro Bono Conference, Brisbane, 27 August 2010
IM IMPORTANCE

- **governments, state/local authorities** - increase of transparency and credibility, have budgetary constraints and need to allocate their resources even more carefully than in the past (ensure scarce resources are being used to most effect)
- **CSOs/SEs/Es** - assess relationship between mission and activities, set realistic objectives, monitor and improve performance, increase accountability and maintain public trust, raise public profile – reputational value; prioritize decisions and access capital markets more competitively
- **impact investors / donors** - social value of investment, need to determine whether their investment will indeed produce a social impact in addition to financial returns
- **services-users / customers** - increase accountability and maintain trust, method of engaging corporates
- **community** - to understand the satisfaction level of the beneficiaries of the CSOs/SEs activities
Conceptual challenges include ensuring that:
- measurement is a tool for achieving greater impact, rather than focusing on accountability and reporting
- the private, public and social sectors have an equal voice so as to carve out a true hybrid space
- guidelines do not restrict innovation in the social sector
- difficulties in measuring social impact do not discourage funding interventions in areas that are harder to measure but socially important

Practical challenges include ensuring that:
- social impact requirements are not overly burdensome for CSOs / social enterprises
- CSOs / social enterprises have adequate resources and capacities to measure impact, and measuring is proportionate
- the needs of both the stakeholders and the social enterprise are aligned

AG CASE

ACT GROUP
Social Impact Measurement Eco-System
“What society gets back”
3M: Measure, Manage, Maximise!

SE Academy
SROI Introduction & Practitioner Trainings

Social Value International

ENSIE Impact WISEs Tool
2015/2016/2017 - Croatian WISEs

AG Tailor-made Methodology & Tool

AG Tailor-made Services

General org. information, Good employer, Good Neighbor, Concern on Environment, Social changes

Impact Report Hedona, Zlatna greda d.o.o., Zadruga Brlog, Zadruga ZEZ
AG Impact Report 2015 / 2017 / 2018

Challenges:
* Data collection,
* Methodology complexity,
* Attribution,
* Latency,
* Hard to prove outcomes,
* Human and financial capital requirements

SROI / Social Value

SROI Analysis and Report for BubaBar, Silent Cafe, ZEF/Ethical bank
SROI Analysis and Report for program "Pokreni nešto svoje 2017/2018” / 7 projects
SROI Analysis and Report for program "Pokreni nešto svoje 2016/2017”
SROI Analysis and Report „Social inclusion and employment of Roma through biodynamic/organic food production”
SROI Analysis and Report „Center for home care and assistance in Međimurje County”

SAA

SAN Social Accounts Report - Social Cooperative Prijateljica, Social Cooperative MivaArt
ACT Printlab


Measuring and managing impact - A practical guide -

"Proposed approaches to social impact measurement in European Commission legislation and in practice relating to: EuSEFs and the EaSI" (June 2014) - [http://ec.europa.eu/internal_market/social_business/docs/expert-group/social_impact/140605-sub-group-report_en.pdf](http://ec.europa.eu/internal_market/social_business/docs/expert-group/social_impact/140605-sub-group-report_en.pdf)


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