

Impact Measurement for SESO & Social Entrepreneurs

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This project is co-funded
by the European Union



Promoting social entrepreneurship in the Mediterranean Region

Workshop 1

Consortium Leader:



European Partners:



Southern Mediterranean Partners:



Associated Partners:





Listen to Understand



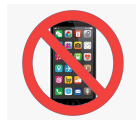
**Participation,
NOT domination**



Focus on the Goals



Assume Best Intentions



Be Here



Good time keeping



**Keep your mics muted
when you are not talking**



**Use chat or raise your
hand to speak**



**Change your Zoom name
to Name, Organisation,
Country**



**Be polite, considerate
and respectful**

Marina - IH (GR)



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Agenda

WORKSHOP 1

Context

- What is impact?
- Why define, measure, manage and communicate your impact?
- Why relate your impact to the SDGs ?

Impact Logic PART A

- Intro to impact logic
- Part A: Problem, Solution, Impact
 - Worked example
- Introduction to Outcome & Output

Measurement 101

- Intro to Metrics:
 - Reach and Depth Indicators
 - Leads and Lags

WORKSHOP 2

Recap of last session

Impact Logic Part B

- Creating outcome metrics
- Creating output metrics
- Activities & Inputs

Operationalization Tool

- Metrics
- Baseline and target values
- Frequency of data collection
- Method of data collection
- Use of data
- Driver
- Link to the SDGs



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Expectations

“We are here to guide you through this amazing topic, feel free to ask, ask and ask”

Practice

Be challenged

This is just the start

Participation



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Group Check-In

In break rooms

1. Your name
2. Choose an example you will work with

Let's Interact



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Where are you from?

 Start presenting to display the poll results on this slide.



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MEDUP!
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slido

What is Impact?

(Send your definition on slido)

 Start presenting to display the poll results on this slide.



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Why

define,

measure,

manage and

communicate

your impact?

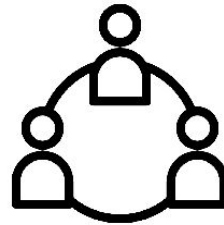
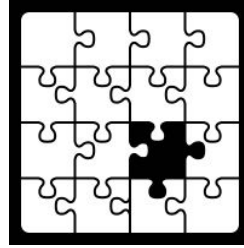
To understand how your actions will create the change you want

To understand whether or not the change you want is happening

To plan when and how you will measure your impact

To demonstrate what you are achieving and to secure resources (clients and investors)

Why relate your impact to the SDGs?



Impact Logic

An introduction



Impact Logic - Introduction

What

Tool to state the impact that you want to have and then breakdown the factors you need to consider to achieve it.

Why

If we don't record what we want to achieve, how will we know when to celebrate our success?

How

Follow this step by step guide to construct your impact logic



Impact Logic - Prompts

Problem Statement

Briefly state the problem that the venture is tackling. Be sure to describe the target population, only think about it from the perspective of this target population.

Venture's solution

Briefly describe the part of your venture that addresses the problem. State clearly how your venture tackles the problem.

Impact Logic

INPUTS

Defining Inputs:

Resources of various types required to deliver the activities.

ACTIVITIES

Defining Activities:

Actions you take to in order to deliver the services and products. (Outputs count some of the key activities).

OUTPUTS

Defining Outputs:

Countable activities (service, products delivered and number of people reached with said services and products).

OUTCOMES

Defining Outcomes:

Measurable changes in the lives of the people you target or status of the environmental issue you target.

IMPACT

Defining Impact:

Formulated at community or society level. The desired situation in the long term for a particular group as a result of multiple factors of which your venture is one.

Impact Logic - Problem and Solution

Problem Statement

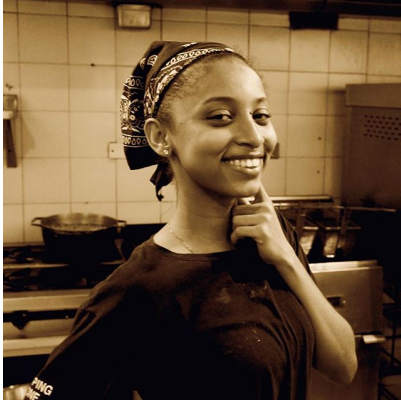
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Venture's solution

Briefly describe the part of your venture that addresses the problem. State clearly how your venture tackles the problem.

Impact Logic

Impact Logic - Example



Cafe Stepping Stone recruits underserved Black and Indigenous young people in the city of Cartagena, Colombia and trains them and employs them in the cafe.

Impact Logic - Problem and Solution

Problem Statement

Briefly state the problem that the venture is tackling. Be sure to describe the target population, only think about it from the perspective of this target population.

Venture's solution

Briefly describe the part of your venture that addresses the problem. State clearly how your venture tackles the problem.

Impact Logic

Impact Logic - Example Problem and Solution

Problem Statement

Black and indigenous communities lack access to education and employment opportunities resulting in higher levels of poverty and social exclusion.

Venture's solution

Employ and train Black and indigenous people to work in the restaurant industry to increase their skills, household income and future prospects.

Impact Logic

INPUTS

ACTIVITIES

OUTPUTS - results

OUTCOMES - results

IMPACT

Impact Logic - Your turn Problem and Solution

Step 1 In breakout rooms write out your **problem** and **solution** statements (**8 mins**)

Problem Statement

Briefly state the problem that the venture is tackling. Be sure to describe the target, only think about it from the perspective of this target. What evidence do you have?

Venture Solution

Briefly describe the part of your venture that addresses the problem. State clearly how your venture tackles the problem.

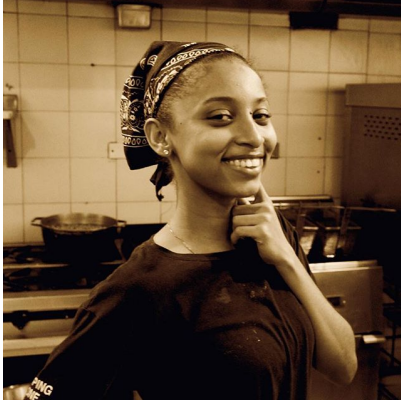
How did it go?



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Impact Logic - Example



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Impact Logic - Impact

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Impact Logic

IMPACT

Defining Impact:

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Impact Logic - Impact Example

Problem Statement

Black and indigenous communities lack access to education and employment opportunities resulting in higher levels of poverty and social exclusion.

Venture's solution

Employ and train Black and indigenous people to work in the restaurant industry to increase their skills, household income and future prospects.

Impact Logic

INPUTS

ACTIVITIES

OUTPUTS - results

OUTCOMES - results

IMPACT

Black and indigenous people in Cartagena lead dignified lives with the same access to social and economic opportunity as members of other social groups.

Defining Impact: Formulated at community or society level. The desired situation in the long term for a particular group as a result of multiple factors of which your venture is one.

Impact Logic - Your turn Impact

Step 2

IMPACT

What is
your
impact?

Formulated at community or society level. The desired situation in the long term for a particular group as a result of multiple factors of which your venture is one.

8 minutes

How did it go?



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Any questions?



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Promoting so

Impact Logic - Prompts

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Promoting so

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Measurement 101

Some general theory for inspiration



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Measurement 101

Outputs/Activities

vrs.

Outcomes



Lead

Lag



Reach

Depth



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Measurement 101



“Without a lagging indicator, you won’t know where you’re headed. Without a leading indicator, you won’t know where you are”.

Leading

Measure the necessary **activities/efforts** to achieve the objectives. It is something that we can control and we have a direct influence. It might predict future success and can be measured now.

Lagging

They show the result of the **activities and / or efforts**. These metrics can be easy to measure, but difficult to improve directly. You can’t tell if you achieved them until after the fact, they are backward-looking metric used to evaluate what has already occurred.



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Measurement 101

Examples



Leading

Lagging

Reference: Participate in an open water competition

Go to the gym 3 times a week

Gain % of muscle mass

Reference: Win the baseball tournament

Number of hits

Number of runs

Reference: Program related with Child Stunting prevalence

Delivery at least one (1) nutrition packet to infants in program

% decrease child stunting prevalence



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Promoting so

Measurement 101

Reach

They usually have a more quantitative and simpler approach, seeking to measure quantities or scope

Example No.1

access of people with drinkable/potable water (reach) vs # decrease in the rates of dysentery in children (depth)

Depth

They usually have a more qualitative or action/result approach and usually they are connected with the result of executing a reach measurement. *What would be the impact of ...?*

Example No.2

loans vs impact of loan use (i.e. perhaps the loans were simply used to go to a bar)



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Measurement Challenge

My ventures is an initiative / program that works with drug addicts from vulnerable neighborhoods in my country. Our impact is: **Drug addicts from vulnerable communities in Mexico overcome their condition and build dignified lives with the same access to social and economic opportunity as members of other social groups.**



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Q&A Section

When should SESOs use this?



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What do we need for next session?

Please reflect on possible outcomes and outputs

See you next week!

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