

Impact Measurement for SESO & Social Entrepreneurs

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Promoting social entrepreneurship in the Mediterranean Region

Workshop 2

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



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Promoting so

Using the first letter of your name, send us a word that describes how are you feeling today - Any word!



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RECAP



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

OUTPUTS

Defining Outputs:

Countable activities (service, products delivered and number of people reached with said services and products). These can lead and reach metrics.

OUTCOMES

Defining Outcomes:

Measurable changes in the lives of the people you target or status of the environmental issue you target. These can be lag and depth metrics.

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.

Measurement 101 for inspiration

Outputs/Activities

vrs.

Outcomes



Lead

Lag



Reach

Depth



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Impact Logic Part B



Today's approach

Worked example Café Stepping Stone



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

Case study 1 El Closet de Wendy



El closet de Wendy buys and sells pre-loved (second hand clothes) to other fashionable people so you can stay on trend and be sustainable.

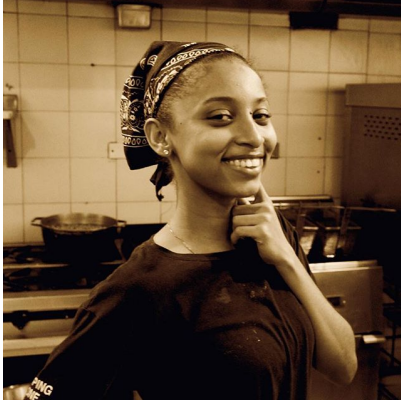
Case study 2 Wo-Together



Wo-Together helps and empowers women who have survived conditions of domestic and sexual assault to rejoin society in a safe and inclusive way

Template: [Click here](#) - **MAKE A COPY**

Impact Logic - Example



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

Impact Logic - Prompts

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Impact Logic - 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

OUTPUTS - results

- Number of B&I trained to work in the cafe
- Number of B&I working in the cafe
- Number of training events delivered (eg hours of English class, hours of finance)

Defining Outputs:

Countable activities (service, products delivered and number of people reached with said services and products). These can lead and reach metrics.

OUTCOMES - results

- B&I have increased life and employability skills (e.g.confidence, English, financial literacy)
- Black and indigenous people have increased household income.

Defining Outcomes:

Measurable changes in the lives of the people you target or status of the environmental issue you target. These can be lag and depth metrics.

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 - Part B

Step 3

Using **metrics** to define your outcome & outputs

15 minutes

OUTPUT		OUTCOMES
<i>Countable activities (service, products delivered and number of people reached with said services and products). These can lead and reach metrics.</i>		<i>Measurable changes in the lives of the people you target or status of the environmental issue you target. These can be lag and depth metrics.</i>



How did it go?



Impact Logic - Prompts

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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).

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Impact Logic - Part B

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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

- Skill training material
- The cafe space
- Trainers / cafe managers
- Financial resources

ACTIVITIES

- Recruit B&I participants
- Train the participants in:
 1. Working in a restaurant
 2. Understanding household finances
 3. Practical life skills

OUTPUTS - results

- Number of B&I trained to work in the cafe
- Number of B&I working in the cafe
- Number of training events delivered (eg hours of English class, hours of finance)

OUTCOMES - results

- B&I have increased life and employability skills (e.g.confidence, English, financial literacy)
- Black and indigenous people have increased household income.

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.

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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 - Part B

Step 4

What is needed to get to the outputs and outcomes?

12 minutes

INPUTS		ACTIVITIES
<i>Resources of various types required to deliver the activities.</i>		<i>Actions you take to in order to deliver the services and products. (Outputs count some of the key activities).</i>



How did it go?



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Impact Logic - Part B

Problem Statement

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5 min break



Managing our Impact



Managing your impact

So now we understand the impact we're hoping to have, **how do we actually measure and manage it?**

IMPACT MANAGEMENT FRAMEWORK

Indicator

Clarification of indicator

Baseline value

Target value

Frequency of data collection

Method of data collection

Use of data

Driver

SDG



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Managing your impact - example

Indicator	Clarification of indicator	Baseline value	Target value	Collection frequency & start date	Method of data collection	Use of data	Driver	SDG
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Outcome-level results

Output-level results



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Indicator

What are you going to measure to know whether you are achieving your intended results?



Indicator sets

- <https://iris.thegiin.org/metrics/>
- <https://www.indikit.net/>
- [Guidestar common results catalogue](#)
- <https://sdgfunders.org/wizard/>
- <https://unstats.un.org/sdgs/indicators/database/>

Top Tips

Make them SMART

- Specific,
- Measurable,
- Achievable,
- Relevant and
- Time-bound.

Industry or proxy data may be used if you do not have direct access to the required information.



Managing your impact - example

Indicator	Clarification of indicator	Baseline value	Target value	Collection frequency & start date	Method of data collection	Use of data	Driver	SDG
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Outcome-level results

of participants with increased income

Improvement in English level

Output-level results

of participants trained to work in the cafe

of English classes delivered



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Clarification of indicator

How exactly is
it calculated?



Top Tips

- Use this box to outline exactly how you will calculate the the indicator
- Be so clear in the instruction that anyone would be able to understand
- Make the calculation as simple as possible



Managing your impact - example

Indicator	Clarification of indicator	Baseline value	Target value	Collection frequency & start date	Method of data collection	Use of data	Driver	SDG
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Outcome-level results

# of participants with increased income	Take the average monthly income all the participants for the 6 months before the program and subtract it from the average for their first 6 months in the program, and then every 6 months for 2 years.
Improvement in English level	Participants will take a placement English exam at the start of training and then every 6 months during the training.

Output-level results

# of participants trained to work in the cafe	Count the number of new staff working
# of English classes delivered	Count the number of classes delivered every 6 months

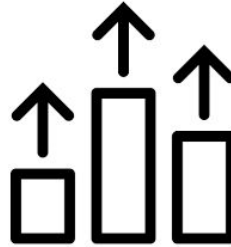


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Baseline

What is the **current** value?



Target

What is the **target** value?

Units

- %
- X/Y
- #
- cm
- kg
- ml

Top Tips

- Baseline and target values must be measured with the same unit
- The baseline can be 0
- Be **realistic**, (with a dash of optimism)
- Don't forget to state the unit



Managing your impact - example

Indicator	Clarification of indicator	Baseline value	Target value	Collection frequency & start date	Method of data collection	Use of data	Driver	SDG
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Outcome-level results

# of participants with increased income	Take the average monthly income all the participants for the 6 months before the program and subtract it from the average for their first 6 months in the program, and then every 6 months for 2 years.	0	15					
Improvement in English level	Participants will take a placement English exam at the start of training and then every 6 months during the training.	A0 Average	A1					

Output-level results

# of participants trained to work in the cafe	Count the number of new staff working	0	15					
# of English classes delivered	Count the number of classes delivered every 6 months	0	26					

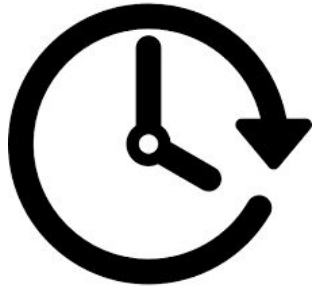


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Frequency of data collection and start date

How often that you are going to measure?



Top Tips

- Be realistic about how often is necessary to make it *useful*
- Be realistic about how much time it will take to collect the data

Units

Minutes, hours, days, weeks, months, years

Please remember: When are we going to start measuring?



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Managing your impact - example

Indicator	Clarification of indicator	Baseline value	Target value	Collection frequency & start date	Method of data collection	Use of data	Driver	SDG
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Outcome-level results

# of participants with increased income	Take the average monthly income all the participants for the 6 months before the program and subtract it from the average for their first 6 months in the program, and then every 6 months for 2 years.	0	15	Every 6 months Jan and July				
Improvement in English level	Participants will take a placement English exam at the start of training and then every 6 months during the training.	A0 Average	A1	Every year in January				

Output-level results

# of participants trained to work in the cafe	Count the number of new staff working	0	15	Every 18 months Starting January				
# of English classes delivered	Count the number of classes delivered every 6 months	0	26	Every 6 months Jan and July				

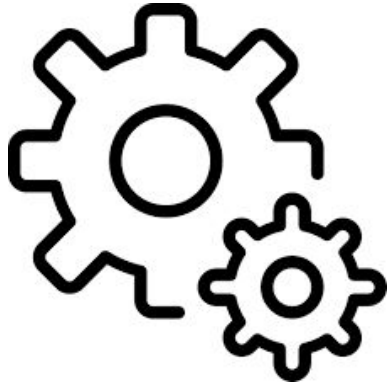


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Method of data collection

How, when and where is the data going to be collected?



Methods

How

- Survey
- Exam
- Focus groups
- Conversations
- Own inventory
- Field visits

When

- Point of intervention
- After intervention
- Follow up
- Set intervals

Where

- Online
- In person
- SMS
-

Top Tips

- If possible include data collection in an already existing business process
- Before you start collecting, decide where you will store the data too

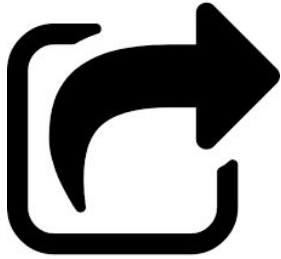


Managing your impact - example

Indicator	Clarification of indicator	Baseline value	Target value	Collection frequency & start date	Method of data collection	Use of data	Driver	SDG
Outcome-level results								
# of participants with increased income	Take the average monthly income all the participants for the 6 months before the program and subtract it from the average for their first 6 months in the program, and then every 6 months for 2 years.	0	15	Every 6 months Jan and July	Review payslips			
Improvement in English level	Participants will take a placement English exam at the start of training and then every 6 months during the training.	A0 Average	A1	Every year in January	Exam results			
Output-level results								
# of participants trained to work in the cafe	Count the number of new staff working	0	15	Every 18 months Starting January	Review pay slips			
# of English classes delivered	Count the number of classes delivered every 6 months	0	26	Every 6 months Jan and July	Class register			



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Use of data

Why, with whom and how will it be shared?

What is the **purpose** of this information?

Who needs to hear about it?

How are you going to communicate it?



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Managing your impact - example

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Outcome-level results								
# of participants with increased income	Take the average monthly income all the participants for the 6 months before the program and subtract it from the average for their first 6 months in the program, and then every 6 months for 2 years.	0	15	Every 6 months Jan and July	Review payslips	Demonstrate gains to participants (in meetings), cafe investors and clients in the annual report.		
Improvement in English level	Participants will take a placement English exam at the start of training and then every 6 months during the training.	A0 Average	A1	Every year in January	Exam results	Demonstrate gains to participants in meetings		
Output-level results								
# of participants trained to work in the cafe	Count the number of new staff working	0	15	Every 18 months Starting January	Review pay slips	Demonstrate new jobs created in the annual report		
# of English classes delivered	Count the number of classes delivered every 6 months	0	26	Every 6 months Jan and July	Class register	To understand the impact of the classes internally		



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Driver

Who is responsible for gathering the information?



Top Tips

- Pick a person/role ensure that they know
- RACI methodology

SDG

Which SDG connects with your impact?



Top Tips

- Be selective - only pick the most relevant SDG
- It's ok if your indicator is not an official SDG indicator



Managing your impact - example

Indicator	Clarification of indicator	Baseline value	Target value	Collection frequency & start date	Method of data collection	Use of data	Driver	SDG
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Improvement in English level	Participants will take a placement English exam at the start of training and then every 6 months during the training.	A0 Average	A1	Every year in January	Exam results	Demonstrate gains to participants in meetings	English Teacher	4
Output-level results								
# of participants trained to work in the cafe	Count the number of new staff working	0	15	Every 18 months Starting January	Review pay slips	Demonstrate new jobs created in the annual report	Cafe manager	8
# of English classes delivered	Count the number of classes delivered every 6 months	0	26	Every 6 months Jan and July	Class register	To understand the impact of the classes internally	English Teacher	4



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Managing your impact - example

Indicator	Clarification of indicator	Baseline value	Target value	Collection frequency & start date	Method of data collection	Use of data	Driver	SDG
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Outcome-level results

Output-level results



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