



IN-DEPTH SOCIAL IMPACT MEASUREMENT & MANAGEMENT ONLINE TRAINING

LIVE SESSION, MODULE 4, 2 DECEMBER 2021, 09:00-12:00 CET

Understanding the BSO's perspective on IMM. The practical experience of two EVPA members



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Module 4

E-learning phase

On Zoom:

Module 4 Live Session

2 December 2021
09-12am CET

Speakers and facilitators:

- Sofia Shaginyan, Navstrechu Peremenam
- Maya Volwahren, Respond Accelerator, BMW Foundation
- Adam Richards, Social Value UK
- Sara Seganti, EVPA
- Florian Tuder, EVPA

The practical experience of two EVPA members: best practices in IMM from the funders' perspective

Preparation for the live session and assessment of comprehension

- Reflections on measuring and managing impact from the funders' perspective
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- Examples from practice – two investors *for* impact will showcase how to measure and manage impact.
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- *Sofia Shaginyan, Navstrechu Peremenam*
- *Maya Volwahren, Respond Accelerator - BMW Foundation*
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- Conclusions, Q&A, and wrap-up



Better Incubation

Innovation Ecosystems for Social Change



DISCUSSING THE BSO'S PERSPECTIVE TO IMPACT MEASUREMENT & MANAGEMENT

SARA SEGANTI, EVPA

IMPACT MANAGEMENT SYSTEM AT THE INVESTOR LEVEL

5. HOW TO MONITOR AND REPORT AT THE INVESTOR LEVEL?

Collect & analyse data to measure & report on the investor's progress, the NFS provided and the investees' impact.

4. HOW TO VERIFY AND VALUE THE VP/SI IMPACT?

NFS provided to the SPO and final impact on final beneficiaries if measurable.



1. IMPACT OBJECTIVES?

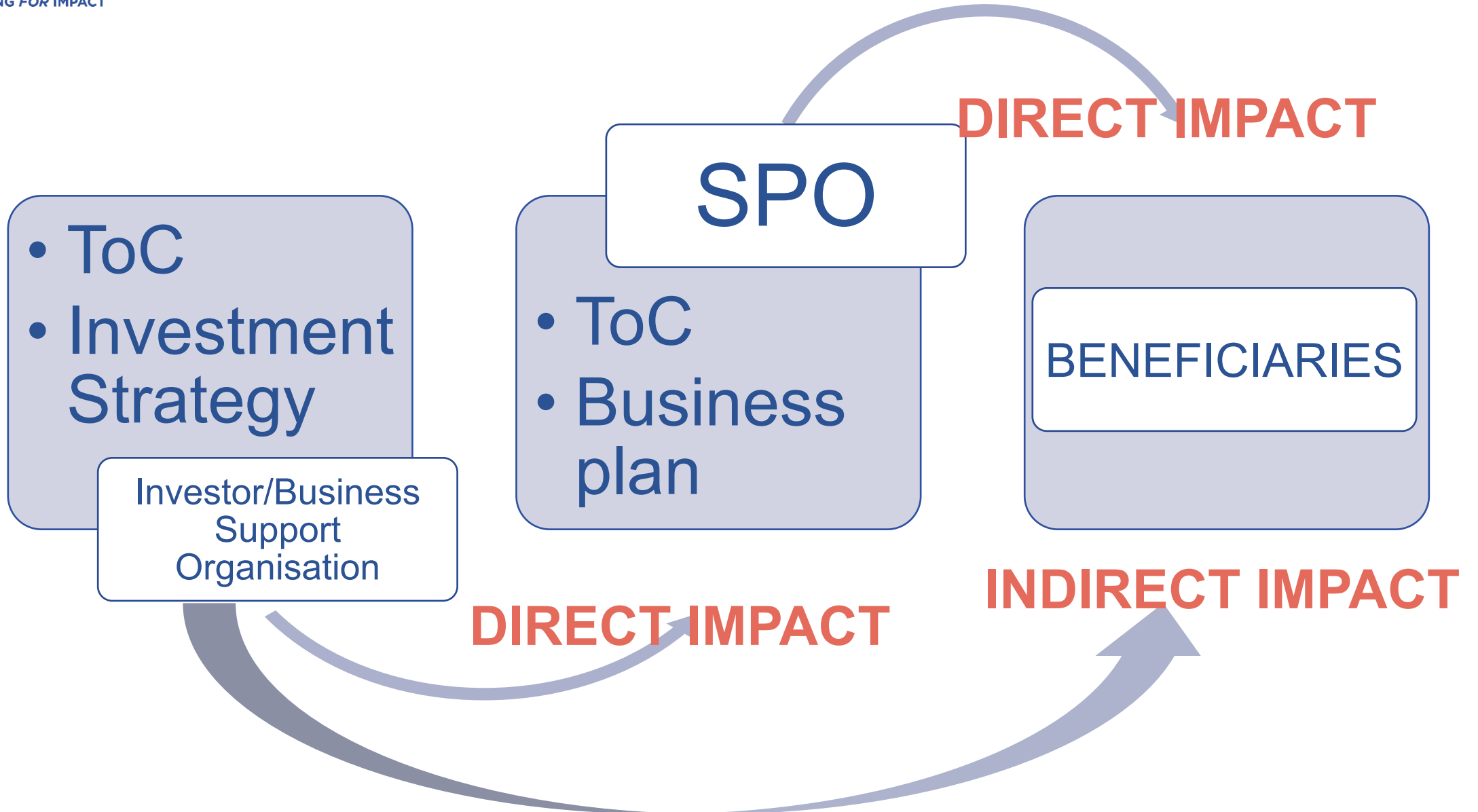
Set at the investor level & relationship with investee/SPO.

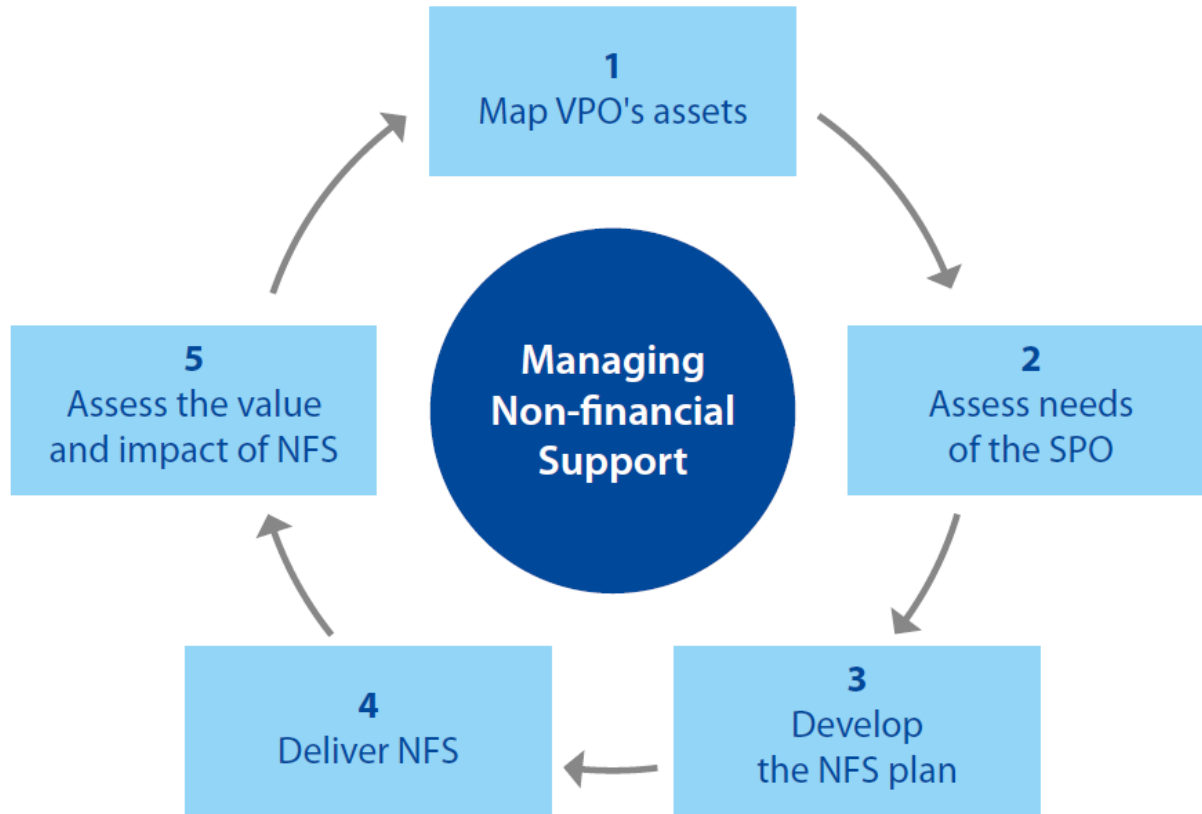
2. WHICH STAKEHOLDERS?

At the investor level: the investees (direct) and the final beneficiaries (indirect)

3. HOW TO MEASURE RESULTS AT THE INVESTOR LEVEL?

Considering both IM at portfolio level and the impact of the investor on the investee and on the final beneficiaries.



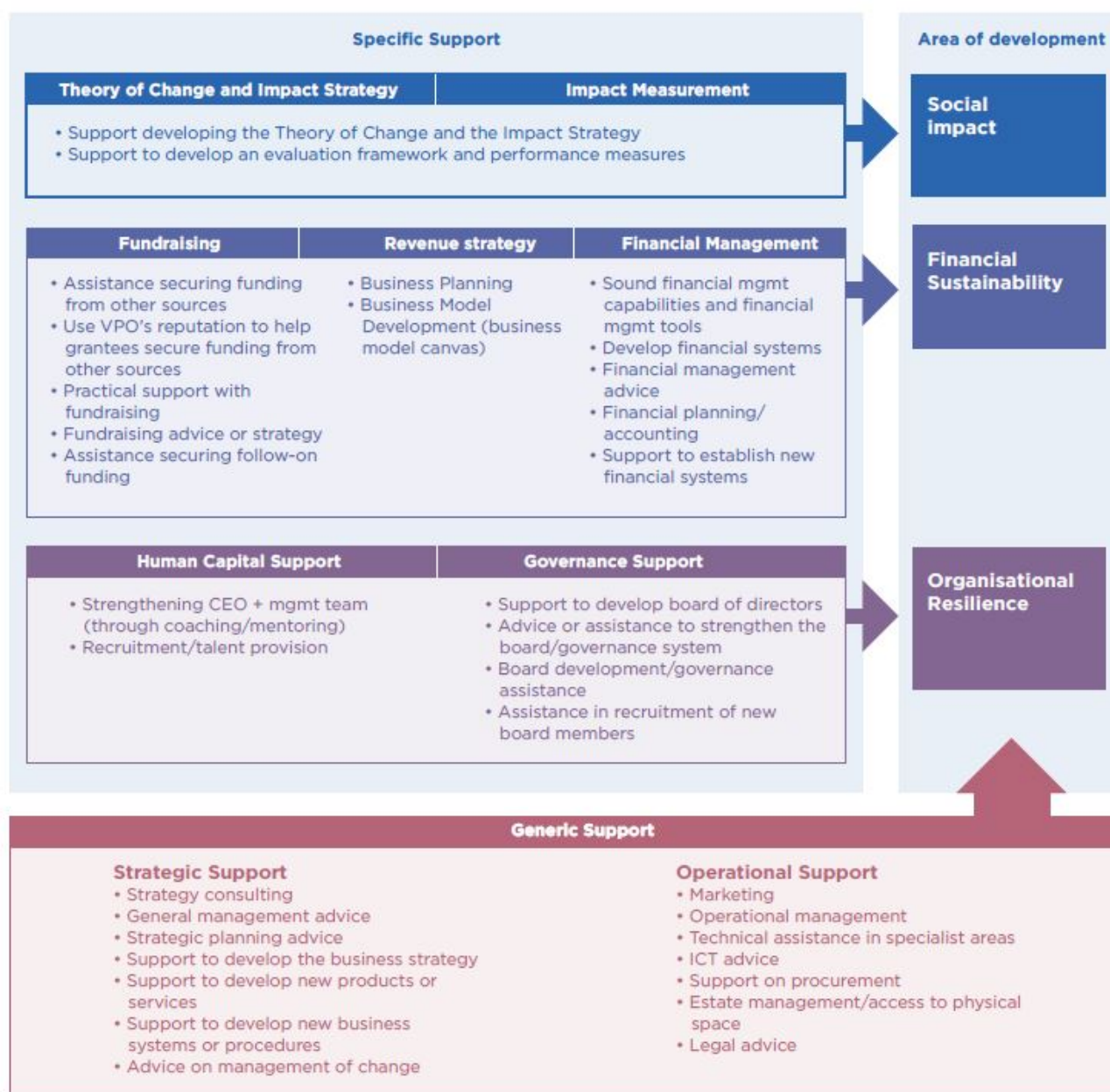


The funder must verify (or at least record) the non-financial assistance provided to their investees.

Building capacity for greater impact = strengthen at least one of these three cores areas of development:

- **Social Impact**
- **Financial Sustainability**
- **Organisational Resilience**

CHECK LIST OF NON FINANCIAL SUPPORT PROVIDED



- 1) Developing a thriving local impact ecosystem.** In countries where the impact market is less mature, investors for impact give importance to building an ecosystem to strengthen both the supply and the demand side.
- 2) Integrating a system change lens.** Investors for impact that incorporate a system change lens go beyond measuring the impact of concrete investments and strive for an understanding of what the changes and challenges happening in the systems where they operate are.

Keeping in mind these key aspects:

- **Creating a theory of change** – at investor and SPO levels
- **Stakeholders involvement** – stakeholder ability to shape what is measured (outcomes)
- **Identification of outcome indicators** - at investor and SPO levels (direct impact) and final beneficiaries level (indirect impact)
 - Financial and non-financial support – how to provide effectively
 - Aggregation of impact at portfolio level
- **Impact management** – how is evidence used to increase impacts?

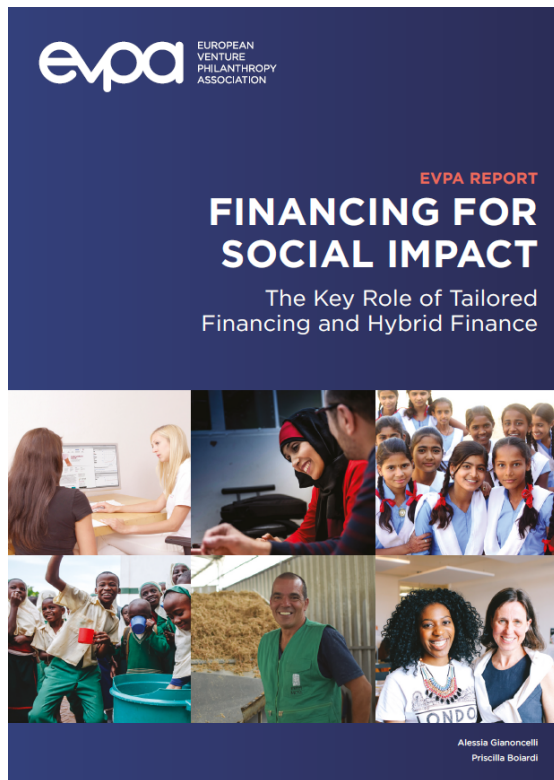


EVPA KNOWLEDGE CENTRE REPORTS & TOOLS

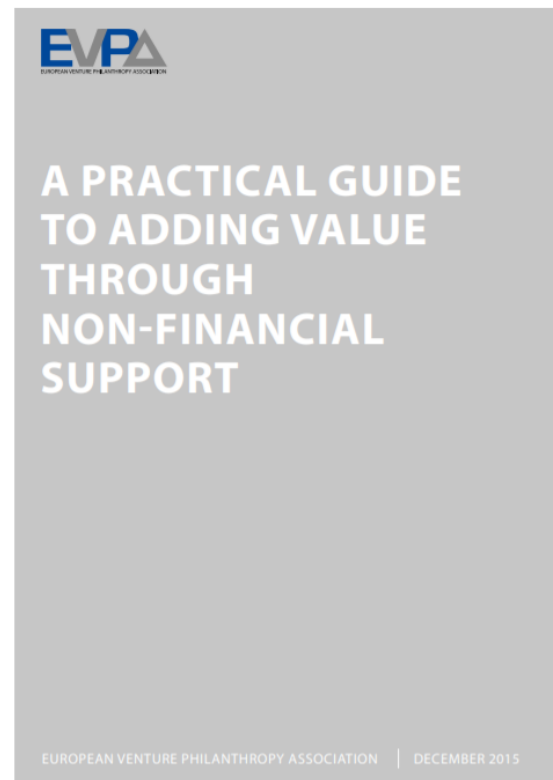
evpa.eu.com/knowledge-centre

KEY PUBLICATIONS ON SOCIAL INVESTMENT AND EVPA'S 3 CORE PRACTICES

EUROPEAN VENTURE PHILANTHROPY ASSOCIATION



EUROPEAN VENTURE PHILANTHROPY ASSOCIATION



Discover our research & tools from our Knowledge Centre: evpa.eu.com/knowledge-centre

Industry Survey

Through our [Industry Surveys](#), we are the main repository of data of investors *for* impact since 2010



Success Stories

Discover [stories](#) and [videos](#) to see how investors *for* impact, through the VP approach, support SPOs in achieving and scaling their social impact



IMM Research & Interactive Dashboards

EVPA developed three dynamic dashboards showing how practitioners are measuring and, more importantly, managing their own impact and the one of their investments.



Investing for Impact Toolkit

[The Toolkit](#) assists newcomers to investing *for* impact by outlining strategies & best practices for adopting the venture philanthropy approach.



REPORT: HOW TO INTEGRATE IMPACT THROUGHOUT THE INVESTMENT JOURNEY

This report summarises the main elements to be taken into account to measure and manage impact throughout the investment strategy and the investment process, linking each phase to the relevant steps of the EVPA five-step framework.

To clarify how the EVPA five-step process and other IMM initiatives are linked and complement each other, this publication also refers to different principles or standards throughout the investment journey, such as the Dimensions of impact of the Impact Management Project, the Operating Principles of Impact Management, the Principles of Social Value and the SDG Impact Standards.

<https://evpa.eu.com/knowledge-centre/publications/navigating-impact-measurement-and-management>



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