



IN-DEPTH SOCIAL IMPACT MEASUREMENT & MANAGEMENT ONLINE TRAINING

LIVE SESSION, MODULE 2, 25 NOVEMBER 2021, 09:00-12:00 CET

How to set-up an impact measurement and management system at the social purpose organisation (SPO) level – Defining outcome chains, indicators, targets, thresholds



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Module 2

How to set-up an impact measurement and management system at the social purpose organisation (SPO) level – Defining outcome chains, indicators, targets, thresholds

E-learning phase

Preparation for the live session and assessment of comprehension

On Zoom:

Module 2 Live Session

25 November 2021
9-12am CET

Speakers and facilitators:

- Adam Richards, Social Value Intl.
- Sara Seganti, EVPA
- Florian Tuder, EVPA

Managing consequences at the SPO level

- Recap and Q&A
-
- Reflection on Theory of Change and outcome chains
-
- Defining outcome chains
-
- Defining indicator targets & thresholds (Step 3 of the EVPA's five-step framework to measure impact)



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RECAP

Adam Richards & Florian Tuder





QUIZ TIME

LET'S SEE IF WE ARE READY FOR THE DAY!



**(1/5) What does the following statement describe:
*Kapow trained 50 ex-offenders over the course of one
year?***

- Output
- Outcome
- Activity

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**(2/5) What does the following statement describe:
*Kapow improved the employability of 50% of its
users?***

- Output
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*Kapow improved the employability of 50% of its
users?***

- Output
- **Outcome**
- Activity

(3/5) What is Adam's favourite question when it comes to outputs and outcomes?

- Why not?
- So what?
- What else?

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- ...maximisation of financial returns
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- Relevance and significance
- Specific and measurable
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UNDERSTAND CHANGE

Adam Richards, Social Value Intl



- Aspects of wellbeing that can be identified as well-defined outcomes
- All outcomes – positive and negative
- Outcomes that are reasonably sustainable, stakeholder informed and manageable (useful to improving impact)
- Not so generalized as to be unhelpful for management (i.e. happiness, quality of life, wellbeing)
- Opportunity to improve services based on segmentation

*HOW MUCH CHANGE HAPPENED, AND HOW TO MEASURE? (DEFINING INDICATORS AT THE SPO LEVEL)
HOW LONG DO WE NEED TO MEASURE THE CHANGES FOR?*

STEP 3

MEASURE IMPACT AT THE SPO LEVEL

—



For the SPO:

- transforming its objectives in measurable results via outputs and outcomes indicators
- **Indicators:** used to show progress towards or away from outputs and outcomes
- **Impact:** often involves many professional judgments (drop off, displacement, counterfactual, attribution...)



- Choose indicators:
 - **Identified by the stakeholder and/or designed specifically for the output/outcome**
 - **Comparable with others** - various libraries of *standardised indicators* (where necessary & appropriate) exist such as **IRIS, or SDGs**
 - **Objective and/or subjective**
 - **Remembering, enough precision for the decisions**

- S **Do not jump ahead and identify indicators before having clearly understood the objectives and the Theory of Change**

Source: EILL and EVPA



IMM PROCESS appropriate indicators

- How to transform a qualitative change to a quantitative amount of change?
- We need indicators for all outputs and outcomes
- **Today, let's just focus on our outcomes**
- **What indicators could be used to measure:**
 - Depression?
 - Having a job people are satisfied with?

Source: EILL and EVPA

- **Binary:** “Have you been stressed in the last 2 weeks?” Y/N
- **Scale:** “On a scale of 1 to 5 how stressed have you been in the last 2 weeks?” (1 is lowest)
- **Validated/descriptive scale:** “On a scale of strongly agree to strongly disagree, answer the statement; In the last 2 weeks I have been very stressed”
- **Questionnaire:** “Using a series of questions (with validated scales)”

HOW LONG SHOULD WE MEASURE OUTCOMES?

For how long will you be accountable for the outcomes?



Outcome Duration

1. Does the outcome sustain without the intervention?
2. If so, how long does it last?
3. And for how long will you be accountable for it? (collect information to check it is still happening)
4. And how frequently do you need to measure?

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