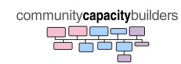


Introduction Measuring Social Impact



1

Meanings of Term “Social Impact”

- Changes to people’s lives as a result of an intervention that are significant or lasting
- The outcomes of an intervention after what would have occurred without the intervention is removed from the equation
- The targeting of the root causes of a social problem
- The meaning attributed to the impact component of a logic model

Rangan, Appleby and Moon, 2011, p. 10



2

Social Impact Measurement Approaches

Approaches	Methods	What
Theory driven evaluations	<ul style="list-style-type: none"> • Theory-driven evaluations o Logic models o Programme logic o Log frames 	Conceptualisation of how a program works Guide evaluation based on the conceptualisation
Integrated performance and accountability	Results Based Accountability	Approach for systematically measuring outcomes overtime
	Integrated Reporting	A process for developing an annual report that incorporates different types of economic, social and environmental value
	Social Accounting and Audit	Performance measures on financial, social, community and/or environmental outcomes
Assessing costs compared to outcomes	<ul style="list-style-type: none"> • Cost Benefit Analysis • Cost Effectiveness Analysis 	Approaches to compare costs to outcomes in natural and monetary units, across organisations, programs or initiatives
	• Social Return on Investment	Ratio of costs to the social, environmental and economic benefits generated

Muir & Bennett, 2014, p. 32



3

Learning Objectives

- Participants:
 - Compare and contrast theory driven evaluations, integrated performance and accountability, and assessing costs compared to outcomes approaches for measuring social impact.
 - Develop a social impact measurement plan to measure their social impact



4

Unit 4: Sections

1. Theory Driven Evaluation
2. Developing a Social Impact Measurement Plan
3. Integrated Performance and Accountability Approach
4. Assessing Costs Compared to Outcomes Approach



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References:

- Muir, K. & Bennett, S. (2014). *The Compass: Your Guide to Social Impact Measurement*. Sydney, Australia: The Centre for Social Impact.
- Rangan, K. V., Appleby, S., & Moon, L. (2011). *The Promise of Impact Investing*. *Harvard Business School, Background Note*, (512-045).



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