

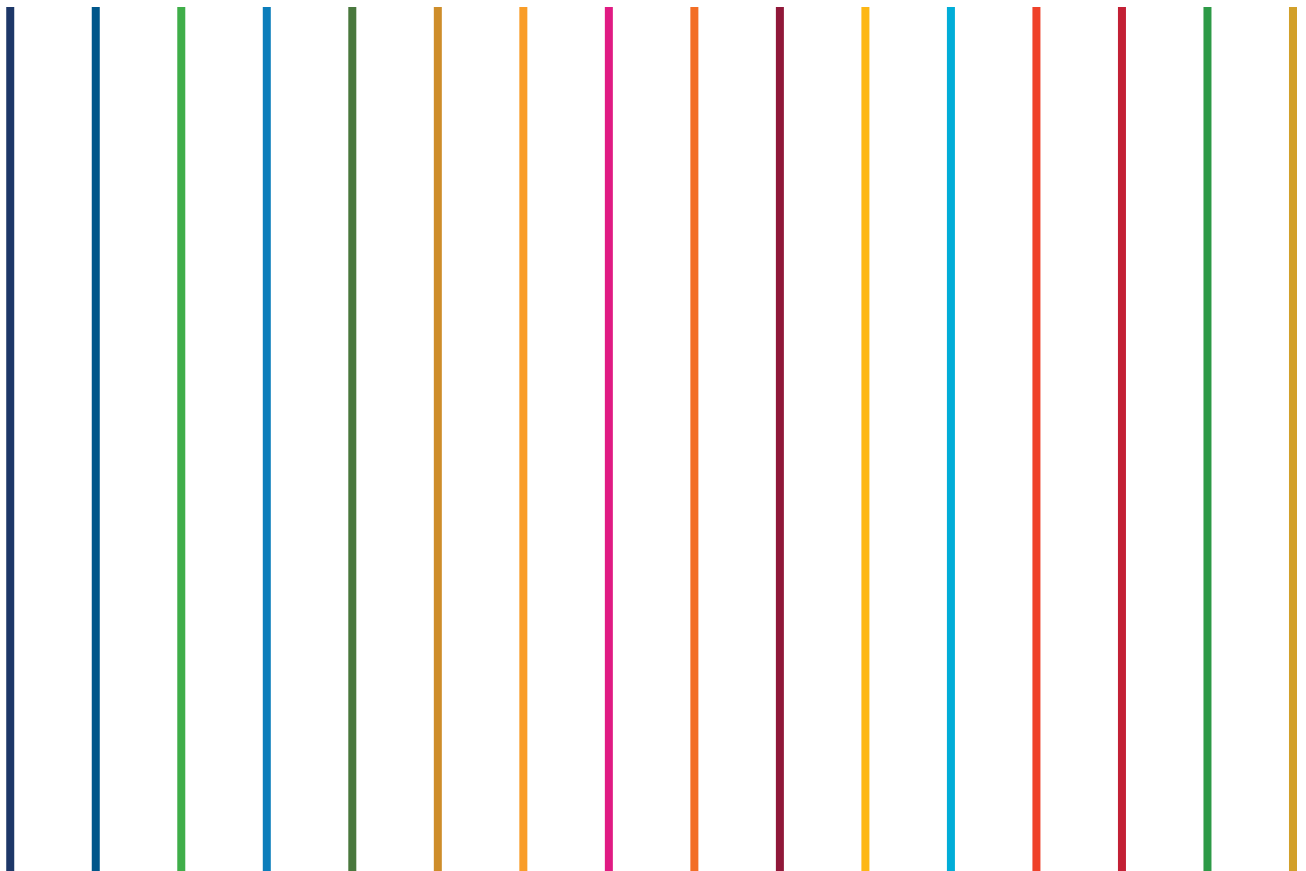


ევროკავშირი  
საქართველოსთვის  
The European Union for Georgia



# IMPACT MEASUREMENT

“only what gets measured, can be managed...” old business saying



# Introduction

Hello and welcome to this online do-it-yourself toolbox, full of practical tips and materials around starting your social business.

In this edition, you will be able to get to know social impact ideas, social businesses, and social connectors from different corners of the world and we hope that by sharing those, we will inspire different people, especially youngsters, to launch their social ventures.

In general, this toolbox is developed in order to help increase the capacities of the youth organizations from Armenia and Georgia to embrace socio-political and economic diversity. It is meant to help increase the knowledge, expertise, leadership, and sustainability of individual entrepreneurs or organizations working in the social entrepreneurship field.

By the time you check and use all elements of this toolbox, you will be comfortable in:

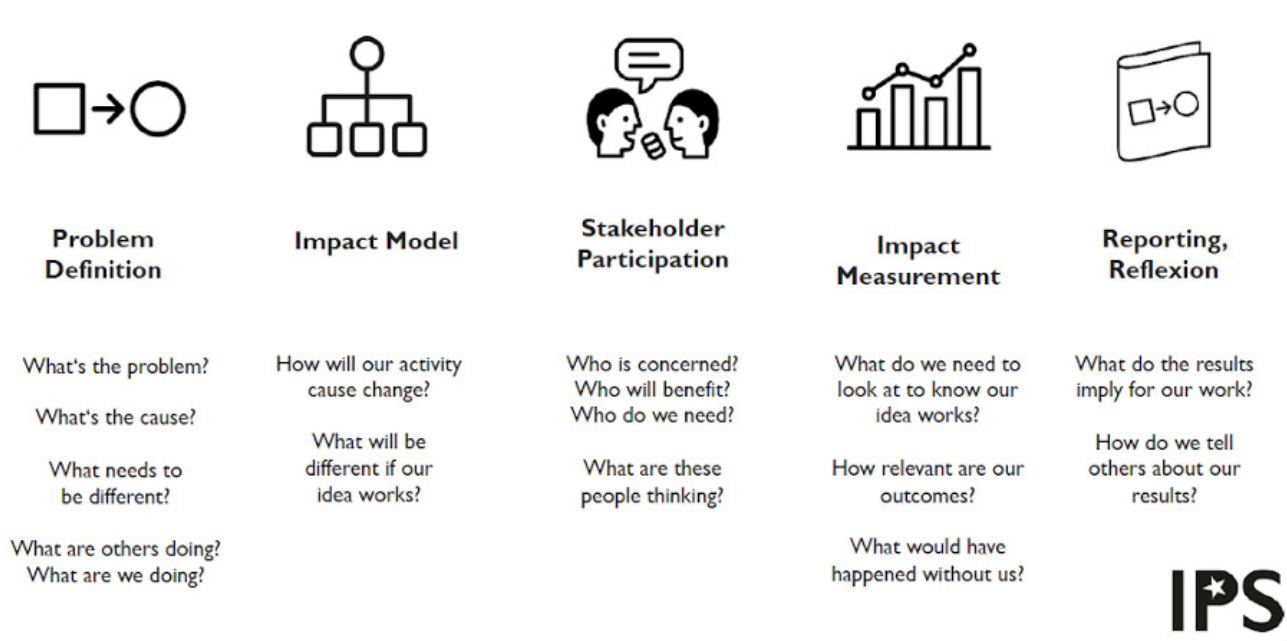
- Understanding of the value and purpose of social enterprise models;
- Learning from real examples of social enterprises;
- Identifying possible fundraising models and revenue models;
- Understanding the need for a mindset shift to enable the successful transition to income generation models;
- Learning the importance of community building
- Take practical steps to use storytelling and branding for your organization or social enterprise
- Learning and implementing the basics of impact measurement.

Additionally, the toolkit will provide you with inspiration to improve, adjust or change your organization or social business towards long-term sustainability.

**WELCOME AND HAVE FUN!**

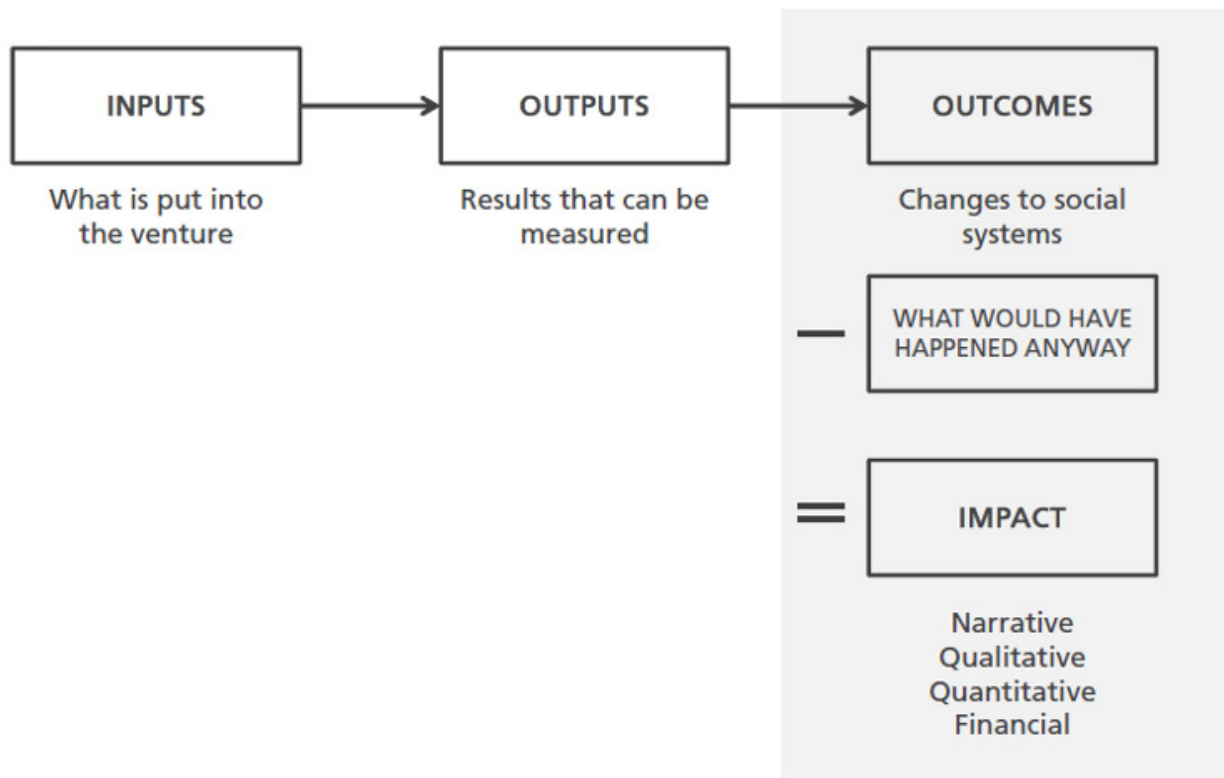
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## WHY IS AN IMPACT MEASUREMENT AND MODELING IMPORTANT?

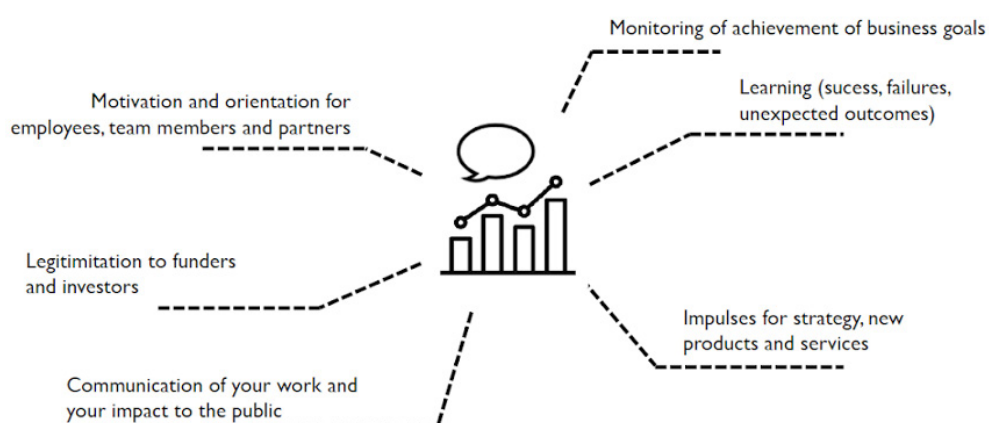
- An impact model defines what activities are planned to cause a certain chain for a certain target group(s):
  - a. CLIENTS: those who pay for a product/service and use it,
  - b. BENEFICIARIES: those who profit from its social dimension;
- Makes space for a clear and comprehensible definition on what change your business will cause and how (using what tools, activities, events, etc.);
- Sets up a common basis („the same page“) for all stakeholders;
- Creates the foundation for impact measurement and analysis;
- Provides the foundation for finding potentials for improvement, possible goals and ruling out goals.



Organization with a social impact wants to improve life circumstances in our society by improving how people act and live together, e.g.:

- ... improving quality of life of individual persons
- ... connecting various groups better.
- ... improving living conditions in certain systems (e.g. regions).
- ... contributing to SDGs with a social focus (eg Diversity, Education).

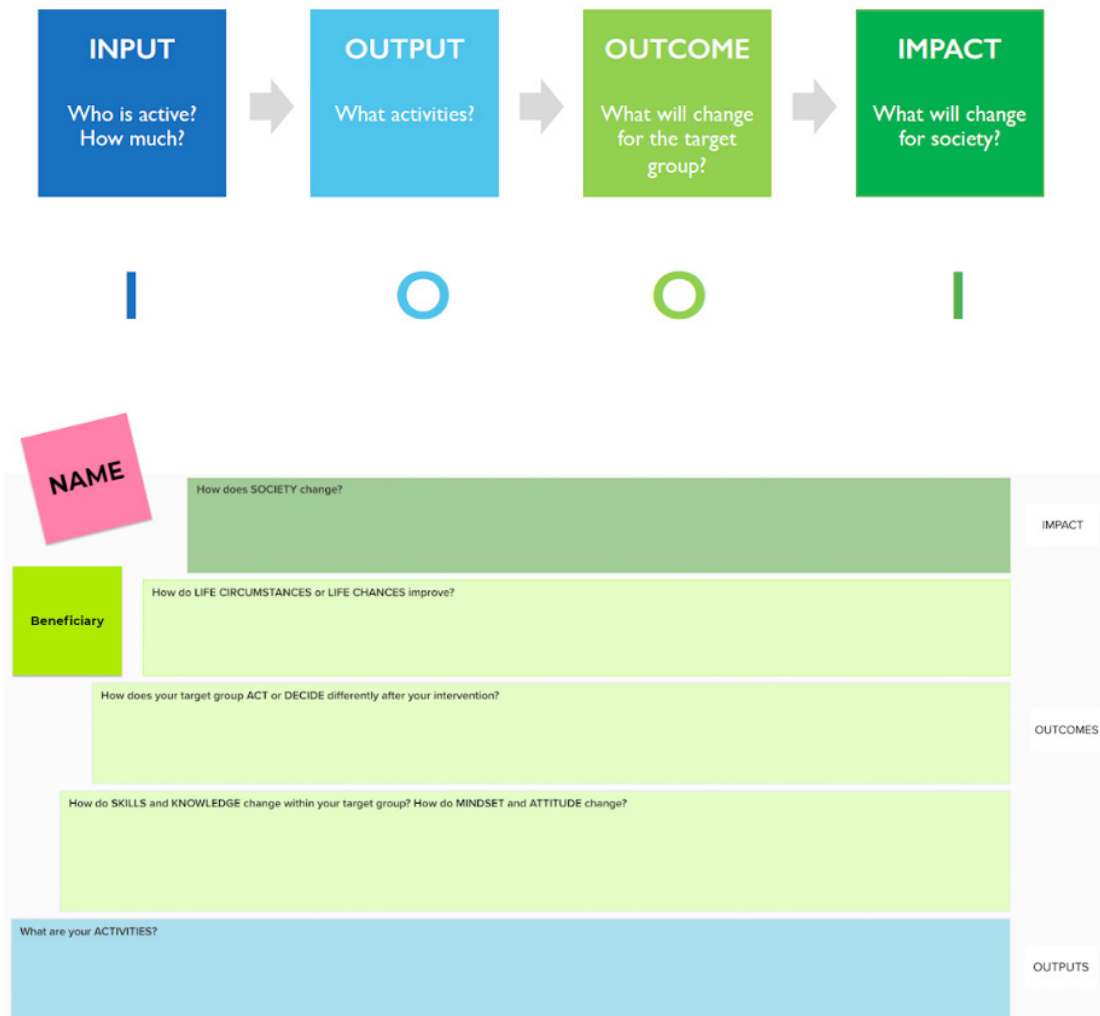
It's about social impact. We cannot however only claim that we make a social impact, we need to prove it as well. That is where impact measurement comes in. Some of the contributions and uses of the impact measurement include monitoring of achievements of set goals, learning about success but also failures, motivation for the team and contributors to keep up with the vision, new inputs for long term strategy, etc.



## PRACTICAL EXERCISE:

- **Think on the scale below what are the outputs, outcomes and impacts of your organization's/ social business's activities, projects and community interactions.**

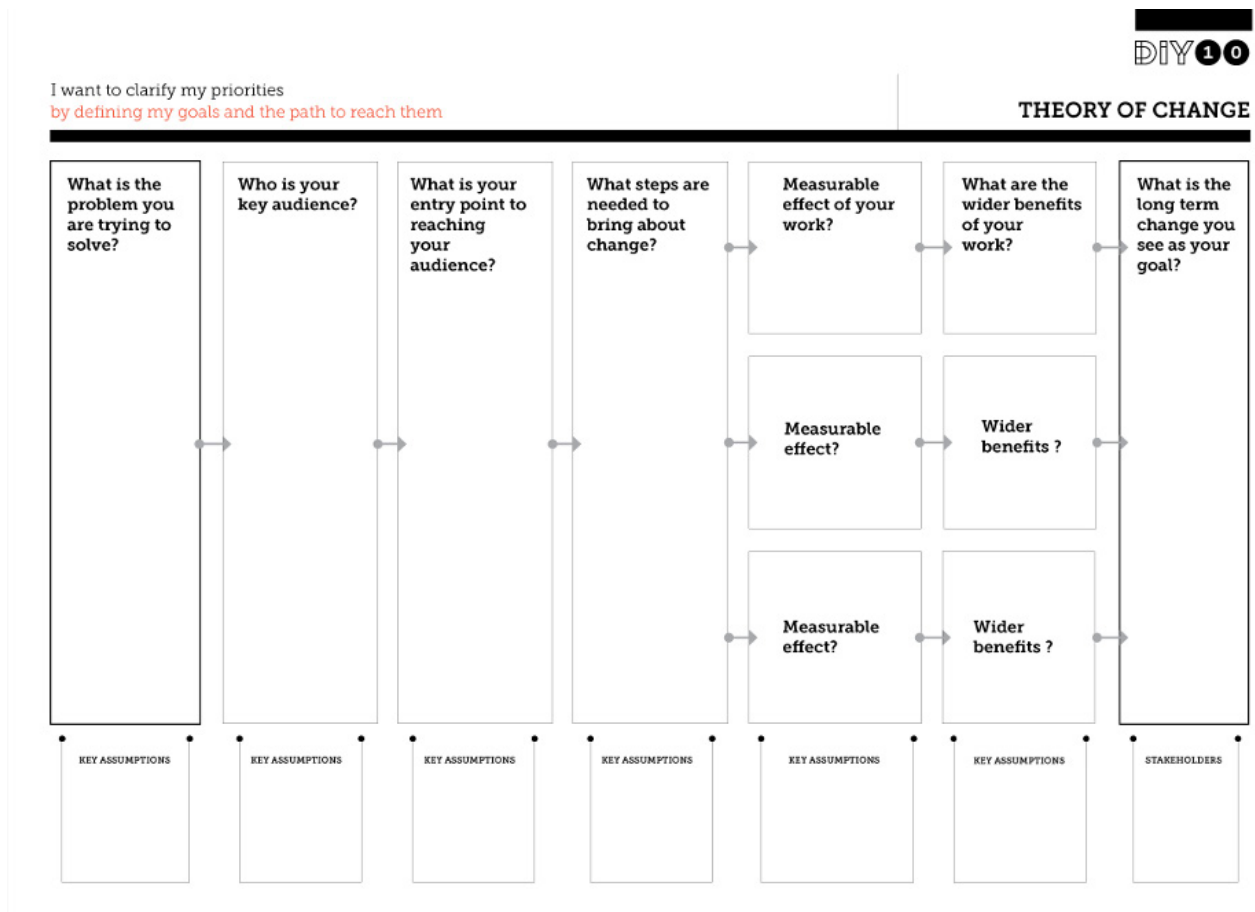
**FOLLOW IOOI MODEL: standing for Input, Output, Outcome and Impact MODEL.**



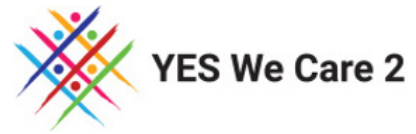
- **Pick one project/ product/ service that your organization/ social business is doing and try to answer the following questions about the impact on societal level:**
- “What do the improvements on the level of my target group mean for society?”
- „What if the improvements for my target group would be applied to all persons concerned?“
- „What’s the impact on the „societal level“ of my region/village?”
- „What’s our contribution to SDG XXX?“

## PRACTICAL EXERCISE:

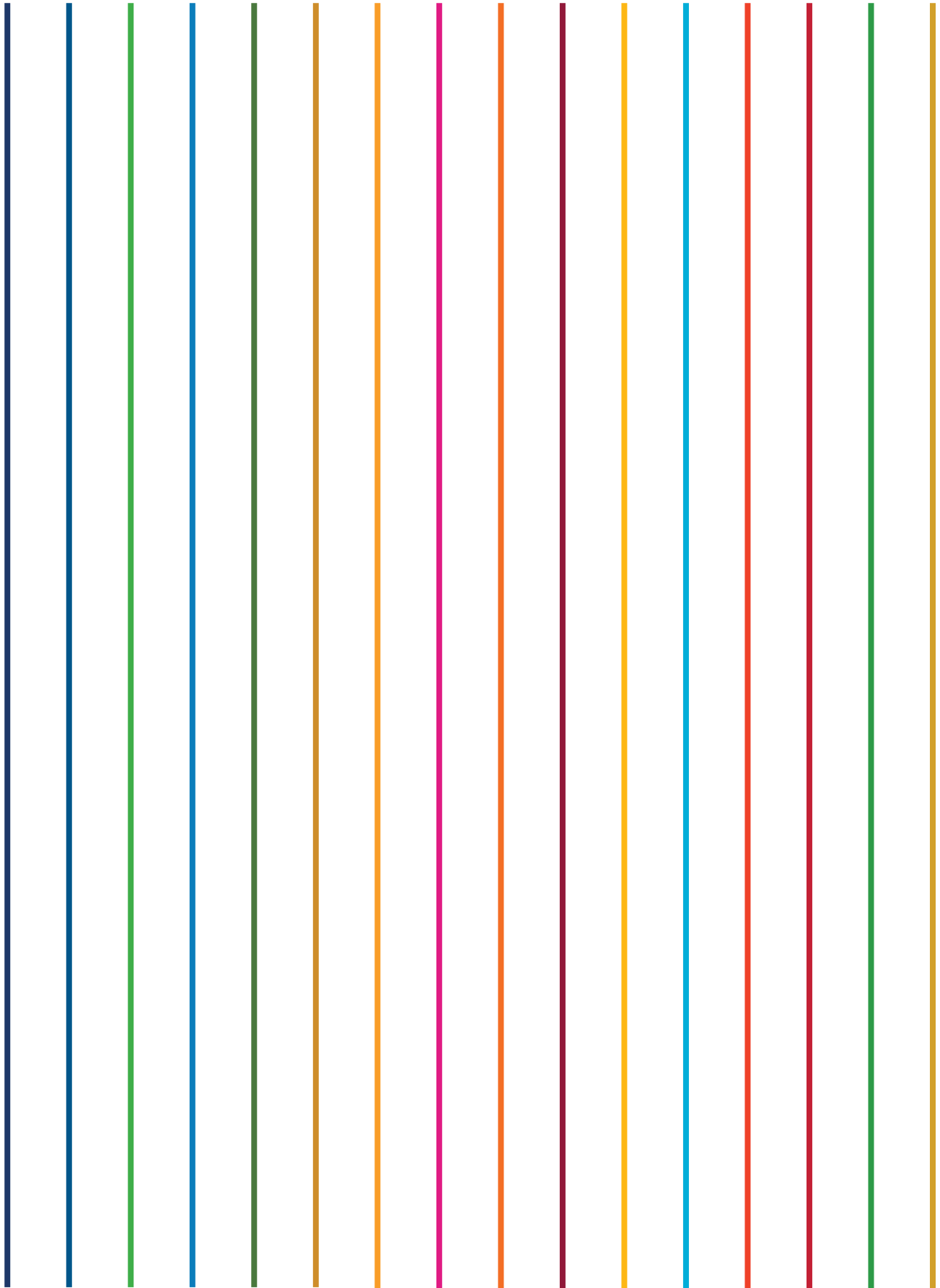
- For a more comprehensive and in-depth understanding of your impact, try going through a Theory of Change, following the template below.



## FOR THE DEVELOPMENT OF THIS TOOLBOX, WE THANK:



The toolbox has been developed with the financial support of the European Union, within the regional project “EU4Youth: Social Entrepreneurship Ecosystem Development (SEED) for Green Growth”. Its contents are the sole responsibility of CENN and do not necessarily reflect the views of the European Union.



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