Resources

Measuring Impact of Social Ventures

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from Civimetro Project

Photo by Diana Polekhina on Unsplash

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Content

- 1 - Introductory slides: “Measuring the impact of social ventures” - Kerstin Junge
- 2 - Tools and resources from Civimetro initiative

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Measuring the impact of social ventures

Defining outcomes and impacts and deciding how to measure them

Dr Kerstin Junge, Tavistock Institute of Human Relations

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Topics

- Theory of change and measuring impacts of social ventures
- Defining outcomes and impacts
- Working out how to measure outcomes

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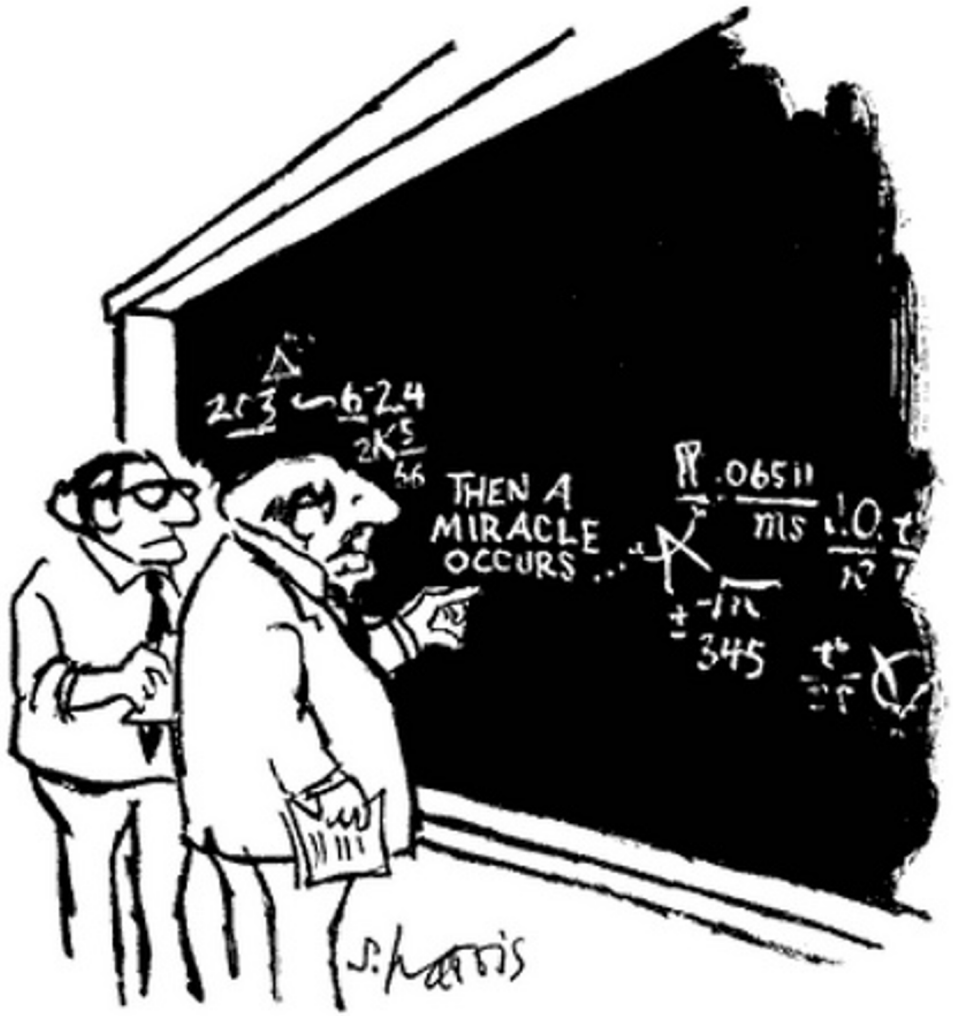

"I think you should be more explicit here in step two."

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Image credit: Sidney Harris

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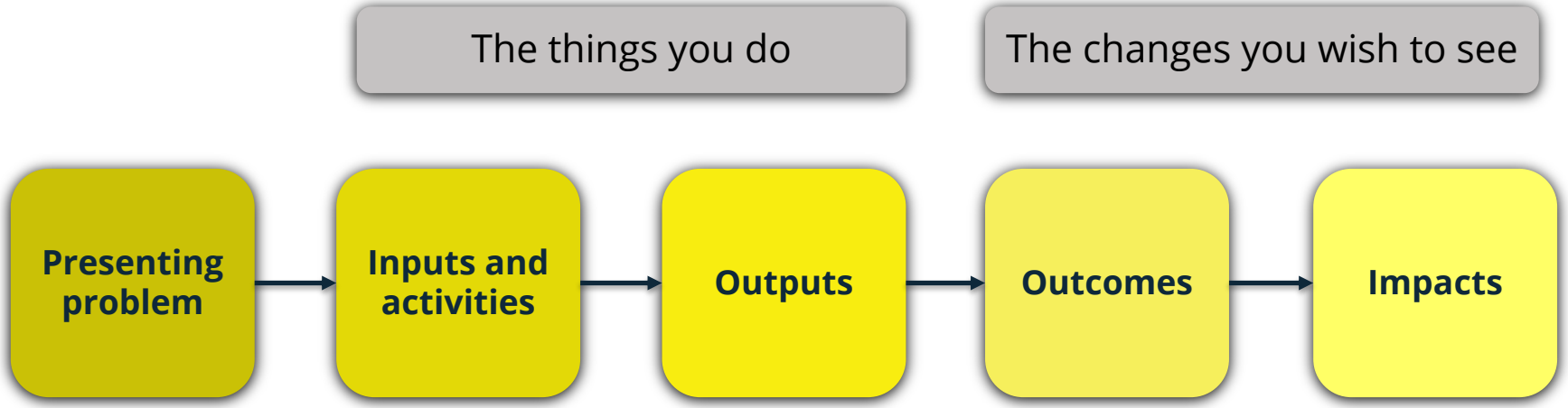
Theory of change



IF we invest these resources and deliver these activities, THEN these outputs will be produced, which will trigger these outcomes and THEN lead to our impact.

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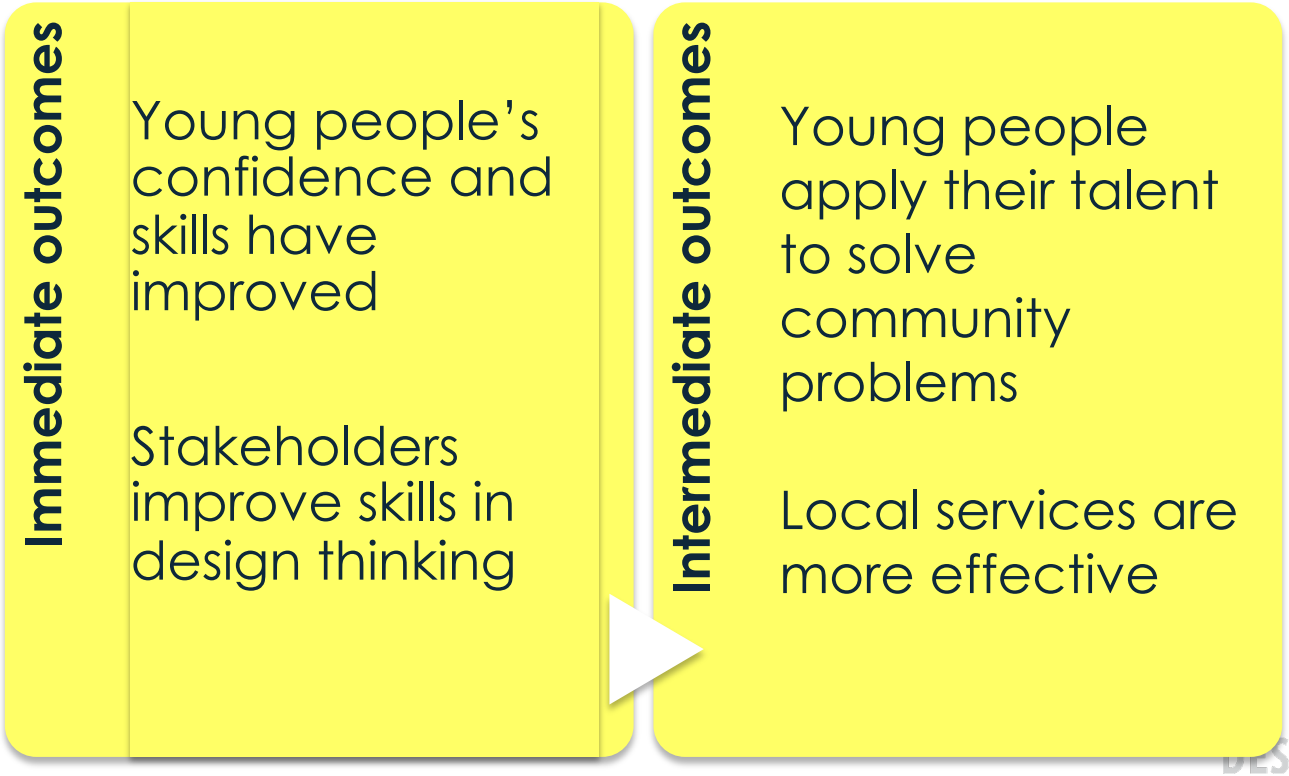
What are outcomes?

The changes in **values, attitudes, knowledge, skills (immediate outcomes) and behaviours (intermediate outcomes)** that result from your project.

For example:



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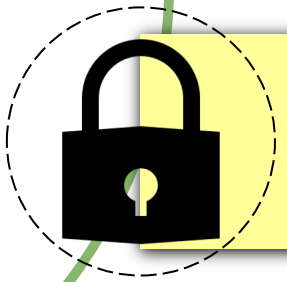
What are impacts?

The ultimate ambition for a change

This can be a big change

For example:

Sustainable management of urban reso



Reduction of social inclusion

Others will also be contributing

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From defining outcomes to measuring them

What?		How?	When?	Who?	How many?
Outcomes	**Indicator**	**Data sources and how you will collect this**	**When will the data be collected?**	**Who will collect it?**	**What proportion of people**
Young people's confidence has improved	YP have improved self-confidence	Survey	At the end of the project	Members of the project team	X% of the young people involved
Stakeholders improve their skills in design thinking	Number of design tools used by stakeholders	Surveys or interviews	At the end of the project	Members of the project team	X% of stakeholders involved in project

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A note on indicators

- An indicator turns an outcome (or impact) into something that can be measured.
- They need to have certain characteristics (e.g SMART, ROARing), in essence be:
  - Relevant / specific
  - Objective / replicable
  - Measurable / available

(see also: http://www.mnestudies.com/monitoring/qualities-and-characteristics-indicators)

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Tools inspiration

At the following link, a quite simple tool that links in some ways theory of change to data collection in various section of the website: https://www.inspiringimpact.org/self-assessments/data-diagnostic/

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Civimetro’s Tools and resources

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→ Evaluation Plan of Civímetro: https://civimetro.org/evaluation-plan/
→ Layouts in Miro: https://miro.com/app/board/o9J_lTjH1sU=/

→ Implementation of Civímetro:

- Medialab Tabakalera (Donosti): https://issuu.com/civicwise/docs/civ_tbk_-_ev_necesidades
- Mestura Puerto (Fuerteventura, Canary Island: https://issuu.com/civicwise/docs/civimetro_-_evaluaci_n_necesidades_mestura_210423_

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For further details on some of Civimetro’s tool and evaluation experience, check out as well the recordings of the Session 2 of our Training Module “Measuring Impact of Social Ventures” available on our Fb page DESIGNSCAPES Community!