

ASEW WORKSHOP
DECEMBER 14, 2023

MEASURING AND REPORTING IMPACT

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OVERVIEW

What is impact?

How is impact assessed, measured and managed?

What is best to include in an impact report?





WHAT IS IMPACT?

Impact is a change in an outcome caused by an organization. An impact can be positive or negative, intended or unintended.

STAGES OF IMPACT



INPUTS

The financial, human, and material resources implemented by your organisation or business.



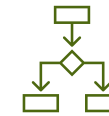
ACTIVITIES

The actions you take and the activities you do. The very practical aspects of what you deliver.



OUTPUTS

Services or products delivered towards your outcomes. Gives early indications that your activities are, or not, working towards intended outcomes.



OUTCOMES

The likely, or proven, results achieved from your organisation's activities and outputs. Outcomes are short-term and/or long-term.



IMPACT

Positive and negative, primary and secondary long-term effects produced by your intervention, directly or indirectly, intended or unintended.



SMART METRICS

SPECIFIC

Must be clear and well-defined.

MEASURABLE

Tracks progress and can measure whether the objective has been achieved.

ACHIEVABLE

Make sure your metric is possible to achieve! Some SMART metrics will change over time, as your outcomes progress.

REALISTIC

Metrics should be realistic. A metric may have a dependency, such as particular skills, access to resources (computers, tools, etc.), or access to key people and management support. Realistic metrics take these dependencies into account.

TIMELY

Descriptions of metrics should include timelines, showing what is required, when.



**LET'S
PRACTICE!**



ZOOM POLL - Q1

Q1

How is impact defined?

A

Impact is the positive change you want to make.

B

Impact is a change; it can be positive or negative, intended or unintended.

C

Impact is the result of your activities and outputs.

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ZOOM POLL - Q2

Q2

A non-profit organisation improves quality of life for Nigerians by tackling water related diseases. They provide access to clean and potable water in communities.

ONE OF THEIR OUTCOMES IS:

A

Improvement in quality of life of Nigerians

B

Providing access to clean and potable water in communities

C

Tackling water related diseases

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ZOOM POLL - Q3



Q3

A social enterprise provides business training to fish farmers in Kenya

WHICH ARE EXAMPLES OF SMART METRICS THEY COULD USE?

A

Number of fish farmers registered for business training

B

Change of income the farmers have one year after the training

C

Levels of bio-diversity



RECOMMENDED IMPACT FRAMEWORKS FOR NGOS AND NON-PROFITS

SUSTAINABLE DEVELOPMENT GOALS

Each goal is associated with specific targets and indicators.

[UNSTATS.UN.ORG/SDGS/DATAPORTAL](https://unstats.un.org/sdgs/dataportal)

THEORY OF CHANGE

Describes how you believe your activities will lead to the outcomes and impacts you want to achieve.

[THINKNPC.ORG](https://thinknpc.org)

5 DIMENSIONS OF IMPACT

WHAT

WHO

HOW MUCH

CONTRIBUTION

RISK

[IMPACTFRONTIERS.ORG](https://impactfrontiers.org)

RECOMMENDED FRAMEWORKS FOR BUSINESSES AND SOCIAL ENTERPRISES

SROI

Method of accounting for the social, economic, and environmental value created by a company.

[SOCIALVALUEINT.ORG](https://socialvalueint.org)

BIA

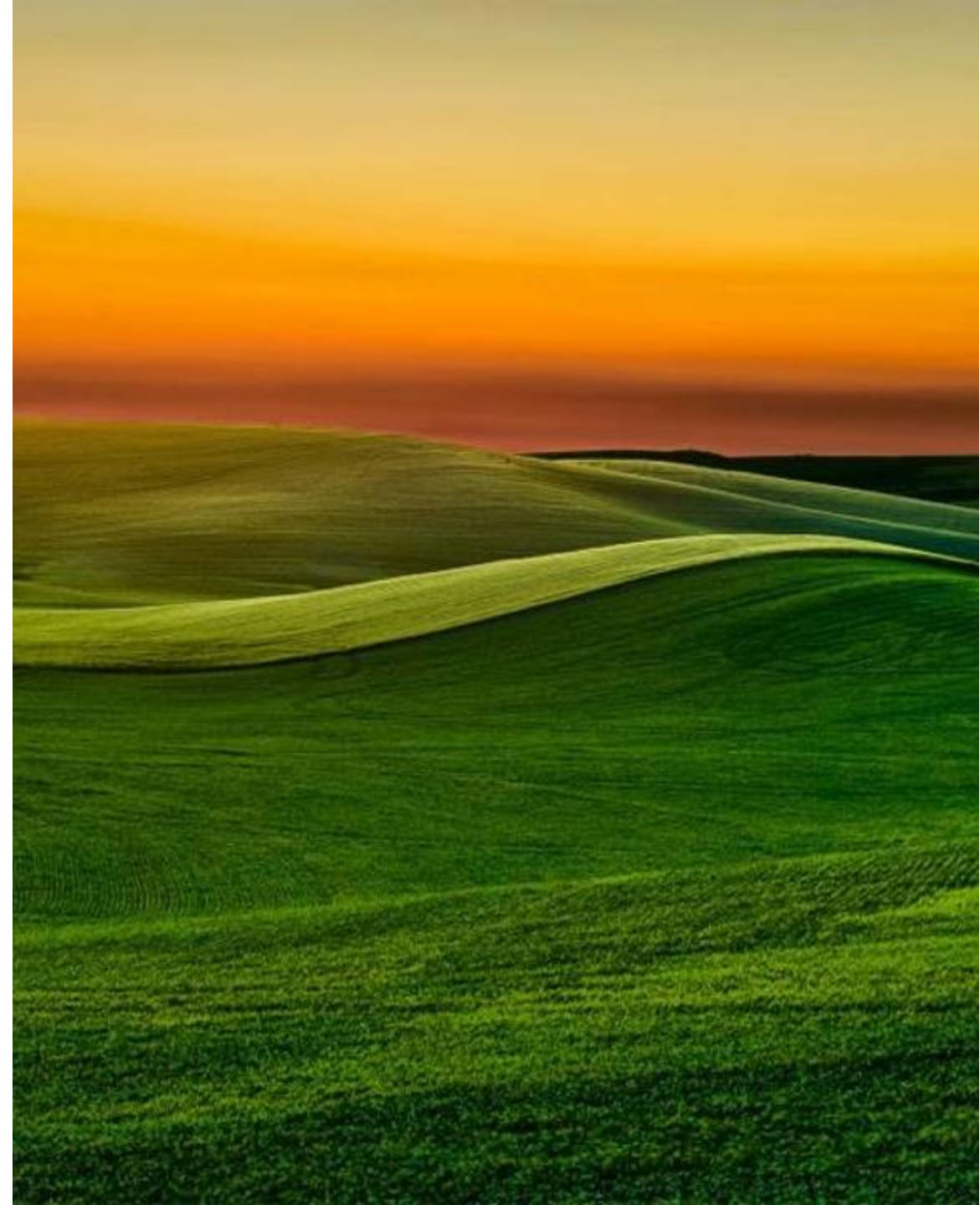
Digital tool to help you assess, manage and improve your business' impact

[BCORPORATION.NET](https://bcorporation.net)

ESG_VC

Framework for startups and venture capital investors to understand, measure, and improve their ESG performance

[ESGVC.CO.UK](https://esgvc.co.uk)





**LET'S
PRACTICE!**

OPEN THE ZOOM: YOUR TURN TO SPEAK

SDG

Which Goal are you
solving for?

What are your activities?

5 DIM

What is your intended
impact?

Who is being impacted?

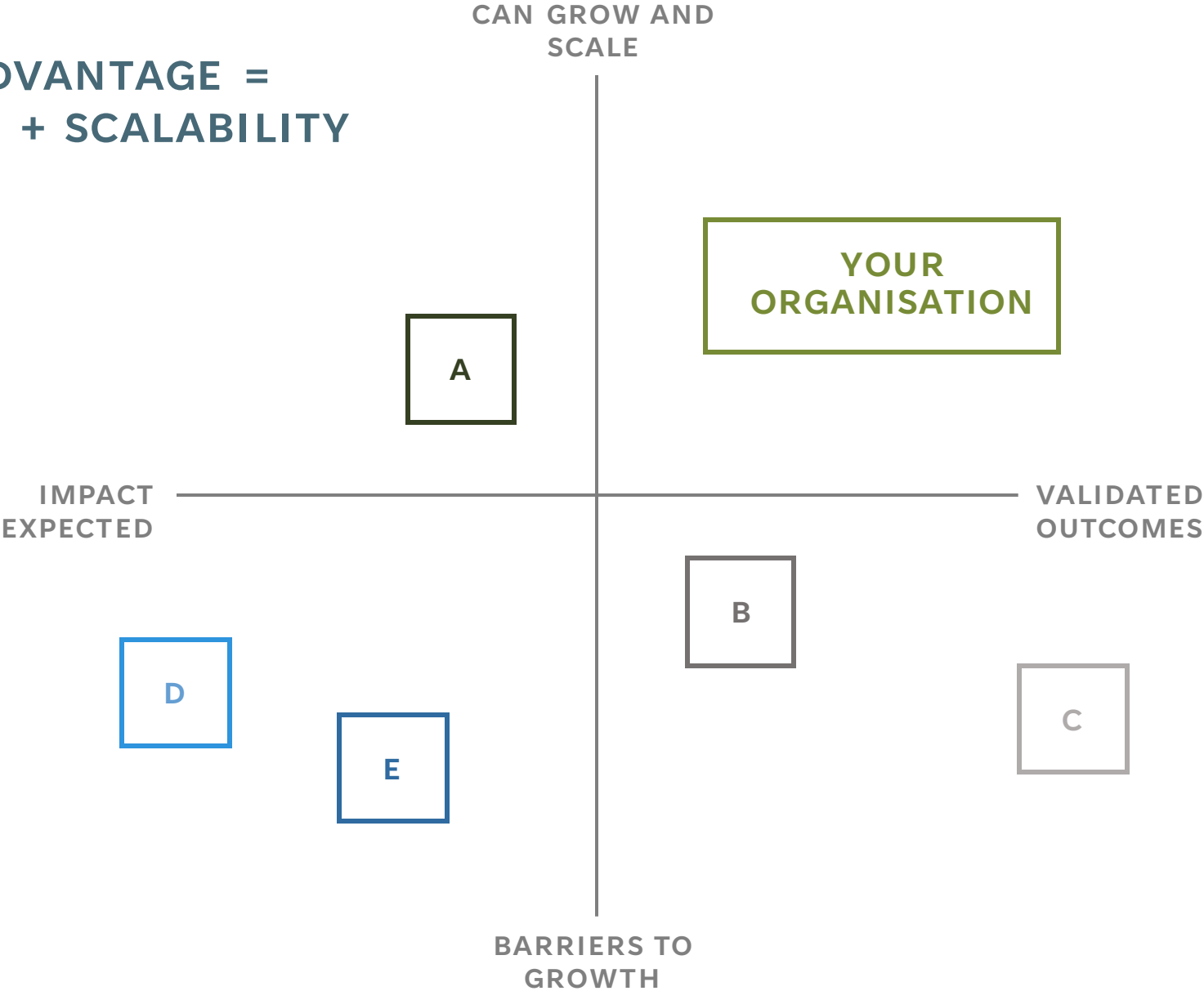
ESG_VC

What is the revenue model
for your social enterprise?

What are the risks as you
scale?



YOUR COMPETITIVE ADVANTAGE =
VALIDATED OUTCOMES + SCALABILITY





WHAT TO INCLUDE IN YOUR IMPACT REPORT

FOR GRANTORS & DONORS

Be clear how you have used the funds for activities. Show evidence that the outputs and outcomes demonstrate that impact is achievable. Disclose your governance structure.

Invite Grantors and Donors to visit, meet and speak with you; or make videos. Impact can be felt and experienced – it's not always on paper.

Link requests for follow on funding to scaling outputs and outcomes rather than asking to fund more activities on their own.

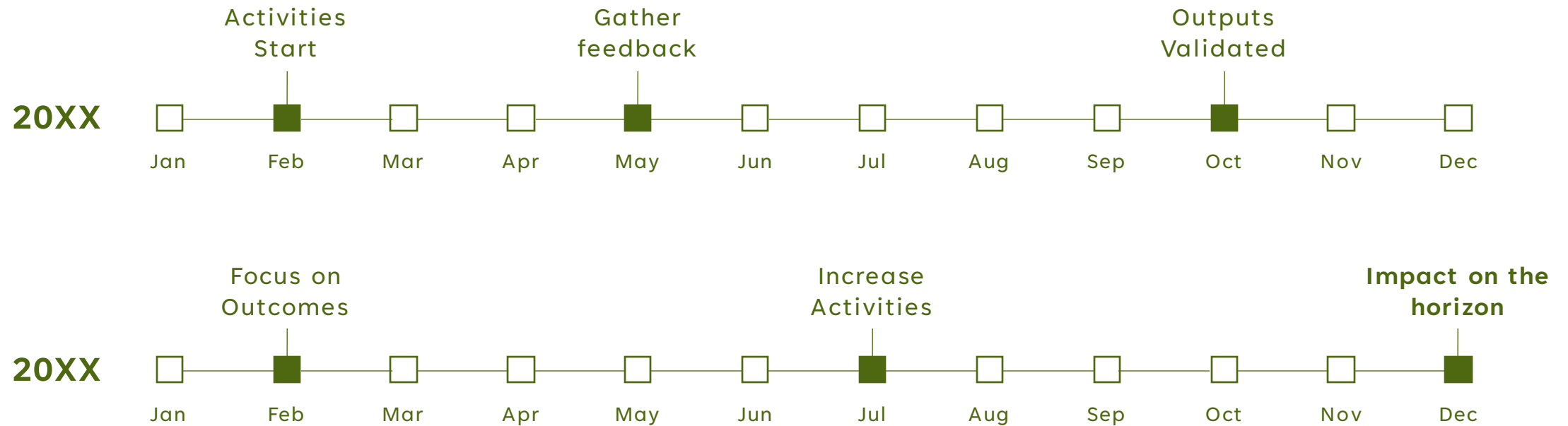
FOR INVESTORS

Be clear how you have used the funds for activities. Show evidence, or early indications, that your revenue projections are achievable and ambitious. Disclose your governance structure.

Also show validation for how your intended outcomes will continue with each new customer.

Think about all the risks that can happen to your business. Then make SMART metrics for managing the risks. Investors expect risk and will be interested to hear how you will manage risks – both those you anticipate and the unexpected!

AN ACTION PLAN ALIGNED WITH STAGES OF IMPACT



IMPACT REPORTS CAN ALSO INCLUDE:

- ☐ A clear narrative for why your organisation exists
- ☐ Your unique position and competitive advantages
- ☐ Explain why you chose your impact framework
- ☐ Outline the thinking for your SMART metrics
- ☐ Evidence the ways you see Outputs and Outcomes working
- ☐ Your insights from unintended outcomes
- ☐ Financials often focus on inputs & activities. Can you also demonstrate the value of outcomes; what costs were saved by having successful outcomes?
- ☐ Your growth strategy; if you introduce new activities, or expand to a new location, make new SMART metrics so you can ensure outcomes continue and that you can achieve impact at scale
- ☐ Your team and governance structure
- ☐ Request for future investment or grants

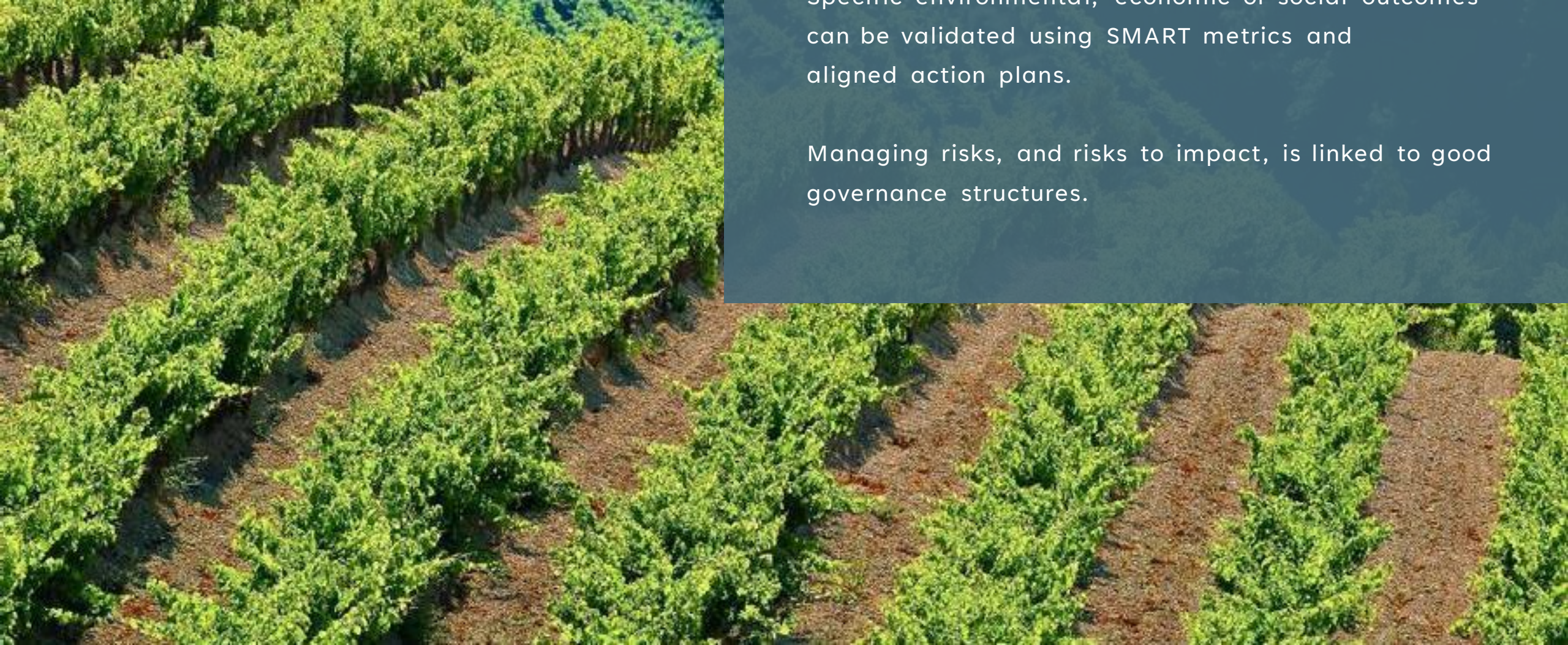


SUMMARY

Impact Measuring and Management is a critical component of any mission-driven organisation.

Specific environmental, economic or social outcomes can be validated using SMART metrics and aligned action plans.

Managing risks, and risks to impact, is linked to good governance structures.



THANK YOU

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