

Open Impact Lab

«Measuring and Evaluating impacts for a sustainable entrepreneurial model»



The definitions of Impact

“Positive and negative, primary and secondary long-term effects produced by a development intervention, directly or indirectly, intended or unintended”

- OECD -

“Impact refers to the changes associated with a particular intervention which occur over the longer term”

- European Commission -

“The portion of the total outcome that happened as a result of the activity of the venture, above and beyond what would have happened anyway”

- Clark & Olsen -

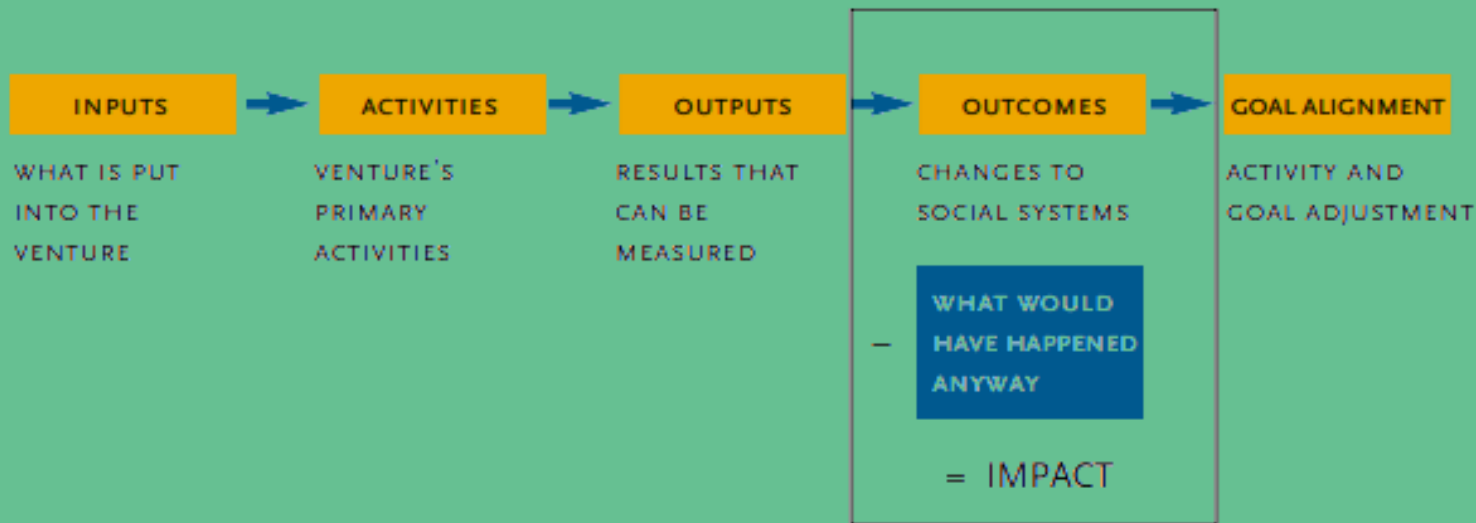
“How an intervention alters the state of the world, typically focus on the effect of the intervention on the outcome for the beneficiary population”

- International Initiative for Impact Evaluation -

The notion of Impact

The Impact Value Chain

It is a simplified model of how social value is created, developed by Clark and Olsen (2004)



- The key notion of Impact Value Chain is to differentiate outputs from outcomes:
1. **Output**: results immediately achieved after implementing an activity
 1. **Outcome**: ultimate changes that one is trying to make in the world, and normally are not seen immediately after the end of an activity

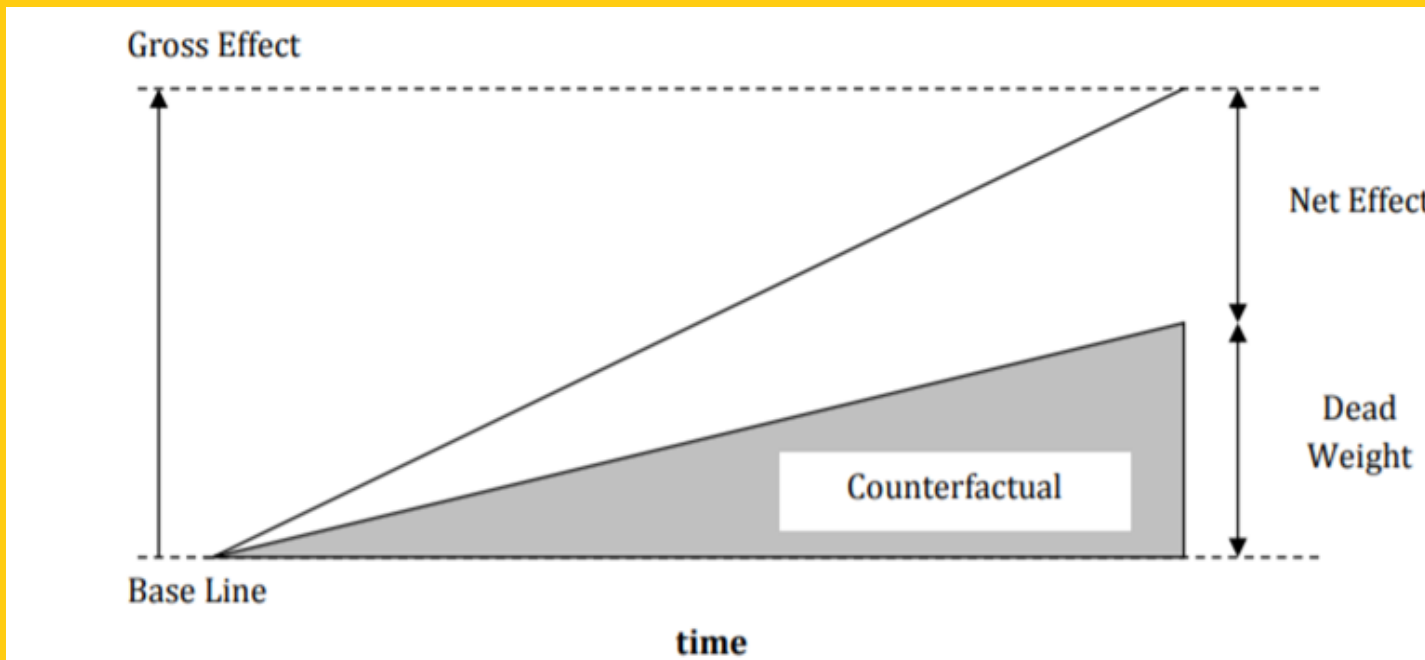
From outcome to impact

3. **Impact:** portion of the total outcome above and beyond what would have happened anyway

DEADWEIGHT

≈

Counterfactual analysis
(situation without the intervention)



- Compare the experimental state in order to discern the dependent variable from among all other factors that could be causing a change

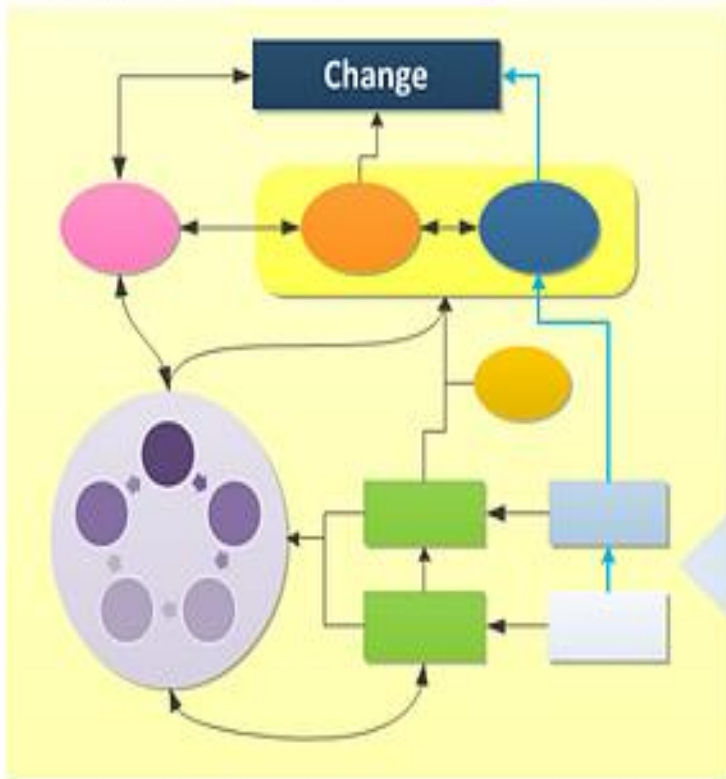
The Impact Value Chain

What is the Theory of Change?

- Way to describe both the mini-steps that lead to the long-term goal and the connections between program activities and outcomes that occur at each step

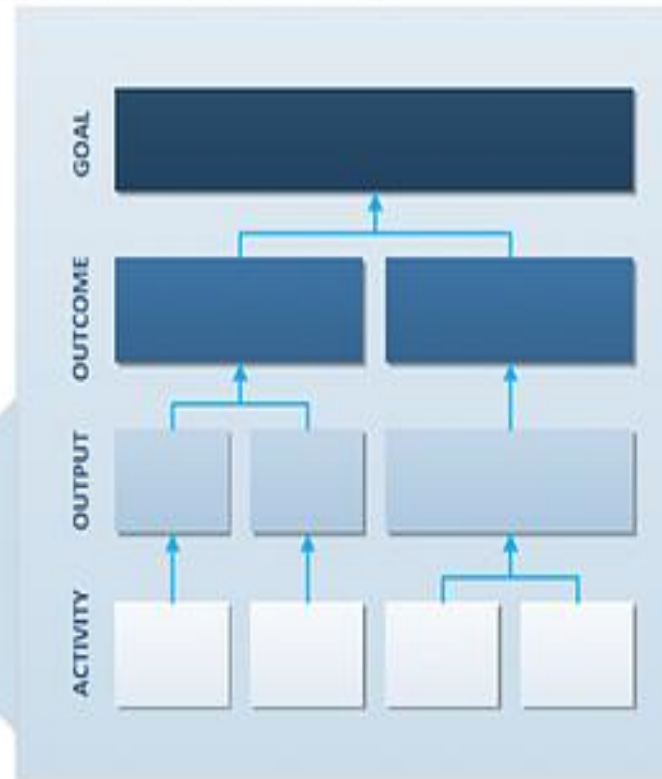
Theory of Change

Shows the big picture with all possible pathways – messy and complex



Logical Framework

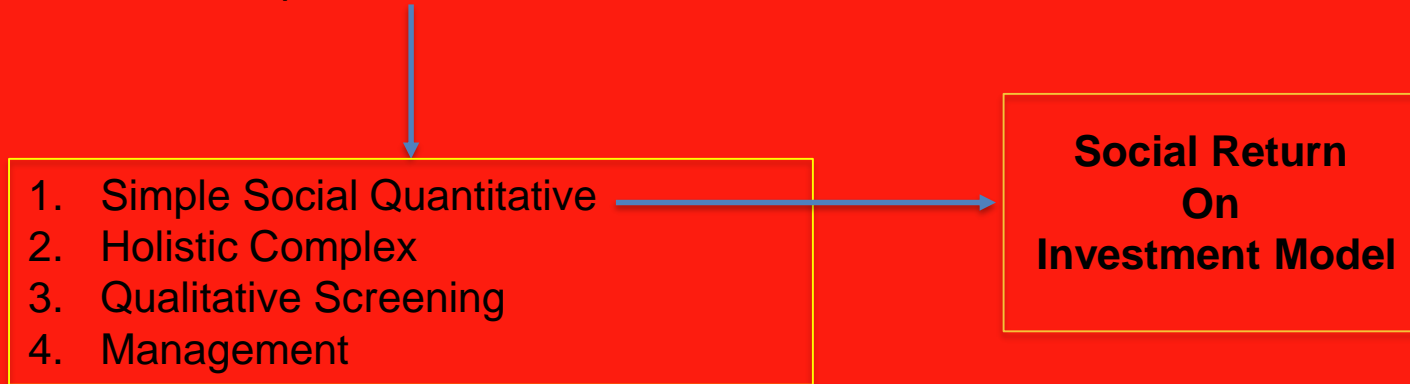
Shows just the pathway that your program deals with – neat and tidy



Theory of Change

One concept, many models

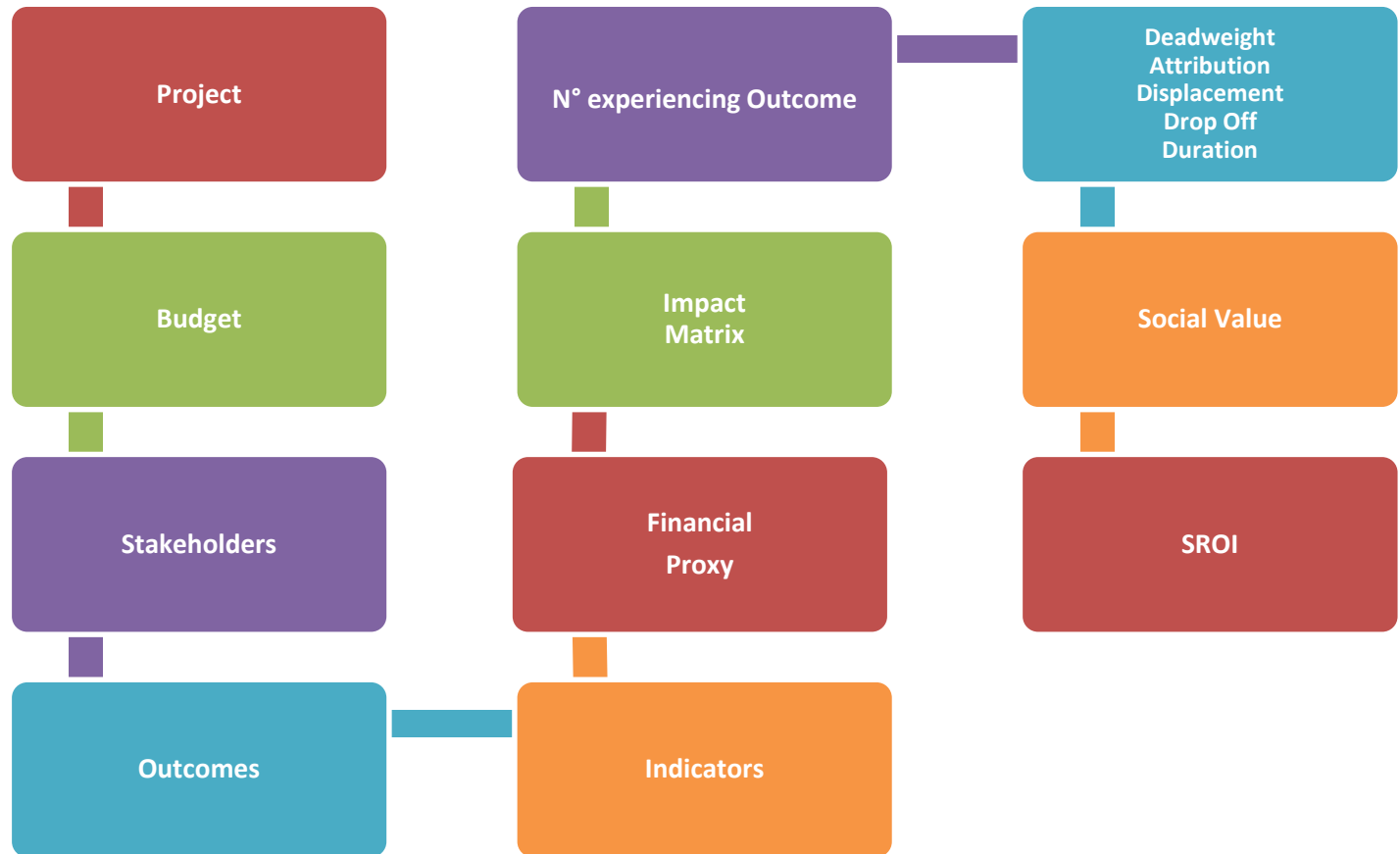
- 76 Social Impact Assessment models



- The SROI is a principles-based method for measuring extra-financial value not currently reflected or involved in conventional financial accounts
- **Outcomes' Monetization process** (Financial Proxies)

$$SROI = \frac{\text{Social Value Generated}}{\text{Value of Investment}}$$

How it works?



$$\text{Social Value} = (\text{Value_F.proxy}) * (\text{N}^\circ \text{exp_out}) * (1 - \text{DW}) * (1 - \text{ATTR}) * (1 - \text{DISPL}) * (1 - \text{DROP}) * \text{DUR}$$

Discount rate = 3,5% \longrightarrow Present Value

Entity – Relations Scheme (Raw)



Entity – Relations Scheme (Visio)



Relations' visualization (PowerBI)



Ambiti Progetti

- Business
- CSR
- Education
- Empowerment
- Environment
- Health
- Housing
- Migration
- Technology
- Volunteering
- Wellbeing

10,82Mld

Capitale Investito



7,48

SROI



80,93Mld

Valore Generato

87,22Mln

Investimento medio



652,68Mln

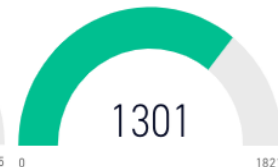
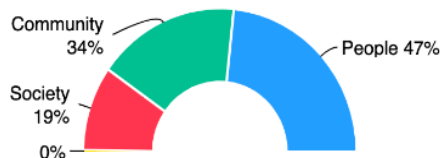
Ritorno medio

Macro-Aree di Outcome

Aree Di Outcome

Indicatori

Proxy Finanziarie



1754

Impatti Analizzati

193Mln

Beneficiari

124

Report Validati

106

Organizzazioni censite

Design your Impact.

Plan **impact-driven projects** through a digital ecosystem that helps you in managing the entire impact life-cycle:

1. From widespread data to concentrated Big Data
1. Collection of past impact data from projects across the world
1. Impact Benchmarking
1. Measuring and Evaluating impacts

Sustainable Development Goals (SDGs)



LINK

- OPEN IMPACT [website](#); [video](#)
- [Social Value UK](#)
- [GoLab](#)
- [Unit cost database](#)
- [Report SROI http://www.socialvalueuk.org/app/uploads/2018/01/Report-SROI-Ronald-ENG_light.pdf](#)
- [Social Impact Bond – ex video](#)
- [Social Impact Incentives](#)
- [Social impact investment 2019](#)
- [MAZE](#)
- [One Value](#)
- [sdgs](#)

Thank you for the attention!

