IMP'ACT!

The compass
for your **social impact**
experience

SSEds

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Hello, Ciao, Hola, Salut..

Welcome to the tool that will guide you through building your own social impact assessment's project. You are at the beginning of a journey to reflect on the social transformation that your Social and Solidarity Economy (SSE) project has or is generating in the community. Sit back and let us guide you through this process!

Instructions of Use

IMP'ACT! is a practical tool to help you to evaluate the social impact of your SSE initiative. It is simple, interactive and self manageable by users. Evaluation is not only at the end of the project but is very useful all along. IMP'ACT is to be used also to monitor your project all the way through.

IMP'ACT! is not linear. You don't have to follow a "correct order" to do it. It gathers information and tools that you can adapt to your needs and situation, searching them back and forth.

IMP'ACT! is a living tool: it's not written once forever, but it should be reviewed periodically and constantly updated. So don't hesitate to leave it and come back to it.

IMP'ACT! is just one door to open: we suggest you to work on it as a group, involving your whole team. The results can be enriched by the different perspectives. And, if you want to know and explore more in depth social impact assessment of SSE initiatives, you can check the contents and methods of the SSEds Training Module.

All along this tool, you will also be able to find more information, ressources, inspirations on different topics we tackle. When you will see this icon, you can click on it and it will take you to a pop-up with informative content.

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WHAT IS SOCIAL IMPACT ASSESSMENT?

Let’s start with answering three questions:

1. To you, what is social impact?

If you are a group of people answer these three questions in a collective way

2. To you, what does it mean to “assess”?

Want to know more and share your opinion with other users?

3. How do they relate to Social and Solidarity Economy?

Evaluation, measurement, outcomes... Some definitions

PLANNING (impact forecast)

1. Define the context

A. Why do you want to measure and assess the impact of your projet?

C. When and how often to assess the impact ?

D. Which kind of resources are you ready to allocate for your assessment ? (time, human and financial resources)

B. who will be interested in the results of your project's impact assessment ?

E. Who will be in charge of the impact assessment ?

Go back to
3. Choose your methods to monitor

Go back to
4. Devise a plan to collect the data

Go back to:
MEASUREMENT - Analysis of results

2. Map and analyse the actors involved

1) Why should we make a map of the actors?

Mapping the different actors of your project allows visualizing the project's various stakeholders, their level of interest in the project and their possible impact on project outcome.

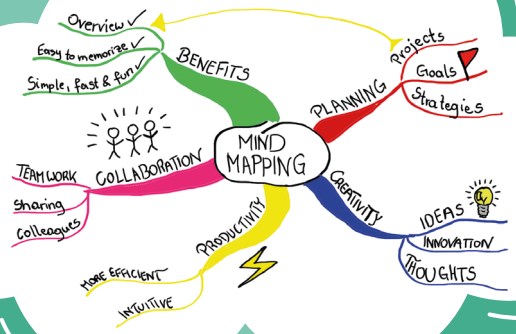
2) Make your digital map of the actors

Place them on a map, put them in relation and specify the type of relation (cooperation, competition, information, etc.) You can use two simple online tools to create your map:

Insert your digital map link:

3) Draw your own map

Take a blank page, some color pencil and draw your map. If you need some guidance, you can have a look to this youtube tutorial



Go back to:
4. Devise a plan to collect the data

Go back to:
MEASUREMENT - Analysis of results

Here is a list of questions to guide your reflection and produce the map:

1. Who is the target of your project?

2. Which actors do you need to support your project?

3. Who is your project directly impacting?

4. Who is your project indirectly impacting?

5. On whom could your project have a negative impact?

6. How could your project impact all the system of actors identified in the map?

3. Choose your methods to monitor

1. What sector of your activities do you want to measure?
It could be one specific project, service or product, your overall function as SSE initiative, or both.

2. How do you make this choice?
Have a look at the answers you gave to **Why to measure and Who will be interested in the results of your measurement***.

*click on the yellow text

Now it's time to think about...

what method you will use to measure the impact. By method, we mostly mean "indicators", that is: criteria or clues that measure one aspect of a program/project/activity and show how close it is to its desired path and outcomes.

There are plenty of methods, indicators and tools for social impact measurement out there! We have selected few of them that we consider useful, in line with SSE principles, and that do not require specialized knowledge. Explore them and, based on your assessment needs and objectives, choose the one(s) most appropriate to your context. You will probably need to adapt them in order to obtain your own indicators.

Community Index
The C-Index aims to observe and evaluate the relevance and quality of the relationship between an organization and its / their community of reference.
Valor'ESS indicators
The French platform VALOR'ESS offers a list of 43 social impact indicators placed under 13 main areas of social mission.
Sustainable Development Impact Indicators
We have summarized here some of the key approaches to Impact assessment and its history throughout the last decades in Europe.
Storytelling narrative method
"From my story to our story" is a method that collects information and gives a panoramic vision on how individuals and groups have experienced the project.
Social impact assessment guide
A synthetic theoretical input, created by the Rexel Foundation and IMprove, for a workshop about Social Impact Assessment. It presents a list of tools with indicators.

4. Devise a plan to collect the data

First of all, go back to the answers you gave in the Section **Define the context***, at questions C,D,E. You might want to confirm but also to adapt the answers you gave at the beginning of this process!

Also, do not forget to consult and have always at hand the **Map of Actors Involved***.

Then, keeping in mind the method(s) you have chosen, make a specific Data Collection Plan to set who does what, and when.

*click on the yellow text

Write a short description of some key points that will help you fill the table below:

Remember: Social Impact Assessment is not a linear process!

To plan your data collection, you can use this template and modify it:

	ACTION	WHO	SOURCES	BY WHEN	RESOURCES	POSSIBLE CHALLENGES
	Here you can write: • What data to collect • How to collect them • Phases of collection	• Roles needed • People in charge of these roles	You can fill in this column after consulting the **Tips and Tricks** cloud of this page	Or how often, if relevant	Materials, funds, infrastructure etc	• What internal or external factors might impede the collection process? • What difficulties could you encounter?
1						
2						
3						

3

MEASUREMENT - Analysis of results

Congratulations...

You have collected the data and obtained information about your expected impact. Now it's time to draw conclusions. Depending on the initial aim of your impact assessment process, you might want to reflect as a team on one or more dimensions of the **SWOT analysis** (to be done in group or other colleagues, responsibles and members of your organisation) to be found below.

STRENGTHS

What do you do well?
What are your core competencies?
What differentiates you from competitors?
Why do customers buy from you?

WEAKNESSES

Where do you need to improve?
What resources are you missing or lacking?
Where are your costs highter than competitors?
What is your weakest point with customers?

OPPORTUNITIES

What are your goals?
What changes/trends offer new opportunities?
What new or emerging niches can you exploit?
How can you innovate your business model to meet changes in the business environment?

THREATS

What obstacles do you face?
What are the negative trends that present the greatest risk?
What changes expose your weaknesses?
What are competitors doing that is damaging your position?
What factors could impact how customers buy or use your products/services?

A. Collective, individual and/or organisational changes/transformation detected

Go back to your final answers to the question **Why to measure and Who will be interested in the results***. Then take your **map of actors involved*** and write the results you obtained under each actor involved: remember to differentiate between the short and long term impact, the expected and the unexpected impact... as well as any negative impact that might have risen! If you are a group of people, you can use the activity **Social Impact Assessment storytelling*** from SSEds toolbox.

*click on the yellow text

B - Lessons learned about your activity/project/cooperative through the Social Impact Assessment process.

What to improve in the future?

What could/should you start doing?

What should you stop doing?

4

What's next?

Now that you have drawn your conclusions...

it is time to do something with them. Depending on your initial reasons for entering this process, you might use the results to:

- Inform that actors involved about your achievements and the challenges met
- Plan your next activity or service
- Improve your current services

If you have many results, it might be wise to prioritize them at this point, based on the mission and values of your initiative, on your Theory of Change or on your strategic plans. **You can use this template to create an Action Plan.**

	WHAT	BY WHEN	WHO	WITH WHOM	RESOURCES	MONITORING PROCESS
	Think of: • What to modify in your current services and practices • What to start doing • What to stop doing	Clarify by when to begin and/or finish the process	Who will be responsible for implementing the change?	Whom will you need to bring about these changes? Who do you need to involve?	Materials, funds, infrastructure etc	• How to monitor the new implementation? • When to have another social impact assessment process?
1						
2						
3						

Well done!

You now have not only evaluated your initiative, service or project, but you have also planned how to use the results of the evaluation. We hope that this process was empowering, inspiring and useful for the whole team.

Maybe not everything worked out smoothly and things did not go exactly as expected. We would love to hear about it!

If you have feedback, comments about this experience and suggestions on how to improve the IMP'ACT!, please contact us at ssedsproject@gmail.com

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