

Analyzing social impact – An introduction



Agenda

- ▶ What do we mean by impact?
- ▶ What is impact monitoring?
- ▶ Where do I start?
- ▶ How do I define my target group?
- ▶ How do I define my goals?
- ▶ How do I measure impact?
- ▶ What might be arguments against impact orientation?
- ▶ Why is it worth it?

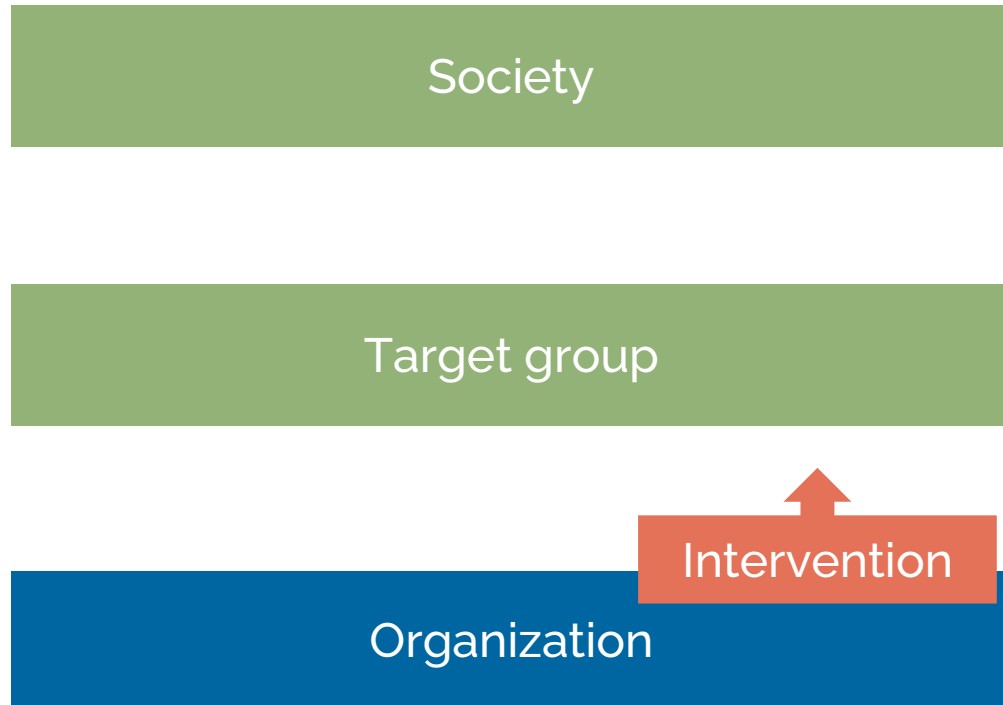
- ▶ Questions & Discussion

**What do you associate with
the word „impact“?**



**What do we mean by
impact?**

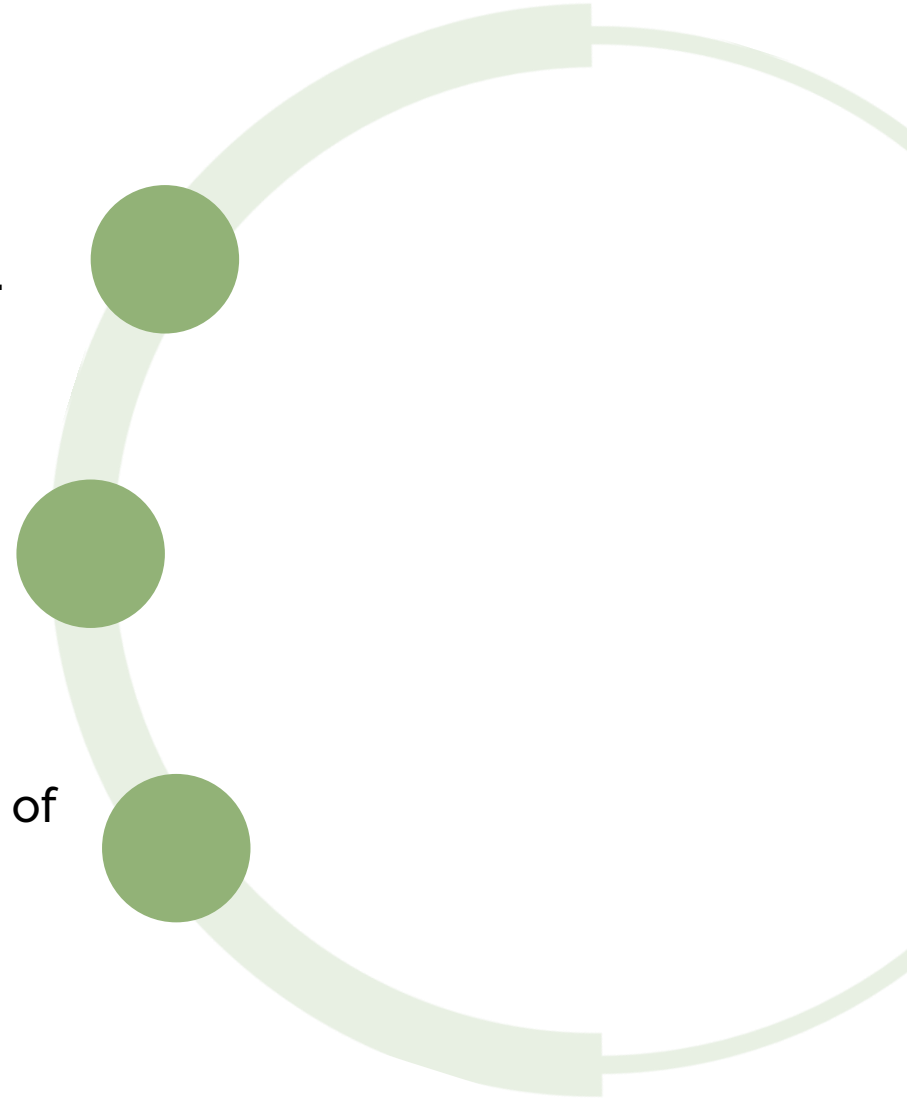
An impact is a change...



... On the societal level,...

... for target groups or
their environment...

... that occurs as a result of
a targeted intervention.



There are several types of impacts

There are

- ▶ short-, medium- and long-term
- ▶ direct and indirect
- ▶ intended and unintended
- ▶ expected and unexpected
- ▶ positive and negative
- ▶ temporary and sustainable
- ▶ subjectively experienced and objectively verifiable
- ▶ individual and collective

Impact

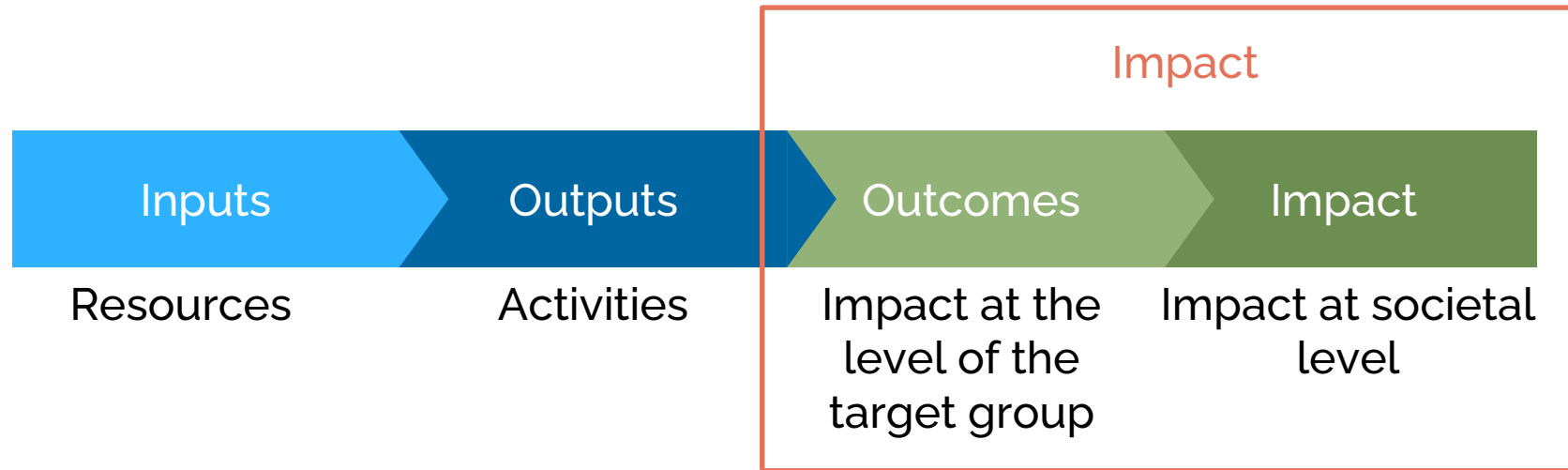
impact

Impact

Impact

Impact

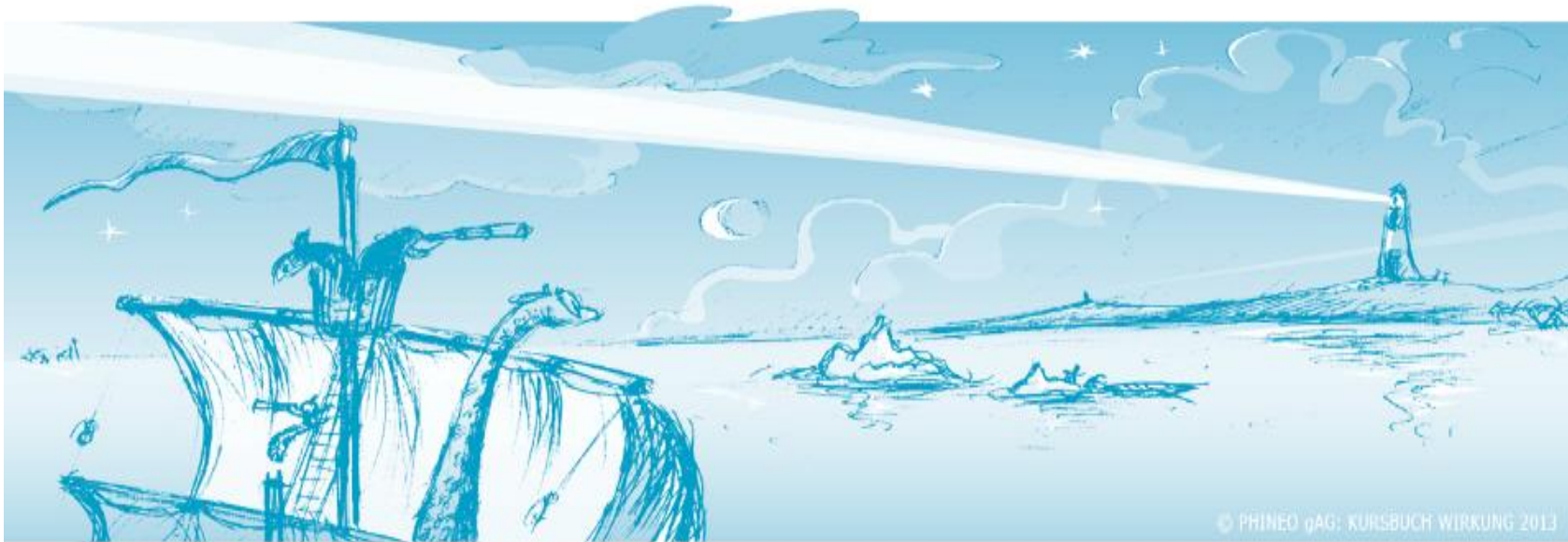
Impact has different levels



What is impact orientation?

Impact orientation means ...

- ▶ that a project is designed to achieve impact
- ▶ and it is planned and implemented accordingly.



... to keep in mind what you want to achieve.

Where do I start?

Orientation based on goals

Central starting point:
Clearly formulate your own goals!

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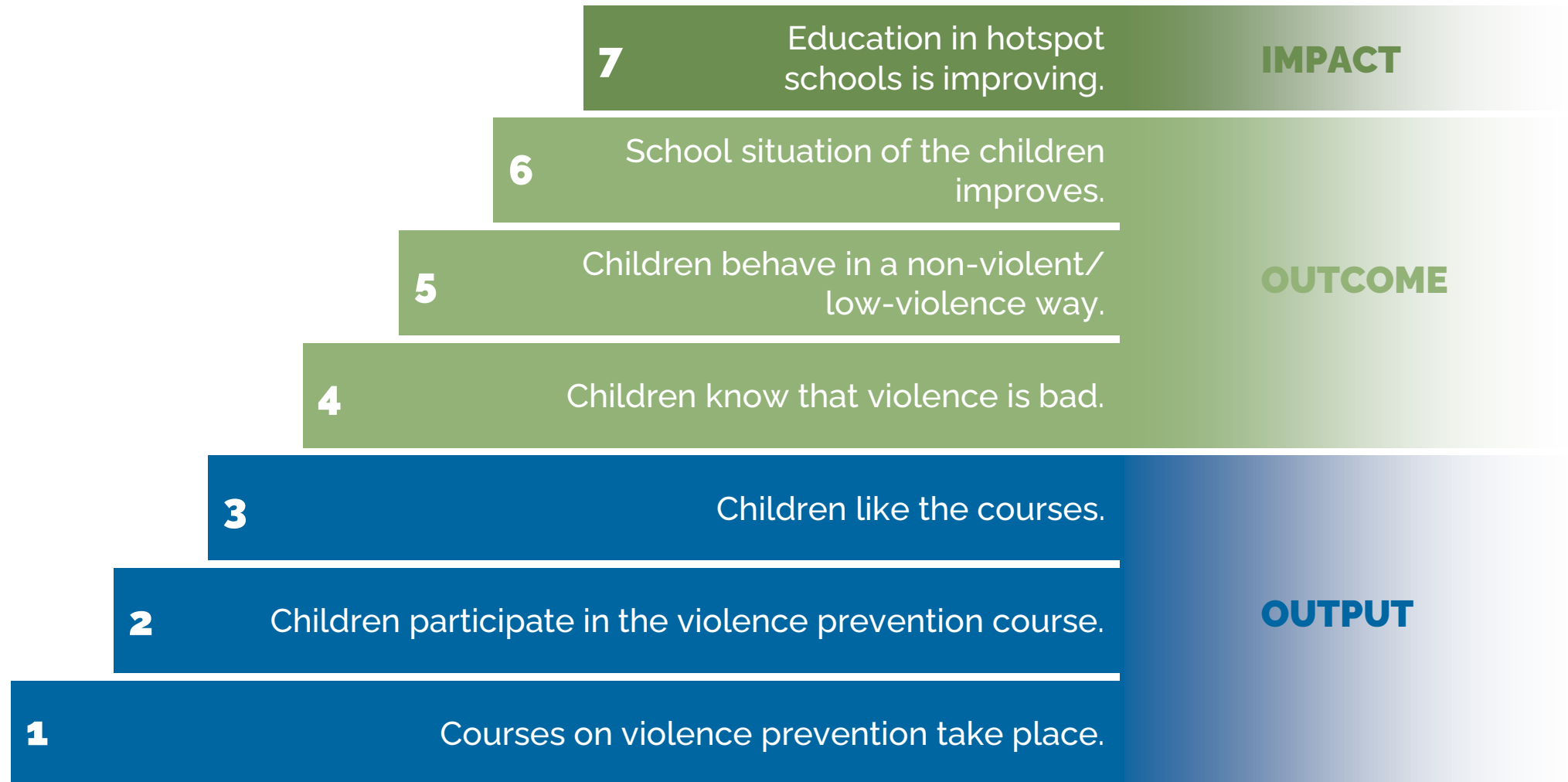
**"If you write down your Top 10 goals
1,000 times a day, you can accomplish
anything...if you have any time left over."**

The PHINEO Impact Staircase is a helpful tool



Impact staircase explained:
<https://www.youtube.com/watch?v=8AQHFSTGUfg> (German)

Example: Violence prevention in schools



How do I define my target group?

Target groups are...

Individuals

Groups

Organi-
sations

Systems

...with whom one would like to work.

Example: Violence prevention in schools

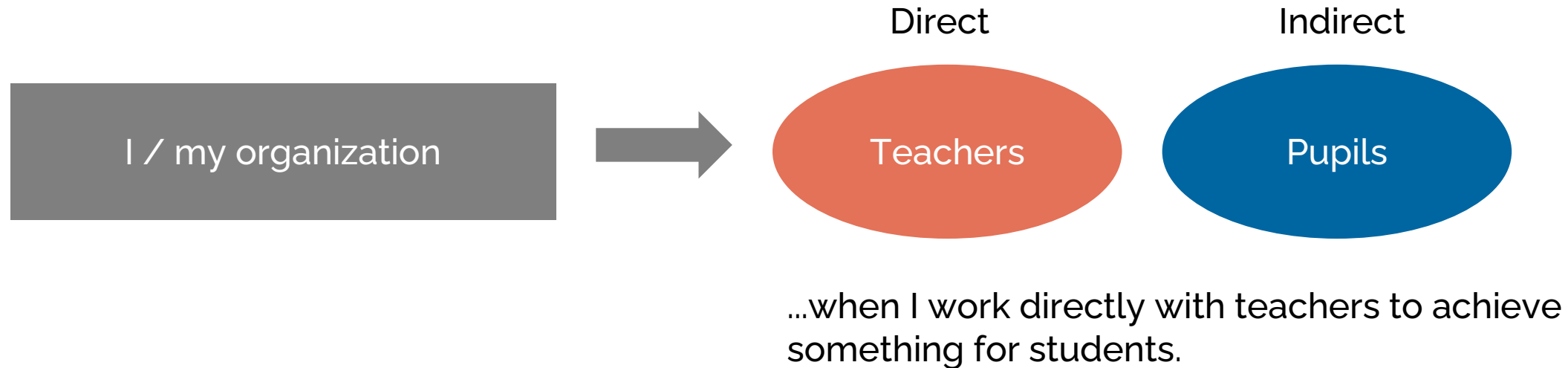
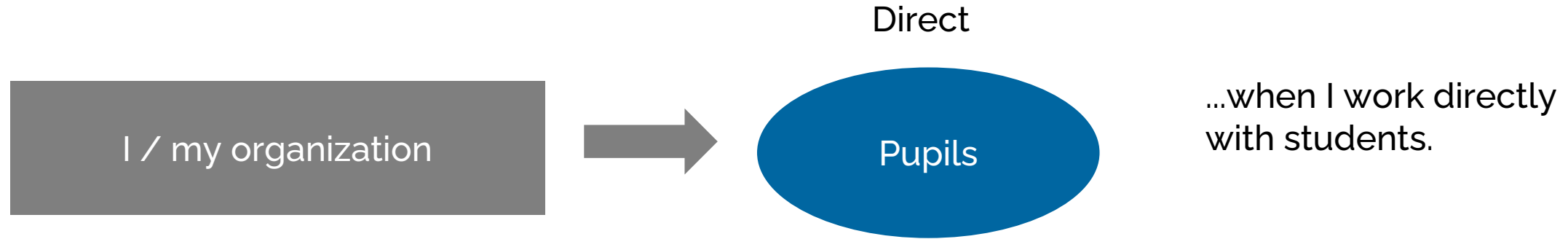
Pupils

Teachers

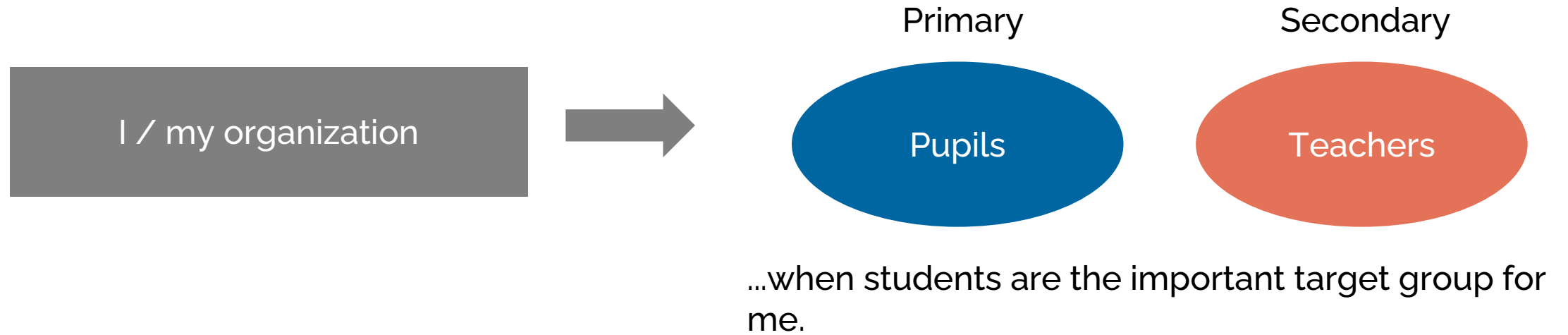
School

School
system

A distinction is made between direct and indirect target groups



There are primary and secondary target groups



Distinction between target group and stakeholders

- ▶ Target group \neq Stakeholders!
- ▶ All target groups are stakeholders but
- ▶ Not all stakeholders are target groups!

Target groups and stakeholders should be defined distinctively for each project!



How do I define my goals?

Formulate goals:

A good target

- ▶ names the target group at the beginning,
- ▶ describes the actual state in the future,
- ▶ is actively formulated,
- ▶ is verifiable.

It is ideal if the target group is involved in the formulation of the goals!



Specific



Measurable



Accepted



Realistic




Timed

In project planning, you can develop the staircase from top to bottom



AND: An impact staircase is needed for each target group.



Exercise – Try to build the staircase for your project!



How do I measure impact?

How would you approach the measurement of your targets?



What is an indicator?

- ▶ An indicator is an indication of whether a particular fact or event has occurred.
- ▶ It makes results of one's own work visible, tangible.
- ▶ It is often helpful to select more than one indicator per goal (especially at higher levels of the impact staircase).
- ▶ In order to determine changes, the initial value of the indicators (=baseline) is needed.



“This red line indicates the change in this red line over a period of time.”

Example: Violence prevention in schools

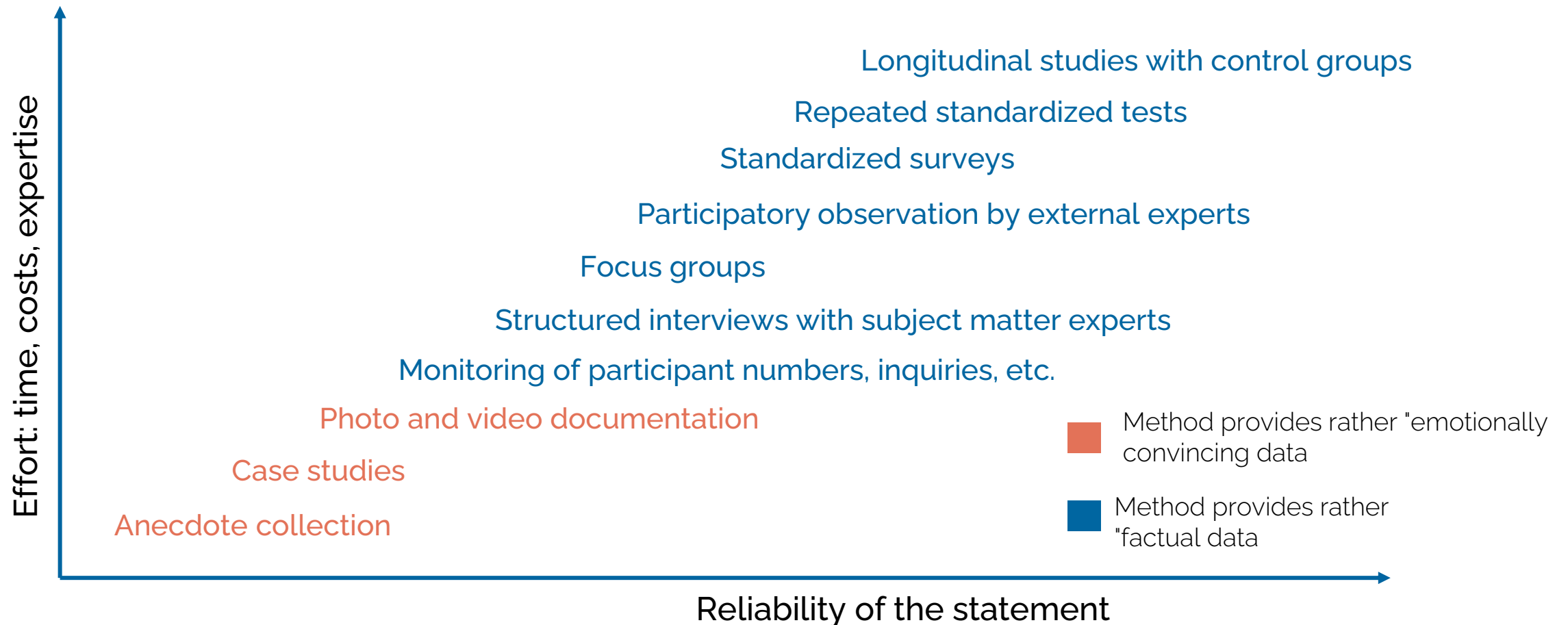


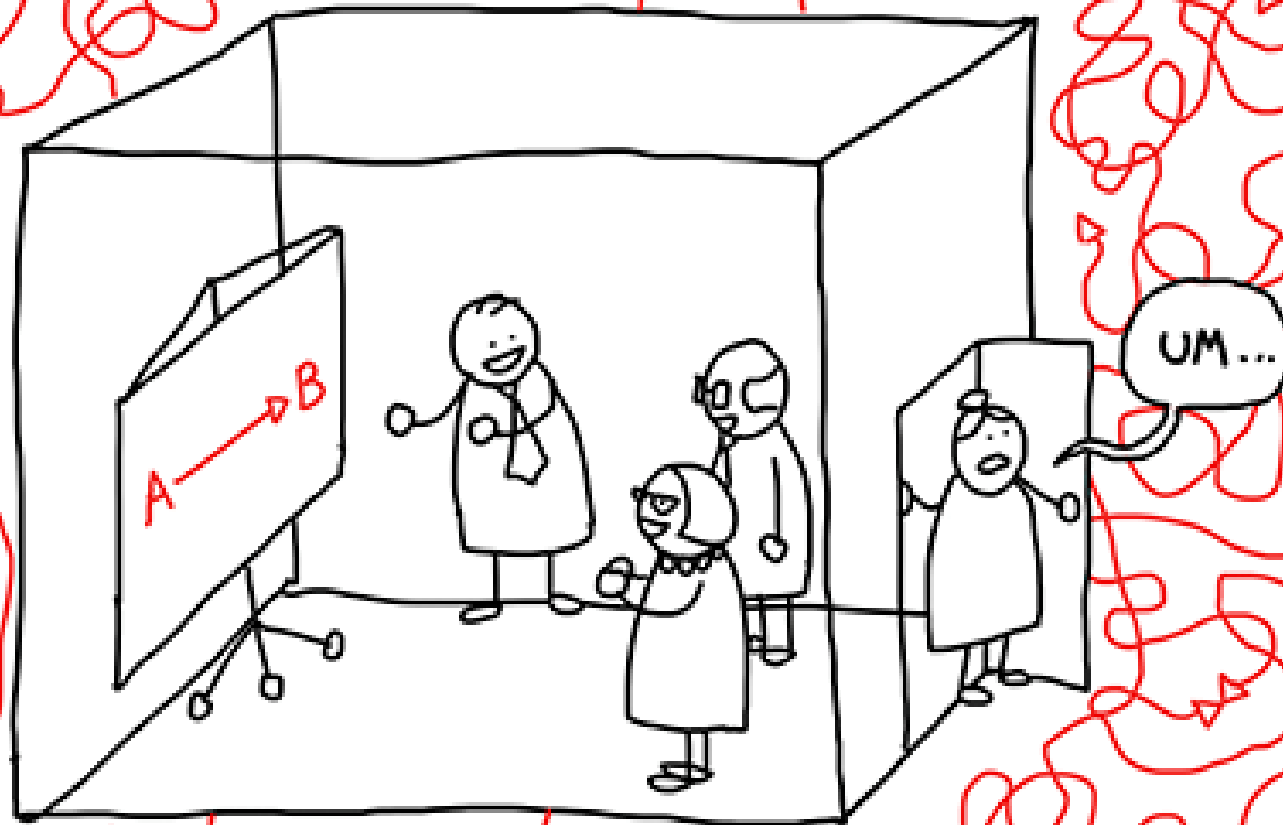
How to define indicators?

- ▶ Consideration: How can I recognize the desired change?
- ▶ Possible: Ask target group or other stakeholders how one could recognize that change.
- ▶ What would be the opposite / the negative effect that should not occur?
- ▶ Indicators should initially be formulated in neutral terms (without a target value).

How do I select indicators?

Selection of survey methods





Arguments against impact
monitoring?

Arguments AGAINST impact monitoring

1

Costs time and money

5

Has no added value

2

Wants to define people by numbers

6

Is the task of others

3

Is complicated

7

Serves for control purposes only

4

Is just a trend

8

Change in society is unrealistic

Why is it worth it?

Impact orientation helps to...

1

... learn

2

... motivate

3

... receive support

4

... prioritize and deploy
resources

5

... focus on needs

6

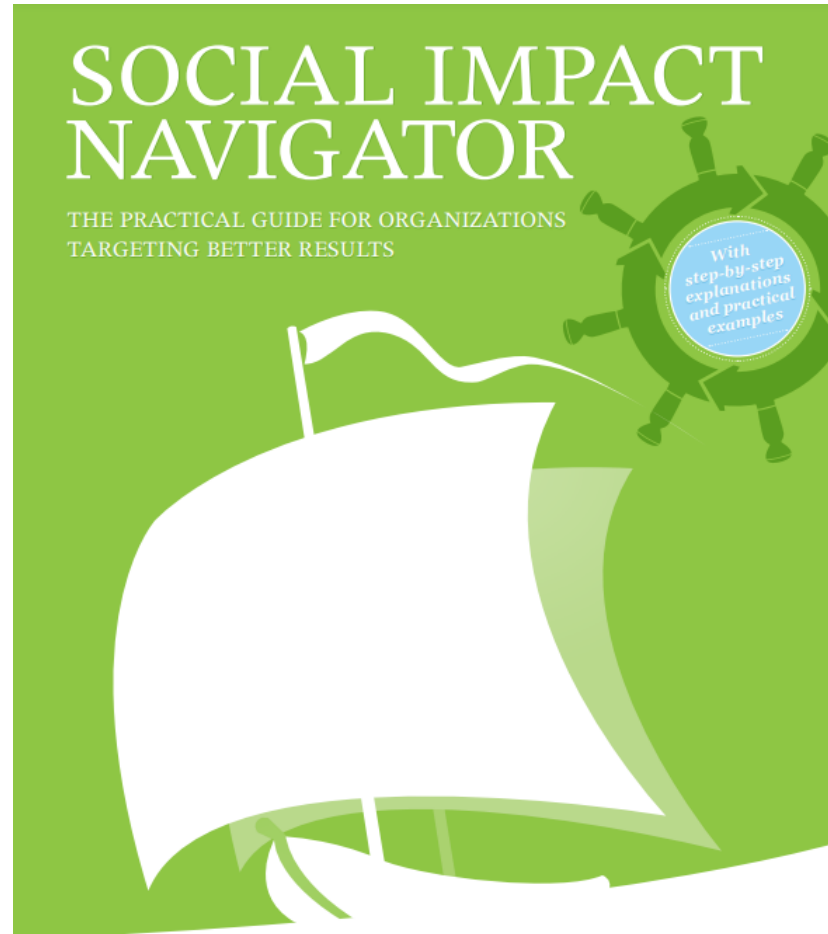
... keep the big picture in
mind

7

... be credible

Wanna learn more?

Standard literature: The Social Impact Navigator



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Available online, too – via PHINEO and SKala CAMPUS



Free of charge at
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Develop your project's impact logic for one key target group!

