

Infographic 1. Path to measuring, managing and maximising social impact

How can social economy entities measure social impact?

The path to better social impact measurement can be structured around three main phases, integrating stakeholder engagement at each step along the way.

MEASURE

DESIGN

- Define the change strategy
- Identify learning needs
- Set impact targets

COLLECT AND ANALYSE DATA

- Structure the data approach
- Collect data
- Analyse data
- Consider impact valuation

LEARN AND SHARE

- Consult with internal and external stakeholders about results
- Choose a reporting framework
- Communicate the impact evidence

MANAGE

- Integrate impact evidence into decision-making
- Engage stakeholders
- Develop skills
- Explore digital tools for data collection, storage and visualisation
- Seek independent validation
- Establish a permanent action plan to follow up on learnings

MAXIMISE

- Translate your social mission into a narrative of change
- Take a holistic understanding of impact
- Put stakeholders at the centre
- Mind proportionality
- Uphold transparency
- Strive for continuous improvement

Source: OECD.



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