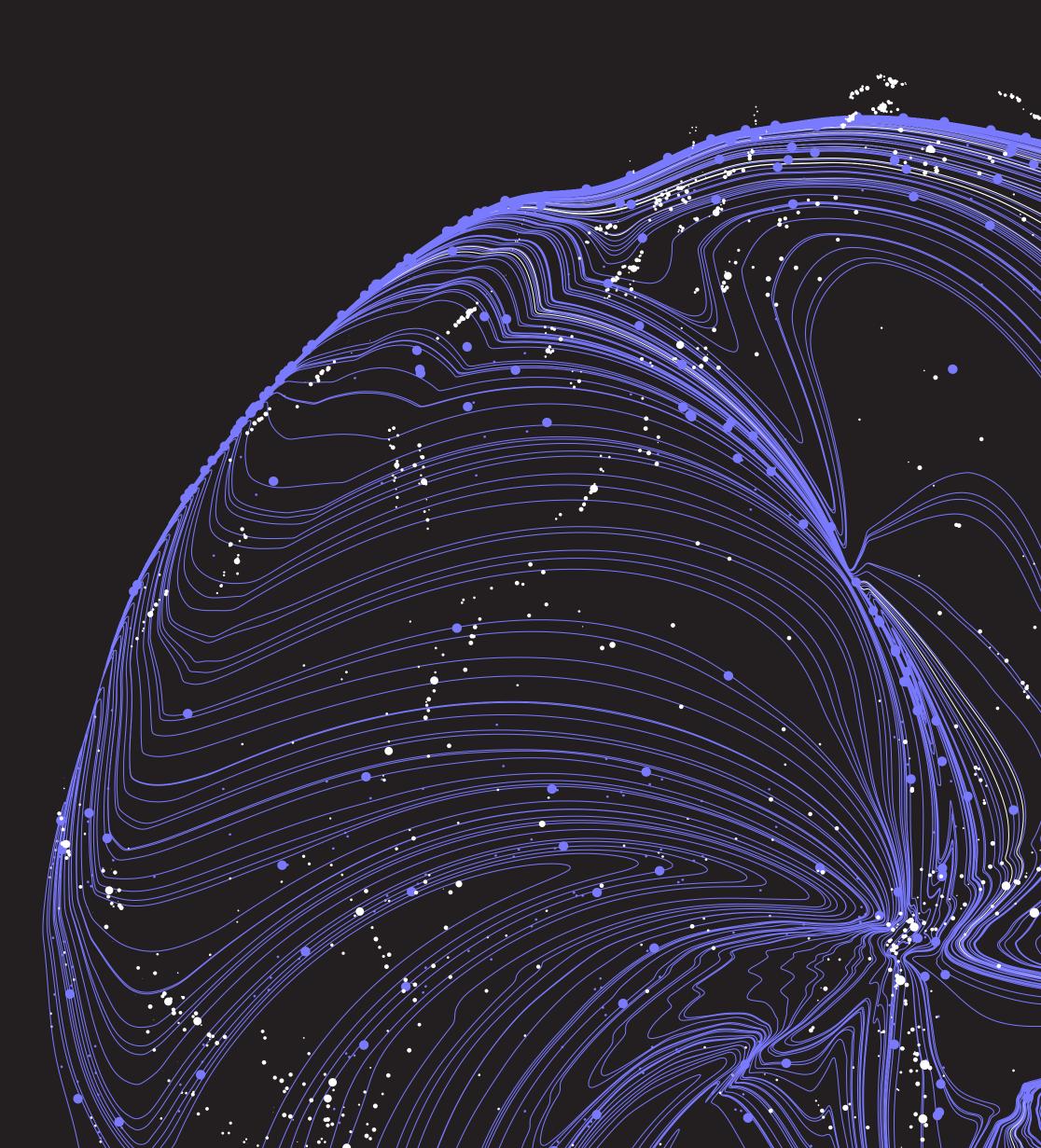


INNOVATION PROJECT





TOPICS

1) Impact Metrics

(2) Mission 5

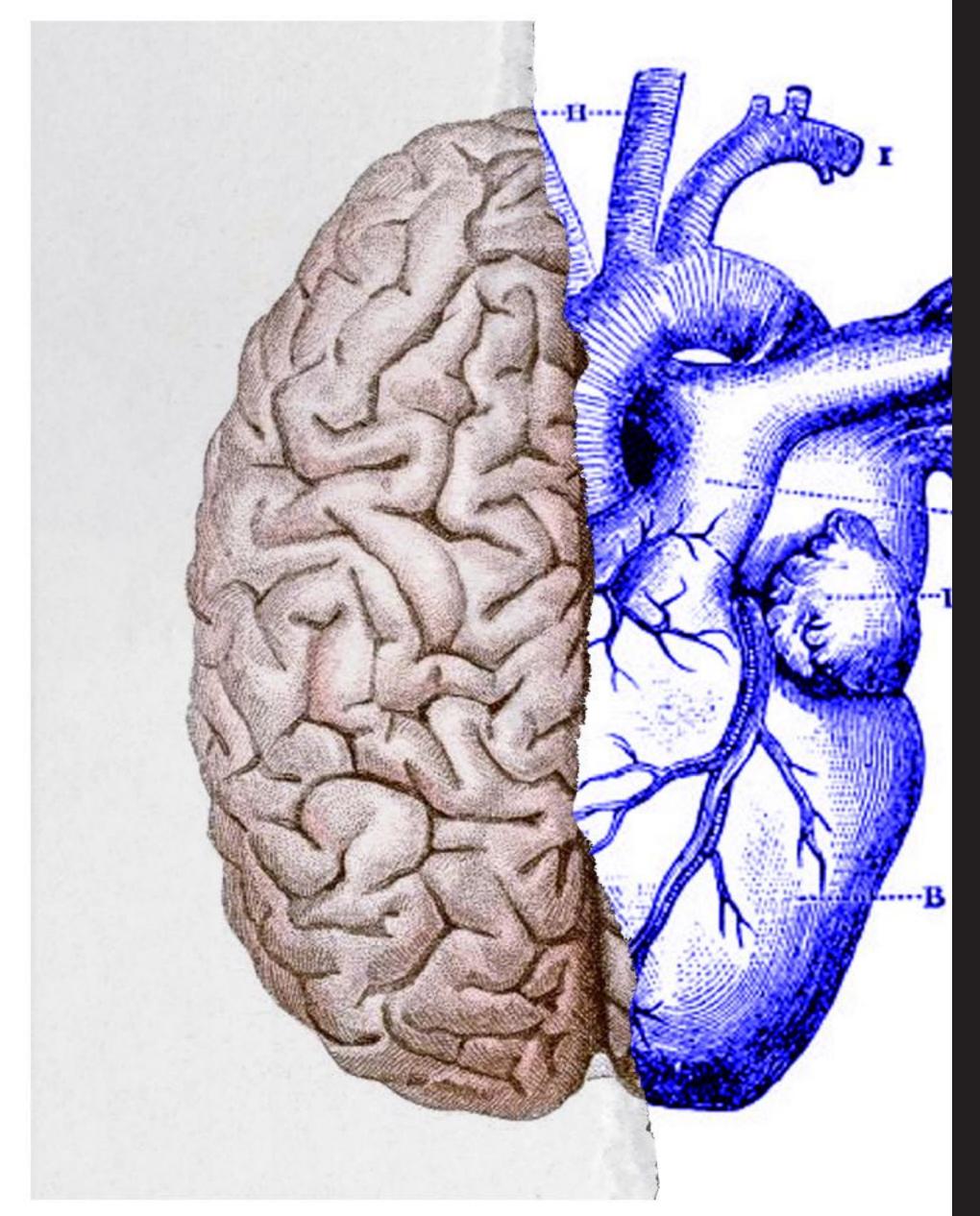




Impact measurement is the process of assessing the positive and negative effects of an organisation's actions on its stakeholders, including beneficiaries, employees, partners, and the environment.

This evaluation helps organisations understand the extent to which they

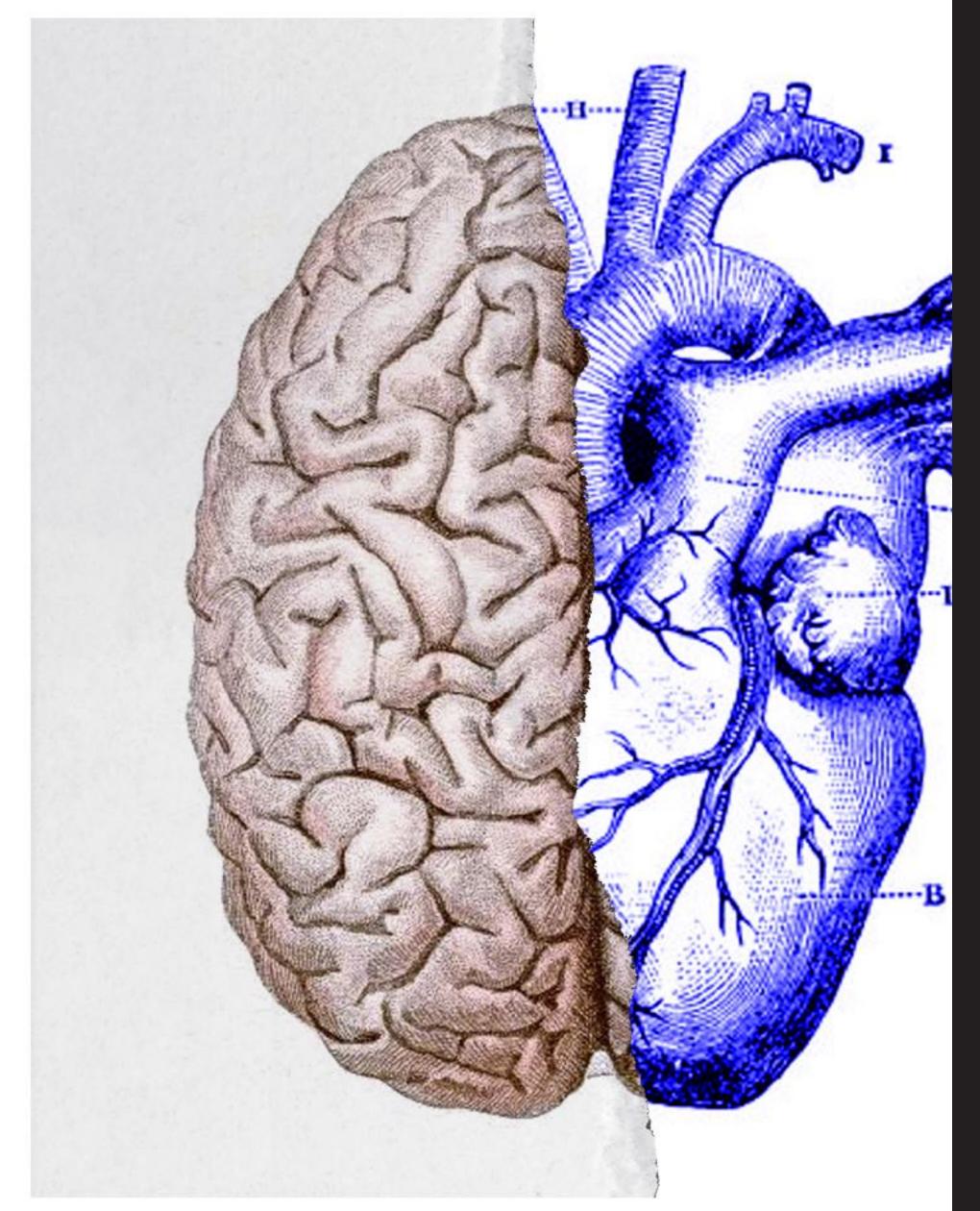
understand the extent to which they are achieving their intended outcomes and contributing to social, environmental, or economic improvements.



Why is it important?

Evidence of Effectiveness:

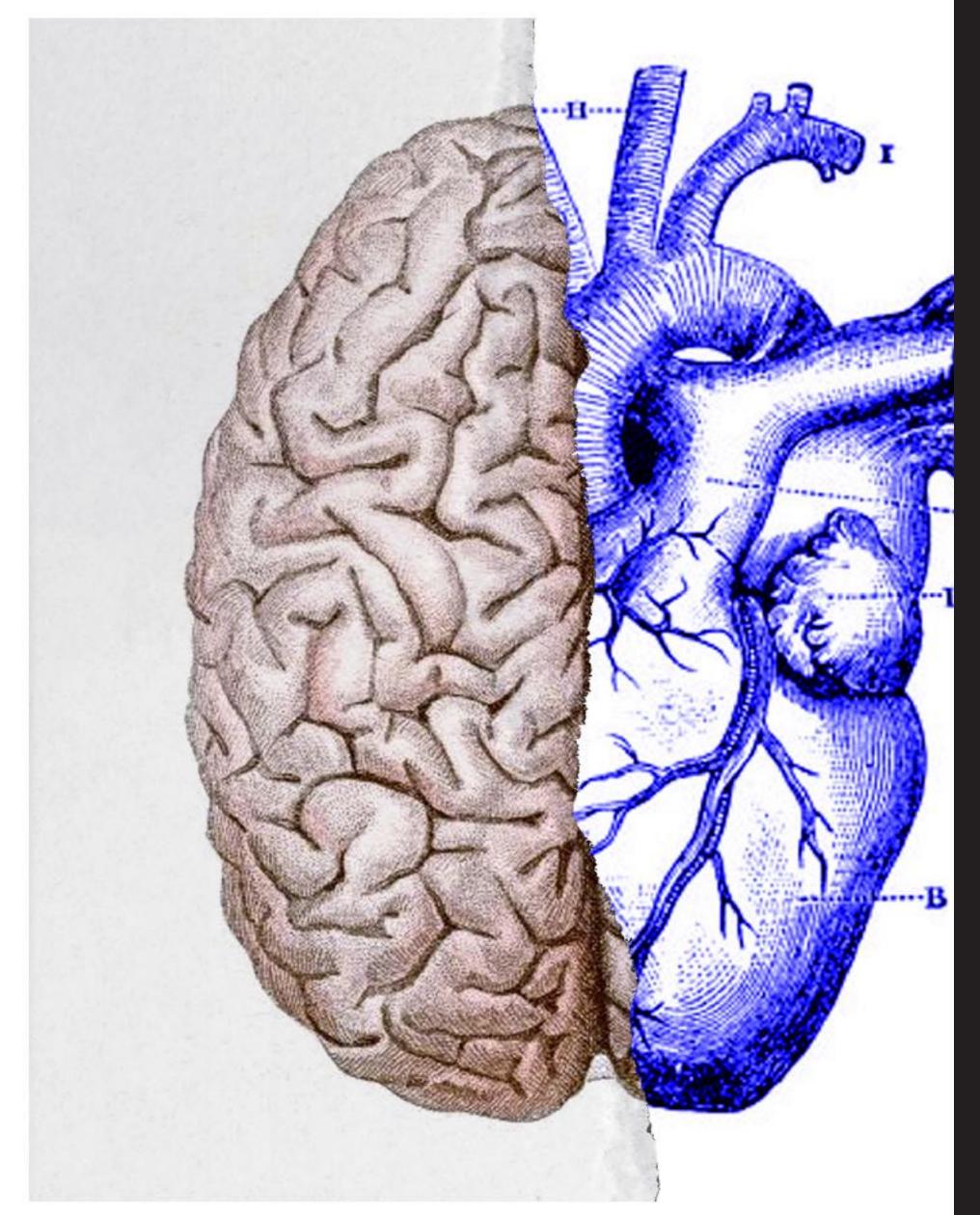
Measuring impact provides datadriven evidence of the effectiveness of your organisation's programs and interventions, helping you understand what works and what doesn't.



Why is it important?

Resource Allocation:

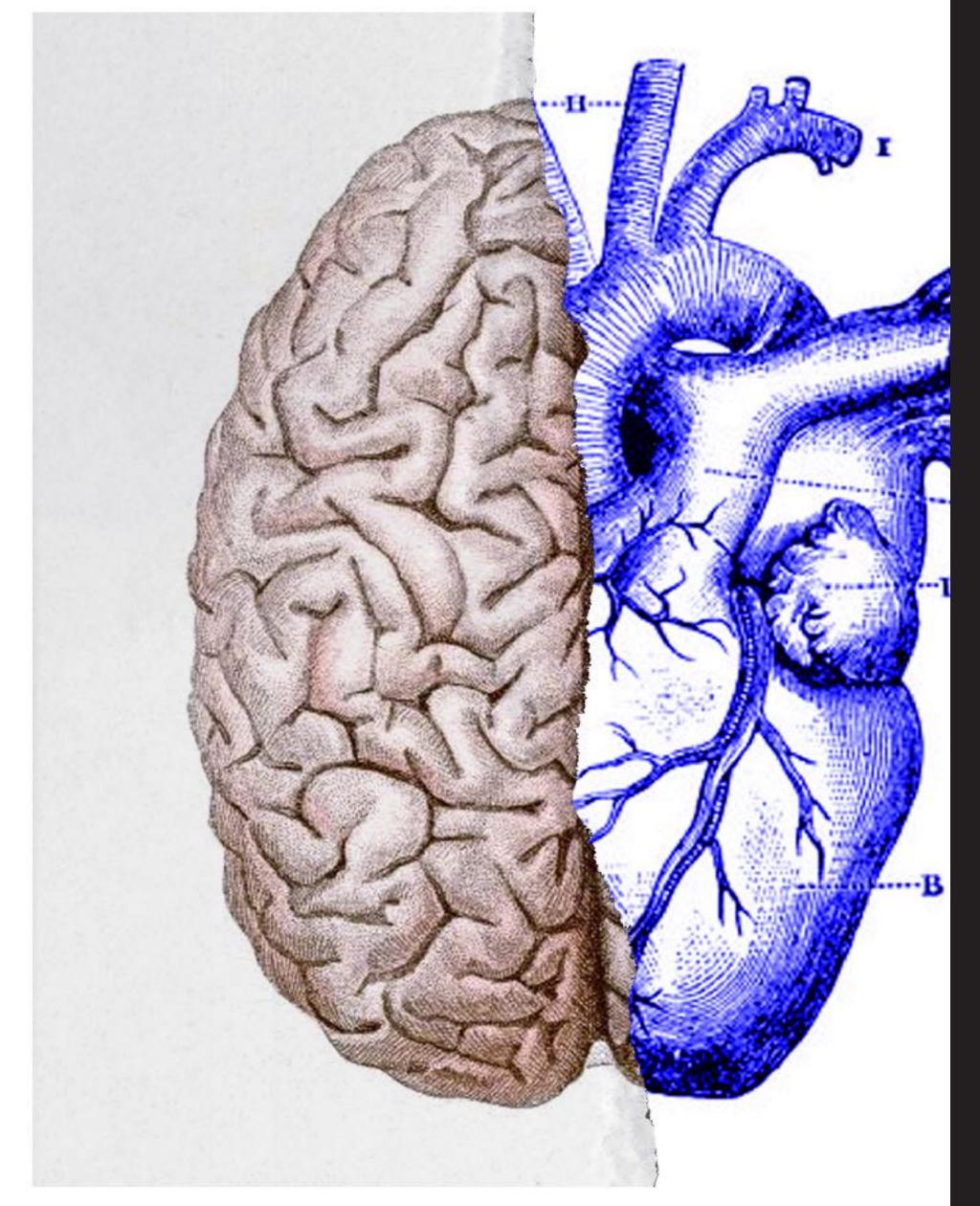
By identifying the most impactful initiatives, organisations can make informed decisions about where to allocate resources to maximise their overall impact.



Why is it important?

Accountability:

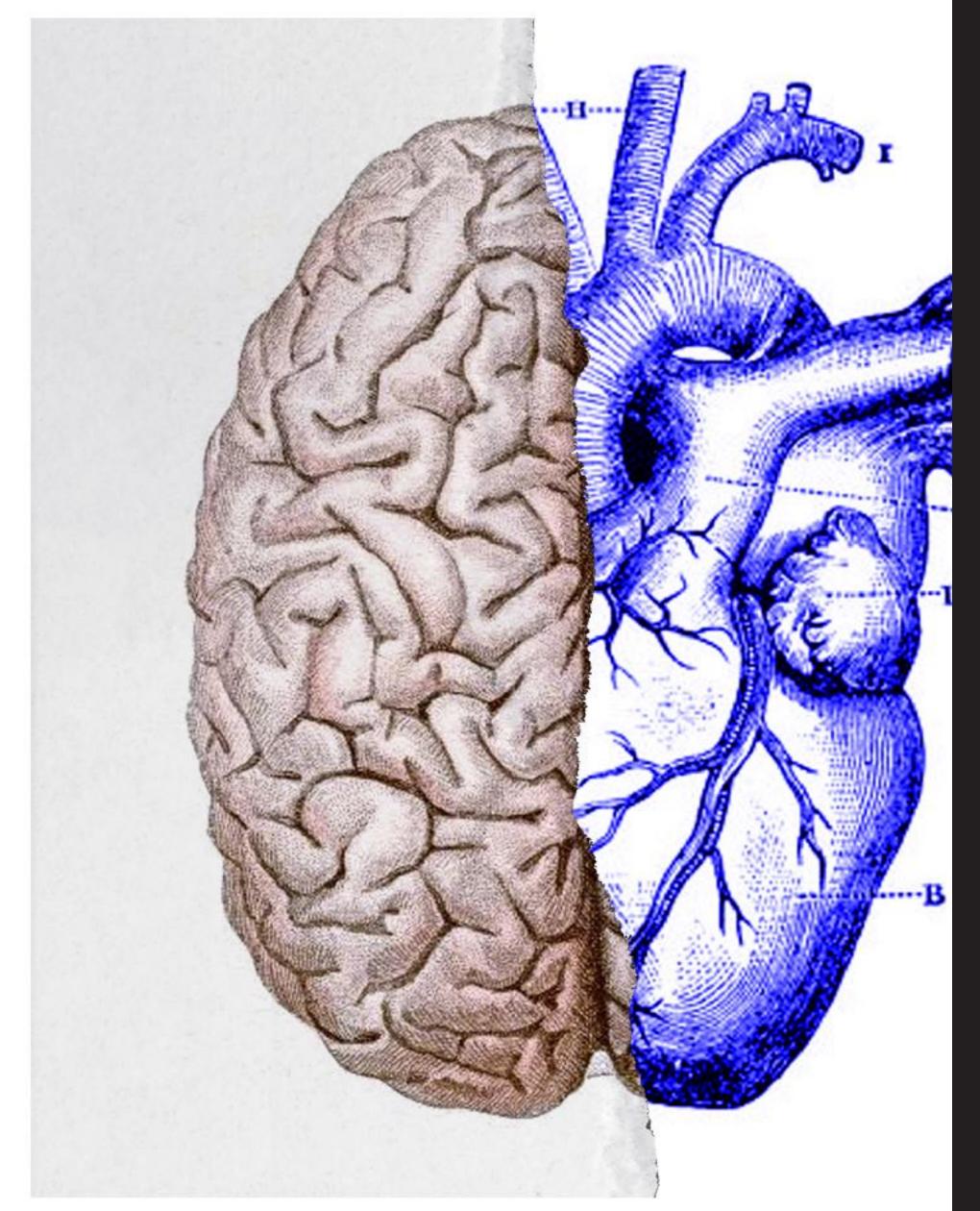
Impact measurement enables organisations to demonstrate their accountability to stakeholders, including donors, investors, and beneficiaries, by showing that they are delivering on their promises and making a tangible difference.



Why is it important?

Continuous Improvement:

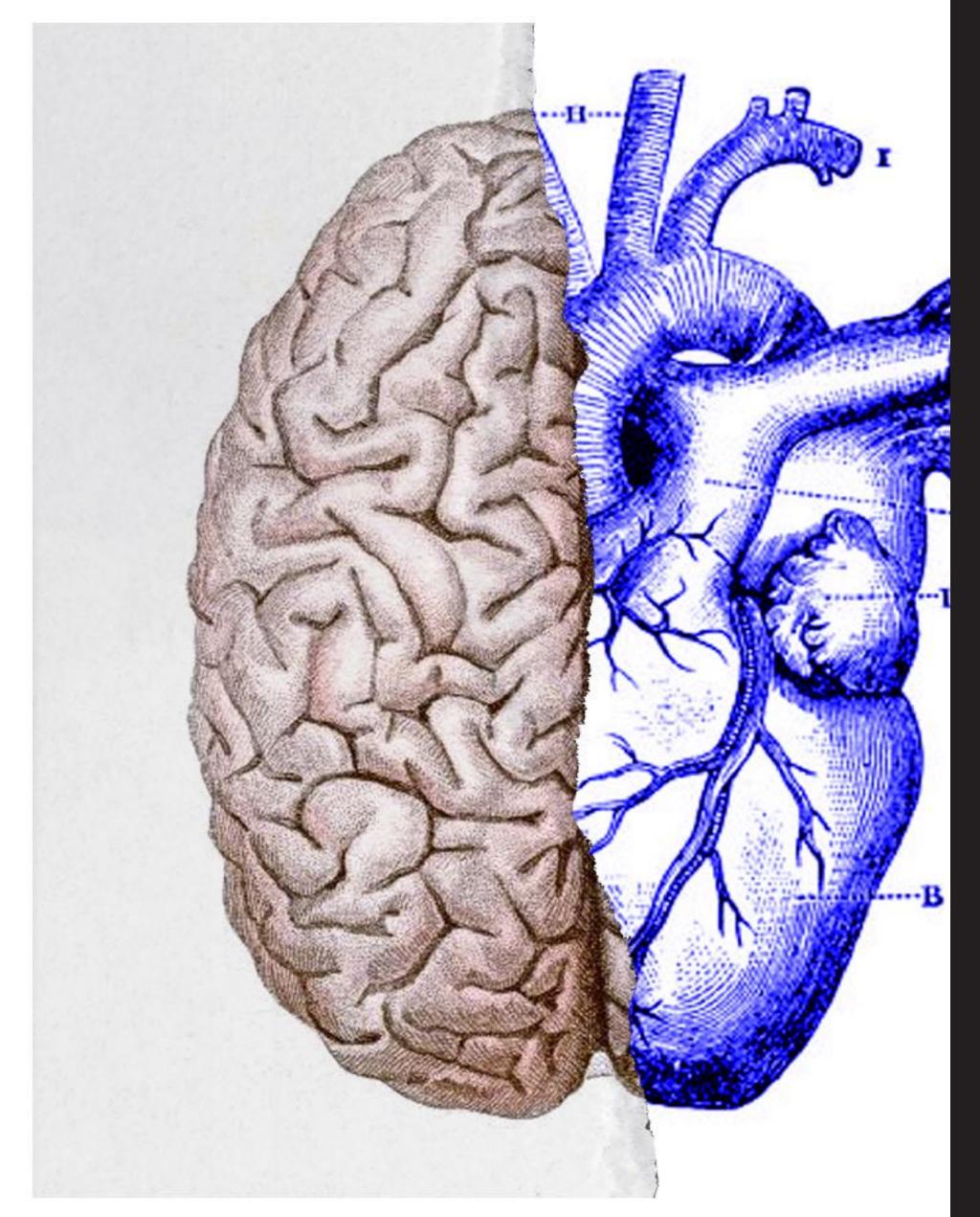
Regularly assessing impact allows organisations to learn from their successes and failures, refine their strategies, and improve their programs over time.



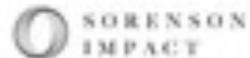
Why is it important?

Communication and Advocacy:

Impact measurement helps organisations tell compelling stories about their work, showcasing the positive change they are creating and inspiring others to support their cause.

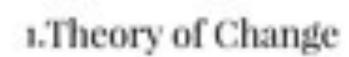


Spectrum of IMPACT MEASUREMENT









Determine what the organization is doing and how the program works.



2. Key Performance Indicators

Identify which inidicators, if measured, will indicate the success of the program.



Build Data Capacity

Conduct surveys and collect data to measure key performance inicators.



4. Quasi-Experimentation

Use constructed control groups and historical data to begin infering causality.



5. Randomized Control Trials

Conduct randomized experiments to confirm an infered causality.

__

LOW

HIGH

Innovation

Projec:

IMPACT MANAGEMENT APPROACH

5 DIMENSIONS TO STRATEGICALLY MANAGE IMPACT











Impact Outcomes (What)

Beneficiaries (Who) Indicators and Data (How) Scale and Depth (How much)

Risks (What if)

Social or environmental outcomes and their importance to people and planet.

The people that experiment the outcomes of the project and how underserved they are in relation to the outcome.

Variables used to measure the outcome and the required processes to gather data in a reliable and costefficient way.

How many people experience the outcome, how profound or marginal it is, and for how long (short term vs long term).

Factors that might affect the outcome and the likelihood of this happening.

Project

Impact Measurement

Main Steps

Define Your Theory of Change

A theory of change is a clear, logical framework that outlines how your activities are expected to lead to the desired outcomes and impact. It helps you identify the critical assumptions underlying your work and provides a roadmap for measuring progress towards your goals. To develop your theory of change:

- -Identify your long-term goal or vision.
- -Determine the intermediate outcomes necessary to achieve this goal.
- -Map out the activities and inputs required to produce these outcomes.
- -Identify the external factors and assumptions that may influence your ability to create change.

nnovation Project

Impact Measurement

Main Steps

Define Your Theory of Change



https://changespark.ai/theory-of-change-generator

Main Steps

Establish Impact Metrics and Indicators

Once you have defined your theory of change, the next step is to establish impact metrics and indicators that will enable you to track your progress towards your desired outcomes. These metrics should be:

- Relevant: Directly aligned with your organisation's goals and objectives.
- Measurable: Quantifiable or qualifiable, allowing for consistent data collection and analysis.
- Actionable: Capable of informing decision-making and driving improvements in your programs.
- Timely: Collected and reported at appropriate intervals to inform ongoing decision-making. When selecting impact metrics, consider both output measures (e.g., the number of people trained) and outcome measures (e.g., the increase in income for program participants).

Main Steps

Develop a Data Collection Plan

With your impact metrics and indicators in place, the next step is to develop a data collection plan that outlines how, when, and from whom you will gather the necessary information. Key elements of a data collection plan include:

- Data sources: Identify the primary and secondary sources of data you will use to measure your impact (e.g., surveys, interviews, administrative records).
- Data collection methods: Determine the most appropriate methods for collecting data from each source (e.g., online surveys, face-to-face interviews, focus groups).
- Data collection timeline: Establish a schedule for data collection, ensuring that it aligns with your organisation's reporting requirements and decision-making cycles.
- -Data quality assurance: Develop procedures to ensure the accuracy, reliability, and validity of the data you collect.

Main Steps

Analyse and Interpret Your Data

Once you have collected your data, the next step is to analyse and interpret it to draw meaningful insights about your organisation's impact. This may involve:

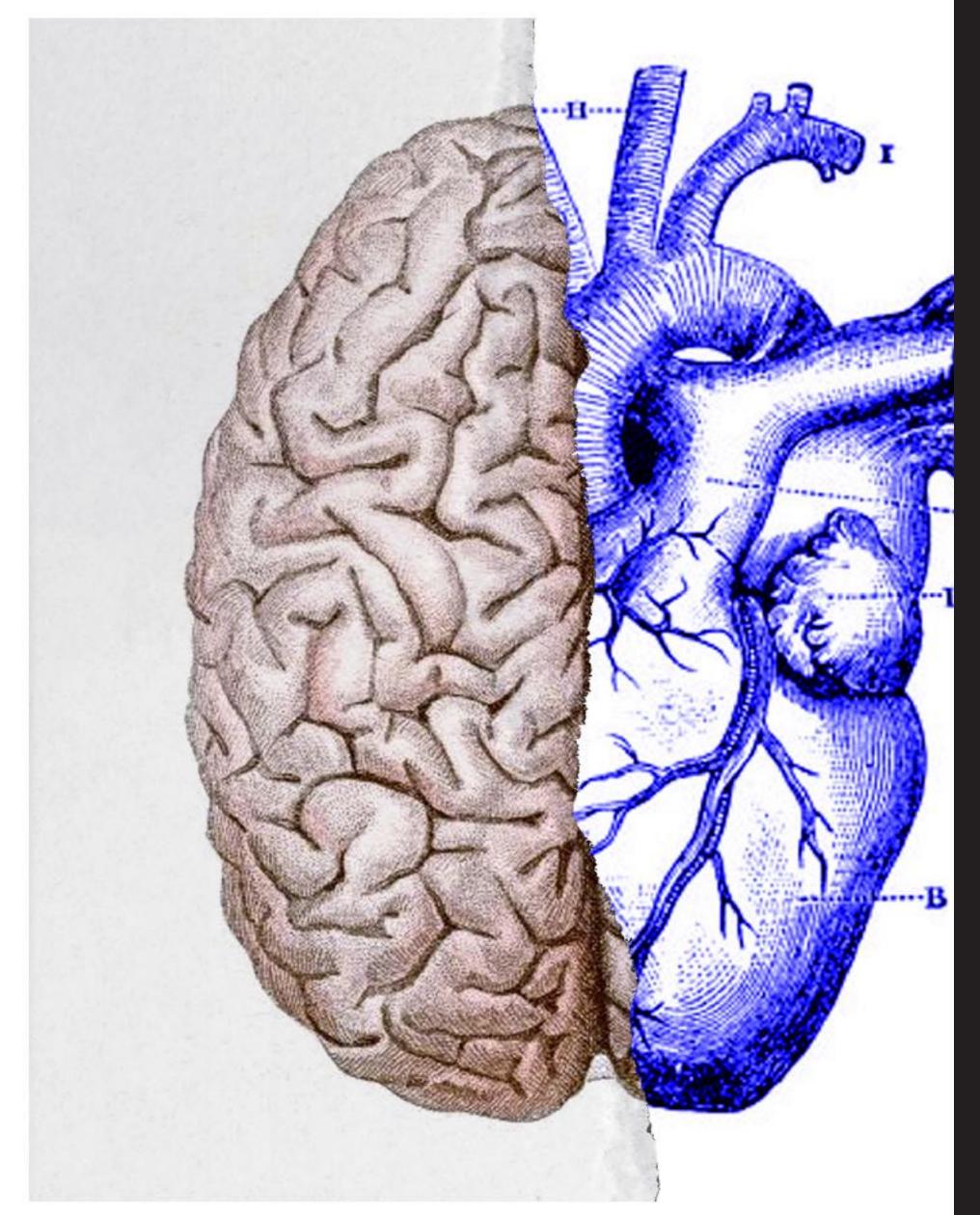
- Descriptive analysis: Summarising your data to provide an overview of your organisation's performance (e.g., calculating averages, percentages, or trends).
- -Comparative analysis: Comparing your data against benchmarks or targets to assess your progress towards your goals.
- -Inferential analysis: Using statistical techniques to test hypotheses and determine the significance of your findings.

When interpreting your data, be sure to consider any limitations or biases that may affect your conclusions and avoid overgeneralising or making unsupported claims about your impact.

Examples

Number of Lives Impacted:

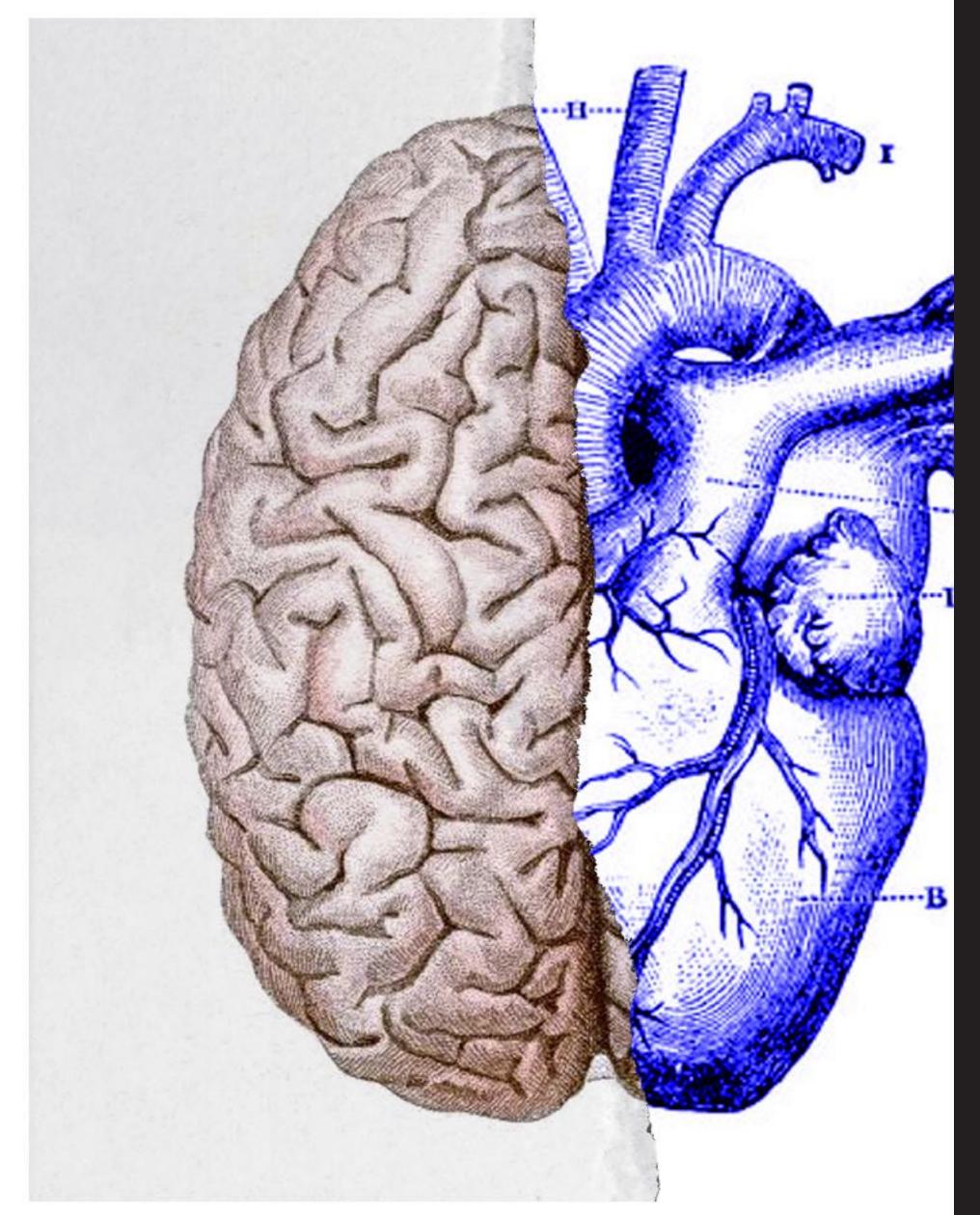
This metric focuses on the number of individuals or communities benefiting from a social initiative. It provides a tangible measure of the reach and scale of the impact.



Examples

Economic Empowerment:

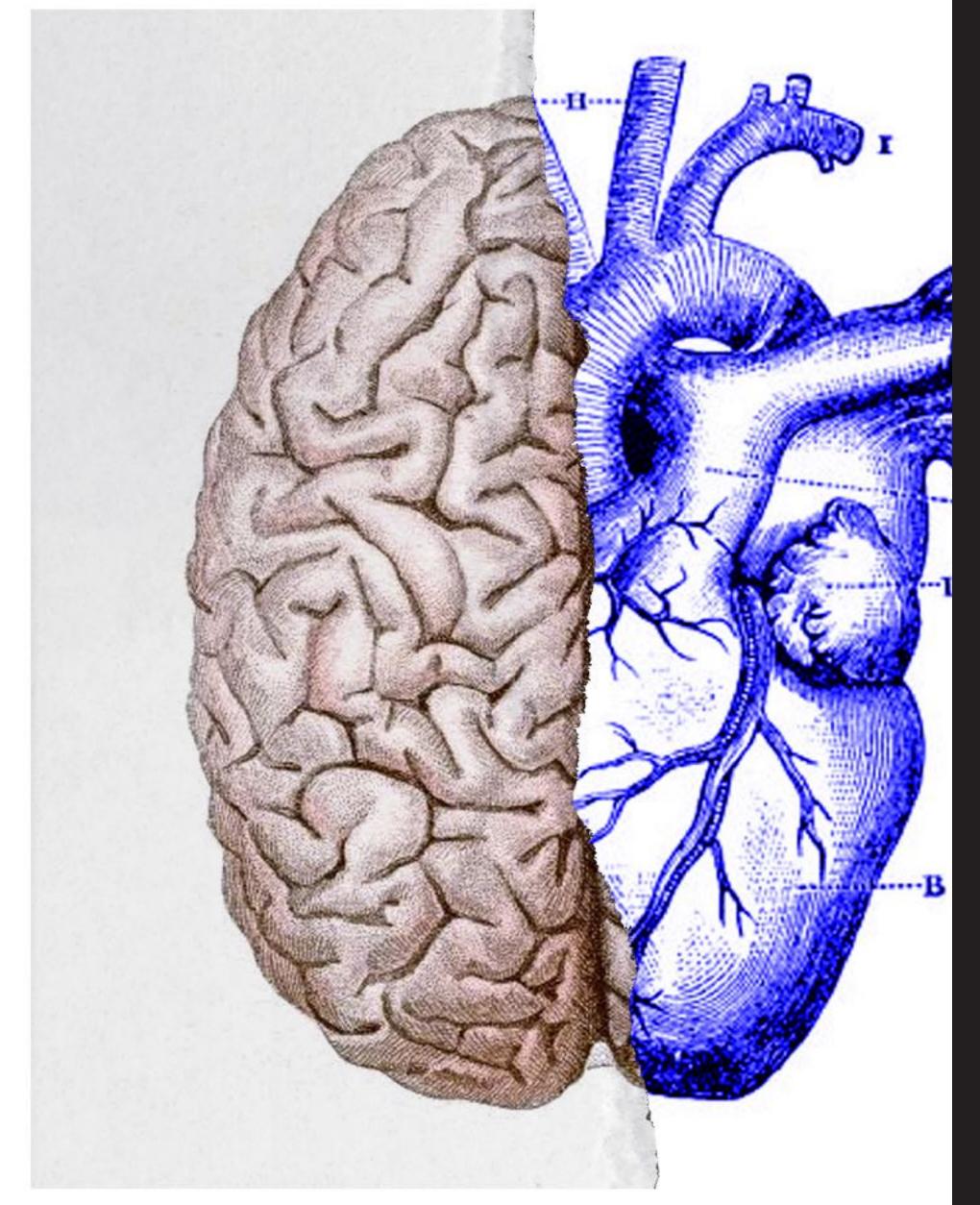
This metric assesses how much a social initiative has contributed to individuals' or communities' economic well-being and financial independence. It considers income generation, job creation, and entrepreneurship opportunities.



Examples

Education Access and Quality:

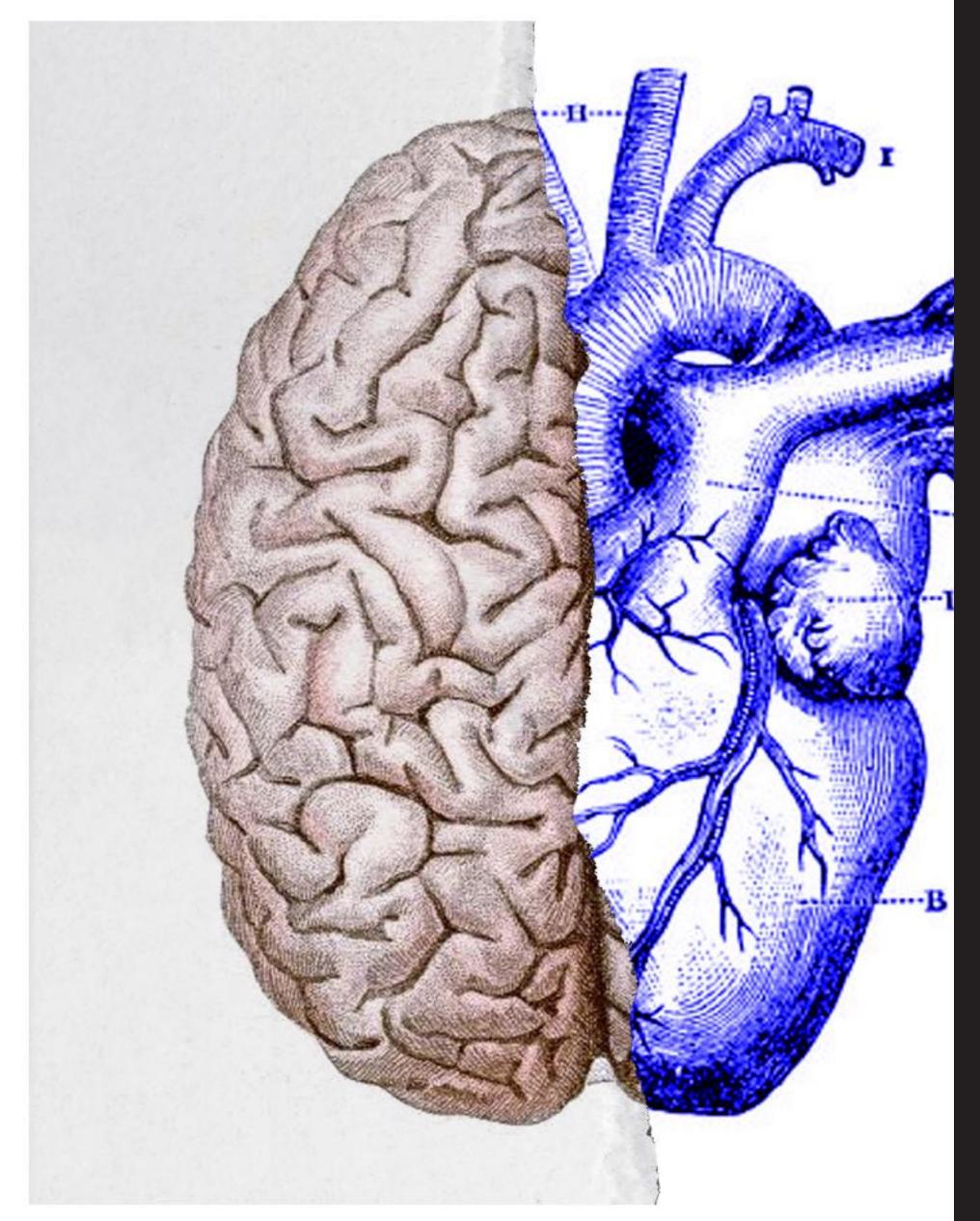
This metric evaluates the extent to which a social initiative has improved access to education and enhanced the quality of learning. It considers factors such as enrollment, retention, and academic performance.



Examples

Health and Well-being:

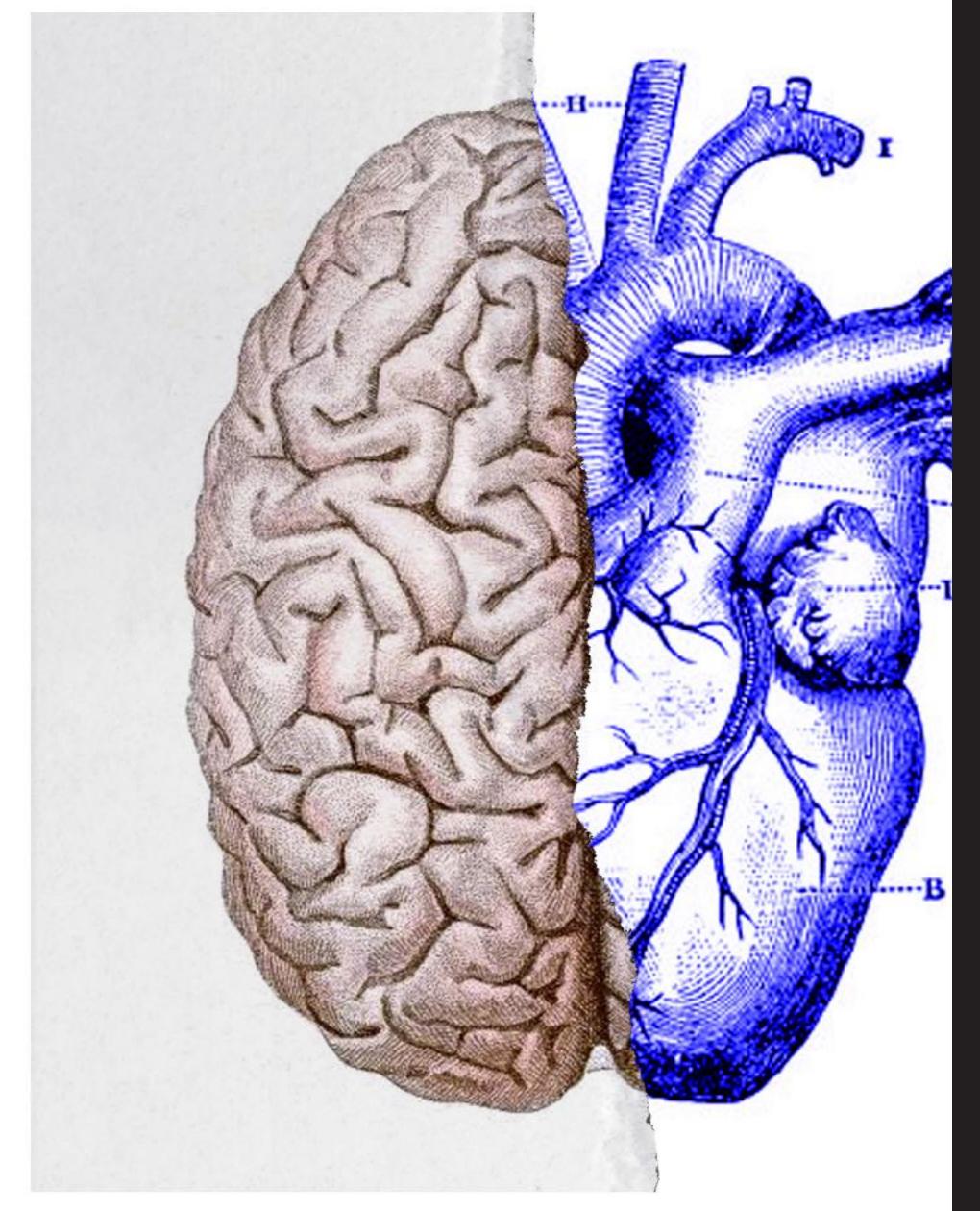
This metric measures the impact of a social initiative on improving the physical and mental health of individuals or communities. It considers healthcare access, disease prevention, and overall well-being.



Examples

Environmental Sustainability:

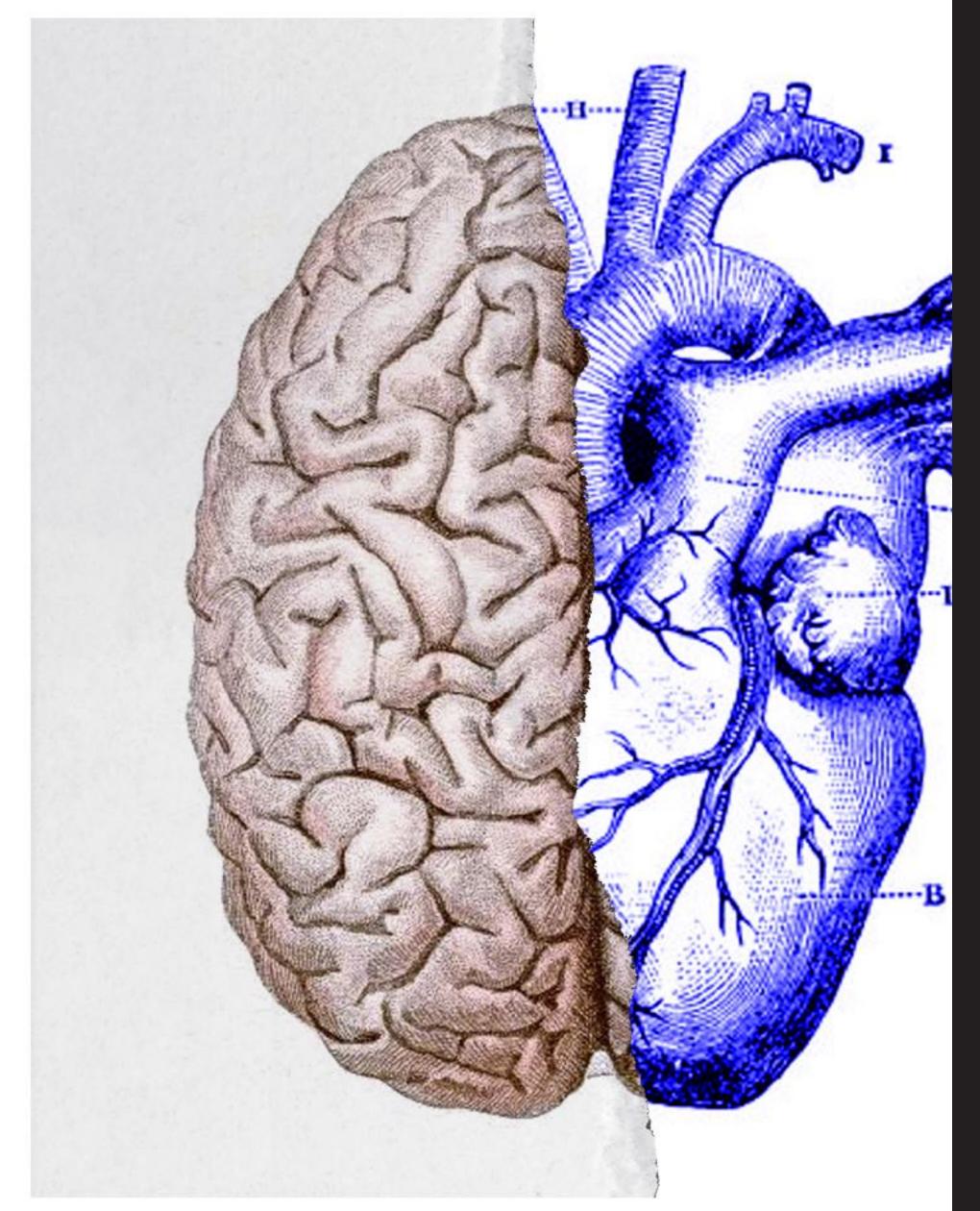
This metric assesses the contribution of a social initiative toward protecting and preserving the environment. It considers factors such as carbon footprint reduction, waste management practices, and conservation efforts.



Examples

Gender Equality:

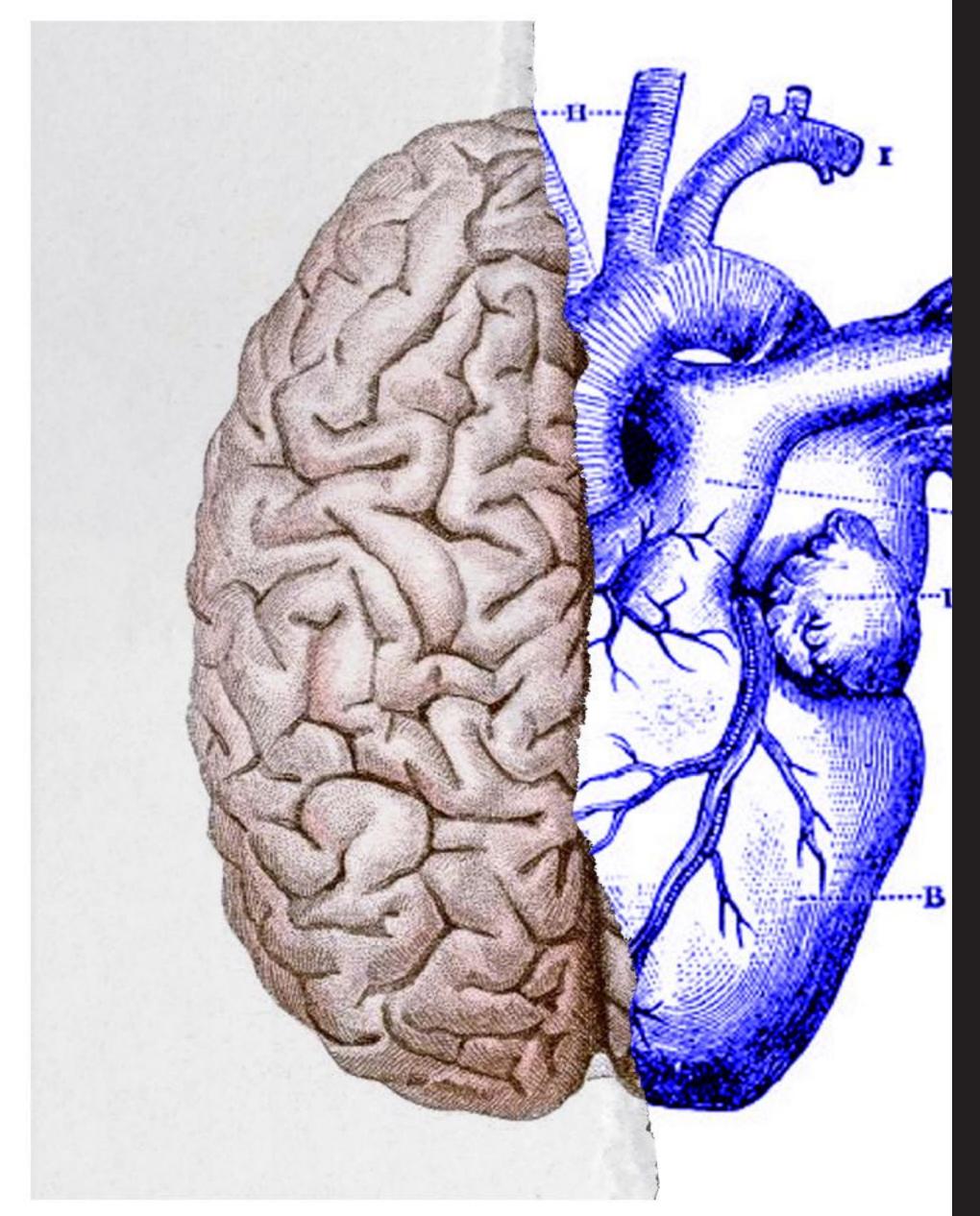
This metric evaluates the progress made by a social initiative in promoting gender equality and empowering women and girls. It considers factors such as the gender pay gap, representation in leadership roles, and access to equal opportunities.



Examples

Social Innovation and Collaboration:

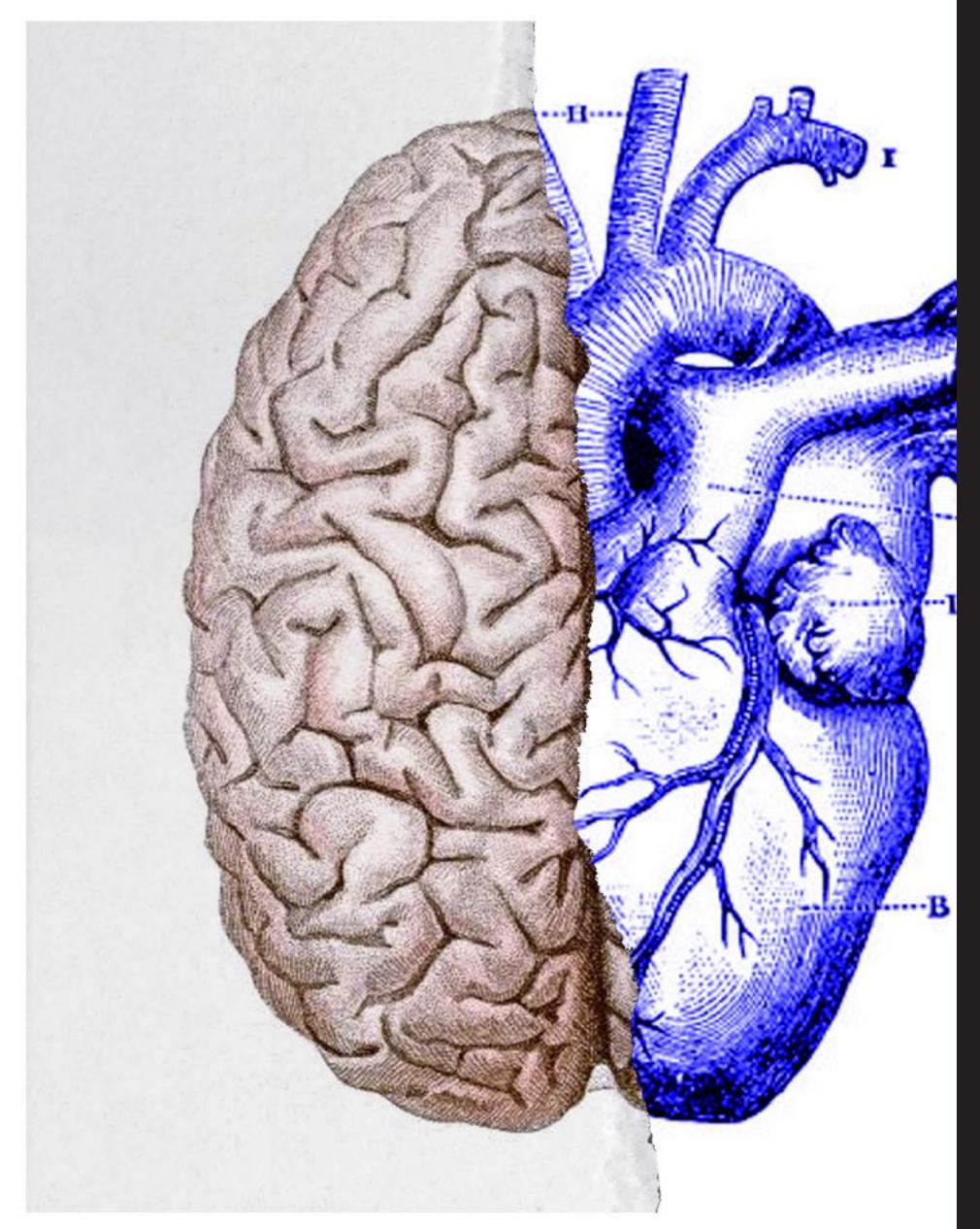
This metric measures the level of innovation and collaboration fostered by a social initiative. It considers factors such as partnerships formed, new ideas generated, and knowledge sharing within the community.



Examples

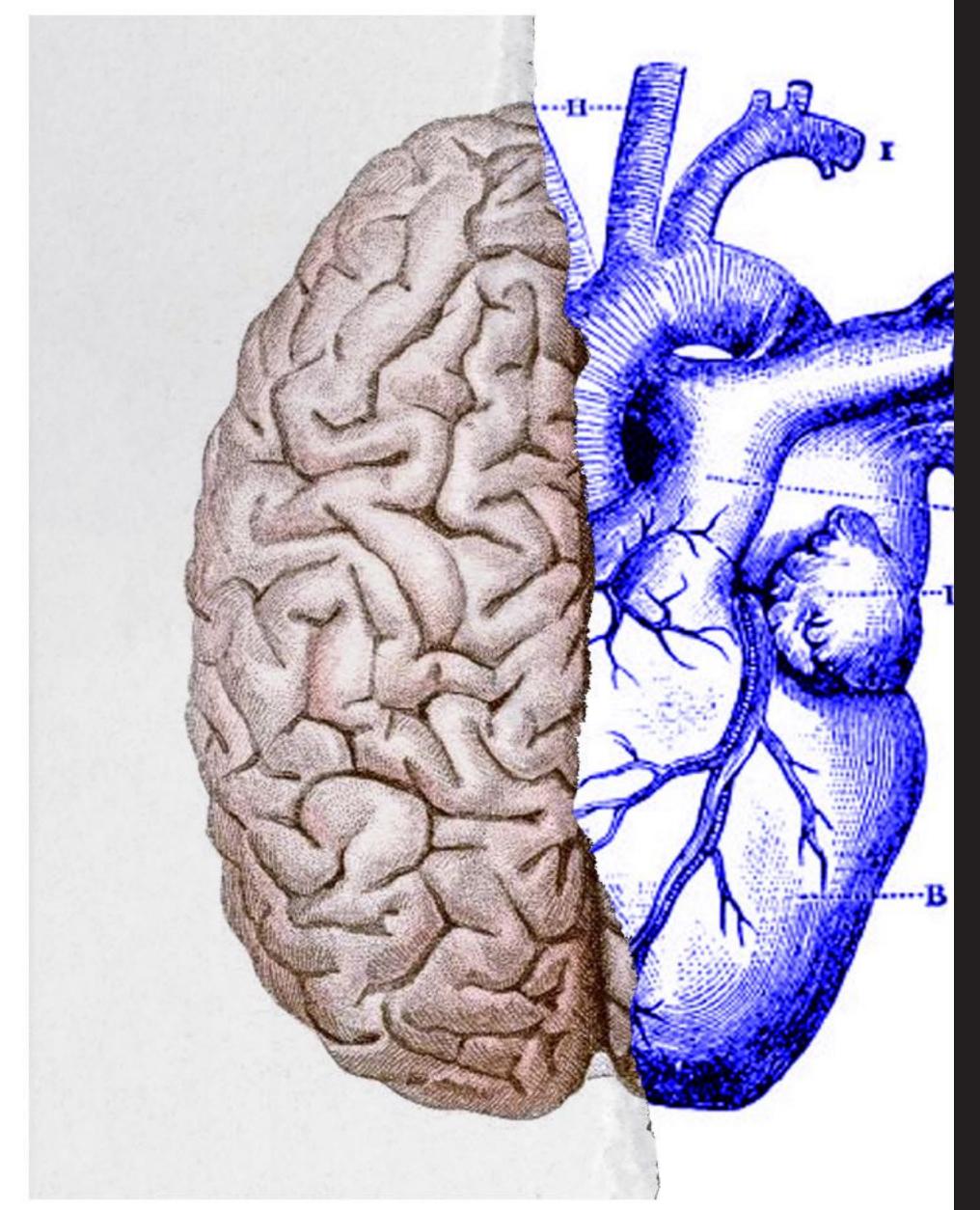
Community Engagement and Participation:

This metric evaluates community involvement and participation in a social initiative. It considers volunteer engagement, community feedback, and active participation in decision-making processes.



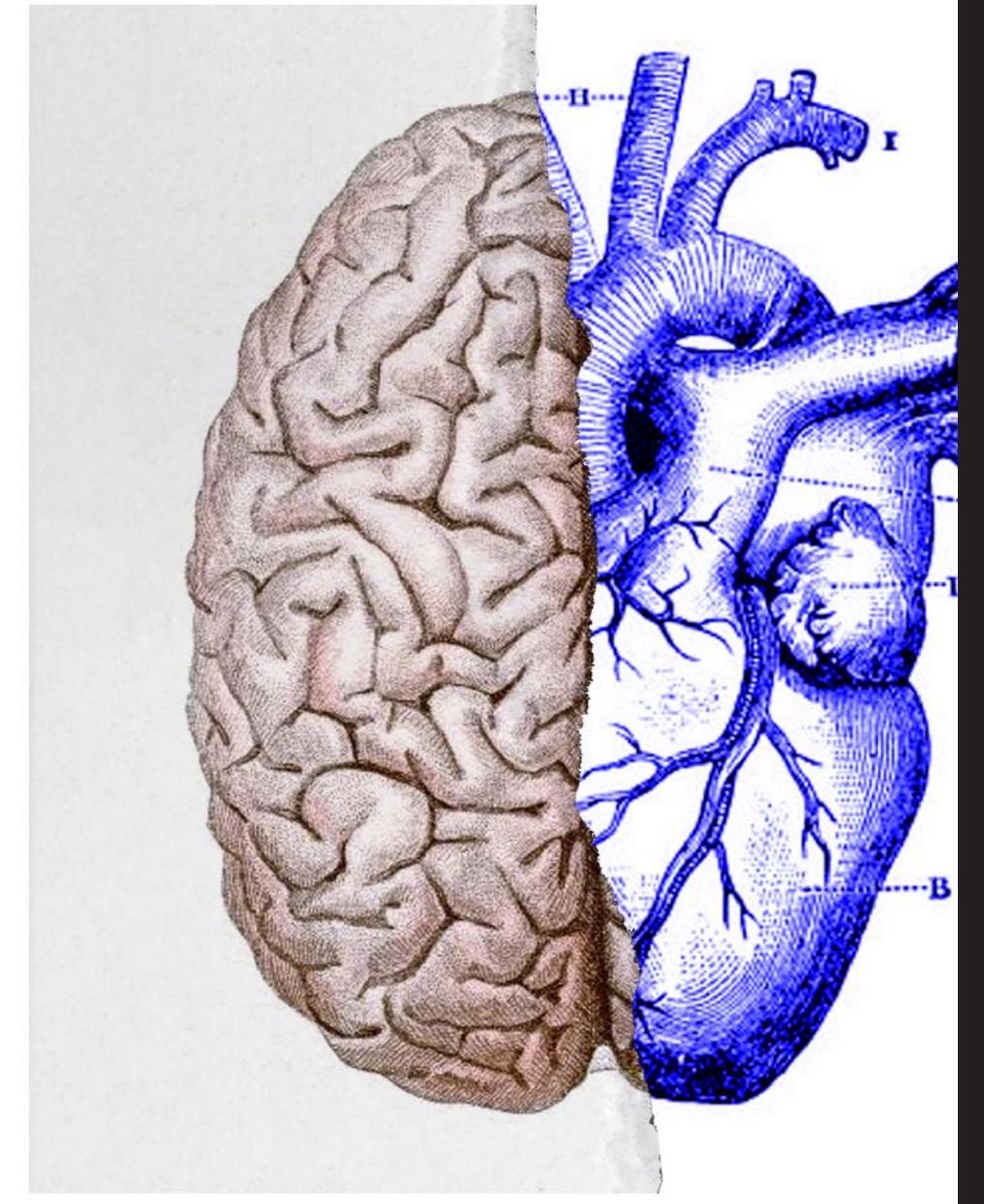
Activity indicators examples for a STEM education program targeting girls

Metrics	Туре	Baseline	Target
Attendance rate	Quantitative	60%	90%
Curriculum coverage	Qualitative	Average	Satisfactory
Dropout rate	Quantitative	15%	< 10%
Number of girls enrolled	Quantitative	30	100
Quality of teaching	Qualitative	Average	Satisfactory



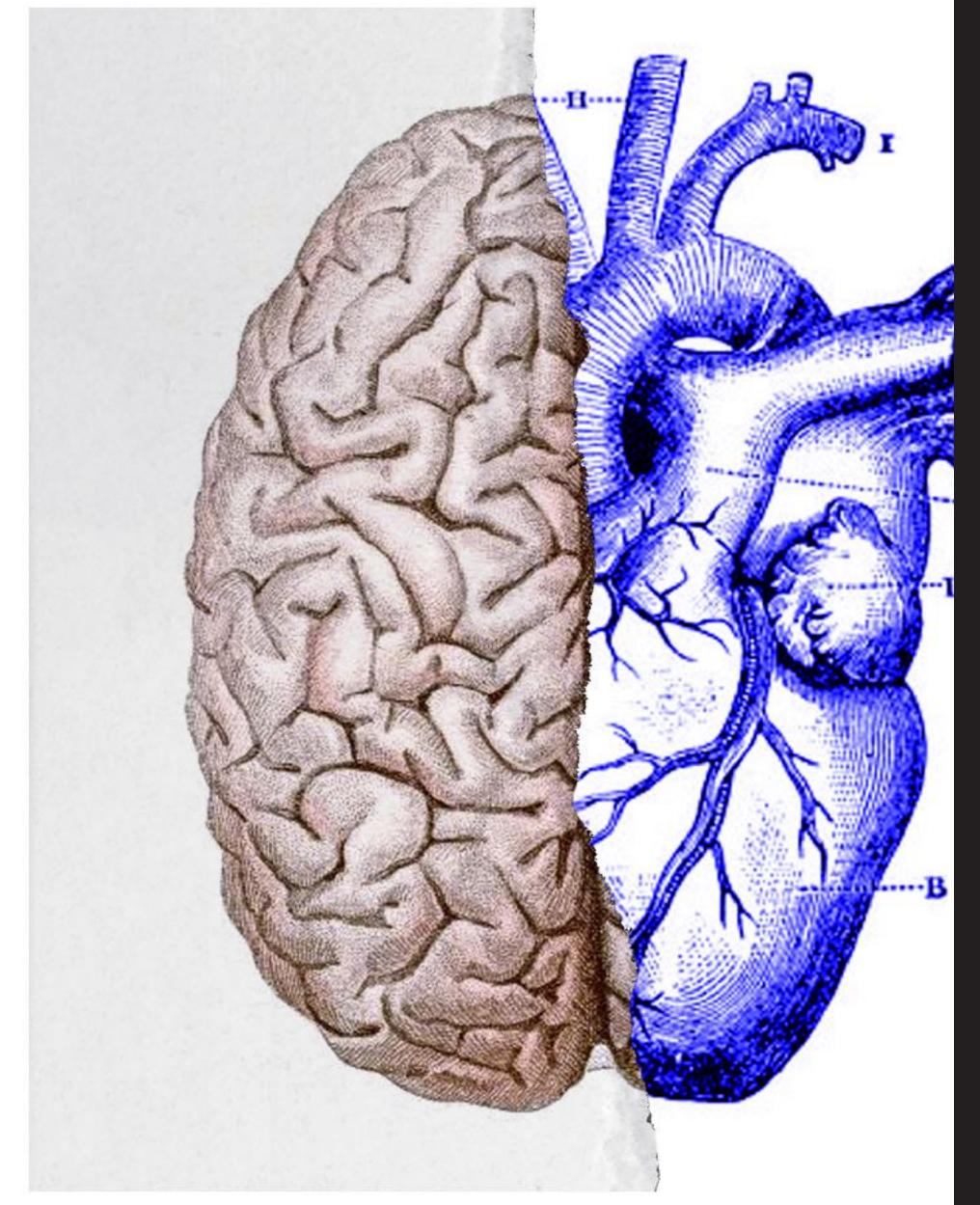
Output indicators examples for a STEM education program targeting girls

Metrics	Туре	Baseline	Target
Number of girls employed locally	Quantitative	N/A	60
Income earned by girls	Quantitative	N/A	Above minimum wage
Girls' perception of the future	Qualitative	N/A	Positive and hopeful
Girls' vulnerability to sex trafficking	Quantitative	N/A	Reduced
Quality of teaching	Qualitative	Average	Satisfactory



Outcome indicators examples for a STEM education program targeting girls

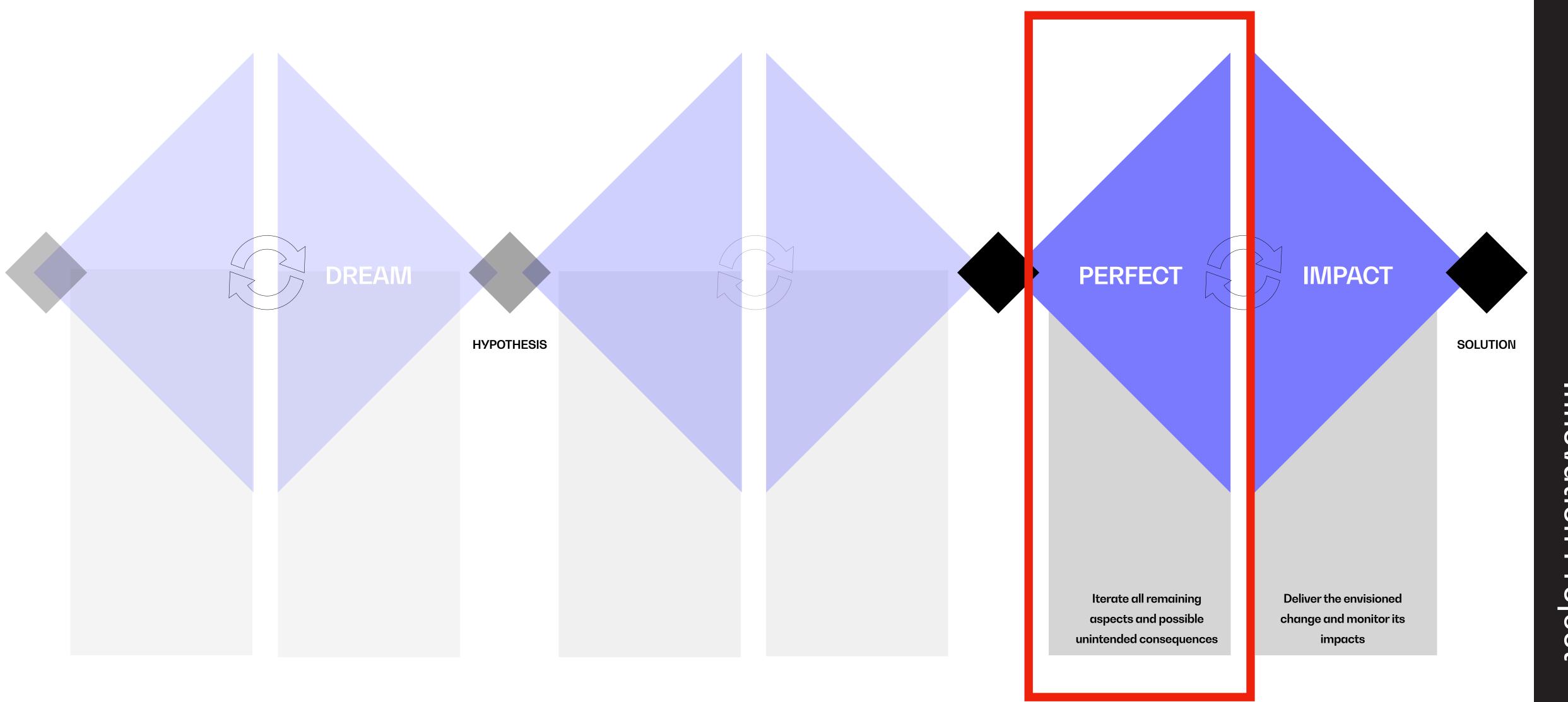
Metrics	Туре	Baseline	Target
Girls with career plans	Quantitative	N/A	80
Girls who receive mentorship	Quantitative	N/A	100
Girls who pursue STEM careers	Qualitative	N/A	Satisfactory
Girls who apply for local jobs	Quantitative	N/A	80
Quality of teaching	Qualitative	Average	Satisfactory



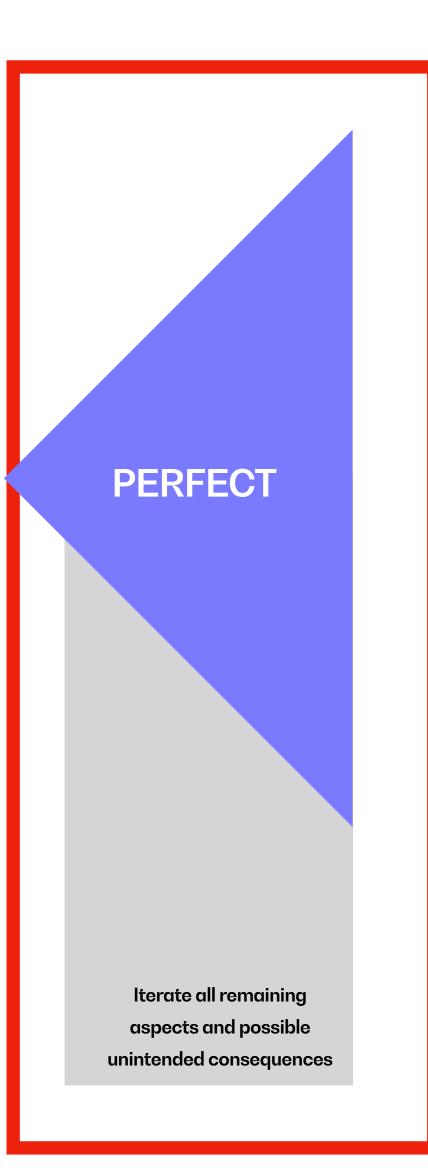




Life-Centred Visionary Innovation



Life-Centred Visionary Innovation



Goals:

Map the unintended consequences.

List mitigation measures to be incorporated in the solution.

Start building your impact metrics.

Build your business model canvas.

Innovation Project

FAMILY OF CONSEQUENCES

Goal "What we are trying to achieve" Anticipated Direct Consequence "We expect this to happen"

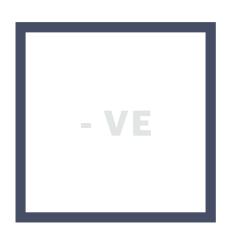
Second Order Consequences

"These things could happen"

Is there a relationship here? Classify it and draw an arrow to show the direction

Extended Consequences

"Our potential impact on the world"









Is there a relationship here?
Classify it and draw an arrow to
show the direction

Is there a relationship here?
Classify it and draw an arrow to
show the direction

Types of Relationship

Inseparable

Inextricably linked

Reinforcing

One consequence increases likelihood or amplifies the effect of the other

Dampening

One consequence decreases likelihood or reduces the effect of the other

Cancelling

One consequence makes the other impossible

Designed for: Designed by: Date:

Version:

Key Partners

Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

MOTIVATIONS FOR PARTWERSHIP Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities **Key Activities**

What Key Activities do our Value Propositions require? Our Distribution Channels? Revenue streams?

Production Problem Solving Platform/Network

 \checkmark Value Propositions

> What value do we deliver to the customer? Which one of our customer's problems are we What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

Newness Performance Customization "Getting the Jub Done" Design Brand/Status Price Cost Reduction

Risk Reduction

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established?

How are they integrated with the rest of our

business model? How costly are they?

Customer Segments

For whom are we creating value? Who are our most important customers?

Niche Market Segmented Diversified Multi-sided Platform

Key Resources

What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

TYPES OF RESOURCES Physical Intellectual (brand patients, copyrights, data) Channels

Through which Channels do our Customer Segments

How are we reaching them now? How are our Channels integrated?

Which ones are most cost-efficient? How are we integrating them with customer routines?

Assurences
 How do we raise awareness about our company's products and services?

How do we help customers evaluate our organization's Value Proposition?

3. Purchase

How do we allow customers to purchase specific products and services? Delivery
How do we deliver a Value Proposition to customers?

S. After sales
How do we provide post-purchase customer support?

Business Model Generator GPT:

https://chatgpt.com/g/g-NnfTKogsa-businessmodel-generator



Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

IS YOUR SUBMISES MORE
Cost Driven Deanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope



Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying?

How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?

Asset sale Usage fire Subscription Fires Lending/Renting/Leasing Liconsing Bristering fires Advertising

List Price Product feature dependent











DESIGNED BY: Business Model Foundry AG The makers of Business Model Generation and Strategyzer





/thank you. INDVATION
ECOSYSTEM