

Infographic 1. About this guide

What is social impact measurement?

Social impact measurement aims to assess the social value produced by the activities of any for-profit or non-profit organisation.



It is the process of understanding:

- How people's well-being is improved or changed
- how the natural environment has evolved
- AND how much of these changes can be attributed to an organisation's activities

For social and solidarity economy entities, social impact measurement focuses on understanding the additional, net value generated by their activities, in the pursuit of their mission and beyond, through a more or less tailored approach.

Why does social impact matter?



Social impact measurement is a strategic tool that can help the social and solidarity economy demonstrate their positive contribution to society by:

- Allocating resources to social value creation
- Improvising, experimenting and innovating in the pursuit of their mission
- Increasing stakeholder participation and persuading potential supporters



What are the pitfalls in developing social impact measurement?

- ✗ External pressure to standardise
- ✗ Methodological hurdles in defining suitable quantitative indicators (especially when measuring well-being)
- ✗ Risk of unintended consequences





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