Social Impact Measurement

→ Why and How to measure the impact of entrepreneurial training programs

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Impact
Movement
Innovation
Knowledge
Training

What is IMPACT?

What is social impact?

THE LONG LASTING CHANGE enjoyed by the intended targets of the program or the intervention and/or by the broader community of individuals organizations, and/or environments.

The Measurement

through IMPACT MEASUREMENT we assess how and how much the conditions of targets have changed thanks to our intervention.

we have to compare the condition of the target **before the program/intervention** with the condition at a reasonable time **after the intervention**. We most of the time have to monitor the same condition periodically.
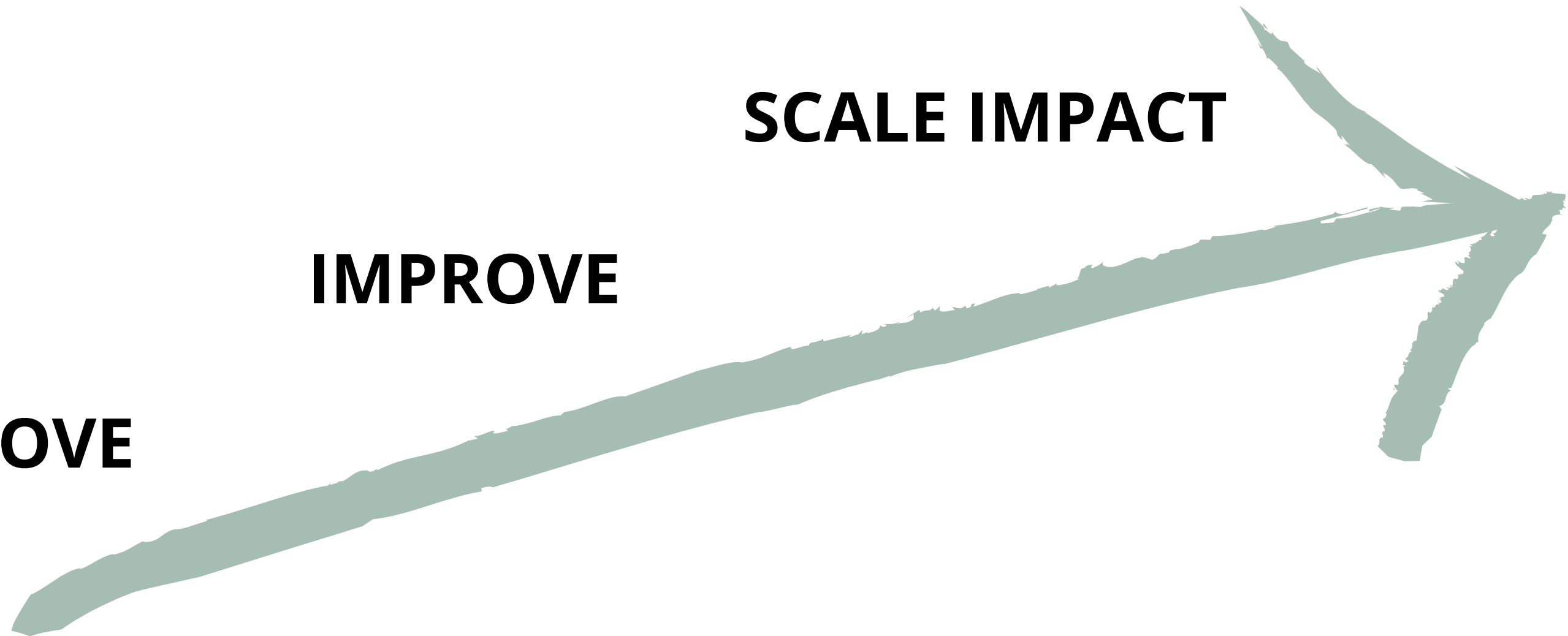
Why?

CREATE MOMENTUM
FOR IMPACT

SCALE IMPACT

IMPROVE

PROVE

How

PLAN →

ENGAGE STAKEHOLDERS →

PREPARE THE TOOLS FOR DATA COLLECTION →

Stakeholder map
Theory of Change

To understand POSITIVE and NEGATIVE impacts ⚠️

Baseline data ⚠️

How

ANALYSE DATA →

.Analyse the answers and develop a database. update it regularly

MEASURE CHANGE →

calculate drop off, attribution, deadweight,.

VERIFY THE RESULTS →

show and test the results with your stakeholders.

Outcomes

Business Creation rate (%)

#Businesses created

43%

41

Of those who started with a Business Idea

some Alumni started more then 1 business

46 responses*

Outcomes

Access to Financial resources rate (%)

22%

only the 17% didn't have received finance before the MBA

Avarage increase in revenues rate (%)
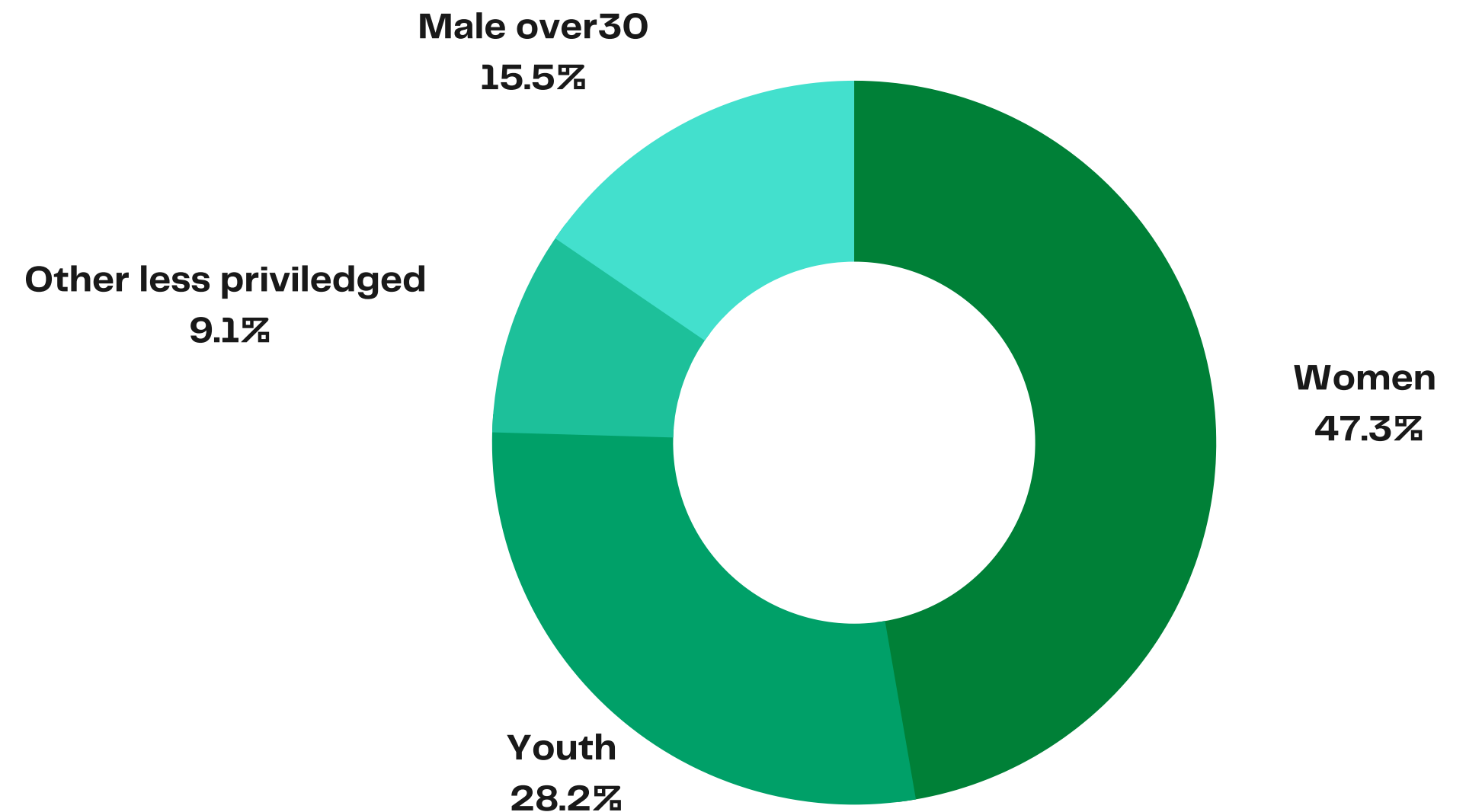
25%

25-50% is directly attribuited to the MBA

Employment Creation

397 Jobs Created

+ 9 PER ENTERPRISE (avarage)

Male over30
15.5%

Other less priviledged
9.1%

Women
47.3%

Youth
28.2%

Outcomes

→

Access to Better Job position

93%

Avarage Income increase (%)

25%

sample 14 responses*

Outcomes

Entrepreneurs reporting better Social Performance

84%

60% baseline data

Alumni reporting higher Social Orientation

100%

64% baseline data

sample 14 responses*