RESOURCES: Optimize Enterprise SDG Impact

Find below resources mentioned in our course materials, as well as other resources that may help your organization measure and optimize SDG impact performance.

15 Data Categories, Impact Frontiers
> To make impact management a reality, the IMP has developed a set of data categories that provide information across the five dimensions.
> https://impactfrontiers.org/norms/five-dimensions-of-impact/#data-categories

VisionSpring: Business Model Iteration in Pursuit of Vision for All, CASE at Duke
> CASE study of how social enterprise VisionSpring iterated on their model based on performance data.
> https://centers.fuqua.duke.edu/case/wp-content/uploads/sites/7/2020/11/FINAL-Scaling-Pathways-VisionSpring-Case-Study-5.16.17.pdf

Social Capital in Decision-Making: How social information drives value creation, WBCSD and KPMG
> Guide to incorporating social impact considerations into decision-making, particularly for large companies. Gives examples of the different types of decisions that different teams within the company need to make, and illustrates the flow of information that is necessary to equip those decision-makers.
> http://docs.wbcsd.org/2015/10/Social_Capital_in_Decision_Making.pdf

Impact Data in Action: Insights from Karma Healthcare, Impact Entrepreneur
> In July 2020, Karma and its investor, Beyond Capital, partnered with Proof of Impact to enhance Karma's ability to conduct data-driven impact measurement and active performance management. This example shows how Karma leveraged impact data to take steps towards optimizing impact performance.
> https://impactentrepreneur.com/impact-data-in-action-insights-from-karma-healthcare/

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