

# SOCIAL IMPACT EVALUATION CANVAS

Organization:

Date:

Revision date:

## GOAL FOR IMPACT EVALUATION

*What type of information should the assessment yield: who is to be convinced by it, who makes decisions based on it? What is the timeline for the assessment?*

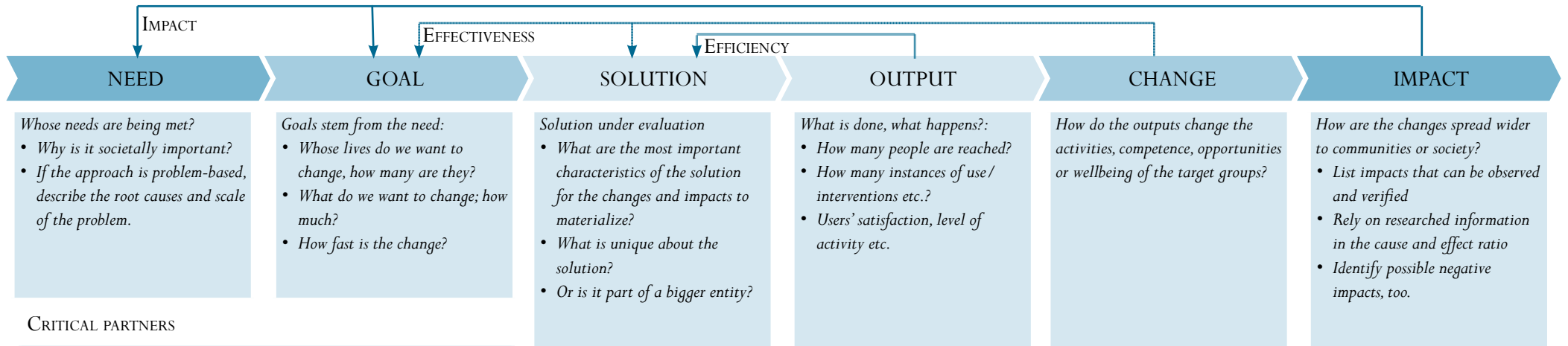
## ORGANIZATION'S IMPACT VISION

*Impact vision reflects the kind of world the organization is creating, to whom is it important?*

## SOLUTION UNDER EVALUATION

*What programme, service or product impact is being assessed? How will the solution bring us towards the impact vision?*

## IMPACT



*Whose needs are being met?*

- Why is it societally important?
- If the approach is problem-based, describe the root causes and scale of the problem.

*Goals stem from the need:*

- Whose lives do we want to change, how many are they?
- What do we want to change; how much?
- How fast is the change?

*Solution under evaluation*

- What are the most important characteristics of the solution for the changes and impacts to materialize?
- What is unique about the solution?
- Or is it part of a bigger entity?

*What is done, what happens?:*

- How many people are reached?
- How many instances of use/ interventions etc.?
- Users' satisfaction, level of activity etc.

*How do the outputs change the activities, competence, opportunities or wellbeing of the target groups?*

*How are the changes spread wider to communities or society?*

- List impacts that can be observed and verified
- Rely on researched information in the cause and effect ratio
- Identify possible negative impacts, too.

## CRITICAL PARTNERS

*Whose help do you need to alleviate the root causes and to reach the objectives?*

## CHANGE VERIFIED

- Not able to verify
- Comparison to statistics
- Follow up
- Comparison group
- Quasi-experiment

## INDICATOR CHECKLIST

- Quantitative
- Qualitative
- Subjective
- Objective
- Short term
- Long term
- Information from different stakeholders

- The amount of work, competence, funding, space, partners etc. needed for providing a solution, resources must be priced.
- Cost details to help calculate costs / output.

*Is it realistic to reach objectives with the available resources?*

*It is easy to put customer volumes, instances of participation and other quantitative issues into statistics. At the same time we must follow how well we reach the intended target group and if the people are active and committed.*

- Cut the desired changes into measurable pieces.
- Monitor the direction and scale of change.

*You can find models for the performance indicators e.g. here:*

- IRIS database
- BSC Outcome Matrix

*Reliable impact verification is hard, focus on the most important impacts.*

- Who benefits from the achieved changes: the village community, municipality, insurance company, employers, state etc.
- Verify with the help of follow-up, statistical and / or register data.



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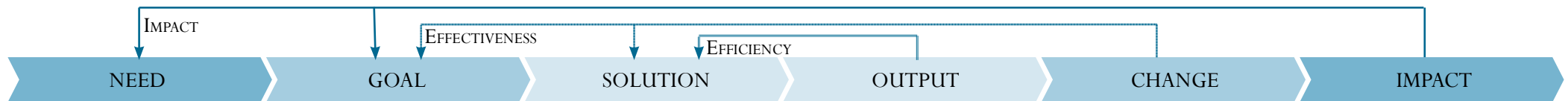
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GOAL FOR IMPACT EVALUATION

ORGANIZATION'S IMPACT VISION

SOLUTION UNDER EVALUATION

## IMPACT



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CRITICAL PARTNERS

## INDICATORS

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