# How to measure and value social impact?

August 30<sup>th</sup> 2016

Samuel Vionnet – Valuing Nature



# valuing nature



#### With contributions from:

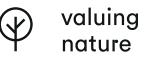


WORLD Resources Institute









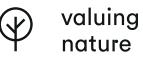
### Agenda

Introduction

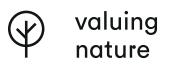
**Case studies** 

Collective brainstorming

Panel discussion



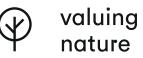
### Chair of the session



**Samuel Vionnet** *Sustainability Expert and Founder* sv@valuingnature



**Tatiana Fedotova** *Deputy Head, Water* fedotova@wvbsd.org



#### **Case studies presentations**

**firmenich** 

Johanna Levy Director Sustainability North America



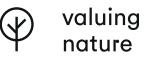


Paul Reig Associate, Water Program, WRI preig@wri.org

**Christian Frutiger** *Global Head of Public Affairs, Nestlé* 



**Tilmann Silber** *Practice Leader Sustainability Action & Water* t.silber@thesouthpolegroup.com



### **Panel discussion**

What is the future of social impact metrics?

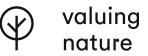
#### **Special guests**



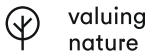
**Phil Riddell** On behalf of the Gold Standard phil@r-assoc.co.uk



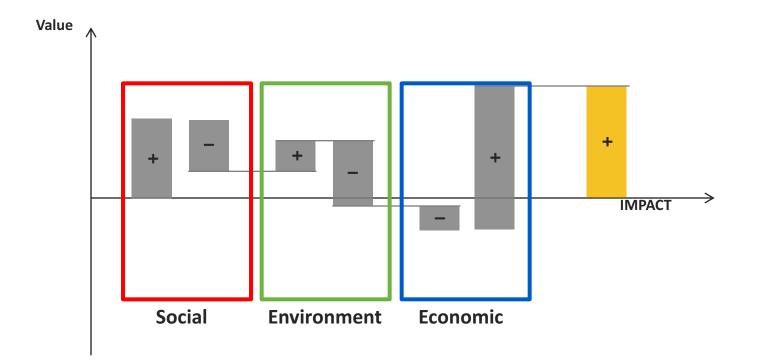
James Dalton Coordinator, Global Initiatives, Global Water Programme, IUCN James.DALTON@iucn.org

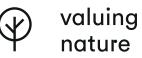


# Short introduction on social metrics methodologies



#### **Redefining value**



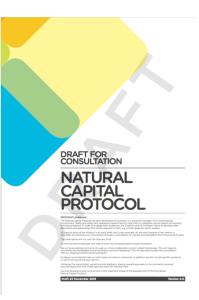


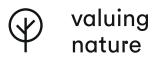
### **Protocols and methodologies**

Building the Social Capital Protocol: Insights into employment, skills and safety wbcsd

A guide to Jessey 2012 Social Return on Investment

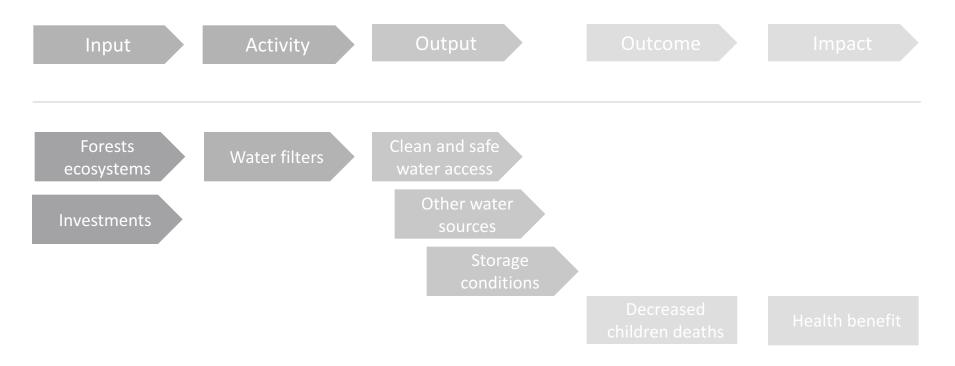
The SROI Network Accounting for Value

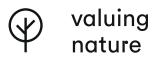




# How do we measure "impact" ?

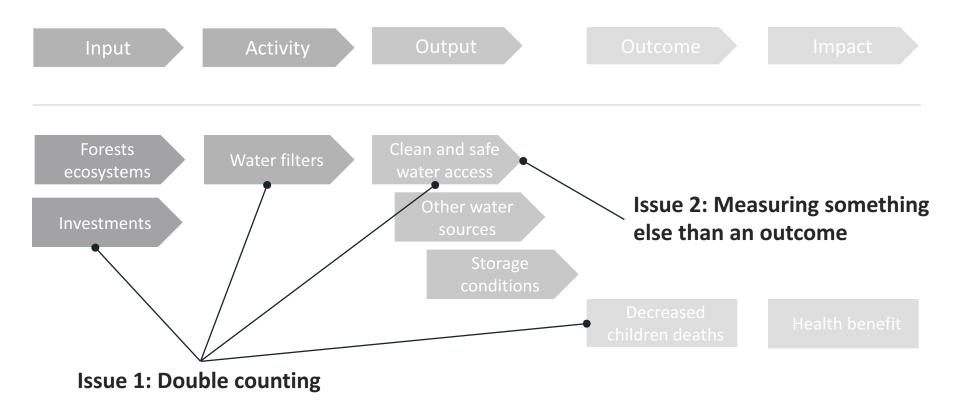
- We must define **impact pathways** or a **theory of change**.
- The value we create is measured at the **outcome level** only.

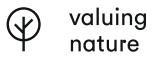




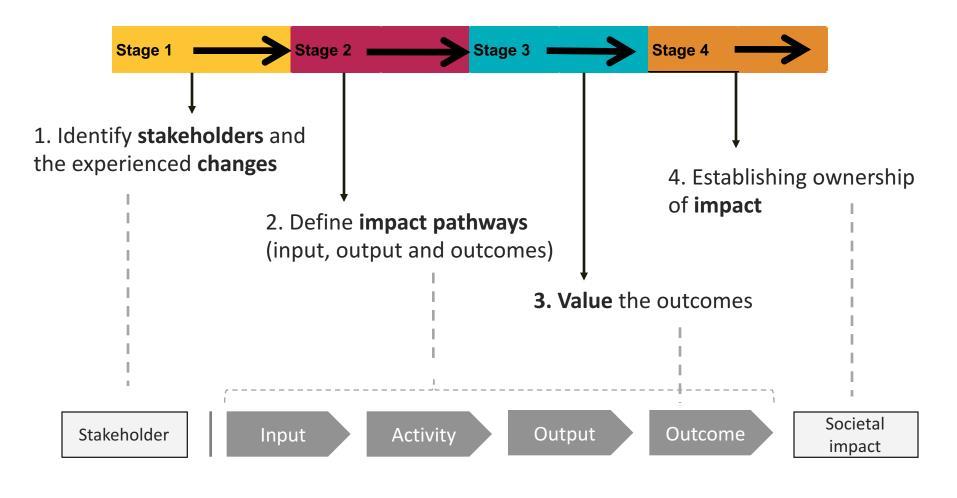
# How do we measure "impact" ?

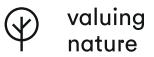
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#### **SROI** methodology steps





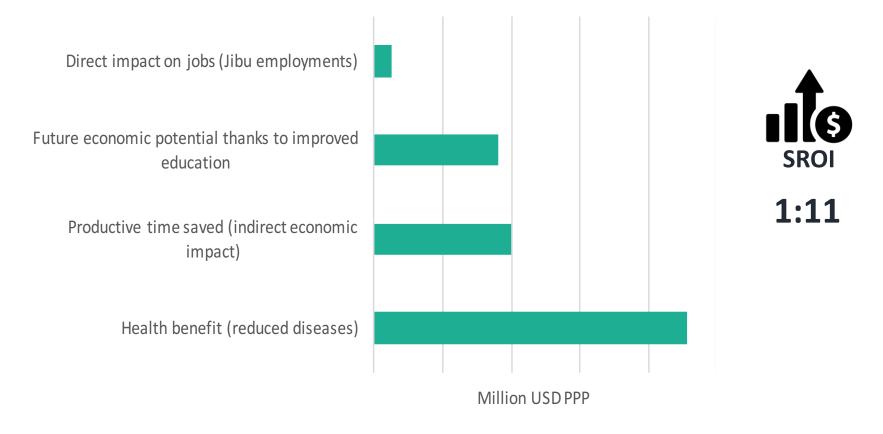
# **Building an impact map**

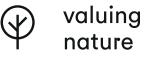
#### Defining independent outcomes

Social Value UK - The Impact Map													
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Stage 1	Stage 2	e2				Stage 3							
Stakeholders	Intended/unintended changes	Inputs		Outputs	The Outcomes (what changes)								
Who do we have an affect on? Who has an effect on us?	What do you think will change for them?	What do they invest?	What is the value of the inputs in currency (only enter numbers)	Summary of activity in numbers	Description How would the stakeholder describe the changes?	Indicator How would you measure it?	Source Where did you get the information from?	Quantity How much change was there?	Duration How long does it last after end of activity? (Only enter numbers)	Does it start in period of			
-													

# **Case Study - Water and jobs - Results**

Social return on investment of Jibu (2016 projection)

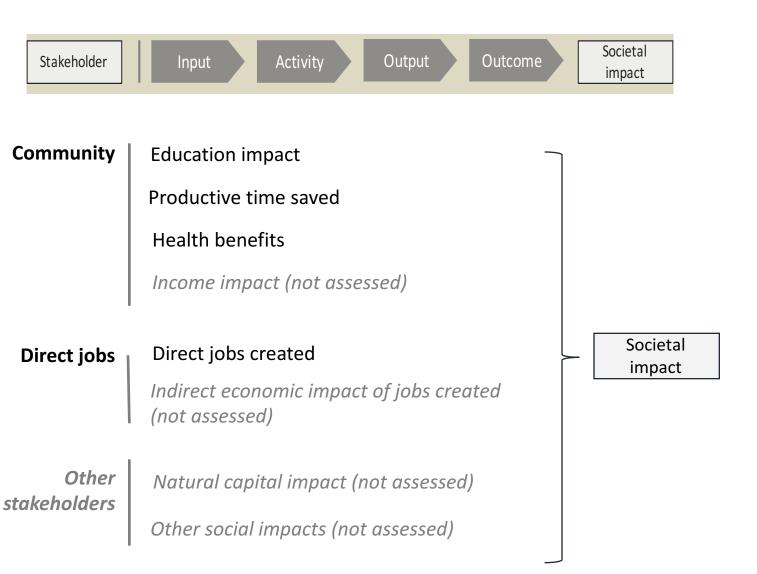








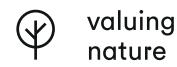
# **Case Study - Water and jobs - Scope**



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# Thank you!





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