P·ACT

SEED promoting entrepreneurship for sustainable development

MITD-Lab designing for a more equitable world

Welcome to the Workshop

Name of Workshop

Tool: Impact Target

What impact will we generate together? For whom?

Step-By-Step

Step 1 — Clarify impact monitoring goals ▶ Step 2 — Prioritize Impact Targets ▶ Step 3 — Define the impact Value Chain

Facilitation

Teams

Partner 1

Organization's name	
Representatives	

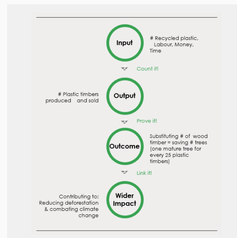
Partner 2

Organization's name	
Representatives	

Example

Step 2 Prioritize Impact Targets

Step 3 Define the Impact Value Chain



Step 1 Clarify Impact Monitoring Goals

Stakeholders	What are their goals for impact measurement?	What impact data will they need?	What format of data do they prefer?	How will they use it?
Partnership organizations Partner 1 Partner 2				
Beneficiaries				
Other Key Stakeholders				

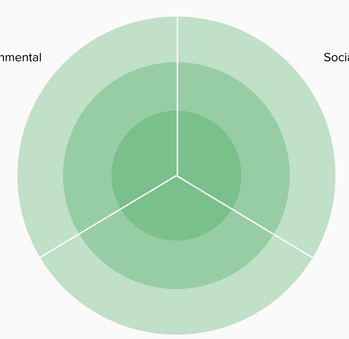
Step 2 Prioritize Impact Targets

Partner 1

Environmental

Social

Economic



Partner 2

Environmental

Social

Economic

Step 3 Define the Impact Value Chain

Impact Area:			
Input Countable investments			
Output Production and outreach figures			
Outcome Direct effects caused by outputs			
Impact Contribution to larger development goals			

Steps Description

Step 1 Clarify Impact Monitoring Goals

Together, discuss and align on **WHY** you need to measure impact and **WHO** will be interested in your impact results by answering the following questions:

Why are each of the partners interested in measuring the impact of the partnership?	The reasons may be different for each partner and should generally link to your partnership drivers.
Who will this partnership generate impact for?	These are your beneficiary groups, they could include your customers but could also be broader groups such as larger communities or society at large.
Who will be interested in the partnership impact data?	Stakeholders interested in impact data could include your funders, investors, or other broader stakeholder groups.
Who else will you be sharing the partnership impact data with?	You might plan to share with beneficiaries, customers, partners or even the general public.
What kind of impact data will each stakeholder group be interested in?	Consider quantitative versus qualitative data and high level versus detailed data.
What will we use the partnership impact data for?	Consider both internal and external uses of impact data.

Step 2 Prioritize Impact Targets

2.1. Brainstorm individually **WHAT** types of impact the partnership will generate. Organize your ideas within the three impact bottom-line dimensions: Social, Environmental and Economic.

2.2. Taking turns, place your impact goals in the Impact Target Framework with highest priority in the center and lower priority in the outer layers.

2.3. Discuss and decide collaboratively **WHICH** impact goals you will monitor and identify them with distinctive markers. You can not monitor all the goals, you have to narrow this down to a reasonable list depending on the resources that partners will allocate to impact monitoring. While you might choose to prioritize impacts that fall at the center of the target framework, you might also consider monitoring other types of impacts that may fall further out but are particularly important to other key stakeholders (like funders).

Step 3 Define the Impact Value Chain

3.1. Together, define **HOW** you will achieve your impact targets by developing the Impact Value Chain for each one:

* INPUT - refers to all that goes into the partnership activities leading to the impact goal – e.g. money, time, resources, raw materials. These can be easily counted and are often already well-documented.

* OUTPUT - refers to the tangible products or services that will be delivered to the impact beneficiaries. These also can generally be counted and should be well-documented through the partnership activities.

* OUTCOME - refers to the positive effects of the outputs on the beneficiaries. These generally need to be calculated from the outputs by using scientifically proven correlations or credible formulas from well-regarded institutions.

* WIDER IMPACT - refers to the global challenges and broad positive changes that the partnership will contribute to. Typically, these cannot be measured directly, but studies or clear narratives can credibly link your outcomes to a positive change.