The Golden-thread: collecting data across the 5 Dimensions of Impact

Session Description:
This session will share new outputs from the Impact Management Project. Over the past 6 months, the IMP team has been working with enterprises to shape guidance on what data enterprises need to collect to understand all their effects on people and planet – including using direct beneficiary feedback - and how this data can be summarized for investors. For the investors in the room, we will discuss how this enterprise data can be used to assess whether your impact goals have been met.

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Key Takeaways:
1. The importance of developing a common framework and vocabulary in the field of impact management
2. Currently, most impact management specialists are not considering risk in their basic framework, yet this is a crucial dimension

Conversation:

Agenda:
1. Context setting
2. The golden thread of impact
3. Framework examples
4. Your feedback
5. What’s next

KEY QUESTION: Does it help me improve peoples’ lives and the planet? 5 dimensions to help you decide

- Golden Thread – shared fundamentals for describing and classifying impact goals that can be used and named by whoever needs them
- Impact Management Project - over 1000 orgs that collaborate to attempt to define fundamentals
  - Funded by a grant
  - Now creating practical training materials and tools
  - Have not yet defined “adoption” of impact management --- can be problematic but a work in progress
• How people experience/define **IMPACT – 5 Dimensions**
  - What – positive or negative outcomes does an effect drive? Is the outcome important to
    the people who experience it, or the planet?
  - Who – demographic? Are they underserved in relation to the outcome?
  - How Much
  - Contribution – additionality? What’s the effect’s contribution to what would likely
    happen anyway?
    - Investor – contribution to the enterprise
    - Enterprise – contribution it makes to the market (what, who, how much)
  - Risk – to people and planet

• Example with domiciliary care co-operative - we collect data to judge whether something is
  good or not versus our goal.
  - Risk – things to consider
    - Evidence risk
    - External risk
    - Execution risk
    - Stakeholder participation risk
    - Drop off risk
    - Efficiency risk
    - Unexpected impact risk

• Enterprise that have MANY effects on people and planets that matter
  - The five dimensions help pinpoint what effects need to be managed

• FRAMEWORKS help enterprises and investors to assess impact performance data and set impact
  goals.

• The dimensions DO NOT dictate the measurement techniques used, just pointing out that you
  always need “who” data
  - Do you use a proprietary or open-sourced framework to guide impact analysis and data
    collection?

• Example – Root Capital
  - Improving small-holder farmers’ lives
  - Set impact goals based on what clients (farmers) say they want/need to improve their
    lives

• Acumen does not access risk – overtime, they realized they couldn’t make assumptions. When
  they began asking stakeholders direct questions to measure risks, they were able to identify
  other effects (positive and negative)

• Group Activity – consider own personal experience. How do the 5 dimensions apply?
  - Key questions
    - Is your performance data collected against those dimensions?
    - Which, if any, do you not collect data against, and why?
    - Any data categories on impact performance that you feel are missing?
Summary Poll – Is it necessary to have a common industry vocabulary for impact measurement?
  ▪ Polled the room – majority votes “yes”

Group 1 feedback
  ▪ Who and what consistently measured.
  ▪ How much and “long lasting effects” are debatable
  ▪ Risk is always acknowledged but necessarily incorporated into impact management

Group 2 feedback
  ▪ Not using a particular framework, but most address what, who, how much in impact management