

Better Understand and Communicate the overall Phenomenon of Social Entrepreneurship

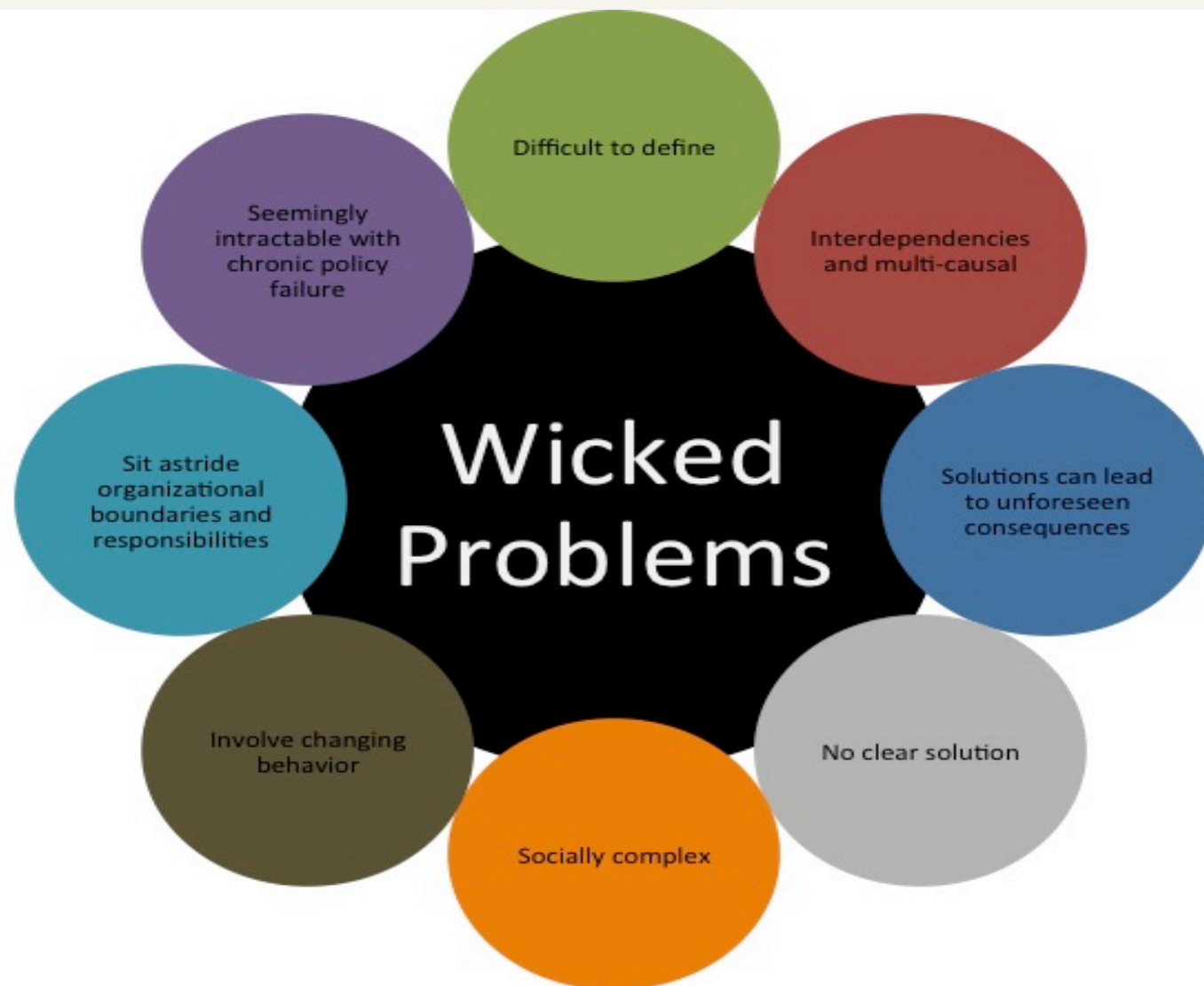
**Workshop on the usage of data for
driving social entrepreneurship
19th February, 2015
Legatum Institute**



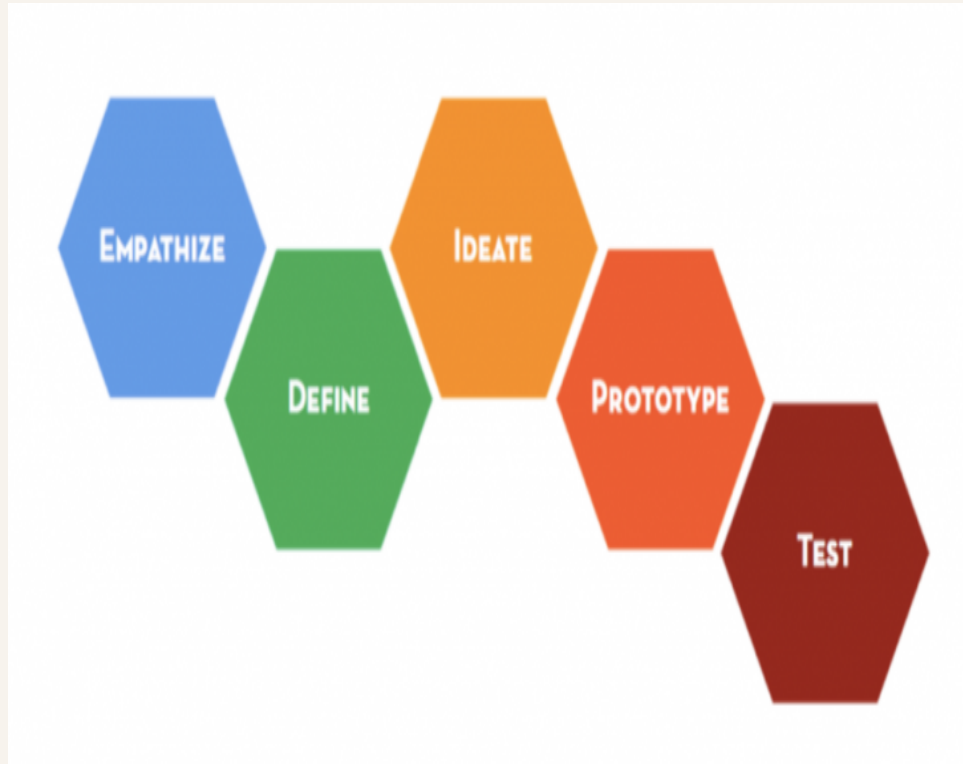
*We are a
Top 50 University
*The Guardian
University Guide 2015*

What I Intend to Cover

- ‘Wicked Problems’
- Getting people involved
- Social Impact
- Social Impact Matrix



Getting People Involved



- Design thinking
- Use of Data to facilitate Change

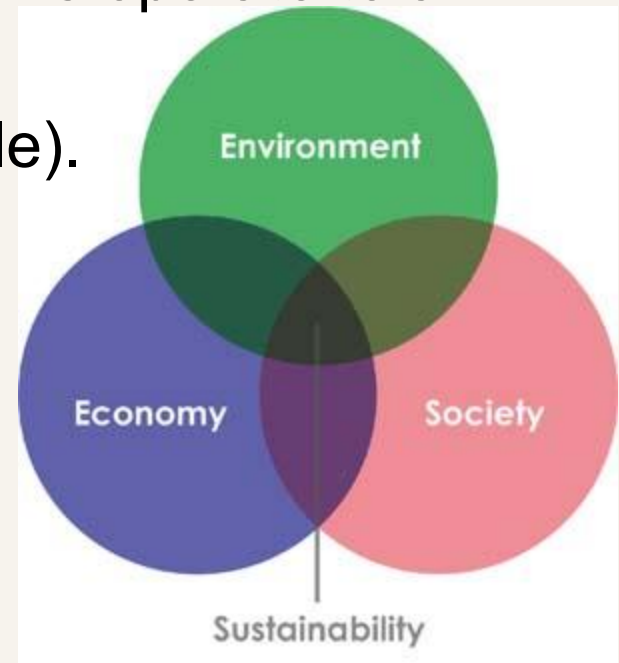
<http://dschool.stanford.edu/wp-content/uploads/2012/02/steps-730x345.png>

So Why Measure Social Impact?

- Provides evidence of the impact that you are having.
 - Good evidence for stakeholders, funders & beneficiaries.
- Allows for organisational learning.
 - Are you always having a positive impact?
- Can help secure funding/contracts/investment.
- Transition in VS relationship with the state:
 - Desire for evidenced-based policy-making.
 - Austerity & scarce resources.

Triple-bottom line

- Prior research has identified that SEs operate to a double or triple bottom-line:
 - Economic (financially sustainable).
 - Social (mission of the SE).
 - Environmental.
- Success needs to be judged in a more complex way than traditional accounting methods allow.



Which Social Impact Method or Tool?

- Eco Management & Audit Scheme (EMAS)
- Local Multiplier 3 (LM3)
- Prove it!
- The Social Impact Measurement for local Economies (SIMPLE)
- Social Accounting and Audit (SAA)
- Social Return on Investment (SROI)
- Volunteering Impact Assessment Toolkit
- Social Impact Matrix.
- Customer Service Excellence (previously Charter-mark)
- European Foundation for Quality Management (EFQM)
- Fit for Purpose
- Practical Quality Assurance System for Small Organisations (PQASSO)
- Social Enterprise Balanced Scorecard
- 3rd Sector Performance Dashboard
- Quality First
- Outcomes Star
- SOUL Record

Choosing?

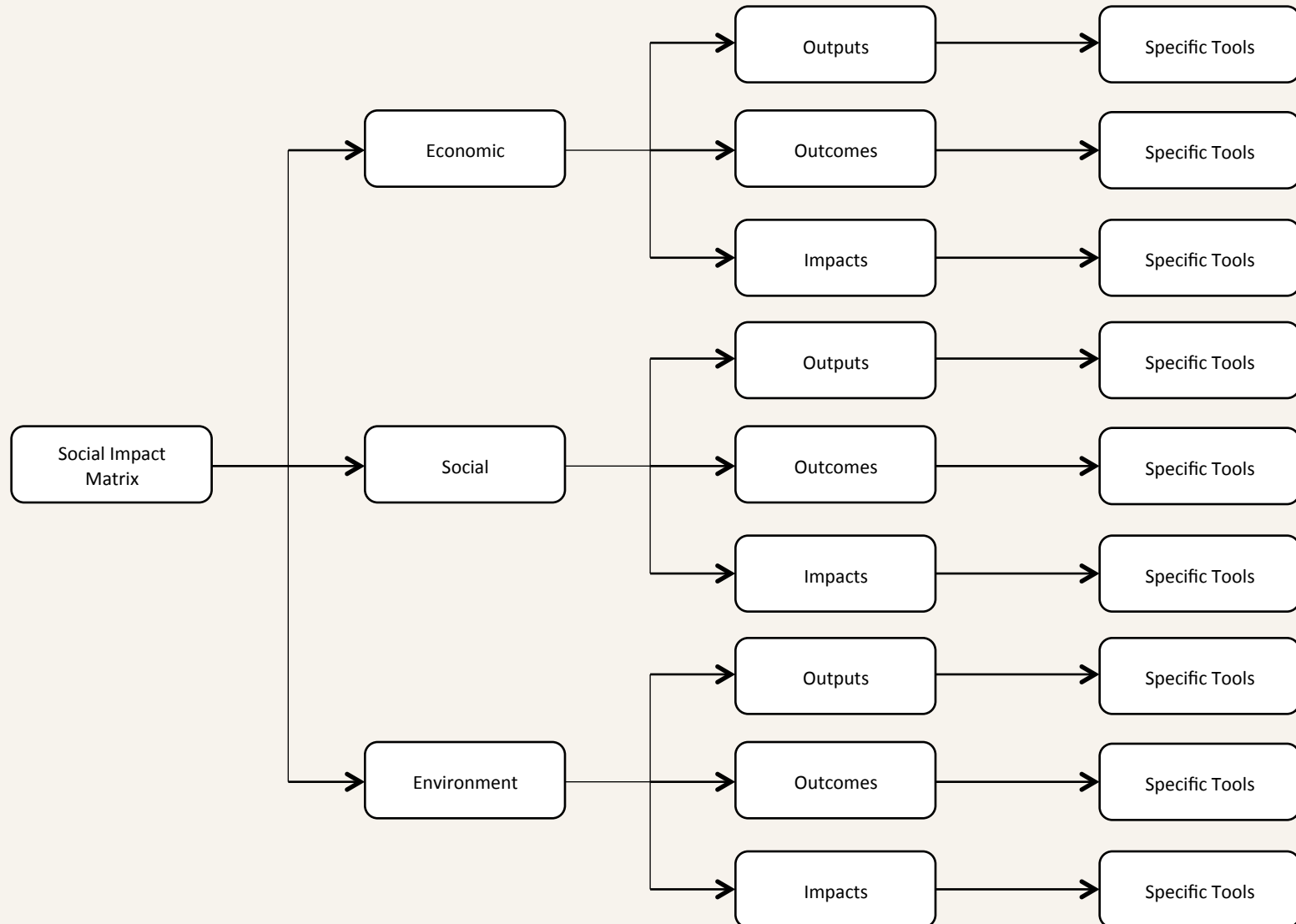
- There is no right or wrong answer, the decision has to be shaped by you.
- 3 main influencing factors are:
 - **Motivation**
 - Why are you engaging in SI measurement?
 - What do you want to get out of it?
 - What impact do you want it to have?
 - **Readiness**
 - How soon can you engage in SI measurement?
 - **Capacity**
 - Staff expertise & time.
 - Financial resources.
 - External contacts/networks.



‘Social Impact Matrix[©]’

- This is a new tool/approach developed by the University
- McLoughlin et al. (2009) developed the SIMPLE methodology that seeks to measure:
 - **Outputs:** Direct and easily identifiable (i.e. jobs created).
 - **Outcomes:** Individual beneficiary benefits (i.e. increased confidence).
 - **Impact:** Wider benefit to society (i.e. reduced social security payments).
- We combined this approach with an examination of the **triple bottom-line** (economic, social & environmental) to create the ‘Social Impact Matrix’.

‘Social Impact Matrix[©]’



‘SI Matrix[©]’ Implications

- The ‘Social Impact Matrix’ provides a route to mapping & measuring social impact that is:
 - Grounded in prior research & theory.
 - Allows for a tailored approach to individual organisations.
 - Is not purely fiscally based (i.e. like SROI).
- This type of measurement is considered best practice by the EC (EC Social Impact Sub-group, Feb 2014).
- This can also be used to measure SI in a University.

Measuring SI in a University

The University of Northampton will measure this across 13 areas:

1. Student Offer
2. Community Engagement
3. Staff
4. Knowledge Creation and Teaching
5. Knowledge Dissemination
6. Global Innovation
7. Investment
8. Operations
9. Strategic Innovation
10. Procurement
11. Alumni
12. Partnerships
13. Commercial activities

*Thank you
for listening*

WE ARE NORTHAMPTON.AC.UK

chris.durkin@northampton.ac.uk

Reference

McLoughlin, J., Kaminski, J, Sodagar, B, Khan, S, Harris R and Arnaudo, G. Mc Brearty, S. (2009) *A Strategic Approach to Social Impact Measurement of Social Enterprises: The SIMPLE Methodology*, Social Enterprise Journal