



# 2nd ESSI Webinar: Social Innovation Measurement: How to capture the impact of social innovation?

## Part II Impact Indicators

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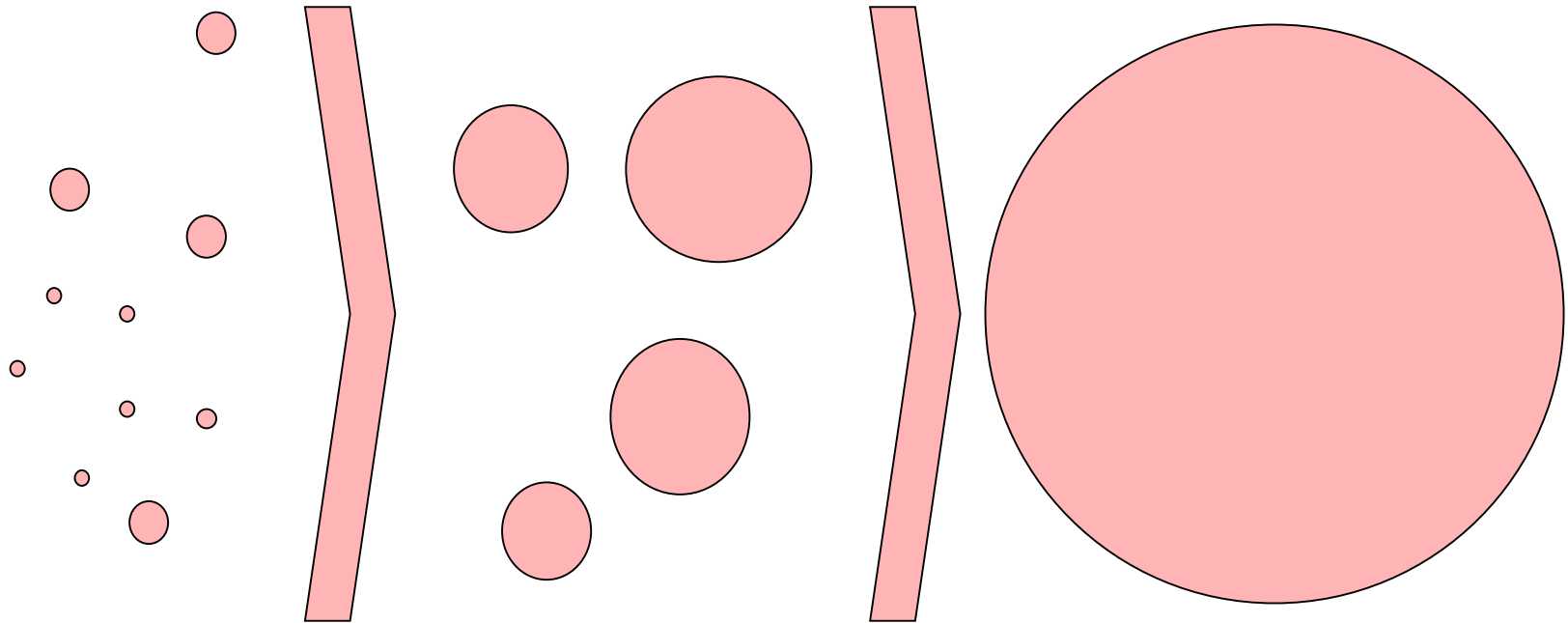
- **Which indicators are needed for a integrated model to measure the impact of social innovations?**
- **Is it possible to identify impacts on society at large by aggregating impacts of individual innovations or types of social innovations? Or do we have to develop completely new indicators?**

- **Outputs**
  - Outputs are the direct „products“ of an interventions or activity
  - They are normally easy to measure (number of workshops delivered, number of participants of workshops, hours of counseling provided, number of meals distributed, ...)
- **Outcomes**
  - Outcomes are observable changes in society
  - Normally one looks in the vicinity of an intervention
  - What happens when people are „workshopped“, counseled, fed?
    - With people their behaviour and well-being
    - With community they belong to and neighbours
    - With society?
- **Status quo**
  - Plurality of custom made tools and methods with individual indicators

- **Fair trade**
  - Intentions
    - establish ties between producers and consumers
    - make consumers pay fair prices to producers
    - better life of producers and their families
    - awareness of consumers for unfair conditions of production and trade
    - influence mainstream to change international value chains and trade relations
  - Fields of action
    - food (coffee, tee, spices, fruit, ...)
    - crafts (leather works, toys, ...)
    - clothing
    - raw materials (for jewellery, electronics, tombstones, ...)

- **Producers**
  - Indicators for quality of life like: Health, nourishment, education, participation, ...
- **Consumers**
  - Indicators for knowledge of goods, production and distribution, value chains, values, ...
  - Growing awareness for unfair conditions, willingness to pay and act, ...
- **Society**
  - Changes in the regional context of production
  - Changes in international trade
  - Changes in consumer countries

## Is an aggregation of impacts possible? Or do we need different indicators on each level?



**Individual social  
innovations  
Custom made  
impact assessment  
and indicators**

**Innovation streams  
Diffusion in practice fields  
Standard impact  
assessments and indicator  
for types of activities?**

**Systemic level**

- **GDP as benchmark**
  - one number to rule them all
  - decades of work on implementation
  - well known pitfalls
- **SDGs as starting point?**
  - SDGs describe aspects of societal quality
  - SDGs are combined with ~ 240 indicators
- **Donut economy model?**
  - SDGs for the social foundations
- **Other suggestions?**