



Edited by
Richard Hazenberg
Claire Paterson-Young

Social Impact Measurement for a Sustainable Future

The Power of Aesthetics and Practical Implications

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Social impact measurement remains a nascent field, despite the growth in methodologies and reporting over the last two decades, driven by global frameworks such as the Millennium and Sustainable Development Goals. For those that read this book, it will become clear that the Editors believe that this is a crucially important area, not just in terms of ensuring methodological robustness and validity of data (albeit these are important areas), but also in safeguarding those for whom social impact measurement is allegedly designed to support (i.e. the most disadvantaged globally). Issues of power, engagement, networks and ethics come to the fore here, as the world seeks to find ways to develop sustainably, and also effectively measure the progress in this area. We as Editors are hugely indebted to the authors who have contributed to this book. Each individual is an expert in their field and their contributions within their chapters cover important philosophical, methodological and practical areas with regards to social impact measurement. Without their thoughtful considerations as presented here, this book would not have been possible. Further, we would also like to express our gratitude to those authors and/or publishers cited in this book, who have granted permission for their important work to be included in this edited volume. We hope that this text can act as a clarion call for the social impact sector more widely, by

illustrating the best practice (and challenges) that are emerging globally with regards to sustainable development and the measurement of social impact. It is no exaggeration to say that the next few decades represent a critical juncture in the development of humanity, as well as the survival of the global environment and modern society as we know it. The field of social impact measurement has a critical role to play in ensuring that these future years are not wasted.

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Acronyms

ALRI	Acute Lower Respiratory Infection
ASCOT	Adult Social Care Outcomes Toolkit
AVPN	Asian Venture Philanthropy Network
BSC	Balanced Scorecard
CBA	Cost-Benefit Analysis
CBPR	Community-Based Participatory Research
CEA	Cost-Effectiveness Analysis
CEDAW	Convention on the Elimination of all forms of Discrimination Against Women
CERITA	Community Empowerment for Raising Inclusivity and Trust through Technology Application
COPD	Chronic Obstructive Pulmonary Disease
DFID	Department for International Development
ESG	Environmental and Social Governance
EVPN	European Venture Philanthropy Network
FAO	Food and Agriculture Organization
FPIC	Free, Prior and Informed Consent
FSC	Financial Services Commission
GECES	Group d'Experts de la Commission sur l'Entrepreneuriat Sociale
GIIN	Global Impact Investment Network
GIIRS	Global Impact Investment Rating System
GSK-SI	GuideStar Korea Social Impact
HYES	Healthy Years Equivalents

IAIA	The International Association for Impact Assessment
IAR	Impact Accelerating Report
IFC	International Finance Corporation
IFRS	International Financial Reporting Standards
IMP	Impact Management Project
KIBO	Korea Technology Finance Corporation
KODIT	Korea Credit Guarantee Fund
KPIs	Key Performance Indicators
MGS	Millennium Development Goals
MoEL	Ministry of Employment and Labor
MOI	Means of Implementation
MRE	Milled Rice Equivalent
MSP	Measurement of Social Performance
MSS	Ministry of Small and Medium Enterprises and Startups
NEPA	National Environmental Policy Act
NICE	National institute for Health and Care Excellence
NSIF	Non-Profit Organisation's Social Impact Framework
OECD	Organisation for Economic Cooperation and Development
OS	Outcomes Star
PbR	Payment by Results
PPP	Public-Private Partnerships
QALY	Quality-Adjusted Life Year
QoL	Quality of Life
RCTs	Randomised Control Trials
REDF	Roberts Enterprise Development Fund
RSPO	Roundtable for Sustainable Palm Oil
SAA	Social Accounting and Audit
SASC	Social and Sustainable Capital
SCBA	Social Cost-Benefit Analysis
SCRQoL	Social Care-Related Quality of Life
SDGs	Sustainable Development Goals
SEES	Social Economy Enterprise Evaluation System
SEIF	Social Enterprise Investment Fund
SHG	Self Help Groups
SIB	Social Impact Bonds
SOBI	Social Binis Indonesia
SOPOONG	Social Power of Networked Group
SROI	Social Return on Investment

SVA	Stakeholder Value Added
SVC	Social Value Creation
SVI	Social Value Index
SVLK	Sistem Verifikasi Legalitas Kayu
SVVMM	Social Venture Value Measurement Model
UN	United Nations
UNCED	United Nations Conference on Environment and Development
UNICEF	United Nations Children's Fund
VAWG	Violence Against Woman and Girls
WELLBY	Well-Being-Year
WHO	World Health Organization

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1

Introduction

Claire Paterson-Young and Richard Hazenberg

1.1 Introduction: Social Impact and Social Value

Social impact and social value as concepts are ambiguous, which creates challenges in the field of social impact measurement (Emerson, 2000; Maas, 2014). Increased attention on understanding social impact and social value has been driven by developments in the public and third sectors (i.e. funder requirements on measuring impact), government policy (i.e. the Public Services ‘Social Value’ Act of 2012 in the UK being a prime example) and European Methodology on social impact measurement (Clifford et al., 2014). Interpretations and definitions in social impact measurement vary, with research (Maas, 2014) illustrating subtle differences in the terminology around impact, output, effect and outcomes.

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Despite differences in definitions, the fundamental principles for social impact measurement are evident in the definitions provided by Clifford et al. (2014). Social impact was defined by the Group d'Experts de la Commission sur l'Entrepreneuriat Sociale (GECES) as “*The reflection of social outcomes as measurements, both long-term and short-term, adjusted for the effects achieved by others (alternative attribution), for effects that would have happened anyway (deadweight), for negative consequences (displacement), and for effects declining over time (drop-off)*” (Clifford et al., 2014:12). This definition outlines the short-term and long-term outcomes of measurements, allowing for identification of adjustments for alternative attribution, deadweight and drop-off (Hazenberg & Clifford, 2016).

The practice of social impact measurement has grown exponentially, and this book seeks to explore developments in social impact measurement approaches and offer a critique on the use of social impact measurement in modern society. It seeks to uncover the tensions inherent in social impact measurement, especially between creating and measuring social value creation. As the world becomes ever more globalised in its focus to deliver sustainable solutions to social and environmental problems, frameworks such as the United Nation's Sustainable Development Goals (SDGs) provide opportunities through which to assess and compare impact globally. This United Nations SDGs, introduced in 2015, outline 17 global goals designed to improve outcomes for all by 2030. Constructive critiques of global frameworks are required to ensure that they do not misinform stakeholders, disenfranchise the disadvantaged and exacerbate existing social problems. This book is separated into four distinct sections: ‘The how, what, why and whom of Social Impact Measurement’, ‘Agency, expertise and partnerships’, ‘Politics and public good’, and ‘Power, accountability and ethics’.

1.2 The How, What, Why and Whom of Social Impact Measurement

Social impact measurement has foundations in modern scientific enquiry, with explicit attention on measurement outlined in the U.S. Agency for International Development in 1971 and Claude Bennetts hierarchy of

program effectiveness in 1976 (Knowlton & Phillips, 2013). Developments in social impact measurement have been revisited with the amplification of social impact measurement, both within academia and within policy and practice. Chapter 2 outlines the potential for development in the social impact measurement sector moving forwards, in a way that will set the scene for subsequent chapters. It examines the social impact measurement sector, outlining complexities in establishing a consistent and common definition of social impact measurement. Despite ongoing definitional issues in social impact measurement, significant progress in the coalescence of social impact framework and approaches are evidenced in the development of global standards in social impact measurement (i.e. GECES) and global targets for sustainability (i.e. United Nations SDGs) [Relevant SDGs: SDG17: Partnerships for the Goals].

Building on the historical development of social impact measurement, Chap. 3 explores the growing demand for effective social investment, transparency and accountability, the need for social impact measurement has become more critical than ever. It offers an anthropological critique of current approaches and identifies strategies and tools that empower and place people at the centre of social impact measurement. Arguing that such approaches can help map the contribution of social investment at all system levels (micro, meso and macro) to the United Nations' SDGs [Relevant SDGs: SDG16: Partnerships for the Goals]. The book's first section ends with a chapter investigating 'Why and what to measure?'. It explores how the United Nations SDGs (United Nations, 2015) seek to make the world a better place but setting Goals alone will fail to achieve that end. This chapter explores the role of social impact measurement in evidencing goal achievement, with emphasis on the role it plays in telling us what is working, why it is working and how far it we have progressed towards goals [Relevant SDGs: SDG17: Partnerships for the Goals].

1.3 Agency, Expertise and Partnerships

Agency, expertise and partnerships are core elements in social impact measurement, with approaches to social impact measurement generally focused on social enterprises and hybrid organisations. This section

begins with a chapter on the challenges in establishing ways to measure social impact, theoretically and empirically, especially in measuring the impact on gender. It seeks to understand the approaches to social impact measurement, focusing on pro-social behaviours, with an emphasis on gender. It reflects on the experiences of female participants living in low-income areas in Kenya, highlighting issues with discrimination, unfair norms, decision-making, sexual and reproductive issues, political participation, leadership, unpaid work among others. Drawing on empirical data from interviews with participants, this chapter illustrates the challenges of addressing social issues and the need for concrete efforts to bridge theory and practice in developing suitable approaches to social impact measurement [Relevant SDGs: SDG5: Gender Equality; SDG17: Partnerships for the Goals].

Social impact measurement has a myriad of approaches, with Chap. 6 exploring the competing discourses of impact measurement forwarded by impact investment funds in the United Kingdom. It examines the ways in which impact investors justify and explain their use of impact measurement practices on their websites and in their annual report and impact reports. Through examination of the ways in which impact investors justify and explain impact measurement practices, it highlights the need for organisations to appreciate the multi-disciplinary nature of impact measurement as they strive to address the UN SDGs [Relevant SDGs: SDG17: Partnerships for the Goals]. This section concludes with a chapter investigating the role of stakeholders and beneficiaries in social impact measurement. It investigates multi-stakeholder approaches to social impact measurement, acknowledging the role of such an approach in fostering approaches to measuring outcomes associated with the SDGs [Relevant SDGs: SDG17: Partnerships for the Goals].

1.4 Politics and Public Good

Social impact measurement has a political dimension, with the politics and public good of social impact measurement, across the globe, explored in this section. Chapter 8 focuses on social impact measurement in Indonesia and argues that despite a shift from a state-centred to private

sector focus on social impact measurement (including the third sector), the involvement of beneficiaries in social impact measurement is often sugar-coated, if not neglected. It outlines the need to revisit strategies and policies regarding social impact measurement in Indonesia, providing recommendation for the government, the private, and the third sectors [Relevant SDGs: SDG17: Partnerships for the Goals]. Turning our attention to Vietnam, Chap. 9 examines the social impact measurement approach to community library services, with consideration towards the limited resources of both government and the community. It seeks to investigate the partnership between the community, third sector organisations and the government in public service delivery in relation to the contextual factors that affect social impact creation in developing countries. Such collaboration and customer-centric approaches are required to empower public service design, which is essential in social impact measurement [Relevant SDGs: SGD 4: Quality education, SDG 11: Sustainable cities and communities, and SDG 17: Partnerships].

The political dimension of social impact measurement in South Korea, with several government departments such as the Ministry of Employment and Labor (MoEL), Ministry of Small and Medium Enterprises and Startups (MSS), and Financial Services Commission (FSC), involved in developed social impact assessment tools, is explored in Chap. 10. Social impact assessment tools enable the monitoring and evaluation of organisations; however, there have been limited efforts to classify these tools in Korea. Chapter 10 seeks to categorise the social impact assessment tools in Korea, using seven variables: Data typology; Impact typology; Purpose; Model complexity; Sector; Time frame; and Developer (Grieco, 2015). It outlines the tension between different stakeholders in defining social impact in Korea, contributing to supporting policy-makers and organisations in identifying suitable social impact assessment tools [Relevant SDGs: SDG16: Peace, Justice and Strong Institutions; SDG17: Partnerships for the Goals].

The commodification and financialisation of everyday life are intertwined with the concept of ‘social value’, which hinders the development of common social impact measurement approaches. Chapter 11 draws on Karl Polanyi’s concept of ‘fictitious commodification’, focusing on social impact measurement approaches including Social Return on

Investment. It outlines the implications of impact measurement and the need to shape an economy in the ashes of the old [Relevant SDGs: SDG3: Good Health and Wellbeing; SDG 11: Sustainable cities and communities; SDG17: Partnerships for the Goals]. Chapter 12 investigates the effectiveness of impact measurement tools on social care interventions. It identifies commonly used measurement tools in social care, specifically the English Adult Social Care Outcomes Toolkit (ASCOT) designed to measure care-related Quality of Life and used by the Department of Health and Social Care for the English Adult Social Care Survey. Through examining commonly used measurement tools, it recommends improvements in measuring social care outcomes and its relationships with the SDGs [Relevant SDGs: SDG4: Good Health and Wellbeing; SDG11: Sustainable Cities and Communities; SDG17: Partnerships for the Goals].

1.5 Power, Accountability and Ethics

Social impact measurement can promote transparency and accountability (Zahra & Wright, 2016); however, procedures for social impact measurement are often under-conceptualised. This creates ambiguity over social impact measurement resulting in questions over power, accountability and ethics. Chapter 13 focuses on advances in impact measurement and management practices, with emphasis on impact materiality. Impact materiality enables an understanding of impact risk and the role of beneficiaries and end-users in the measurement process. It shows that impact measurement and management practices can adopt evidence-based through following the Hierarchy of Evidence Model [Relevant SDGs: SDG8: Decent Work and Economic Growth; SDG17: Partnerships for the Goals].

Understanding impact materiality in impact measurement creates opportunities for enhancing measurement practices. Chapter 14 builds on our understanding of impact measurement with attention on the SDGs. It argues that siloed solutions to the wicked problems, outlined by the SDGs, may not provide the desired impact, and could even have unintended, negative effects. Through investigating the food system in Sub-Saharan Africa, this chapter shows that siloed solutions and policies,