

Social Impact Assessment (SIA)

One-day course outline

Daniel Fujiwara, Smetrica & London School of Economics



Background

This course, delivered by Daniel Fujiwara from [Smetrica](#) and the London School of Economics, will introduce the main concepts of social impact measurement: how to define success in terms of your social impact, what you should measure, how to measure the impacts of your activities and how to assess and value your impact. The training will have specific reference to foundations and social investors and will discuss areas of best-practice and learning from the UK.

Course outline

The course covers current social impact environment in the UK, theoretical topics, methodology and the day-to-day practical application of social impact measurement tools and thinking.

PART ONE

History, context and current environment of SIA

- ✓ **What is social impact?** Brief history of social impact assessment and the virtue ethics model versus the outcomes-focused model.
- ✓ **Trends in the UK and US:** Moving to outcomes-based social impact investing and measurement and the advantages and disadvantages of this trend.
- ✓ **General environment for social impact assessment in UK:** policy environment; and practices in different sectors (government, corporate and non-profit).
- ✓ **The main methods and tools** for outcomes-based social impact measurement (cost-benefit analysis, SROI, CEA etc) plus discussion of their relative advantages and disadvantages.
- ✓ **Benefits of measuring social impact** for organizational decision-making and social investment.

PART TWO

Measuring social impact

- ✓ **Understanding your impact:** An introduction to quantitative and qualitative research methods for understanding impact. This will be a non-technical introduction to the main concepts of impact analysis with guidelines on what types of impact assessment are acceptable and which to avoid.
- ✓ **An introduction to monetary valuation methods** for use in cost-benefit analysis and SROI (including the Wellbeing Valuation approach, the latest thinking in social impact measurement). This will be a non-technical introduction covering the main concepts and rationale for monetary valuation.
- ✓ **Embedding social impact** in your organisations, decision-making and investment strategy. Includes techniques for data collection for impact analysis, assessing impact reports and interpreting and using the results from social impact tools like cost-benefit analysis and SROI.
- ✓ **Key problems in social impact measurement.** What it can and can't do for your organization.

About Smetrica

Smetrica is a leading research consultancy of academics and social scientists specialising in social impact measurement and policy evaluation. Daniel Fujiwara, founding Director of Smetrica, is an internationally recognized expert on social impact measurement and is co-author of the HM Treasury Green Book guidance on policy evaluation.

Smetrica has delivered training and advice on social impact measurement for a number of high-profile organisations and UK Government departments:

