

World Café «Aiming for Impact»

Hosted by Sara Stühlinger, Center for Philanthropy Studies (CEPS)

Achieving impact has become a major topic among philanthropic actors over the past few years. Questions about the measurability in practice, the costs and motivation behind impact measurement as well as new financing mechanisms and their contribution in the aiming for impact, were the core issues of this World Café. The following hypothesis connected the three discussion rounds:

Hypothesis: The focus on the concrete impact has significantly advanced philanthropic work and creates new opportunities for effective comparability and new financing models through measurability.



Dr. Janine Händel, Roger Federer Foundation **«Comparability in practice»**

One possible approach for impact measurement is the orientation on the Sustainable Development Goals (SDGs). However, translating the overarching SDGs into concrete indicators is a challenging task as many indicators are not

fully defined and leave room for interpretation on a national level. Defining these indicators has to be done now in each country, involving all stakeholders and respecting political processes which is demanding for smaller organizations, timewise and resourcewise. The following discussion question resulted: What could be ways of bottom-up solutions for comparability of impact on the ground?

Key points of discussion:

- Talk to local stakeholders, include directly the beneficiaries.
- Use the SDGs as a motivation and legitimacy to accellarate political process in the country.
- Accept variance in indicators across different local contexts.
- Minimum standards for global comparisons across countries are desirable, while maintaining sufficient flexibility regarding the national/local context.
- Sometimes there is a danger of mission drift if organizations try to align too strongly with the SDGs.



Angela Kail, New Philanthropy Capital **«Measuring the non-measurable»**

It is often assumed that there is a clear distinction between objective and subjective criteria. A closer look, however, reveals that much is based on subjectivity. Consequently, we can measure almost anything—it is a case of

thinking about how we can measure it. However, we should be more concerned about who



we measure for, why, and what it costs. The questions for the discussion were therefore: How can we reduce costs of impact measurement? What is the point of impact measurement?

Key points of discussion:

- For whom do we carry out impact measurements? Is it for improving or just proving? If the donor wants us to measure impact, enough money must be budgeted for it.
- Be more targeted when collecting data. Do not ask for reports that you are not going to read. This will result in reduced costs.
- Good impact measurement can be seen as an investment which might result in future savings.
- Accept subjectivity. It is better to measure something than nothing.
- Proven interventions do not have to be examined over and over again in an extended evaluation, but this knowledge can be accepted as given.



Nan Buzard, International Committee of the Red Cross **«Humanitarian Impact Bond»**

A humanitarian impact bond is a contract which helps to shift risk to a third party while the funding can still be done by a risk avers funder. The International Committee of the Red Cross managed to attract new funders

through the implementation of a humanitarian impact bond. However, the costs of introduction are substantial and the outcome needs to be measurable. The tables were asked to discuss the following question: What innovative financing mechanisms make sense for the nonprofit sector?

Key points of discussion:

- Crowdfunding vie social media channels reaches a new audience.
- Alternative ownership models: Shareholder foundations that own businesses to finance their philanthropic activities.
- Keep it simple! New instruments and standardization are expensive when newly introduced.



Why compare? What are your system & actart time + geographic) boundaries? Bottom up solutions :-► Community, child, family feedback ► RCTs (landomised control trials) Contextualise "impact" to the situation with communities, policy makers, and other system actors = total for Collaborate together + align on Metrics, meers methodologies etc. e.g. several foundations of governments etc. Address egos preventing this I WHAT INNOVATINE FINANCINE MECHANISMI MAKE SENSE TO BNORS - COMPELLING & FEASIBLE TO MILEHENT. BLOCK CHAIN? 123 0. IMPACT FOR LOANS: BE MEREEA SOUNL ENTREPRENEULS EET WAN WITH X'S BATE BELLEASES ALCOLDING TO EFFECT NENESS, BAJED ON POOL. NEEDING FROM DONOLS. - VE THE LOAN HAS TO BE PAID BALK SO FAILUNG HAS LITERAL COST TO ENTREPRENEN - COULD DO DIHER WAY ROUND SO % LOW TO STALL UP. ? - MECHANISM SHART SHOW MEASULABLE IMPARTS LEVE LOVES FULTHER INVESTMENT. - PUTTING & VALVE ON PRIVATE SECTOR PROBOND FOR SPECIFIC. DEVELOPMENT OF THE MENT OF SECTOR PROBOND FOR SPECIFIC DEVELOPMENT OUTCOMES - TO LEVELAGE FULLATEL FINANUME (15 1415 DIFFERENT TO WERENT CSR OR COULD IT BE MORE, NOT just 1 , IN (EN (IDNAL & MULTI-SECTOR LOURBORATNE?). NOT JUST 1 COMPANY AT KTIME!



Careport mi Aline JELIHAMAN LI 5 MIS · 10/141 10/45/14 - whise the DWHAT IS THE PONT? . Sinternets IN A PACKET E HON DO WE DRIVE DUN · Ennotet + materia (opposit Port · callants - BURNIE DE MARTINE P & Stoler man and the stoler E CONSISTENCY OF ALAL. * first & measure Courses lan anne -Contraction of 长 OF 07 15 JOLLITION TO BOTH QUESTIONS TAM WA YOU CAN SPEND TOO MUCH MONEY NETUMET Streat exces Ruguer K PUSHELINE TO RIFLIC O " MERSARINE MAKES YOUR MARKER TAL / SUSTAMARKITY JANPER / ENSER of michter & * EDUCATION - GIVE A CAPALITY INPORTIO ELANTER. retrain É RAPROXIMENTO CAN BE DOI ENOUGH TO DELANTER MOIO EXPENSION CAN BE DOI ENOUGH TO DEMONSTRATE TVE CHARTER IN MTE CYCLE TO MANY SCALSER ETOURCE - DEMONSTRATE LEKTING SCALSER ETOURCE - DEMONSTRATE LEKTING SCALSER ETOURCE - DEMONSTRATE SCALSER ET Dent the burn SCARSERE COURCE - DEANY THEM. E MY E CYCLE TO MAKE DURE PROBLEMS PURED OF X ITERATINE LEKTING PHILT PUSH FOL METRICS WAYS . ANKIETY TROM TINDERS TEKST U IMPORTANT NEER RESOLTS FOR INTERNA KERTERNAL MANY GOXL COLLABORATION INETWOOKS APPRIXCH TIMETRAME AWALSHESS /KSSULFITAN IS · WY LENENTELS + · LENT REACH NUM TU NEEDED N · RUNALI REALIST PAR SALEWY LIT AND ANT TH NE TO . · EMALITES TAUE OF WITH BENEFICAL WE TO and the DESTAL LAMANE DESTAL LIEAN AS BENEALANIES BENEALANIES * CALGOLA TIONS LEAN CAN INSRUMENTS. & COMMON LANGUAGE LICKT WELL IN FRANKS 10, LEAN CANTAS - EQ NIMILIS ELEVATED PACH. ALL BO MANY KPIS. TO WHAT WERE VALUE JEN YOUL KIDS ACCELDING THEY WANT MILEON. PRIMARY ALTON JANY THEY WANT DONN. PRIMARY ALTON JANY THEY CHINALEN AUMITATIVE - HOW IF ITS CHINALEN NOW CAN AUGU CH AND CHINALEN ADALTATIVE - HOW IF IT'S CARLORAN. BURLITATIVE - HOW IF IT'S CARLORN - DRAFTER MARKED ADD CAN JEST FOL ANT SYRACTIONS - JAKE CANNARDS NOV CAN JEST FOL ANT SYRACTIONS - JAKE CANNARDS NOV CAN JEST FOL ANT SYRACTIONS - JAKE CANNARDS NOV CAN JEST FOL ANT SYRACTIONS - JAKE CANNARDS NOV CAN JEST FOL ANT SYRACTIONS - JAKE CANNARDS NOV CAN JEST FOL ANT SYRACTIONS - JAKE CANNARDS - JENENKLISTS 6 NS! Stationer Trade NOT TO MANY KPIS. - Consensare - Marker Heir Selen Ex COLLABOL MAY LANGE CONFES Conta Index Franciscus





"Effective Altruism" (movement) Lo universal metrics / "unit" that is applicable universally needed Language /terminology to balance /bring together impact for donors/haas/beneficiaries, and also (both quantitatively/qualitatively) communicate failures/negative experiences -> hearning Meanine of its point depairs on the topic some depairs easter than pitters Contextuatize dev howaitaian assistance how to bring mutainability to impact? impact depends from which perspective downs buncficiarios







Work togot Cosning how will it be used? now MISSION Her ublic Nochanisms to share info between funders evaluations et. + other stakeholders Ountry P National boon Understand the risks of blosts or simplifying impact measurement Some himes in depth is needed - invest i costing the standard 3 Agree/use minimum standards/hetres collectively, Agree on proxy measures Collective funding mechanisms for impact measurement (e.g. dedicated sur impact measurement (e.g. dedicated sur foundations / funds that NGOs can acaes) foundations / funds that NGOs can acaes) foundations / funds that not not be institutions etc. 31d party



Jr effective comparabi. fates new opportunities y and new financing models through measurability. focus on the impact has y advanced Innovation in finance: nnovation Crowd-funding Influencess Profit-org owned by NF Impact-Investment"



How do I should measure impac hat real Definition of Standards? 11-Comparability between what? (Time, organizations, region = ?) financing New innovative mechanisms · Crowd founday note ! and mission · depends