

# Erasmus+ Capacity Building in Higher Education

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Duration: 36 Months (15/01/2020-14/01/2023)



Strengthening innovative social entrepreneurship practices for disruptive business settings in Thailand and Myanmar



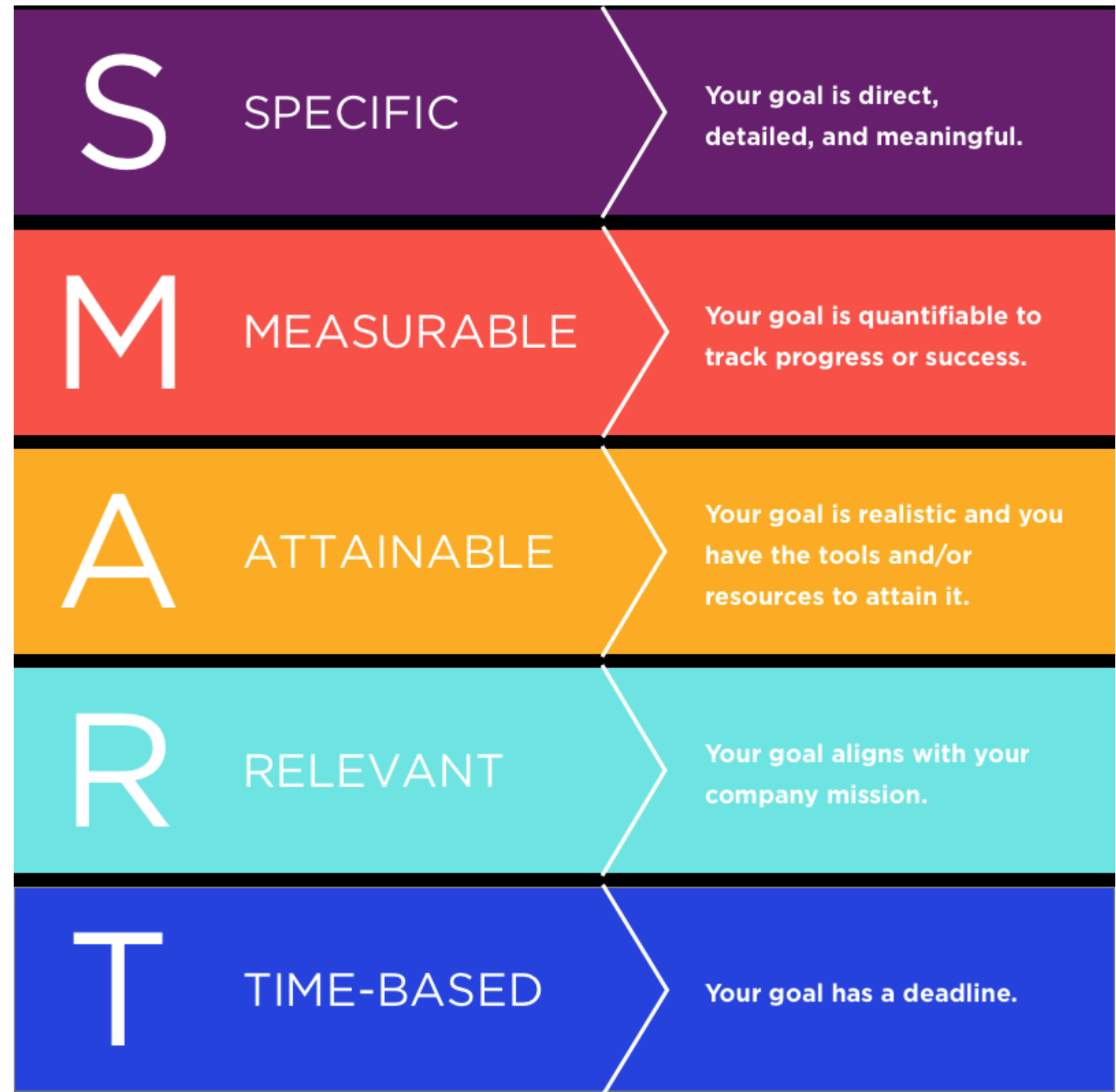
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## 4 steps to measuring IMPACT:

1. Setting impact goals
2. Creating indicators
3. Collecting data using qualitative and quantitative measures
4. Evaluating the impact

1.

# Setting impact goals



## 2.

# Creating indicators

1. Indicators will stem from your goals, so the goals you have formulated must be translated into indicators for your HUB.
2. **Input direct indicators:** number of workshops/training, number of people/hours that worked at the HUB, amount of materials created/used, number of events held etc. These are easier and quicker to measure.
3. **Output direct indicators:** increase in knowledge and skills of HUB participants, new ideas generated
4. **Output indirect indicators:** higher awareness among target group, increase in number of social enterprises, changes in policy

### 3.

## Collecting data

- 1. Input direct indicators** are easier and quicker to measure. They are usually quantifiable. Your hub will be recording all this data along its activities.
- 2. Output direct indicators** are more challenging and time costly to measure. They might be quantitative and involve surveys among target groups or qualitative and involve Focus group interviews for example.
- 3. Output indirect indicators** can be easy to measure (number of social enterprises in your city) or difficult (awareness about social enterprises).

4.

Evaluating impact

Evaluation of your impact performance requires you to **compare your input indicators with output indicators** and see where you obtain highest „return of investment“.

You will be able to find out how effective your activities are and gain important information for your decisions.

# Outcome mapping

<https://www.outcomemapping.ca/resource/start-here>

**Outcome mapping (OM) is a methodology for planning and assessing projects that aim to bring about 'real' and tangible change.**

- **It puts puts people at the centre,**
- **defines outcomes as changes in behaviour,**
- **helps measure contribution to complex change processes.**

## PLANNING IMPACT GENERATION

Target groups	Input impact (direct)	Output impact (direct)	Output impact (indirect)	Key performance indicators
Students				
Aspiring social entrepreneurs				
Existing social entrepreneurs				
Community leaders				
Policy makers				
Business organizations				
NGOs				
Other				



