



# Impact measurement

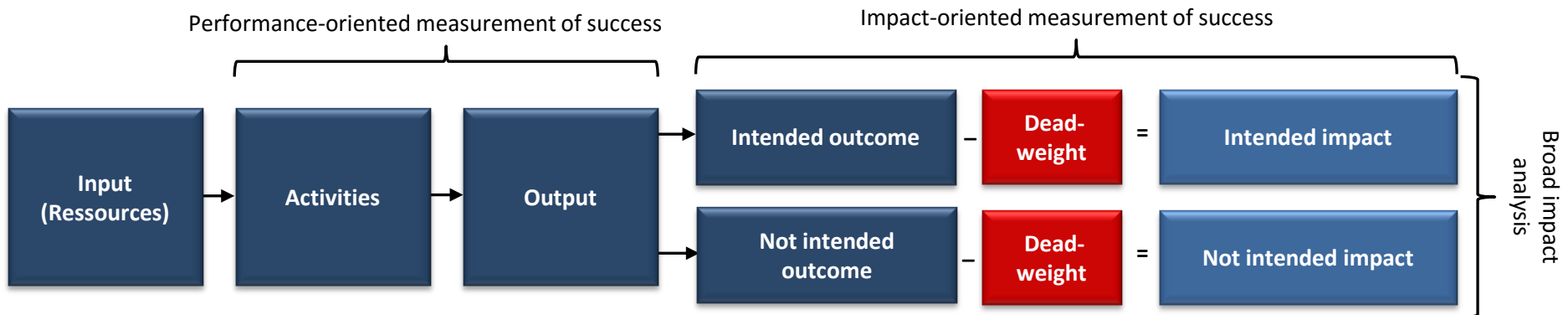
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Impact measurement is not dependent on the type of intervention. It is irrelevant whether it is a technical or social innovation. We need to analyze who is in what way and how strongly affected by an intervention. Based on this we can value and compare interventions.

What would happen if there were no intervention?

# Impact value chain

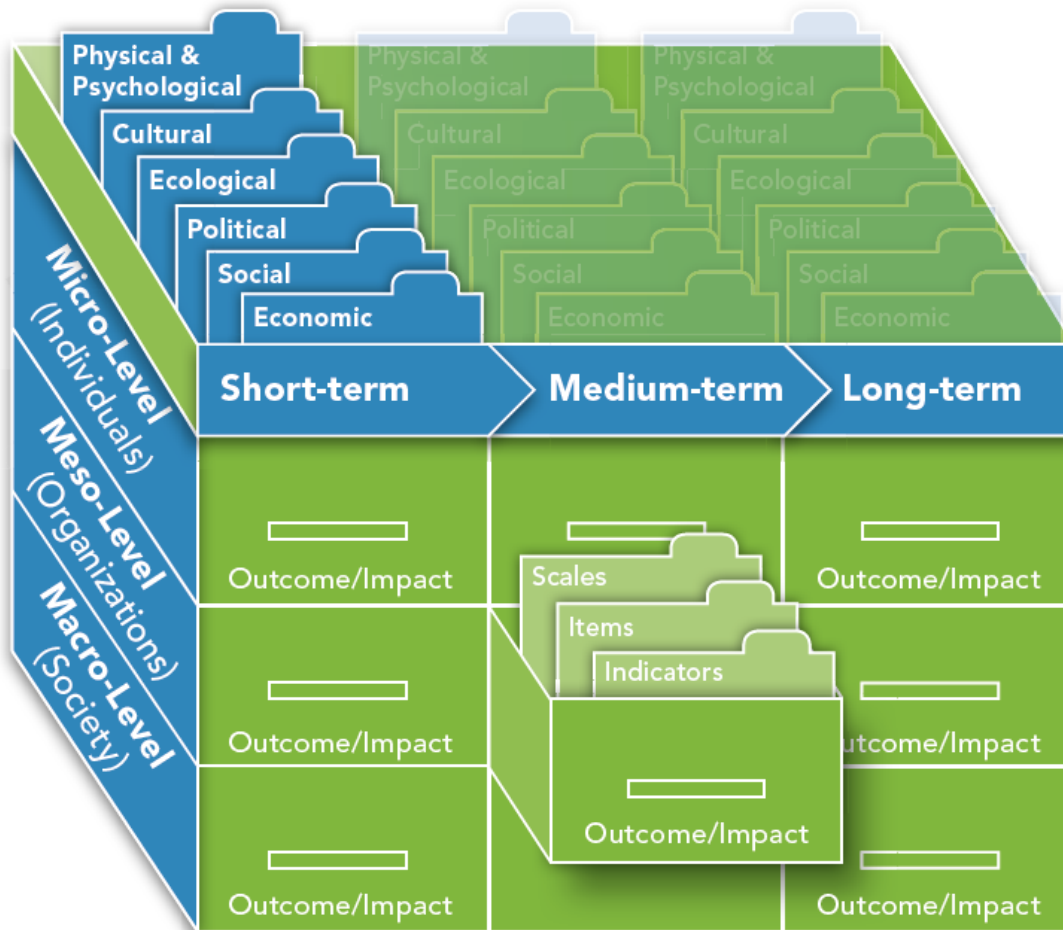


Source: Schober, C./Rauscher O. (2014): „Was ist Impact? Gesellschaftliche Wirkungen von (Nonprofit) Organisationen. Von der Identifikation über die Bewertung bis zu unterschiedlichen Analyseformen.“, Working Paper, NPO&SE Kompetenzzentrum WU Wien. Download unter:

[http://www.wu.ac.at/npo/competence/forschungsthemen/impact\\_gesellschaftliche\\_wirkungen\\_von\\_nonprofit\\_organisationen.pdf](http://www.wu.ac.at/npo/competence/forschungsthemen/impact_gesellschaftliche_wirkungen_von_nonprofit_organisationen.pdf)

English version coming soon.

# Impact Cube

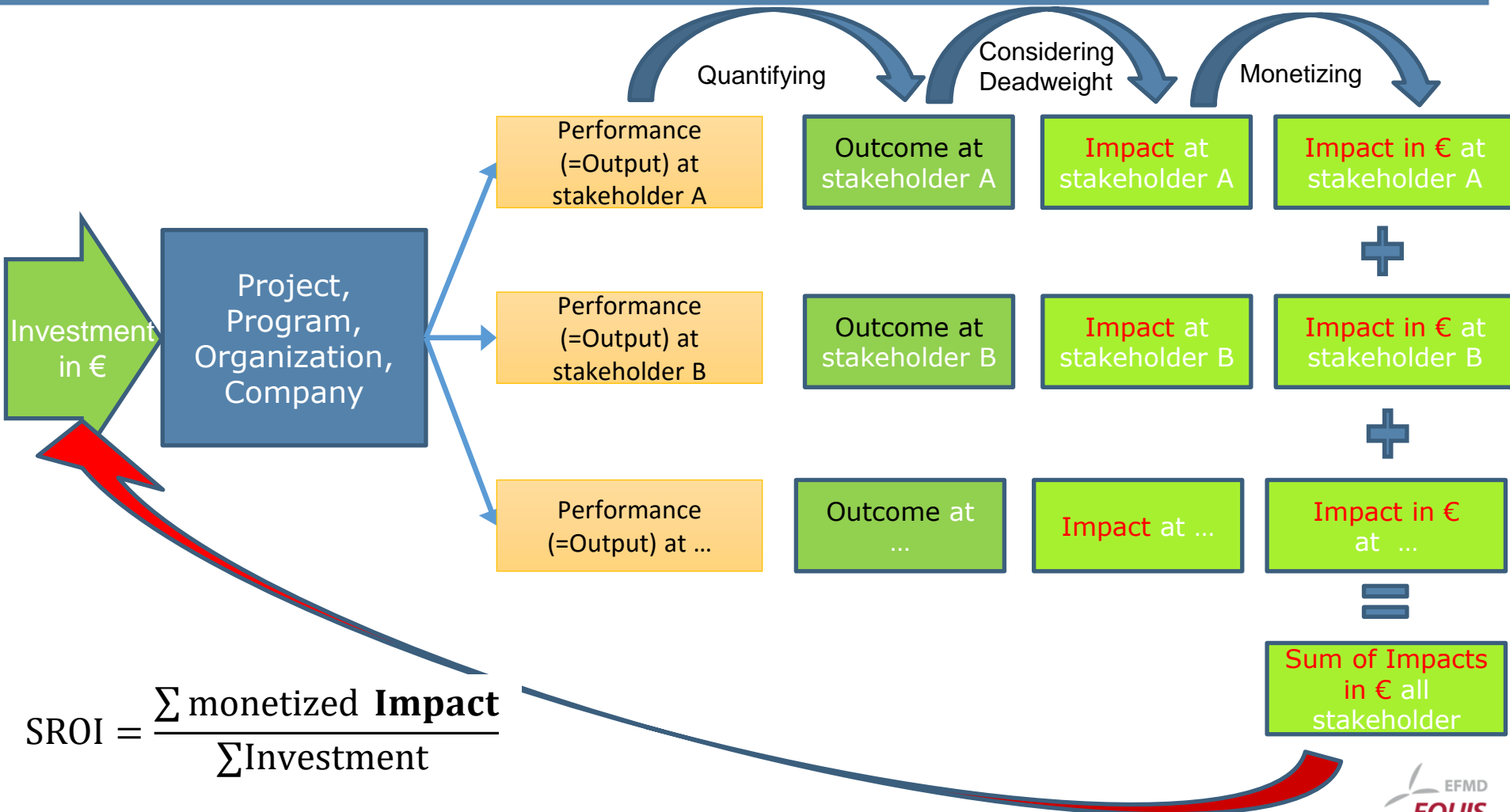


Each intervention has a number of impacts on society

social inclusion is multidimensional

$$\text{IMPACT} = \text{OUTCOME} - \text{DEADWEIGHT}$$

# Social Return on Investment (SROI) Analysis – the best approach for broad analyses



$$SROI = \frac{\sum \text{monetized Impact}}{\sum \text{Investment}}$$



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