

# Pathways to impact and measuring impact

(3.20 – 4.0 pm)

# Pathways to Impact

# Overview

- Understanding how to effectively measure and manage impact is critical to ensuring in achieving the desired impact results
- Measuring impact includes identifying and considering the positive and negative effects one's business actions have on social and environmental challenges, and then figuring out ways to mitigate the negative and maximize the positive in alignment with one's goals.
- Impact pathway analysis identifies causal links by which research achieves its intended benefits. It requires to 'form hypotheses about the route from research-specific activities to development impacts, to define the changes at each stage, to describe the linking processes, and to identify indicators to measure both content and process' (Springer-Heinze et al. 2003).

# What drives you

- Know where to go
- First take some time to reflect on what you personally want to achieve through your research.
- Research has diverse and sometimes surprising impacts.

# Def...

- Research funders care about impact
- Research England: “A clearly thought through and acceptable *Pathways to Impact is an essential component of a research proposal and a condition of funding.*”
- Impact can be broadly defined as the contribution that research makes to society and the economy.
- Outline what you will do to make beneficiaries aware of the research so that impact can be achieved

# Why ?

- The impact chain model is useful for illustrating different levels of results.
- It shows how inputs can be invested in certain activities, which are expected to result in immediate outputs (e.g. farmers trained).
- The output level is generally easy to measure, verify and attribute.
- These outputs are expected to lead to broader outcomes (e.g. increased farm production) and hopefully in the long run, sustainable impact (e.g. increased profitability and improved livelihoods).
- Outcomes and impact are much more complex to measure than outputs, because one must establish causal attribution and demonstrate additions

# Requirements

- Start early and be prepared
- Understand the requirements
- Seek advice and support
- Invest in strong partnerships – these can create more impact
- Make your proposal SMART
  - Building SMART objectives into your Pathway to Impact will show that you have a clear understanding of how to engage with your stakeholders and partners, and appropriate plans to carry this out.
- Realistic Budget for your impact and engagement activity.
- Evidence and evaluate your impact – monitor, evaluate and keep evidence to what you do

# Measuring Impact



# Measure impact

1. What? -Outcomes and Indicators
2. When? – when does it happen - there is need to understand the project cycle
3. How? – Methods for impact measurement
4. Impact reporting

# Requirement

- Look at the impact that is being done

Project being implemented is : *Improving the livelihoods of your beneficiaries.*

*You should therefore be measuring the impact you had on the livelihoods of your beneficiaries*

- Livelihood simply refers to the means and activities involved in sustaining an individual's life.
- Broken down into asset categories (gives an overview)
  - Financial – income, savings, access to financial services etc.
  - Natural-air, water, biodiversity
  - Social – community, networking, relationships, trust
  - Human – education, knowledge, skills, ability
  - Physical – infrastructure, shelter, access to goods, transport
- Review the assets the beneficiaries have access to and which ones they don't have access to as well as the desired outcome. This provides from which you can build an appropriate livelihood strategy for the project itself

# Cont.

- As you identify the desired outcomes of your beneficiary, you should be able to foresee the outcome benefits of your project that will align with what you
- Examples of outcomes you can see the beneficiaries may include
  - Financial – new job, become an entrepreneur, increase in income, ability to give etc.
  - Natural- use of natural resources, improved waste mgt, increased biodiversity
  - Social –expanded networks, relationship building, increased trust
  - Human – Professional development, acquire education, learn new skill
  - Physical – improved infrastructure, access to shelter

These are not normally defined, but requires you to think beyond outcomes and consider the true impact on the livelihood of your beneficiaries.

# Cont..

- Be able to measure your outcomes you must break them down into several indicators
  - e.g Outcome - employment the indicator is increasing their employability
- Need to gather a range of both quantitative and qualitative data
- Qualitative indicators are valid and they really tell the story of your project e.g level of confidence ( indicators include ability to speak in public, ability to work actively in a team), motivation
- Now you know what you want to measure and understand the steps that a project goes through ( Idea, need assessment, creating a solution, implementation and impact measurement & Evaluation)

# Steps in measurement

- 1) Collect baseline information provides information that will be monitored and evaluated to determine progress & how far you have gone
- 2) Define success indicators
- 3) Measure inputs, outputs, mid project review improvements where change have occurred gives to refer back to revise you plan
- 4) End of project measurement of impact , lessons learnt – take steps to improve the project

# How?

- Use secondary data,
- questionnaires,
- interview,
- Focus group discussions,
- observations

# Reporting

- Report on what you have achieved
- Use the results to tell the impact
- Be clear on the results and report on specific time frame
- Use photos to report

# Two simple questions

Who can benefit from your research and how?

**= impact summary**

What will you do to help realize this impact

**= pathways to impact**



# Planning Impact

- No one size fits all
- Impact is project specific
- Start early
- Involve stakeholders

