

Hyvän Mitta 

Measuring social impact: Finnish experience

**Katja Anoschkin, Finnish
Association for Social Enterprises**

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Create common and scalable ways to promote impact driven procurement by data-driven digital solutions, training and enhancing key actors' capabilities.

Measures of Good goals 2018–2019

OUR GOAL

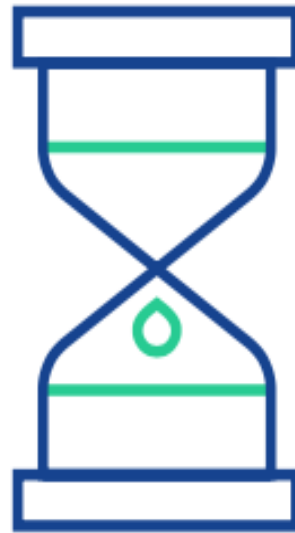
Do good & prove it.

Provide the best tools to measure societal impact.

Hyvän Mitta[♥]

17 Local programs

8 National partners



Create common and scalable ways to promote impact driven procurement by data-driven digital solutions, training and enhancing key actors' capabilities.

me.



SITRA

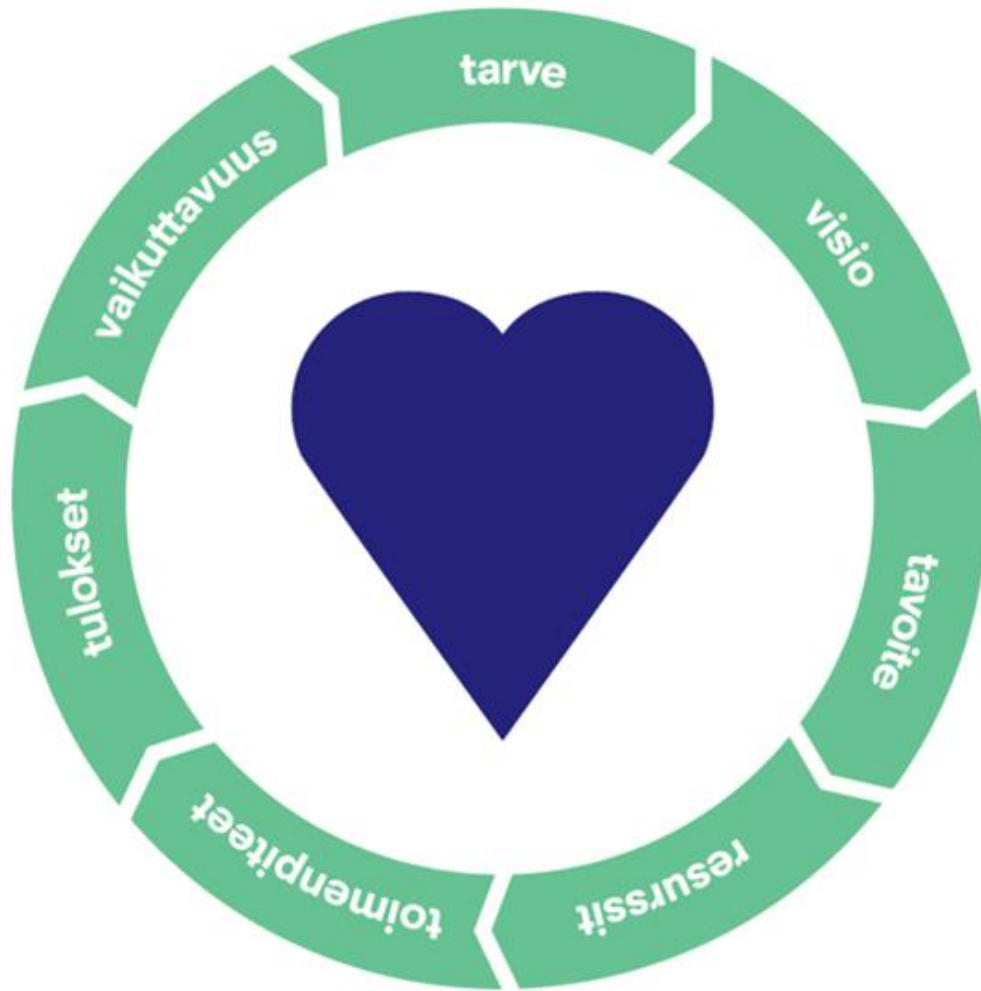


ARVO



Kela[®]

The Social Impact Bond (SIB) is a form of impact investing and a form of social outcomes contracting. Projects are given precise, measurable targets, which reflect the desired increase in well-being. The public sector only pays for results that are in line with the set targets.



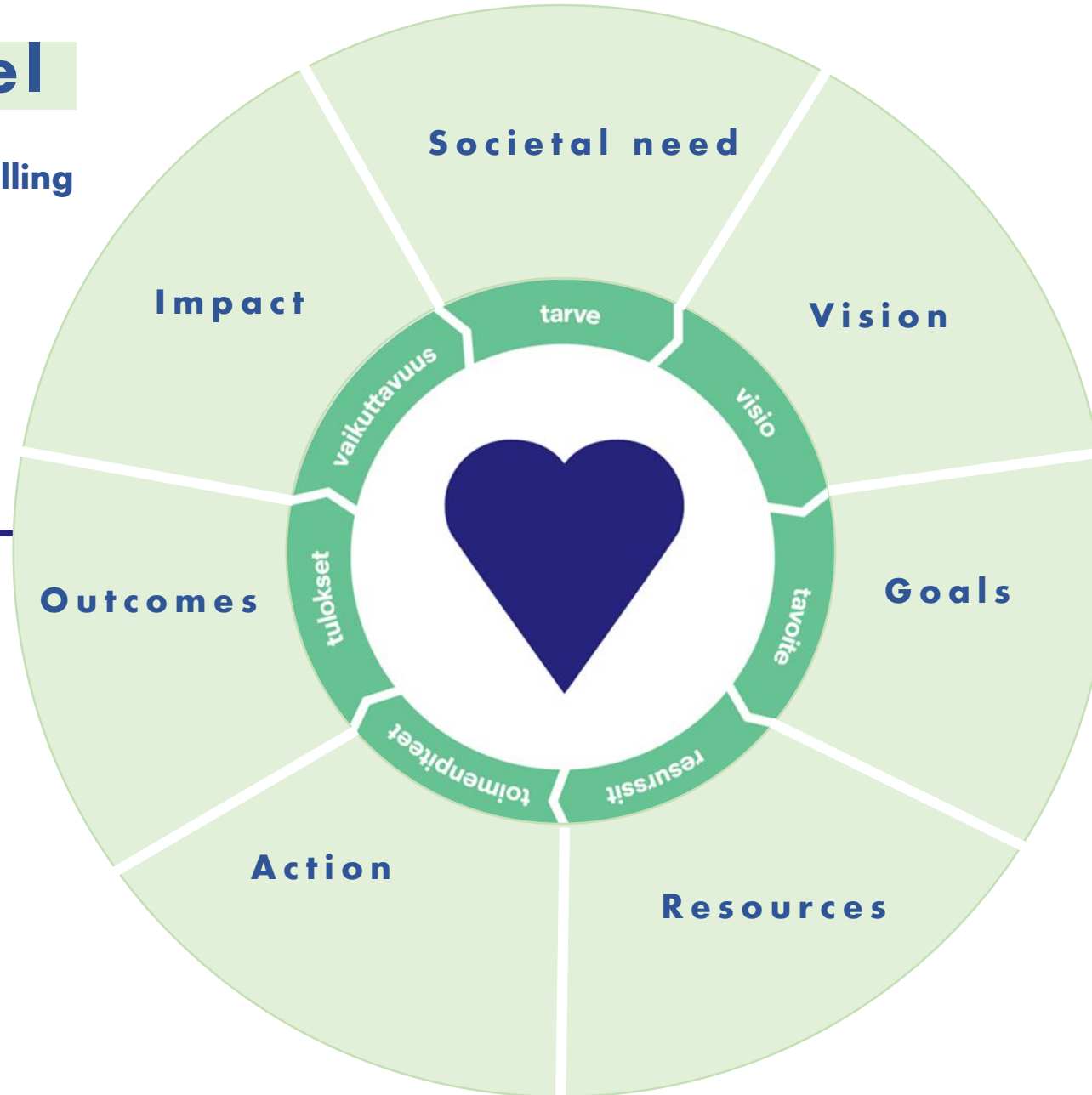
Impact management and measurement

Impact chain



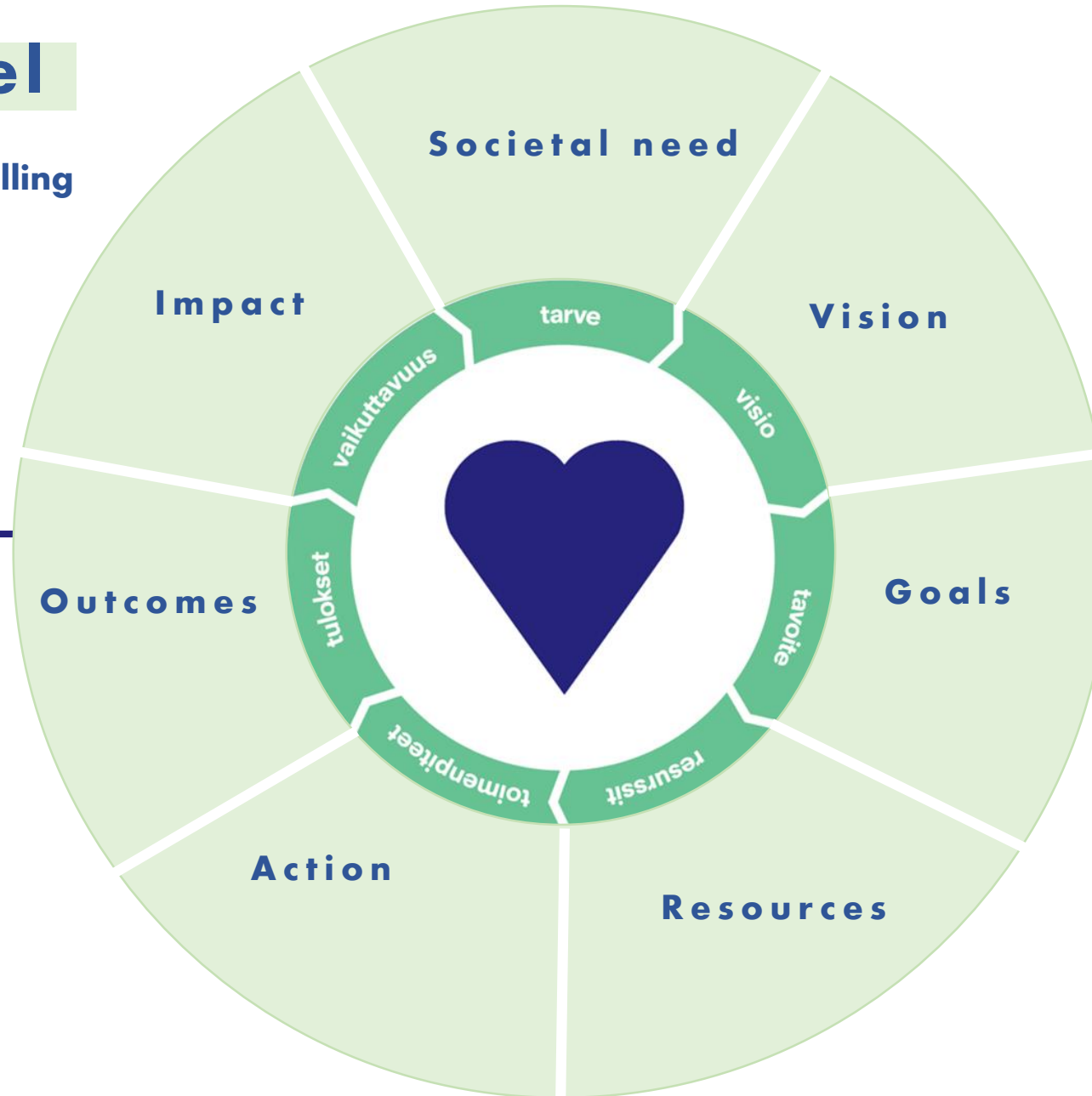
Societal level

- Societal benefit (€) modelling
- Building the ecosystem



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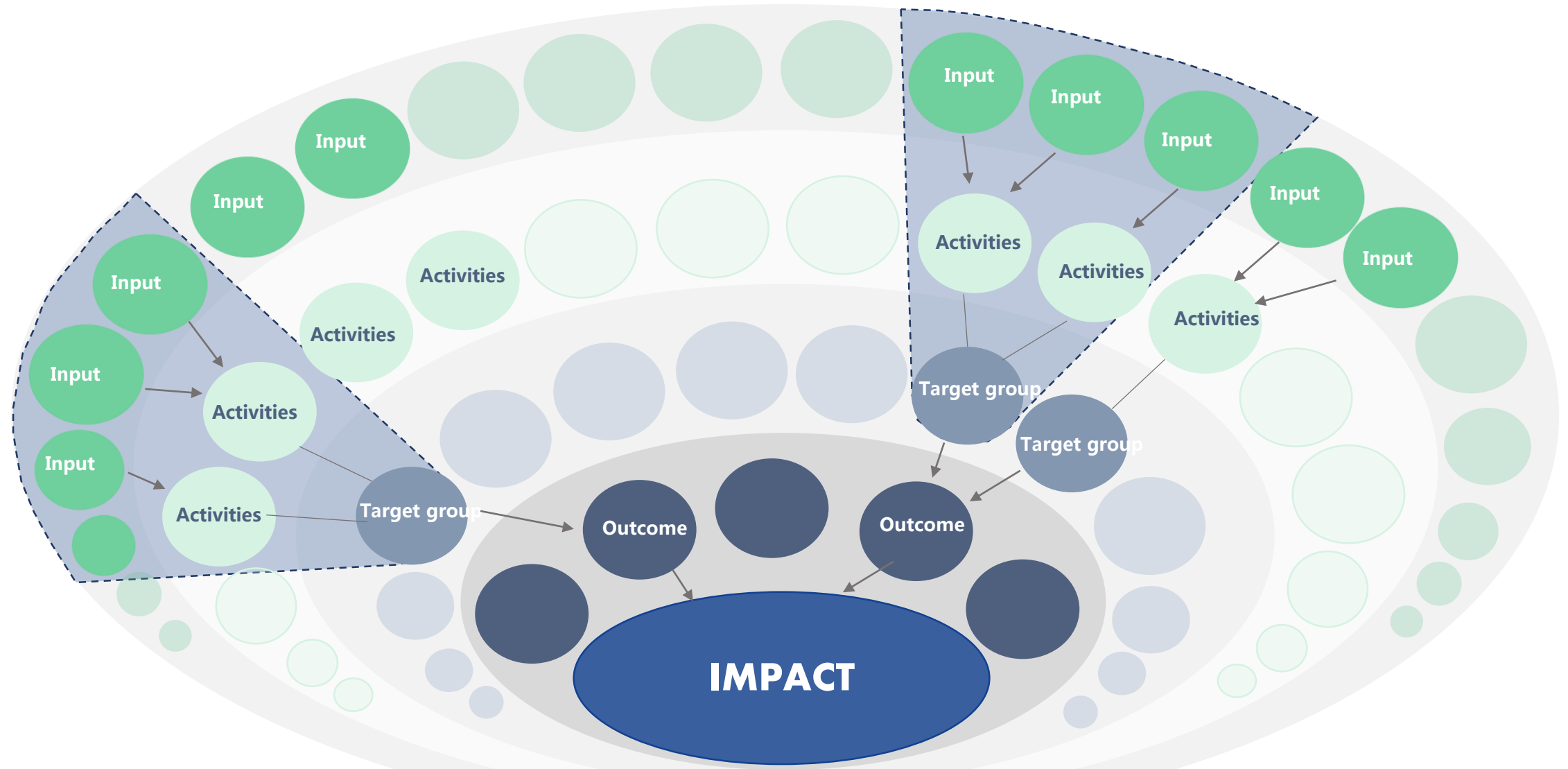


Intervention level

- Intervention modelling
 - Economical
 - Functional

What are the potential costs of the societal problem in the future if nothing is done? What is possible to achieve if resources are allocated in preventive actions.

Impact Ecosystem





Impact chain



Societal need

**What societal challenge
do we want to tackle?**

**Who are affected by the
challenge?**

**What do we know about
the root causes and effects
of the challenge?**

Costs which can be prevented – examples from Finland

Cost	EUR per year
Child in custody care	130 000 / person / municipality
Socially marginalized youth	20 000
Elderly in 24/7 care	40 000
Alcohol abuse	1 billion / society
Physical inactivity	1 – 2 billion
Sick leaves	3 – 4 billion
Smoking	1,5 billion
Diabetes (inc. <i>Type 2 diabetes</i>)	1 – 2 billion
Loneliness etc.	...

Baseline and impact potential

€

— Baseline - - - Intervention

80

70

60

50

40

30

20

10

0

15

20

25

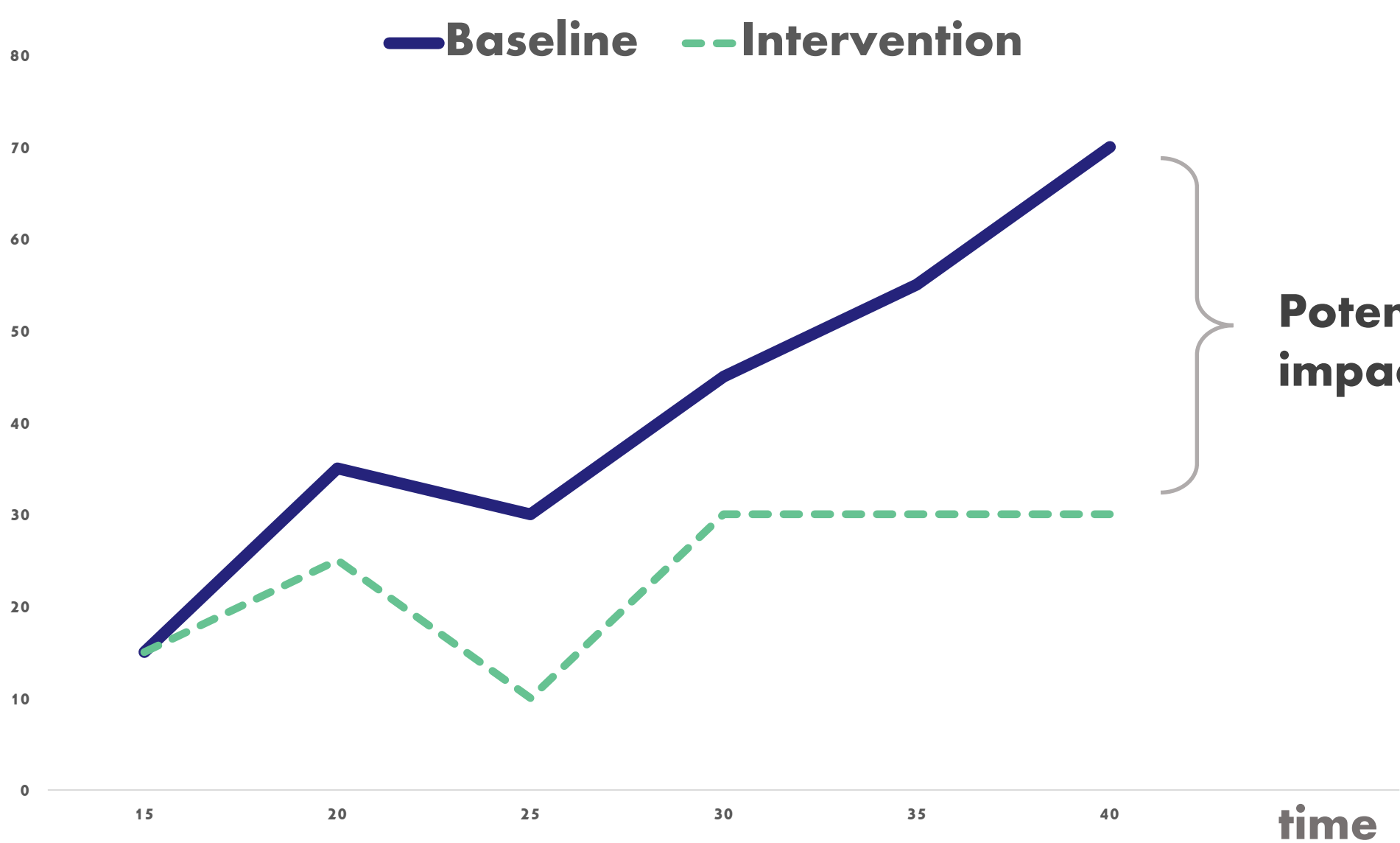
30

35

40

time

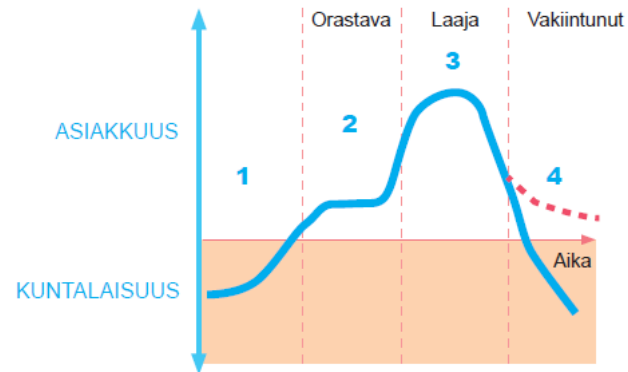
Potential
impact





SOS
LAPSIKYLÄ

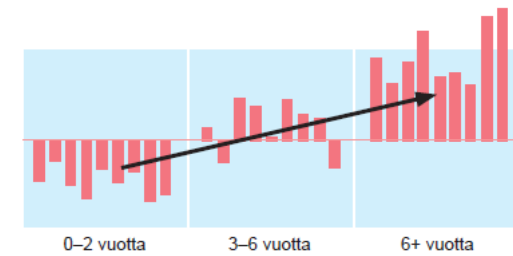
20% of families account for 60-80% of social welfare costs.



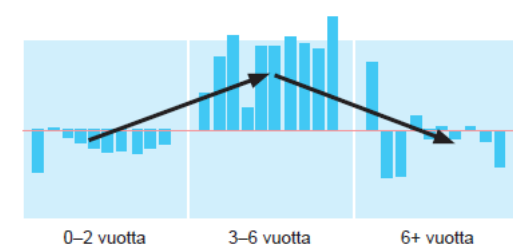
Asiakkuuden elinkaaren johtaminen

1. Hyvinvoinnin ja terveyden edistäminen
2. Orastavan asiakkuuden haltuunotto
3. Muotoutuvat vaikuttavat palveluratkaisut
4. Asiakkuuden päättäminen kansalaisuutta vahvistamalla

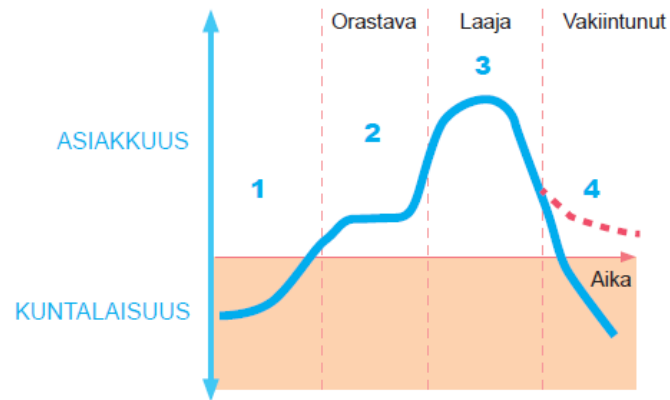
Elämänhallinnan ongelmat



Tukipalvelujen käyttö



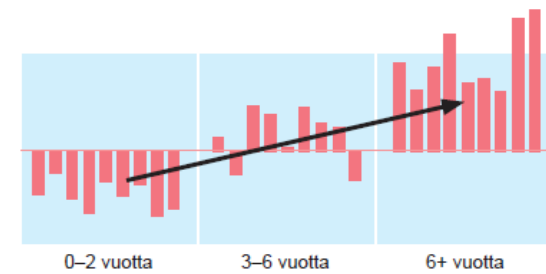
Current services focus on corrective measures, instead of working preventively.



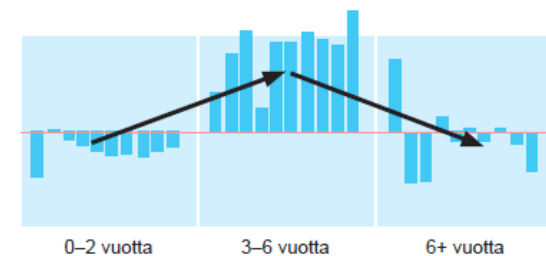
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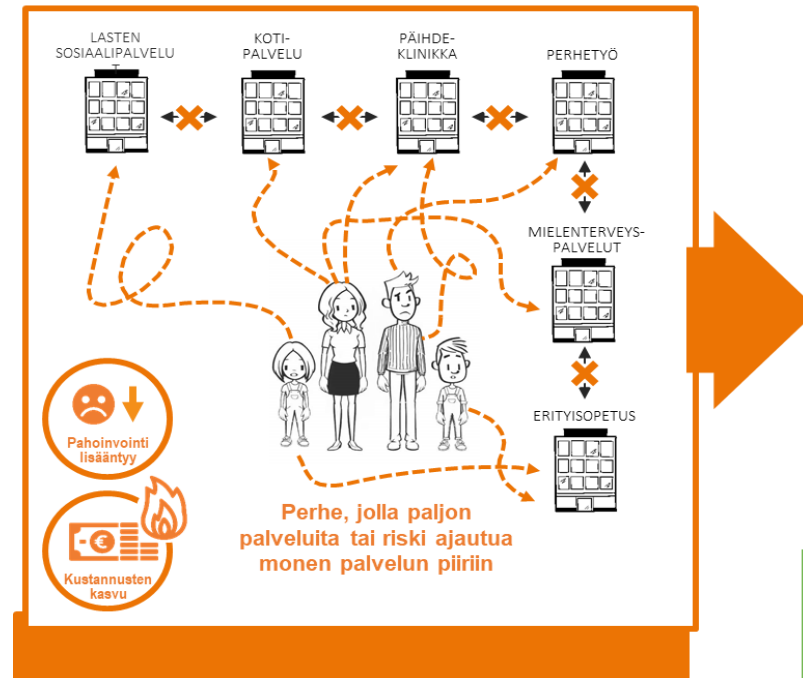
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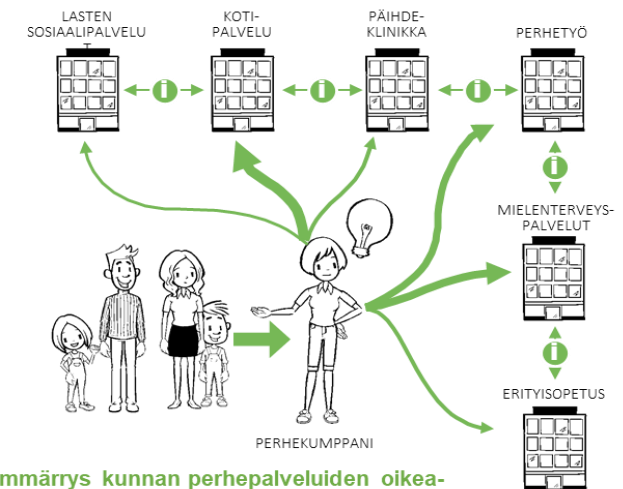


Family welfare services are fragmented which hinders holistic, effective and sustainable service solutions



PERHEILLÄ TARPEEN MUKAISET PALVELUT JA APU ARJESSA

+ vaikuttavuuden mittaaminen



Jo **20%** vähemmän huostaanottoja säästää **300 M€** vuodessa.



Picture: SOS- Childrens Village: "Perhekumppani"

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**Fall in love with the problem not Your
solution**



Vision

What do we want to achieve?

What is the aspired societal situation?

Vision is time-bound, concrete, attainable, measurable and ambitious.

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SOS Children's Villages long-term goal is to prevent the children of underprivileged families from inheriting their parents' situations, prevent the social exclusion/marginalization of children and youth and thus save society's funds.

Organization level long term goal

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Impact Goal Vantaa SIB:

reduction the need for foster care for

neuropsychologically symptomatic families



Goals

What concrete changes in targeted people and/or systems need to happen in order to achieve the vision?



SOS
LAPSIKYLÄ

Improveing the overall well-being of risk families

Better and more appropriate targeting of services for target group



Resources

**What resources do we
need to achieve our
goals?**



Actions

What concrete actions do we take?

Why these actions lead to change?

Perhekumppanipalvelun vaikuttavuus

1 PALJON APUA TARVITSEVA PERHE jonka hyvinvointi ei parane tarjotuista tuista huolimatta



4

Perheellä on käytössä vain heitä **hyödyttävät palvelut**

Perhe saa **oikeanlaista apua**

Perheen **luottamus saatavaan apuun vahvistuu**

Perheen **osallisuuden kokemus ja voimavarat vahvistuvat**

5

Perheen **kokema hyvinvointi on lisääntynyt ja toimintakyky on parantunut**

Perheen **syрjätymisriski on pienentynyt**

2 PERHEKUMPPANI

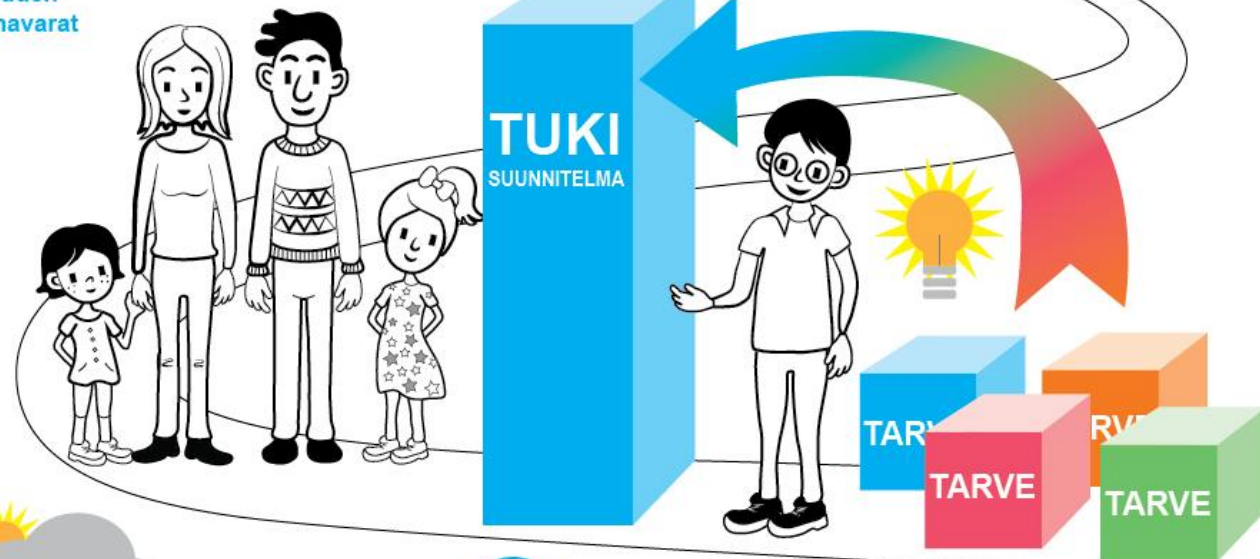
- 1) Perhekumppani **rakentaa ymmärrystä yhdessä perheen kanssa**
- 2) Perhekumppanilla on **aikaa ja tarvittava osaaminen**
- 3) Perhekumppani **selvittää perheen tuen tarpeet**



KUNTA

Yhteiskunnan **kustannukset vähenevät**

Palvelut **painottuvat ennaltaehkäisevään työhön** korjaavan sijaan



3

Perhekumppani selvittää palvelujärjestelmän mahdollisuudet ja **räätälöi perheen tarpeiden pohjalta kokonaisvaltaisen tukisuunnitelman**



Outcomes

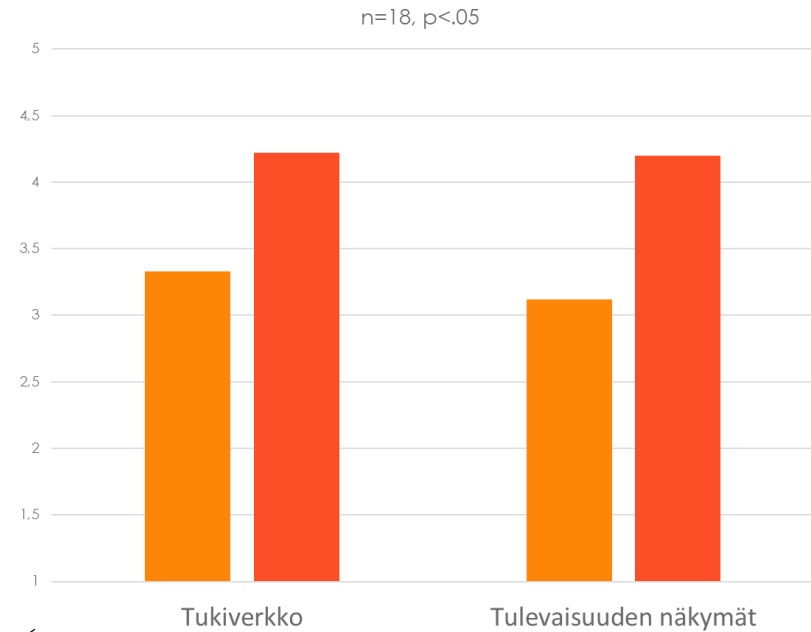
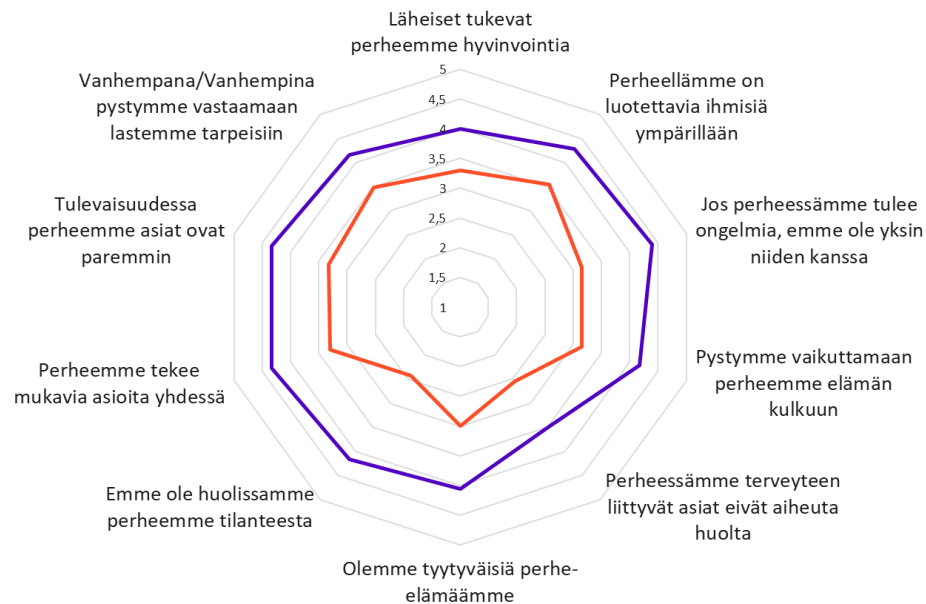
Did we achieve our goals?

What has changed in the lives and actions of the target group?

Scale, depth, duration?

Outcomes needs to be measured and monitored continuously

Outcomes Star™



Self reported well-being



Impact

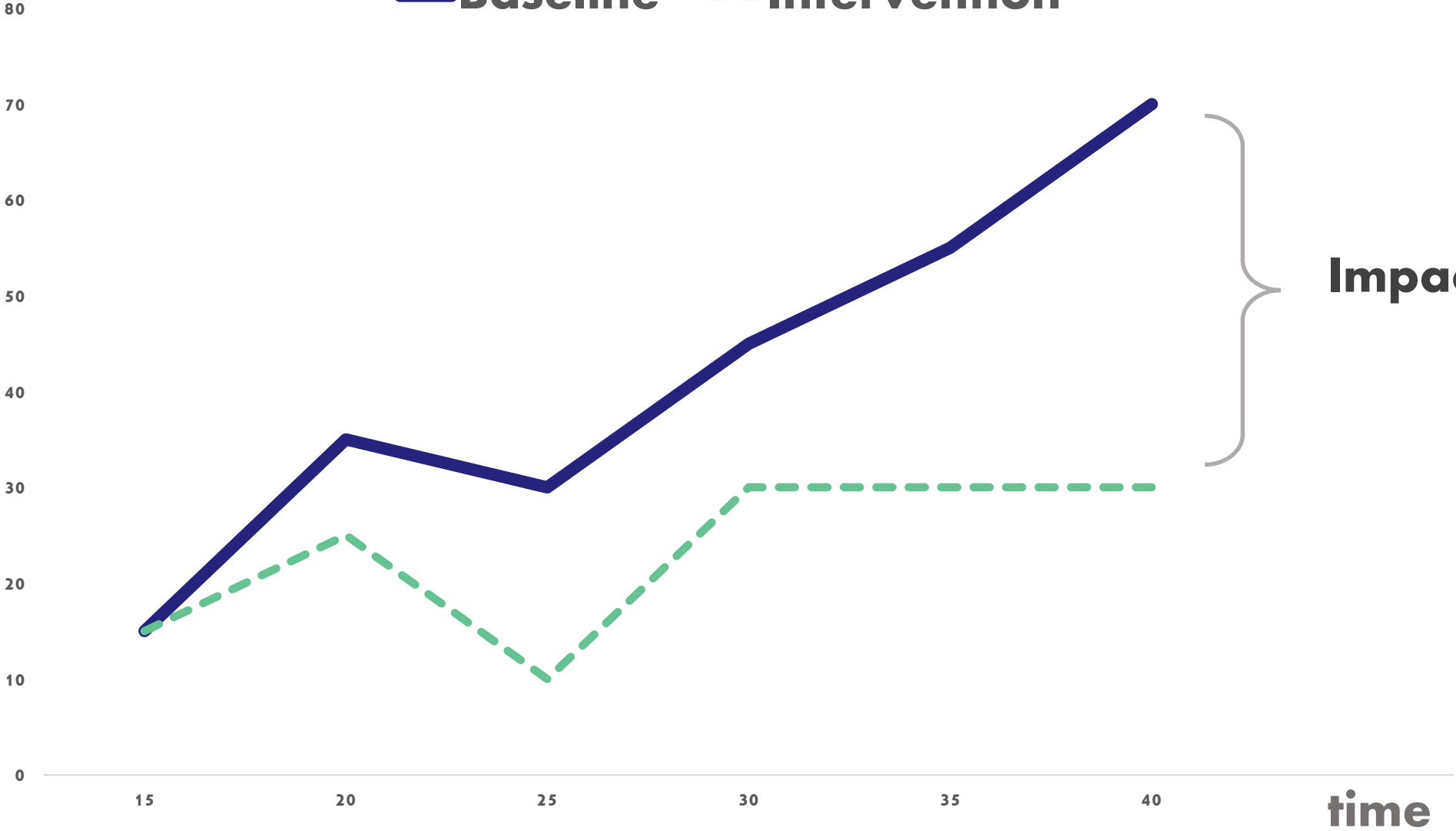
What are the created social and economic benefits to society?

Impact verification

Baseline and impact

€

— Baseline - - Intervention



Impact

3 levels of measurement

... social enterprise level

1. Process metrics

Are you do what you are supposed to?



Eg. Quality indicators
input and output
metrics
Net promoter score

2. Outcome metrics

What are the intended changes in your target group?



Eg. Self assessed
health
Feeling of exclusion

3. Impact metrics

Is the societal problem getting smaler?



Eg. Quality
Employment rate
Child custody rates

Assessing contribution

... social enterprise level

1. Previous research and statistics and benchmarks



2. Theory-based methods



3. Experimental and quasi-experimental designs



1# Impact is created thru collaboration

We need more focus on collective impact and impact ecosystems than isolated solutions and isolated impact.

2# Defining the societal problem takes time

We need a common understanding between public and private sector about the societal problem we are tackling

3# Impact metrics should always be based on modelling not the other way around

We can learn from metrics that others have used but social entrepreneurs need to create their own impact chain and data model that fits their solution

4# Impact verification is continuous process

Impact and outcomes need to be monitored continuously.

5# Start small – think Big

Social impact arises when we scale programs that work. We need better structures and funding models to help small scale programs to grow. Public sector capacity building is the key.