What we will cover today

1. Why a common approach?
2. What is the common approach?
3. How you can stay involved?
Why a common approach

The Common Approach is the outcome of a consultative process
It's too hard! Make it simple!

Measurement takes too much time!

Every new funder requests new measures!

There are too many methods and tools!

We need to be able to state the impact of our sector!

It's too hard! Make it simple!

Simple is hard!

Uniformity kills a standard.
Standards are communities, not documents.

Meet people where they are. Ratchet up rigor later.
We need a *flexible* standard, that is “owned” by a community of not-for-profit and for profit businesses. This community can continuously develop and refine the standard.

What is the Common Approach?
The Common Approach has five components

- Community owned
- Data standard and data platforms
- Common foundations
- Common framework for social and environmental indicators (SDGs)
- Common set of organizational indicators

Enabling infrastructure

Essential practices

A flexible standard

Basic info

(Side bar: The 5 elements have evolved slightly from the ones recommended by The Ontario Action Plan)

- Centres of excellence
- Data centre
- Common process
- Common framework for social and environmental indicators (SDGs)
- Common set of organizational indicators

Community owned

Data standard and data platforms

Common foundations

Common framework for social and environmental indicators (SDGs)

Common set of organizational indicators
We have an all-star team of partners, and it’s growing

Common Foundations
The Common Approach has five elements:

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4. Common framework for social and environmental indicators (SDGs)
5. Common set of organizational indicators

Enabling infrastructure

Essential practices

A flexible standard

Basic info

Common Foundations

Plan your change (e.g. logic model)

Collect useful information

Use performance measures (i.e. use indicators that make sense for your organization)

Gauge performance and impact

Report on results
Common Foundations

• At their foundations, all impact measurement approaches are very similar.
• Common Foundations highlight that similarity.
• You are probably already using the Common Foundations
• To learn more, you can:
  • Download the document (free)
  • Attend in-person training ($)
  • Enroll in on-line training ($)
  • Attend the Common Foundations webinar (free)
• Also, please provide critical feedback on the Common Foundations using online survey

Common Set of Organizational Indicators
The Common Approach has five elements

1. Community owned
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Enabling infrastructure
Essential practices
A flexible standard
Basic info

Common set of organizational indicators

- Includes things like:
  - Identifying info:
    - Name of org, address, charity or business number, etc.
  - Info that rarely change:
    - mission/vision statement, description of work.
  - Financial data:
    - A few key financial metrics that have been shown to be predictive of financial health.

- To learn more, you can
  - Download the document (free)
  - Attend the Organization Indicators webinar (free)

- Also, please
  - Provide critical feedback on the Organizational Indicators using online survey
  - Tell your grant makers and investors about this.
Common Framework for Social and Environmental Indicators

The Common Approach has five elements

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- Enabling infrastructure
  - Essential practices
  - A flexible standard
  - Basic info
A flexible standard has many allowable indicators of common outcomes.

There are parameters within which there are lots of choices.

It is a roomy box. Lots of latitude, but still somewhat constrained.

The middle ground between one-right-way and anything-goes
An example of indicator mapping

- An example of how indicators can “roll up”

- # of people with improved employment conditions
  - progressing on a path to employment
  - acquiring good employment
  - retaining or improving employment

  - Acquire skills
  - Attend training
  - Exhibit behaviors
  - Acquire experience

  - “good” is a flexible construct bound by research-informed parameters

  - Retention and improvement are flexible constructs bound by research-informed parameters
Example based on 114 social enterprises

- Using SDG indicators: only 25% of the enterprise indicators fit or somewhat fit with the proposed uniform indicator framework.
- Using a flexible approach: 100% of the enterprise indicators fit within the headline indicators.

Points of caution
- 114 organizations is still a very small sample.
- This first test was not co-created. We are now moving to co-creation.

This is going to take years......

- You should know
  - The standard will not tell you what indicators to use
  - Any (reasonable) indicator you choose will be okay
  - The data platforms will (one day, we hope) map them to the common framework

- To learn more, you can
  - Participate in the co-construction of mappings (free)
  - Attend the Common Framework webinar (free)
Data standard and data platforms

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Enabling infrastructure
- Essential practices
- A flexible standard
- Basic info
Data ontology
- Creates semantic interoperability

Data platforms
- Cloud based tools for social purpose businesses so that managers don’t need to learn data ontologies!

You can:
- Start using impact dashboard (free, create your own login)
- Start using Sametrica ($, email info@commonapproach.org for access)
- Attend the data standard and data platform webinars (free)

www.impactdashboard.org

1. Snapshot
   - Overview of your organization or project

2. Impact
   - Track your activities, impact, build a logic model, monitor KPIs

3. Enterprise
   - Demonstrate your stage of development and business model

4. Resilience
   - Your team, governance structure, awards, and more
https://www.sametri.ca/

For demo see: https://vimeo.com/148029166

Community owned
The Common Approach has five elements

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We’re working on it....

- We want all users of the Common Approach to have a voice in shaping the Common Approach
  - There will be some sort of legal form with a governance model (constellation governance).
  - We are getting there....
- That legal form will also be responsible for training and communicating the Common Approach.

- You can:
  - Keep reading emails, stay informed
  - Provide feedback when drafts are available
  - Get involved when there is a way to do so
Recap

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Common Foundations

- Plan your change (e.g. logic model)
- Use performance measures (i.e. use indicators that make sense for your organization)

Collect useful information
Gauge performance and impact
Report on results

SAMETRICA
PROVE IMPACT. DRIVE CHANGE.

Common Approach to Impact Measurement

CSI IMPACT DASHBOARD
Powered by the Centre for Social Innovation

Common Approach to Impact Measurement
Questions?