Innovations in Social Impact Symposium

April 22-23 in Washington, DC Metro Area

A two-day symposium on innovations in social impact measurement for companies, NGOs, funders, and investors.

Offered by: Tetra Tech, a global consulting firm

Organizations and their investors want to see that social investments and community engagement are getting impacts. They prefer to measure impact themselves but in a way that renders credibility to their measurements for all stakeholders.

Practitioners want to be able to use data they can collect themselves in a reasonable timeframe. Leadership and stakeholders need to have confidence in the validity and comparability of impact measurements reported by different project teams.

The Symposium: Join us for a two-day symposium on the latest innovations in self-led social impact measurement. We will review how to develop a strategy for identifying and addressing non-technical risks (NTR), prove you're having a meaningful impact, and learn how to improve. You will be exposed to easy-to-complete tools that can be used across the company and allow for a uniform yet flexible approach across all initiatives, no matter the stage of development, type of investment/engagement, or geography. The event will also review social return on investment (SROI) techniques, strategies for positioning CSR and social impact measurement in your organization, and getting the most out of your impact data.

Cost: $350 (includes lunch)

Date and Time: 9:30 to 5:00 pm, April 22 - 23, 2019

Location: Institute for Public-Private Partnership, A Tetra Tech Company, 1320 North Courthouse Road, Suite 600, Arlington, VA

Who should attend: Anyone interested in learning about innovations in the field and increasing their competency in social impact measurement and learning techniques. Some prior knowledge is helpful, but not required. Individuals who would benefit include CEOs, COOs, CFOs, NGO leaders and professionals, CSR Officers, Social Impact Evaluation Officers, Sustainability Officers, Communications Officers, Lenders, and Impact Investors.

If you want more details contact Jason Schwarz, jason.schwarz@tetratech.com; 415-284-4224.

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Agenda: Day One (Monday, April 22nd)

KEYNOTE

Bill Novelli, Founder of Georgetown's Global Social Enterprise Initiative; former CEO of AARP; Professor at Georgetown University McDonough School of Business where he teaches Leadership and Management of Non-profit Organizations, Corporate Social Responsibility, and Business Public Policy

PANEL DISCUSSION

### Social Impact Measurement Overview *PANELISTS:* **Dr. Rebecca Butterfield** *(Sr. Evaluation Specialist, Tetra Tech);* **Steve Delfin** *(CSR Consultant),* **Daniel Sabet** *(Technical Director at Social Impact & Lecturer at Georgetown),* **Chris Angelides** *(Lecturer on CSR at Univ. of Houston; External Relations GM, Shell Oil)*	▪ Credibility and rigor: customizing your social impact measurement approach with the right level of rigor to meet your needs ▪ Avoiding measurement as an afterthought: when in the project life cycle to begin measurement planning ▪ What can go wrong when organizations internally evaluate their own effectiveness ▪ Defining non-technical risk (NTR) and erosion of net present value (NPV) ▪ Finding the win-win: strategic use of social impact investments at the intersection of your mission and community needs ▪ Mainstreaming: incorporating impact measurement into your business plan

SKILLS DEVELOPMENT WORKSHOPS

### Measuring Social Return on Investment (SROI) *Chris Angelides,* Lecturer on CSR at the University of Houston; External Relations General Manager - Integrated Gas Ventures at Shell Oil	▪ SROI measurement tools ▪ Case studies: selected examples of SROI measurement ▪ How to use SROI information for comparison and decision-making on proposed social investment initiatives ▪ Other resources to help you measure SROI ▪ Linking measurement to Sustainability Development Goals (SDGs) ▪ Measuring bottom line impact: *Is it possible? Is it worth it?*

### Social Impact Measurement – Pre-Design 	
 	
Dr. Jolyne Sanjak, Tetra Tech ARD Senior Associate and Community Engagement Specialist
 	
Nigel Thomson, Tetra Tech ARD Senior Associate and Community Engagement Specialist
	▪ Best practices in stakeholder and community engagement:
	  o Stakeholder mapping
	  o Using collaborative and inclusive communication to develop a productive partnership with local communities to deliver mutually beneficial results
	  o Low-cost methods to learn the perceptions of affected communities
	  o The right questions: using a people-based approach to define what you're trying to achieve by listening to what communities and stakeholders want
	  o Using socio-economic baselines to provide an accurate synopsis of community characteristics and emerging issues
	  o Ongoing engagement, tracking impacts, grievance mechanisms
	
	▪ First impressions: *working with the community to introduce projects and initiatives in a positive way, laying groundwork for effective partnerships*

* Agenda and speakers subject to change

Agenda: Day Two (Tuesday, April 23rd)

KEYNOTES
Can Machine Learning Double Your Social Impact?
Ben Brockman, Senior Manager of Global Policy and Innovation, IDInsight, which help leaders use evidence to improve their social impact
The Future of Social Impact Measurement
Kerry Bruce, DrPH, Founder and CEO of Clear Outcomes; former Executive Vice President at Social Impact. Professor at Georgetown University International Health Department where she teaches monitoring and evaluation, mhealth and data management. Trainer at the International Program for Development Evaluation Training (IPDET) and frequent presenter and trainer at the American Evaluation Association.

PANEL DISCUSSION	
The Future of Impact Measurement *PANELISTS: Josh Mandell (Foreign Affairs, IBM - Global Business Services), Jordan Robinson (Director, Kantar Public), Ben Brockman (IDInsight), David Lavin (Spark Impact)*	• What does the future hold in terms of how we measure and report social impact? • What game changing IT innovations could transform how we measure impact and use that information? • Latest innovations in digital data collection and data management • What else is in the works?

SKILLS DEVELOPMENT WORKSHOPS	
Social Impact Measurement - Design *Dr. Rebecca Butterfield, Sr. Evaluation Specialist, Tetra Tech*	• Social Impact Measurement (SIM) Tools • Customizing SIM tools and templates to your needs and projects: o Describing your initiative in clear and concise terms o Initial determination of required rigor for impact measurement o Defining the desired results o Cause/effect diagramming (results framework) o Defining direct and indirect beneficiary populations o Measurement design: indicators for each result (how can we know?) o Revisiting rigor: deciding what level of results and activities to measure o Mitigating risk of bias: potential obstacle identification and mitigation o Creating your draft SIM Action Plan: who, how, and when o Final reflection and adjustment and Action Plan implementation
Social Impact Measurement - Implementation *Clinton Sears, Evaluation Specialist, Tetra Tech*	• Considerations in selecting data sources and techniques (self-reporting, stakeholder surveys, databases, other) • Setting up the data collection system and training data collectors • Gathering reliable primary data in the most remote and volatile environments • Understanding outcomes • How to measure well-being • Technology solutions to help with data collection and analysis

About Tetra Tech

Tetra Tech is a global consulting firm founded in 1968 with offices in 110 countries and over 17,000 associates. Tetra Tech is a top three international development and monitoring and evaluation partner to the US Government and has consulted on CSR, social impact measurement, public-private partnership, and community engagement around the world. Tetra Tech's CSR and Analytical Services practices advise on social impact measurement strategies for global organizations including Chevron, USAID, and the World Bank.