



# Corporate Citizenship

*Sustainability, Simplified.*

## Webinar: Effective Impact Measurement

June 2014



**CORPORATE CITIZENSHIP**

Part of The Good Relations Group

# Presenters and Introduction



**Mitun Majumdar**

Associate Director, Corporate Citizenship



**Andrew Wilson**

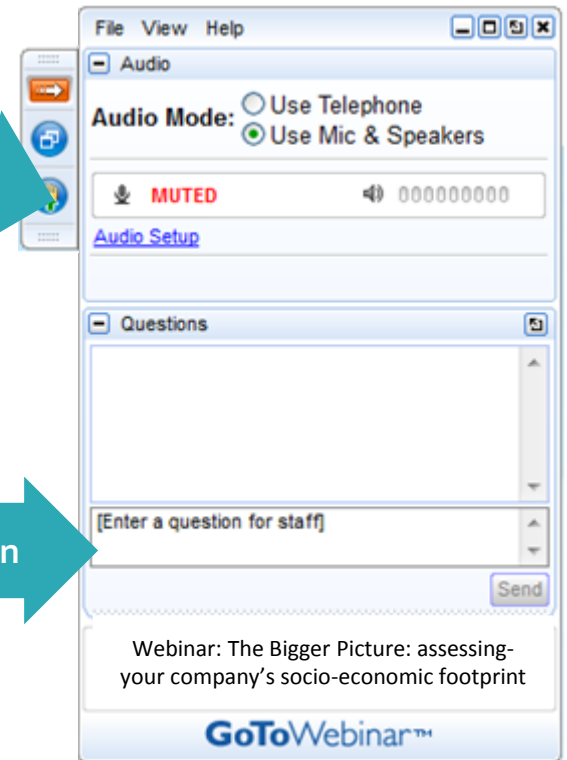
Director, Corporate Citizenship

# Contents

1. About us
2. What do we mean by impact
3. Challenges in impact measurement
4. Maximising value from impact measurement
5. Total impact
6. Questions

Raise Your Hand

Ask a Question



# About Us: Corporate Citizenship

**1997** Depth and Breadth

**FTSE 100 and Fortune 500**

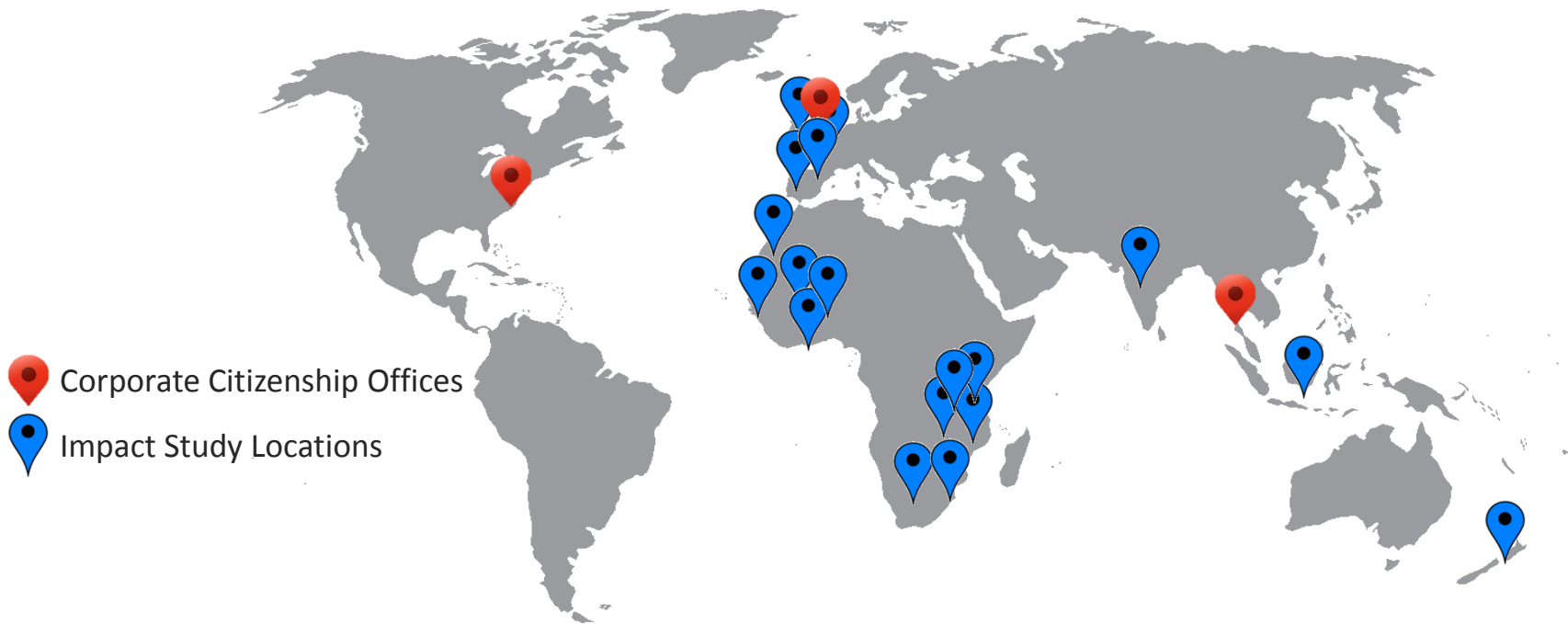
**Business Impact**



**\$2.65 billion** Over 100 countries

**Over 140 reports verified**

# Our experience

We have the experience and capabilities to advise on economic, social and environmental impacts globally

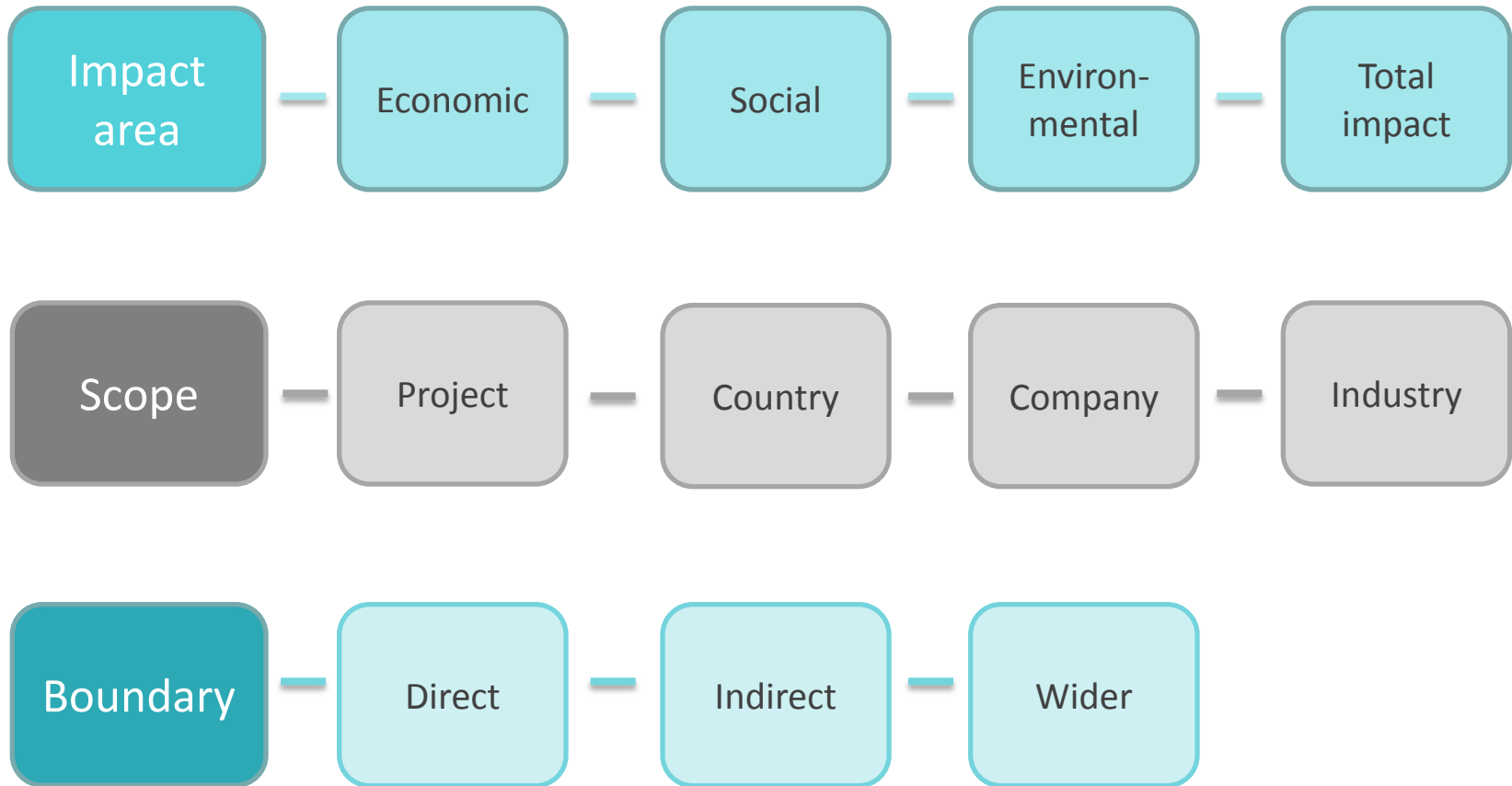


-  Corporate Citizenship Offices
-  Impact Study Locations



What do we mean by impact?

# There are many different perspectives on what impact is



# We believe impact measurement should add real value



## Reduce risks

- Identify current and future risks in the value chain
- Maintain license to operate



## Strengthen stakeholder relationships

- Create platforms for strategic dialogue with stakeholders
- Provides data to develop more informed and engaging communications



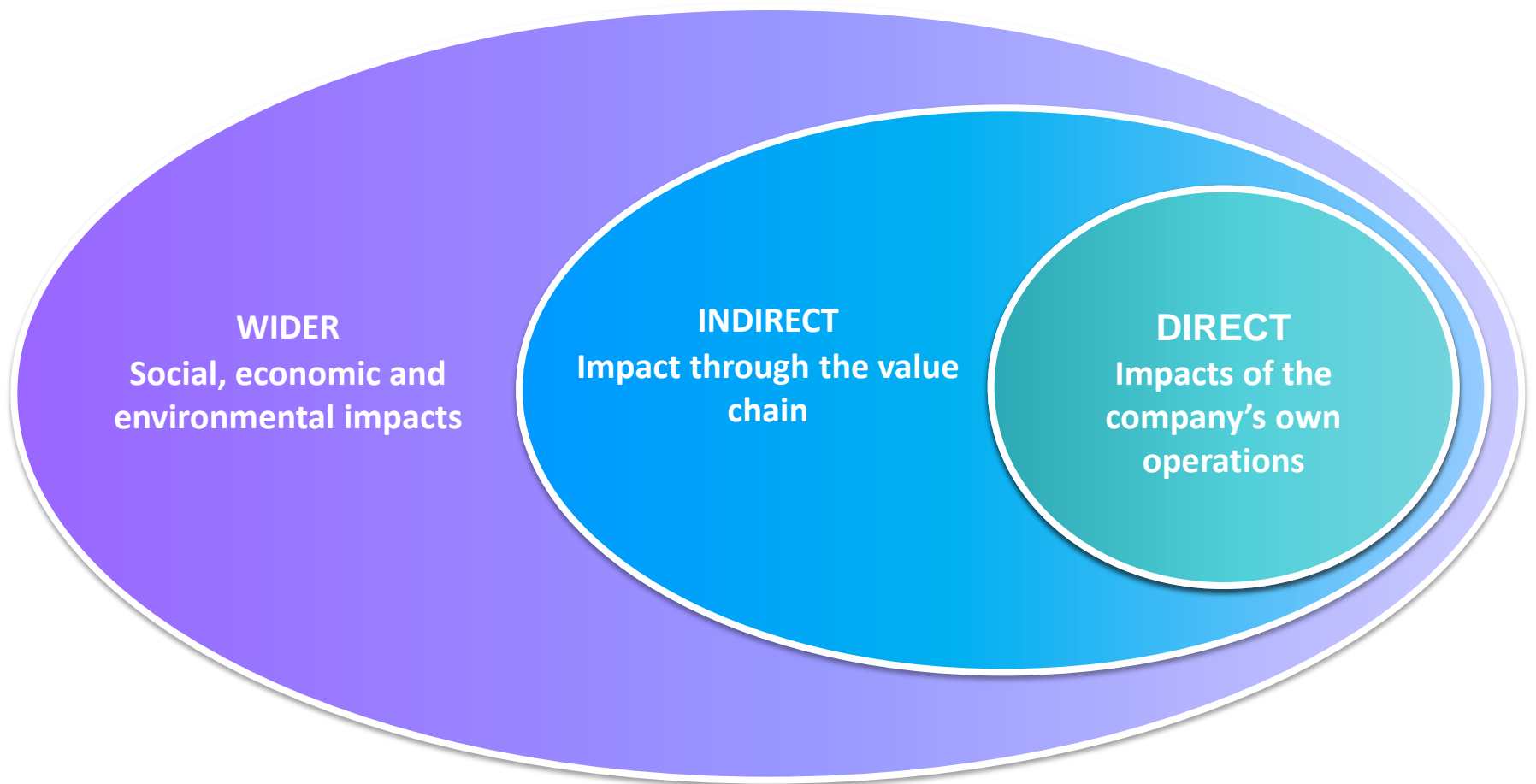
## Identify business opportunities

- Help inform new product, service and market development
- Discover opportunities to strengthen the value chain

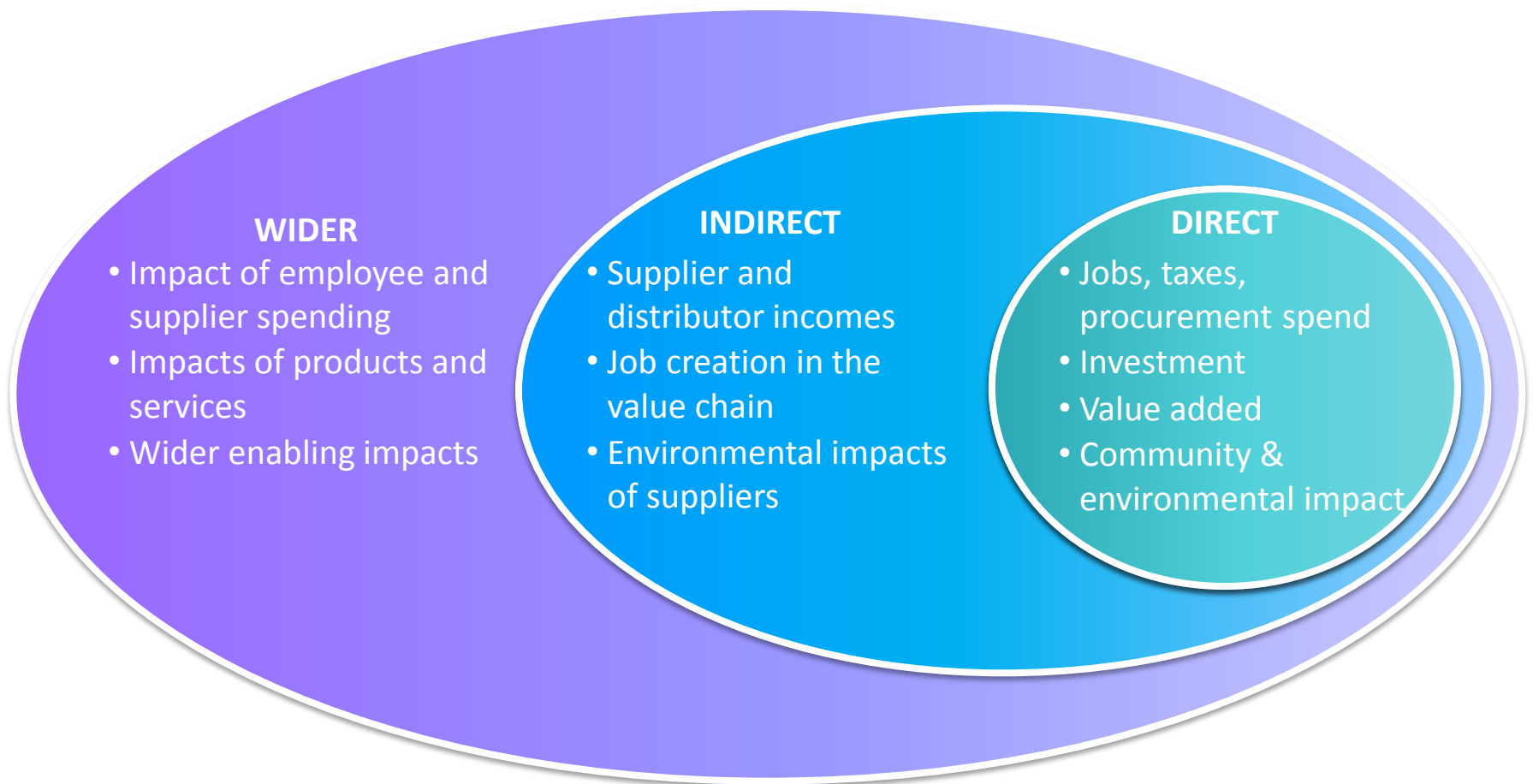
**Why  
Measure  
Impact?**



# Measuring impacts



# Measuring impacts

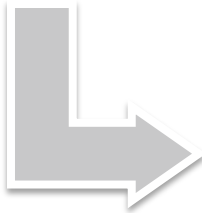


What are the key challenges and how to address them?

# What should we measure?



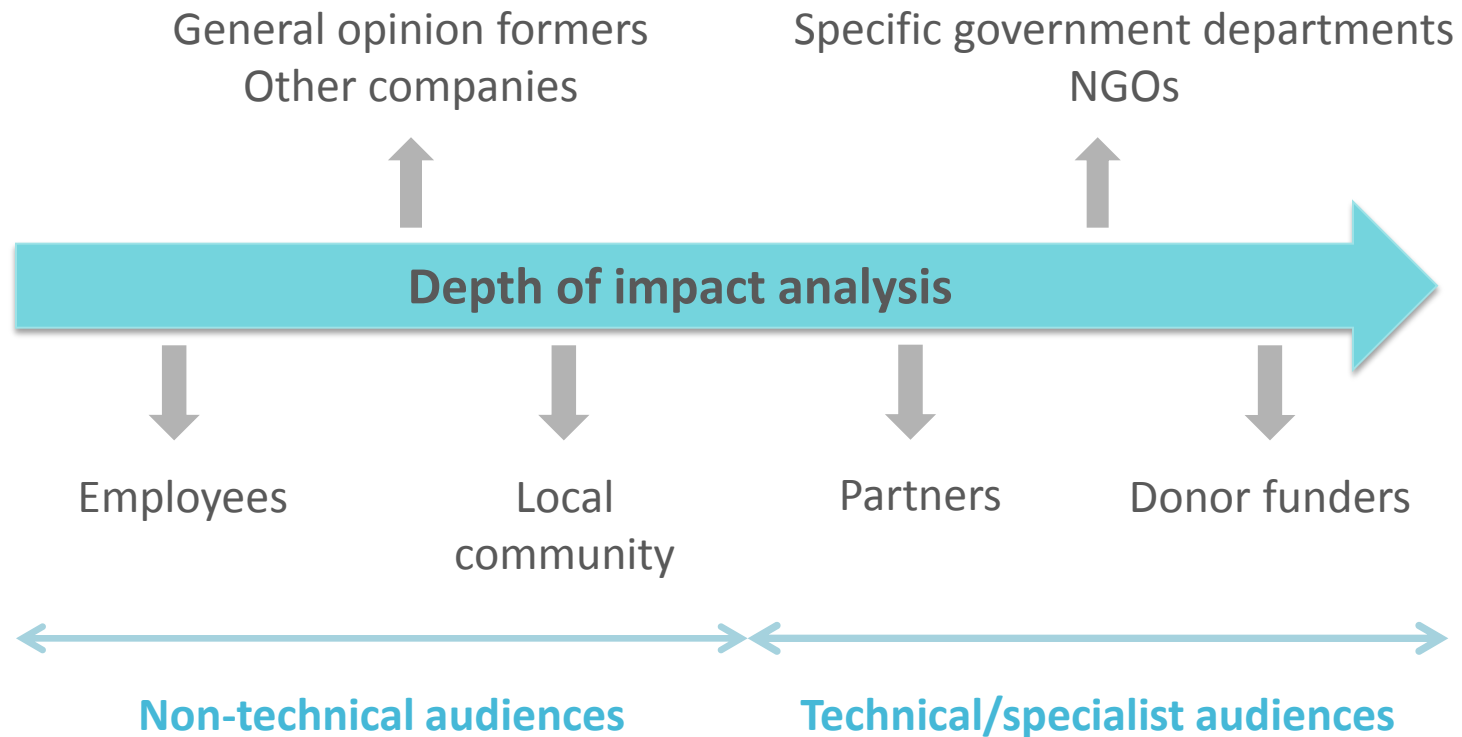
- Who are our audiences for impact measurement?
- How do we satisfy their different interests?



## An audience-led approach

- Map key audiences and their interests
- Understand expectations on depth of analysis
- Consider material issues

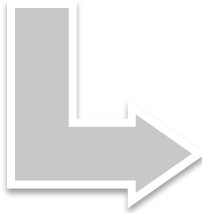
# Some audiences will require more in-depth analysis



# What is our impact?



- What are the right boundaries?
- What can we take credit for?



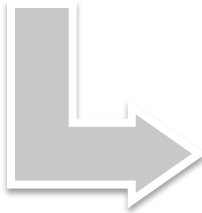
## Transparent boundaries

- Be clear about scope – what you have measured and what you have not
- Be conservative in what you take credit for - explain where your impact is direct, indirect or where you influence or help enable others

# How do we present our impact?



- How do we aggregate and compare our impacts meaningfully?



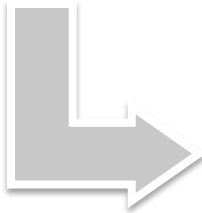
## Balanced impact

- Provide context and bigger picture
- Understand both positive and negative impacts
- Engage directly with those affected by your business

# How do we maximise value from impact measurement?



- How do we engage internal and external audiences on the findings?
- How do we use it to drive good decision-making?



**Prove and improve**

- Use different techniques/channels to engage your key stakeholders on findings
- Identify where and how you can enhance your impact
- Develop an on-going impact measurement framework



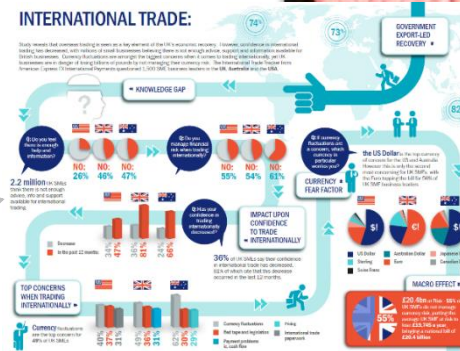
# Consider targeted communications for different audiences

In-depth data analysis for technical audiences

Key findings, metrics, & learnings to demonstrate new & innovative thinking

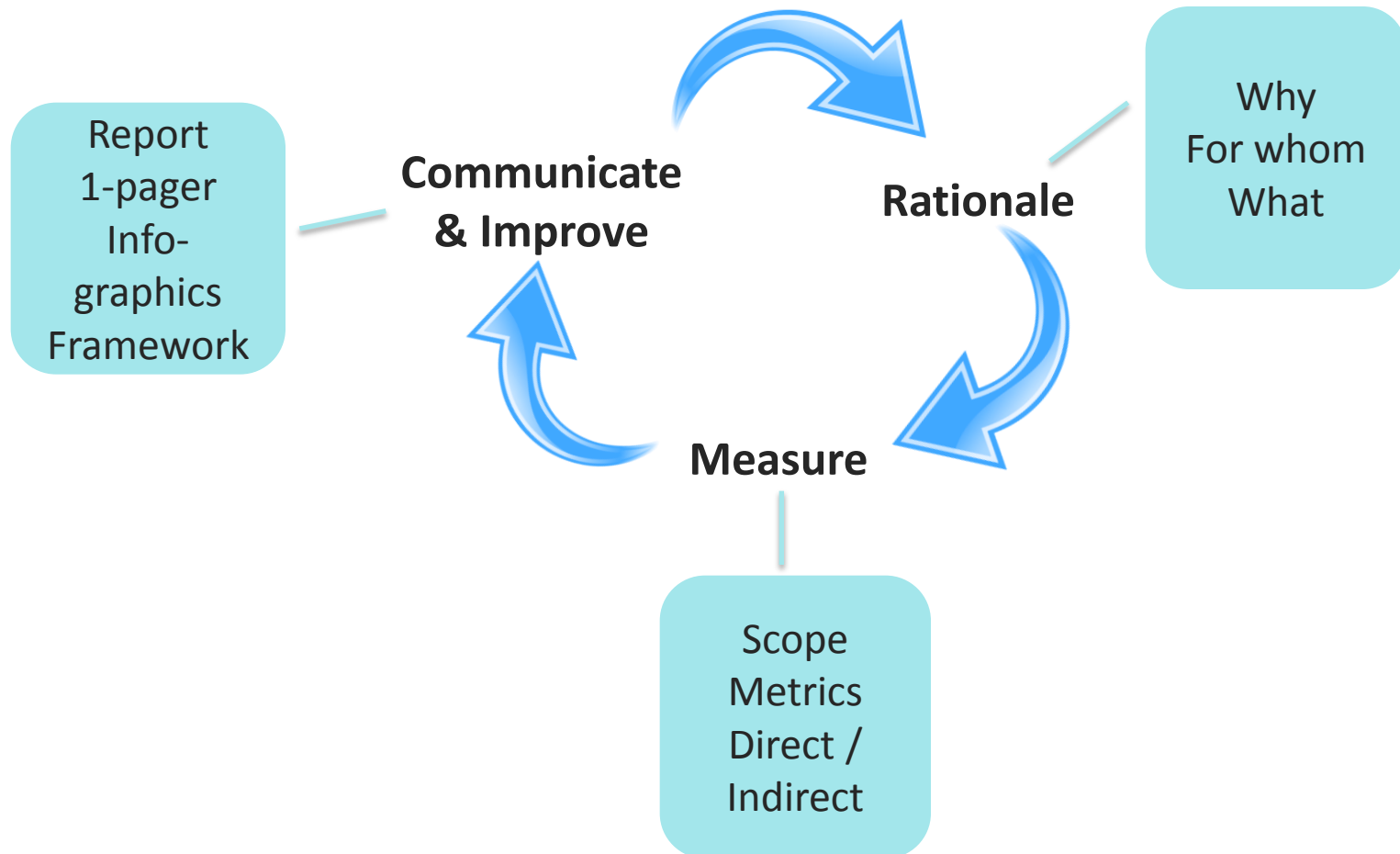
Profile individuals who have experienced impacts

Headline findings & numbers in an infographic



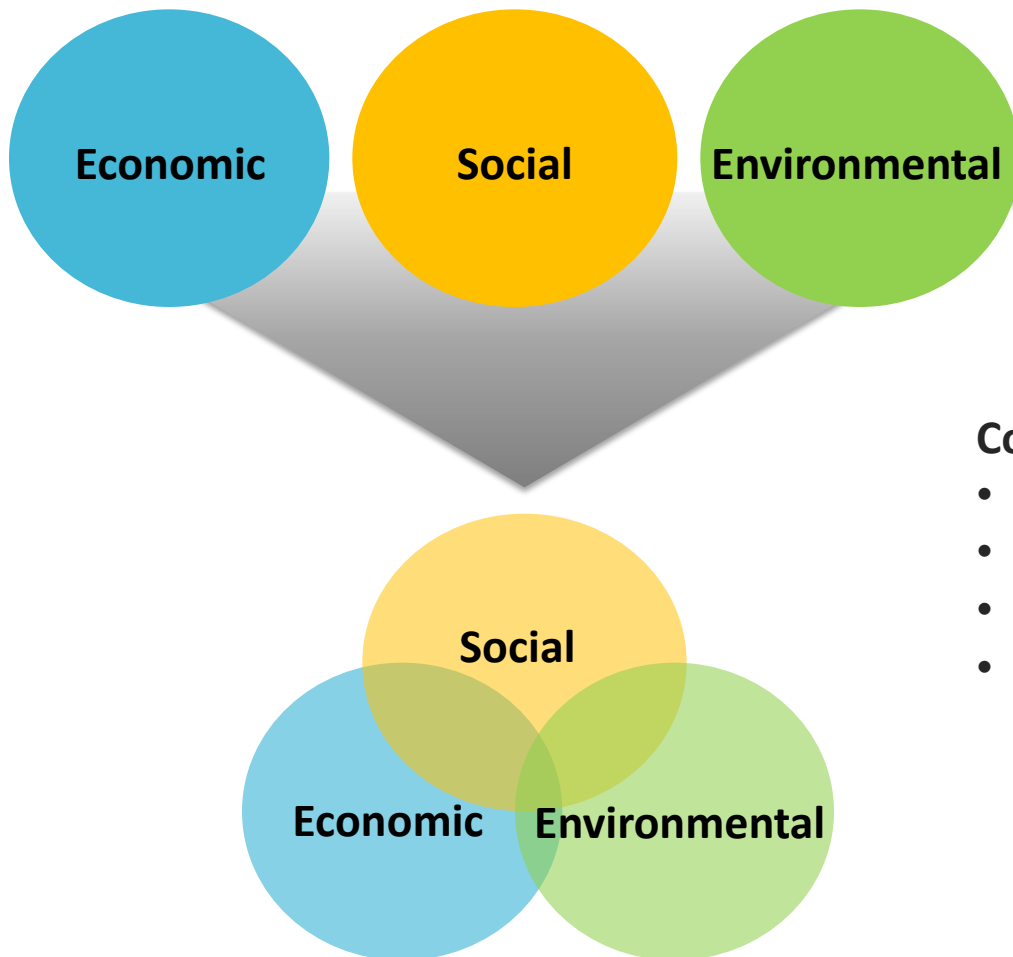
How to maximise value from  
impact measurement?

# A model for effective impact measurement



# Total impact

Is it possible to bring together impact in a more holistic way?



## Considerations

- Balanced picture
- Monetisation
- Trade-offs
- Direct & indirect

# Thought leadership



Questions

# Contact details

For further information please contact:

**Mitun Majumdar**  
Associate Director

## **Corporate Citizenship**

5th Floor, Holborn Gate  
330 High Holborn  
London WC1V 7QG  
United Kingdom

T: +44 (0)20 7861 1616

E: [mitun.majumdar@corporate-citizenship.com](mailto:mitun.majumdar@corporate-citizenship.com)

W: [www.corporate-citizenship.com](http://www.corporate-citizenship.com)

LinkedIn - corporate-citizenship

Twitter - @CCitizenship