

COACH: Service & Impact

INDEED

Innovation for Dementia in the Danube Region

Project co-funded by the European Union
A stream of cooperation



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Service & Impact: Summary

- The impact value model helps you to understand how your goods or services change the life of people, organizations or the whole society. It consists of various impact value chains for different stakeholder
- Stakeholder are groups of people or organizations who have some kind of relationship to a project due to its activities. They are either affected by the project or might affect the project with their own activities. For example, the target group is a stakeholder of a project but also many more like family and friends, the public administration, the general public and so on.
- An impact value chain is built up for each stakeholder. Hereby, the input, activities, outputs and outcomes are identified and measured for each stakeholder.

- In a more complex impact model a
 distinction is made between outcome
 and impact. Analysing the impact takes
 into consideration that there are other
 services and goods besides your project.
 The changes that would have
 happened anyway if your project would
 not exist are called deadweight and are
 subtracted from the overall outcome of
 the project analysed. However, this
 distinction is not needed for an average
 business plan.
- Analysing the impact value model of your project helps you to understand your own business model and appreciate the needs and benefits of your stakeholders. This can support your own decision making but also facilitates communication to others how you fulfil your mission.

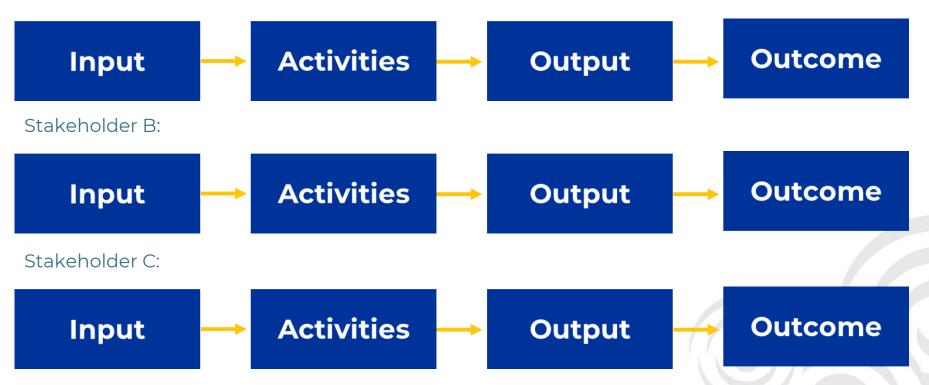
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Service & Impact:

Impact Value Model

The **Impact Value Model** consists of different Impact Value Chains for several Stakeholder:

Stakeholder A:





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Impact Value Chain

Input

Activities

Output

Outcome

Input refers to all resources that a stakeholder invests into a project.

Activities refers to all products and services offered to a stakeholder.

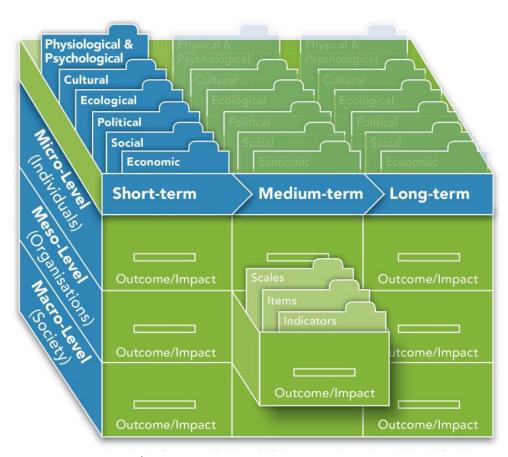
outputs are products and services that directly result from the activities of an organization or project. They can be easily counted and controlled.

Outcomes refer to the positive or negative changes that can be observed in the lives of the beneficiaries and stakeholders of a project after an intervention has taken place.

Service & Impact:



Outcomes



Schober/Rauscher (2017): What is impact? Social impact of (nonprofit) organizations.

Outcomes can be:

- economic
- social
- political
- ecological
- cultural
- physical or psychological

They may affect:

- individuals
- organizations
- the society

On a time dimension outcomes can be:

- short-term
- medium-term
- long-term