

The Social in Social Innovation

Tamara Puhovski,
Danijela Paska,
Impact House

OUR COMPANY



Impact House is a social enterprise, a think-tank and a consultancy in the field of social impact.

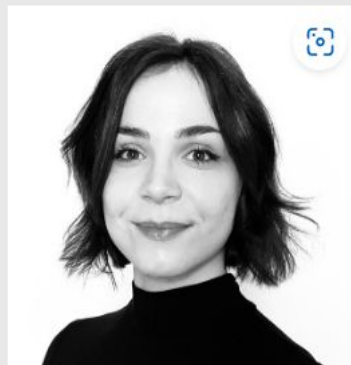
“We analyze global social trends and developments in order to design and measure social impact policies, strategies and actions in the increasingly dynamic and complex online and offline social reality.”



Tamara Puhovski

Chief

Tamara is the founder of both ProPuh and Impact House, led by a passion for social impact hacking and 20 year experience in innovating, managing and measuring positive social impact across all sectors. Tamara has worked with and in international institutions (UNDP), European institutions (EU Parliament) as well as the national government as an adviser to the Deputy Foreign Minister heading the Open Government Partnership and leading in open, innovative and impact policy revolution. Tamara has worked with large corporates in developing core business through the perspective of social impact as well as numerous startups as a mentor in the field of innovation and impact. She has worked as a researcher and professor at the university and has worked and continues to volunteer in several NGOs as project manager, trainer and community manager working with youth, Roma, migrants, women and other communities. Tamara was selected by the European Commission as 30 best social innovators in Europe.



Danijela Paska

Captain

Danijela studied sociology and anthropology at the University of Zadar. She is competent in qualitative and quantitative research and in socio-humanistic topics of public policies, social (in)equality, and power relations. Danijela is an experienced junior impact specialist with strong analytical skills and a scientific approach. Her professional focus is measuring social impact, creating a CSR business strategy, analytical research, and reporting. With the aim of achieving positive social changes, Danijela is currently a Ph.D. student in social science specializing in public policy.

OUR PORTFOLIO

Practitioners

- EC award for 30 best social innovations in Europe
- Baden Württemberg Award for best social innovation
- EIT Climate KIC Award and investment for social innovation in climate justice
- National Geographic Award for social innovation

Scientists

- Social Impact Outlook 2023
- Research and Analysis of current impact trends and challenges
- Periodic popular science blogs on impact and innovation

Educators

- Guest lectures in social impact and innovation
- Authors of the first social impact curriculum and micro-qualification
- Monthly impact salon with leaders
- Mentorship of start-ups, social enterprises and NGOs that received impact investment

Consultants

- Ex-post policy impact evaluation and recommendation
- CSR strategy, management and measurement
- Theory of change and impact project management
- Start-up, social entrepreneurship and impact investment consultation

Why are we talking about innovation?



Humans and innovation - our relationship



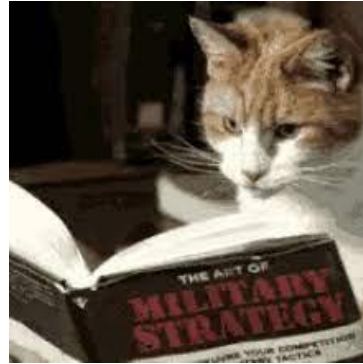
Can you teach innovation?



Types of innovation



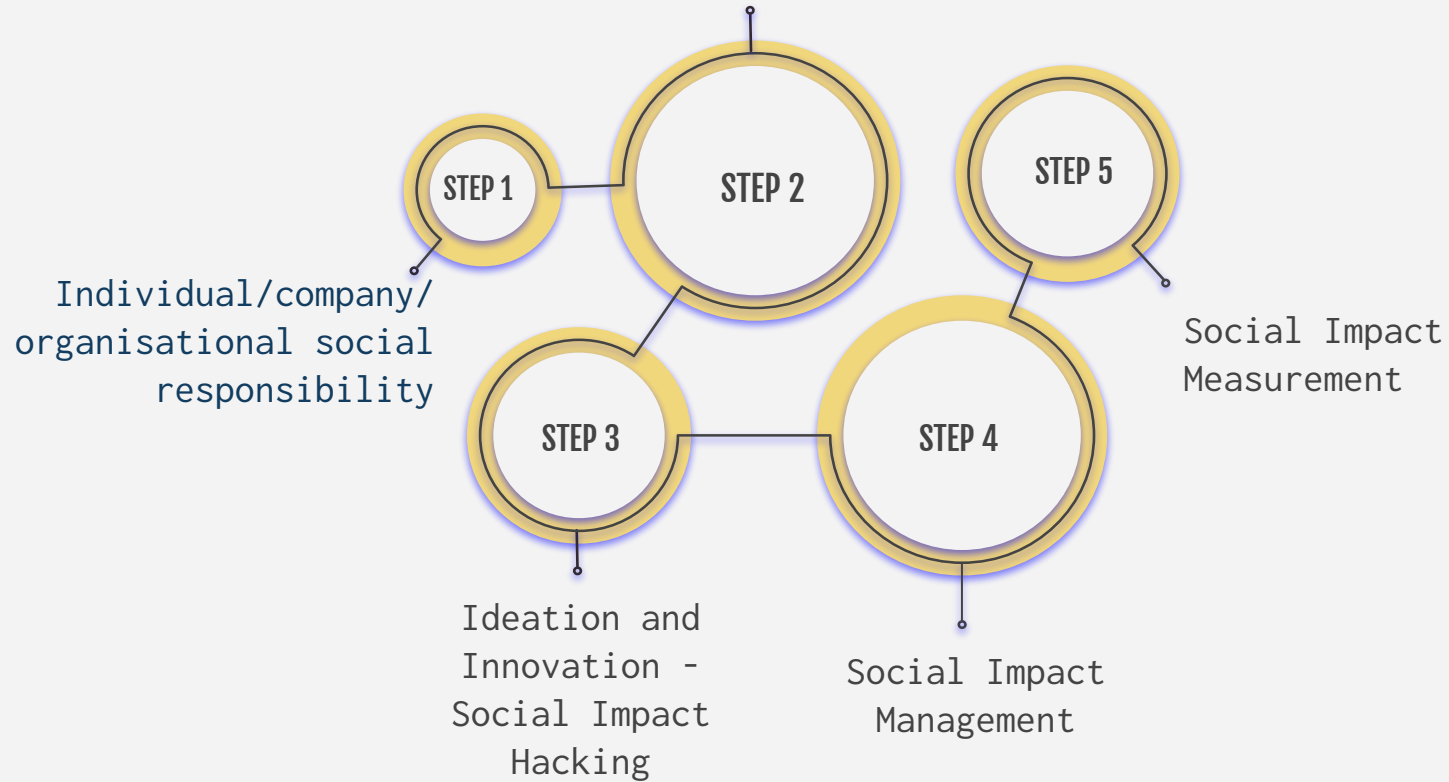
Phases of innovation



The Social in Social innovation



Social Impact Analysis



Measuring social impact

Social impact measurement is a process and framework for **measuring and attributing social change** (positive a/o negative).

- The term “social impact” was first used in a **1969** Yale University on the ethical responsibilities of investors
- **Social impact** is the **effect** on people and communities that happens as a result of an action or inaction, an activity, project, programme or policy
- More than **150 different methodologies** have been developed for this purpose ([Florman and Klingler-Vidra, 2016](#))
 - Social Return on Investment (SROI), Global Reporting Initiative (GRI) Standards, SDGs, the Principles for Responsible Investing (PRIs), B Impact Assessment...

Measuring social impact

When it comes to measuring social impact, the ultimate beneficiaries of any effort toward social change are people. So to accurately analyze impact, we also need **qualitative data**.

Measuring Steps:

1. **Model Framework - Theory of Change**
2. Developed by the Impact Management Project, this model identifies **5 dimensions of impact— what, who, how much, contribution, and risk**— across which impacts can be benchmarked and measured
3. **Outputs**
4. **Metrics - indicators**

Example for the metrics:

- *Number of hours volunteered*
 - *Amount donated*
 - *Percent of employees attending education session*
1. **Short and long term outcomes - the result of efforts that extend beyond organization's program/project**

Failing Forward



Measuring Innovation

Beneficiary	Expected Impact			Activity	Actual Impact					
	Short Term (<12 months)	Medium Term (1 to 3yrs)	Long Term (>3 years)		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Example - Hope Smith	<i>New skills, increased confidence, more customers for selling energy</i>	<i>Growth in revenue, new revenue streams</i>	<i>New employees in the field of agriculture; rural farmers could sell energy</i>	<i>Solar powered cold storage</i>	<i>No change</i>	<i>Sold 2 Solar powered cold storage - \$32 earned</i>	<i>Sold 3 Solar powered cold storage - \$42 earned</i>	<i>Training on how to use Solar power cold storage</i>	<i>Sold 5 Solar powered cold storage and customer returned - \$62 earned</i>	<i>Energy efficiency and sustainability</i>

Measuring Innovation







This form is to demonstrate the process of your innovation, how you pivoted and what you have learned on the way. You can start reporting innovation when you have carried out the activities that lead to a change. If you need any support filling this form please contact your mentor.

Activity	Benefits	Costs	Obstacles	Opportunities	Pivot
<i>Solar powered cold storage unit</i>	<i>Produce with extended expiration date</i>	<i>High initial cost of cold storage unit including additional costs for backup electricity</i>	<i>Government energy policy still taking time to be implemented</i>	<i>Rural farmers could sell energy</i>	<i>Yes</i> <i>Because the government policies had not been properly implemented and thus there is no infrastructure for selling additional energy and thus the initial costs is too high</i>

Measuring innovation - method

MEASURING INNOVATION

SCOREBOARD

SCOREBOARD	 MODEST	 FAIR	 SIGNIFICANT	
Innovativeness				
Potential for scaling				
Benefits				

Measuring Innovation – example I

Policy impact defined as **engaging governments to change policy or invest more in clean energy**:

- **Innovativeness: Modest**

The tools and methodologies used for advocacy and lobbying were modest and did not show significant innovation.

- **Potential for scaling: Significant**

Analyzing the clean energy ecosystem and having conversations with politicians while supporting the voices of women in energy policy should and could be explored in other contexts as well.

- **Benefits: Fair**

There were no clear benefits as the advocacy process did not reach a point where the officials committed or acted. When dealing with policy innovation and impact it is recommended to provide grants for a longer period since policy cycles are usually at least annual if not longer.

Thank You!



Tamara Puhovski, Director,
Senior Impact Analyst and
Innovator



Danijela Paska, Junior Impact
Analyst