

14 May 2024

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# IMPACT PERFORMANCE INDICATORS

Second Session

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Online Training

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## Training outline

During the initial workshop held on September 26th and 27th, 2023 in Athens, participants received foundational knowledge regarding the significance and complexities of IMM, particularly within ethical finance operations. The session also provided information on recent advancements from both European and methodological standpoints. This training builds upon previous content, continuing from where the initial workshop concluded. The primary aim is to enable ethical finance providers to craft actionable impact theses from their mission statements.

For this purpose, the second workshop will start with a short recap on IMM and its current context. Furthermore, it will illustrate the concept of impact from an ethical finance provider's perspective. We will also recap on the roots and mission statement of your organization by giving an overview on the key questions to be answered for an IMM framework: What resources are you investing - financially and non-financially? Who are the 'donors'? What financial instruments do you use? What regions, areas, themes, organisations, etc. are the focus of your activities? Which beneficiaries do you want to reach with your offer? This will be the compass for all your activities as ethical finance provider, and nurtures the further elaboration of the theory of change...

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The core segment of the workshop will comprise a guided exercise where organizations will be assisted in translating their organizational missions into impact theses, essential for the development of an effective IMM system. The indicators definition/selection and data collection will be based on a further elaboration of the theory of change and on other available sources that might be of inspiration. The activities of ethical finance provider address societal and environmental challenges, so the workshop will focus on defining concrete outputs and outcomes at the macro level (environment/society), meso level (organisations that receive direct support from the finance provider) and micro level (beneficiaries and other societal stakeholders).

The whole logic of the elaborated theory of change and indicators are the backbone for IMM, as this guides further steps in data collection, data analysis and monitoring, evaluation, reporting... Therefore, the workshop will provide insight into how ethical finance providers can get organized around the practise of IMM, including the selection process of organisations, the timing and concrete tools or methods (to get started with or further elaborate the existing) data collection, depending on the available resources.

Following the session, participants will receive access to presentation materials and templates to support their ongoing efforts.

We encourage you to fill in the templates shared during the first session to optimise your participation in the follow up second training session.

[Download here](#)

## **Background and context**

Impact measurement and management (IMM) is paramount for ethical finance providers to ensure that they are indeed delivering on their claim to generate a positive social and/or environmental impact with their activities. The field of IMM has come a long way in the last ten years and risks and impacts are easy to identify but still difficult to articulate and to quantify and many ethical finance providers still struggle with the concept and, more specifically, with its implementation.

## **Objectives of the training**

This workshop is the second one in a series of trainings aimed at supporting ethical finance organizations in implementing IMM. It aims to enable ethical finance providers to implement initial steps in impact measurement and management. Specifically, participants will work on translating their organization's mission into practical terms on how they want to achieve this mission. By making the intentionality of their activities explicit, participants will create an impact thesis for their organization laying the ground for impact measurement and management. The third workshop (May 8), will then illustrate how to translate the impact thesis into a measurement framework and how to use the impact data for management purposes.

## **Methodology & approach**

The workshop will combine theoretical as well as practical input and break-out groups in which participants work on their own organisations' mission and impact thesis. By sharing first results of this exercise, peer-learning and discussions will be enabled and thus contribute to the participants' learning experience.

## Impact Performance Indicators

# Agenda

**14th May 2024**

**from 11:00 to 13:30** (time in CET), **online**

*For more information and our cancellation policy, please check our website*

11:00 - 11:15	Welcome, Introduction to the workshop
11:15 - 11:30	Recap and context of impact measurement and management
11:30- 12:00	Introduction of exercise "from mission to impact thesis"
12:00 - 12:45	Break-out groups
12:45 - 13:15	Plenary session and sharing of results
13:15 - 13:30	Open questions, wrap-up and outlook

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# Meet the Speakers

## **Tomas De Groote** ***Social innovation Factory***

Tomas De Groote has a background in civil society as coordinator and policy worker for several non-profit organisations. Since 2015, he works on the incubation and acceleration of social innovative enterprises via social impact evaluation & management at Social Innovation Factory (Belgium). He coordinated pioneering action researches on these topics, co-created tools for impact management at the level of social enterprises as well as social investors.



## **Barbara Scheck** ***European Center for Social Finance***

Barbara Scheck works at the European Center for Social Finance, which delivers Technical Assistance services on behalf of FEBEA. She is the Professor for Entrepreneurship at Munich Business School and has been active in the field of social finance since 2007. Her work focuses on the financing of social enterprises, impact and mission-related investing and impact assessment.



FEBEA - the European Federation of Ethical and Alternative Banks and Financiers - is a non-profit association based in Brussels. It gathers 33 financial institutions whose aim is to finance social and solidarity economy (SSE) and projects with social, environmental and cultural value in 17 European countries, serving more than 700,000 people.

Its objective is to support the exchange of experiences and promote cooperation between social economy and social finance practitioners.

Each FEBEA member is integrated in the SSE Sector in its country, focusing on mobilising savings and equity from responsible citizens and using these funds to finance sustainable development and local communities. FEBEA is member of GECES, the European Commission's expert Group on Social Economy and Social Entrepreneurship and of Social Economy Europe, the main European network of social economy practitioners.

FEBEA members finance:

- The creation of jobs, social employment in particular;
- Social enterprises and social economy;
- The non-profit sector and participatory economics;
- New forms of social entrepreneurship
- People or groups of people who are victims of social or professional exclusion or are unbanked;
- Sustainable development: renewable sources of energy, organic farming, biodiversity, etc.;
- International solidarity and fair trade.



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The **Social Inclusive Finance Technical Assistance (SIFTA)** is part of the InvestEU Advisory Hub, which is managed by the European Investment Bank (EIB). It provides targeted, free-of-charge capacity building services for Social Enterprise finance providers in the form of tailored trainings, coaching, workshops, peer-to-peer exchanges, and study visits on a wide range of topics related to financing social enterprises. The Capacity Building and Market Development services are implemented by a consortium of Frankfurt School of Finance & Management, the Microfinance Centre, and the European Microfinance Network. FEBEA also partners with SIFTA and supports the implementation of these Capacity Building services. Furthermore, SIFTA provides rating, assessment, and evaluation services to Social Enterprise Finance providers, implemented by MFR.

Provided services for selected beneficiaries include:

- Tailored Training: Highly customised and institution-focused, can include trainings, coaching and advisory on, e.g., HR Strategy and Team Management, Fundamentals of Impact Investing, ESG, Setting up an Investment Fund, etc., together with a highly skilled pool of experts
- Investment Readiness Training: Prepares institutions for taking on financial instruments under InvestEU or other Social Enterprise financial instruments mandates managed by the EIB Group
- Portfolio analysis & Pipeline building: Supports institutions that already have taken on a Social Enterprise financial instrument with the EIB Group with the needed expertise in building portfolios and evaluating associated risks
- Peer-to-peer training and Study Visit: Provide an opportunity for Social Enterprise Finance providers to learn from experiences and practices of other Social Enterprise Finance providers

Provided services open for all EU-27 institutions include:

- Workshops: The programme is implementing Social Enterprise Finance workshops covering the latest developments in, e.g., sustainability, ESG, impact measurement, digitalisation, social entrepreneurship and social finance, digital learning methods, risk management, etc.
- Analytical Support: Provides general guidance to Social Enterprise Finance providers on how to apply for SIFTA services and available InvestEU and EIB group financing.

Eligible beneficiaries include Social Enterprise finance providers such as Social Banks, Incubators, Accelerators, Private or Public Investment Funds. SIFTA was kicked off in July 2022 and has an initial budget available until December 2024.

Interested Social Enterprise Finance providers can apply for specific SIFTA services by sending EIB an email to [sifta@eib.org](mailto:sifta@eib.org). A Request for Services template will be sent to the beneficiaries to formally apply to the specific services.