

	<p style="text-align: center;">Social Innovation Factory and Impact Track: defining, measuring, managing and communicating societal impact</p>
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<p>Vision and Aims</p>	<p>Our societies are increasingly confronted with so-called ‘wicked problems’. Challenges such as climate change, mobility, solitude and poverty are complex and multidimensional. Many organisations from different corners of society deploy and provide old and new solutions to tackle these wicked problems.</p> <p>To valorize, improve and sustain these solutions, impact measurement and management is key, e.g. for reporting, fundraising, friendraising, impact marketing, valorization of research... but impact measurement is for many organisations a huge challenge.</p> <p>That is why Social Innovation Factory has been conducting action research on this topic with different types of organisations that are generating positive societal impact. This resulted in an online tool and – after many years of expertise-sharing – in a partnership with Impact Track.</p>
<p>Target Audience</p>	<p>Social Innovation Factory targets the entire quintuple helix: academia, citizens, SMEs, private investors and public authorities.</p>
<p>Key Features</p>	<p>Impact Track is a French social enterprise with an important mission for all types of organisations that not only want to generate positive impact, but also want to measure it. That is why they created a tool with the same name. Impact Track provides the necessary elements to measure societal impact with methodological quality, and it is simple and easy to use.</p> <p>Impact Track is distributed in France by Impact Track, a recognized social enterprise in France, and by Social Innovation Factory in Belgium. Social Innovation Factory also provides trainings for the users of Impact Track.</p> <p>Key features</p> <ul style="list-style-type: none"> • Stakeholders mapping and listing. • Theory of Change: The Theory of Change or Impact Value Chain is a method that helps to clarify the cause-and-effect relationship between the activities carried out and the impact envisioned by the organization. This model is useful both for planning and

	<p>communicating impact. Impact Track uses this methodology to help the user describe the impacts he or she generates.</p> <ul style="list-style-type: none"> • Listing of indicators for outputs, outcomes and impact + target indicators. • Impact measurement, based on indicators via survey, observation, interviews, focus groups, quantitative data analysis.
Achievements & Learnings	<ul style="list-style-type: none"> • Overview of stakeholders. • Insight in and overview of the created and to be created activities, societal outcomes and impact. • Relevant indicators and targets on indicators of outputs, outcomes and impacts. • Data collection and impact measurement on relevant indicators with different methods. • Thorough analysis of impact data on different levels and aspects. • Dashboards for impact measurement. • Impact page of projects and organisations for impact communication, also possible with data aggregation on portfolio level. <p>We also stimulate peer-learning, and we organize trainer programs, so that the use of Impact Track can be scaled more easily to other sectors and stakeholders.</p>
Launch Date	Impact Track was launched in France in 2018, and in Belgium in 2022.
Partners/Sponsors	Impact Track (France) Social Innovation Factory (Belgium)
Further Information	https://impacttrack.org https://www.socialeinnovatiefabriek.be/trajecten/leer-werken-met-impact-track
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