Measuring social impact.

What is your influence on your stakeholders?

DevCom

Communication means everything

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Social impact is part of the sustainability measurement frameworks that all companies must consider, to retain their license to operate. It is also a place where your customers measure your real commitment to financial profit, and social profit. Are you one dimensional and measuring the one, and talking the other, or are you measuring both? You are implementing a portfolio of social investment projects, and you are acting as a responsible corporate citizen. Can you measure and report on the actual impact?

Why do you measure social impact?

- To understand and quantify the social impact requirement and results
- To communicate the social value to the community
- To develop sustainable systems
- To generate stories and data to support results
- To identify future CSI needs
- To integrate the measurement for:

1. Business governance
2. Improved share price
3. Customer loyalty and retention
4. Enhance the well-being of communities

What can happen if you don't do this?

Stakeholders and shareholders won't see:

- Proof of your social return on investment
- There will be no correlation between your social impact stories and brand
- You won't be able to mitigate business risk by understanding your community needs

Case Study

sappi

Sappi KZN forests was fighting fires, resulting in millions of rands in lost revenue. DevCom conducted research and implemented a social mobilisation project with the communities. This resulted in an 88.89% reduction in fires over 2 years. With social impact as our core narrative, we saved SAPPI more than R4 million rand, excluding the costs of firefighting services. DevCom uses dashboards to measure and report with data and analytics on the social impact. When done right, social impact can be measured and positively affect your ROI.

How do we measure social impact and business results?

1. Review your relevant strategies
2. Measure social impact
3. Analyse the data
4. Monitor social impact in relation to your business results

DevCom's social impact tools identifies the areas of social impact in your business. Our expert data scientist and social impact specialist populate the social impact dashboard. Your standard business matrix and our reports, combined, measure actual impact for future business decisions.

Timeframe

4-6 weeks for first base line work and then quarterly reports to follow.

Pricing

R30 000 – R200 000 per month.

*Pricing provided are estimate guidelines from previous projects. Each project is scoped with your customised requirements, and costs worked out accordingly.

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