

MODULE 4, Kit 1, Activity 1

Task 1: What is social impact assessment (SAI)?

- Watch the video twice (stop at 49 sec):

<https://www.youtube.com/watch?v=UDWRJxc2-II>

Then fill in the missing words in the definitions below:

activity, result, outcome, positive change

Social Impact is a significant that addresses a pressing social challenge. It is the change that happens for people as a of an action or

Social impact is the of an activity.

objectives, assessment, programme, policy

Social Impact Assessment (SIA) is the of the performance of a particular activity, action,, investment or, in relation to a given set of

Task 2: Principles of social value (I)

- Match the verbs on the left with the words on the right:

measure	transparent
involve	equality
understand	over-claim
value	the results
verify	change
social	stakeholders
don't	the things that matter
be	impact/social value
include	what is material

Key:

measure impact/social value; involve stakeholders; understand change; , value the things that matter; verify the results; social equality, don't over-claim, be transparent; include material things

Task 3: Principles of social value (II)

- Watch the video twice: <https://www.youtube.com/watch?v=VggeBijcu4>. Then fill in the text boxes to complete the 7 principles of social value below. Use verbs and nouns from the previous task.

Principle 1: your stakeholders.

Principle 2: Understand what

Principle 3: the things that matter.

Principle 4: Only include what is

Principle 5: over-claim.

Principle 6: Be

Principle 7: the results.

Guiding learners through output

Task 4: Match the questions with the answers

What is social impact?	Yes, it is.
Is it important to measure social impact?	It depends on what we want to measure, but we can use questionnaires, surveys, interviews, etc.
Which are the most widely used tools to assess social impact?	From a very early stage. Measurement is not an add-on, it should be integrated within the strategy of the social enterprise.
What is social change?	The effect of an activity on the community and well-being of the individuals and families.
What is a case study?	One of the most widely-used tools is the case study.
What tools do we use to monitor and gather data?	Social change may include changes in nature, social institutions, social behaviours, or social relations.
Why is it important to know our stakeholders and involve them in the assessment process?	It is a report about a person, group, or situation that has been studied.
When do we measure social impact?	For a successful change we need to understand who our stakeholders are. We need to know all the groups of people who will be affected by the change.

Task 5: Try to create meaningful sentences

The social impact evaluation	is conducted is taken is created	by the Social Entrepreneur themselves, for their own information.
The social impact evaluation tool used	most usual most often more frequently	is the Case Study.
The social entrepreneur	know recognize identifies objectives	early in the process and uses various methods to assess whether the objectives were achieved (interviews, observation, survey).
The measurement results are reported	automatically regularly often	and meaningfully reported to internal and external audiences.
We need to evaluate how the activity	involves performs achieves	the outcomes and impacts most needed by the beneficiaries and stakeholders.

Task 6 (optional): (listening + speaking + reading)

If all or some of our learners have a higher L2 level or if we have time left we can do this activity:

In this video, Servane Mouazan shares her ideas about what exactly social impact means.

1. WATCH THE VIDEO TWICE (start at 35 sec):

<https://www.futurelearn.com/courses/social-enterprise-business-doing-good/0/steps/17180>

2. ANSWER THE QUESTIONS:

- What is your opinion?
- Do you think it is important to measure the social impact of social enterprises?
- Why is conversation with people important? How can it help measure the impact?