

Impact assessment for Foundations and Companies (Social Responsibility Projects)

1 Introduction

Today, accountability is an increasingly relevant issue for foundations and corporate social responsibility projects. Beyond input and output, the question of outcomes and impact has become a dominant theme in the last years and will be in the future. So far, in the majority of cases neither foundations nor companies are assessing their real impacts.

Stakeholders and shareholders demand to see proof of the effectiveness and efficiency of their investments also in these non-economic areas. The pressure to be able to provide evidence is ever growing. Yet there is on the one side a certain reluctance towards indicator-based impact assessment among foundations and companies engaging in corporate responsibility. The reasons for this reluctance may vary and range from the preference for appearance and claim to the fear of discovering short-comings and proof of wrong investments (especially for foundations).

However, this attitude is not sustainable. We see first negative effects of such approaches, e.g. in the UK where the Charity Commission withdrew the charity status from the Kids Company because of financial problems, poor governance and *inability to show impact*. The GII therefore is convinced that there is an immense need for impact assessment in this field which is so far not exploited widely nor with the right approach.

2 The offer

The GII offers foundations and companies to assess the impact of their activities, programmes and projects to improve this impact in relation to the goal of the institution for that specific programme or project.

The impact assessment will be based on the goals of the foundation or company in the area where the impact shall be measured. In cases, where foundations or companies did not yet establish such goals, we can help to clarify them. In the next step, the GII will identify the impact indicators to conduct a tailor-made impact analysis.

The impact assessment is offered on the three levels:

1. **“quick assessment”**: a one-off, document and data-based impact assessment which is conducted entirely as desk research;
2. **“intensive assessment”**: a one-off impact assessment comprising all of the content of the quick assessment plus active data collection (surveys/interviews) and at least one site visit at the foundation or company;
3. **“long-term assessment”**: a time series of impact assessments (minimum 3 years) comprising all content of the intensive assessment over time plus, if wanted to the Impact Monitor as used in the IAI label process (see the respective offer).

The GII is currently already present in Australia, Czech Republic, Canada, France, Japan, Singapore, Spain, and the UK and thus can guarantee personal real-time support globally. Its members are well-known individuals in the higher education and internationalisation sector.

3 USPs of the GII

The main USPs are:

1. The various of the GII members have global reputation in the field of impact.
2. The GII combines practical, consulting and academic competence in impact assessment.
3. The GII does not provide a fixed set of standards against which an organisation is measured (the “Cinderella’s shoe” problem)
4. The GII helps the organisation to achieve the coherence between aims and impact.
5. The GII offers an approach that is, to our knowledge, unique in the field of impact assessment.

4 Costs

The impact assessment is designed to be accessible for all types of HEIs. It shall be economically feasible and as efficient as possible.

The costs, depending on the type of assessment, are:

| Type of cost | price in € |
|---|--------------------|
| Quick assessment | 3,950.00 |
| Intensive assessment (concrete price depends on extend of survey and site visits) | from 6,950.00 |
| Long-term assessment (concrete price depends on extend of survey and site visits, mentioned price is per annum with a minimum of 3 years) | p.a. from 4,950.00 |

Additional costs are travel costs (flight (under 6 hrs: economy class; above 6 hrs: business class), taxi, accommodation).