



# EXECUTIVE TRAINING SOCIAL INVESTMENT & IMPACT

# CSI

## IMPACT MEASUREMENT – METHODS AND APPROACHES

- You need to generate a basis for evidence-based strategy development within your organization?
- You have to deal with questions about how to provide evidence of success?
- You have to mobilize efficiency gains in the management of your organizations?
- You would like to contribute to an improved and more effective resource allocation in the sector as a whole?

The impact of social investment is increasingly becoming of interest - within civil society itself and in politics, the economic sector and the public. As a result, organizations in the third sector begin to address issues of impact assessment.



To facilitate your own organization's development, we start this impact measurement approach from the mission and organizational model of your organization. We help you to distinguish the multiplicity of approaches and support you to structure decisions that lead to helpful solutions for fulfilling your task. By this we provide you an individual approach for your own methodologically sound and useful work in the future.

We invite you to have a glimpse into the experimental development laboratory of cutting-edge and innovative methodologies at one of the leading university centres in Europe. Through our research we have collected years of experience in this field and are deeply involved in the methodological refinement of the approaches. But our Executive Trainings at CSI are not at all that academic! With our selectively chosen guests we provide you hands-on experts who are open to your questions.

Meet our experienced colleagues at an evening event and also broaden your networks!



## WHAT TO EXPECT?

- A broad didactic spectrum of formats
- A workshop based on state of the art research
- A well-balanced mixture of systematic approach and practical relevance
- An intensive personal exchange with faculty members
- An opportunity to see your own questions and issues jointly addressed

## WHAT WE OFFER?

- A certificate of Heidelberg University of excellence!
- An interactive seminar using state of the art blended learning
- An opportunity of first hand access to our faculty experienced in research, practical application and advisory services
- An integrated program jointly developed by our team
- A pleasant working environment at the oldest German university
- An opportunity to develop your professional networks

## WHO YOU ARE?

- Executives and senior staff with a strategic interest in impact measurement
- Professional staff with responsibilities for evaluation, impact and public communication
- Board members with a personal interest in the issues
- Professional staff responsible for corporate social responsibility affairs
- Representatives of social investors and innovative financial intermediaries

## WHAT DOES IT COST?

- € 1.175,- covering the seminar materials and all meals mentioned in the program.
- € 1.099,- early bird bookings for participants signing up four weeks before beginning of the seminar.
- The price does not include accommodation in Heidelberg. We are happy to assist you with hotel reservations (special conditions).
- For a small number of selected cases, we have the opportunity to reduce the costs of the program. To apply for this scholarship, please download and fill out the respective form: [www.csi.uni-heidelberg.de/lehre/info/app.si+i.pdf](http://www.csi.uni-heidelberg.de/lehre/info/app.si+i.pdf) .

# THE WORKSHOP AGENDA

## DAY 1: NOVEMBER 27<sup>TH</sup>

12.30 p.m.– 2.00 p.m.	Arrival of participants and lunch
2.00 p.m.– 4.00 p.m.	<p><b>PART I:</b> Dr. Volker Then, Konstantin Kehl</p> <p>Introduction to the fundamentals of impact measurement:</p> <ul style="list-style-type: none"> <li>• Multiple dimensions of Social Investment</li> <li>• Different strategy approaches</li> <li>• Thinking in theory of change categories - developing your own model for impact</li> </ul>
	Coffee break
4.30 p.m.– 6.00 p.m.	<p><b>PART II:</b> Dr. Volker Then, Konstantin Kehl</p> <p>Overview: Impact measurement – How can I see the forest for all the trees (of different approaches)?</p> <ul style="list-style-type: none"> <li>• A short systematic analysis of different approaches and their practicability</li> <li>• Past experience in impact measurement – what is missing?</li> <li>• Measure what can easily be measured or what you would like to know for future decision making?</li> </ul>
7.30 pm	Dinner with faculty members

## DAY 2: NOVEMBER 28<sup>TH</sup>

9.30 a.m.– 11.00 a.m.	<p><b>PART III:</b> Prof. Dr. Robert Münscher, Gorgi Krlev</p> <p>Social Return on Investment – an international standard approach of impact measurement and its variations</p> <ul style="list-style-type: none"> <li>• History</li> <li>• Applications and Limitations – international impressions</li> <li>• Measuring more than monetary value: Impact in a multi-dimensional perspective</li> </ul>
	Coffee break
11.30 a.m. - 1.00 p.m.	<p><b>PART IV:</b> Prof. Dr. Robert Münscher, Gorgi Krlev</p> <p>Social Return on Investment applied</p> <ul style="list-style-type: none"> <li>• Dimensions and Variables</li> <li>• Options of generating data</li> <li>• Limitations of the methodology</li> <li>• Interpretation of the data</li> </ul> <p>An interactive group exercise with participants in small groups</p>
	Lunch

## The Workshop Agenda

working in small teams

DAY 3: NOVEMBER 29<sup>TH</sup>

2.30 p.m.– 4.00 p.m.	<p><b>PART V:</b> Prof. Dr. Robert Münscher, Thomas Scheuerle</p> <p>Case Study 1: “Assessing the Impact of the Mechatronics Programme at the University of Agder. An SROI Report to the Competence Development Fund of Southern Norway.”</p> <p>Introduction and Facilitation of the teaching case</p>	9.30 a.m.– 11.00 a.m.	<p><b>PART VII:</b> Dr. Georg Mildenberger, Dr. Volker Then, Konstantin Kehl</p> <p>Impact measurement and its contributions to public and policy debates</p> <ul style="list-style-type: none"> <li>• Introduction to the political discussion - „evidence based politics“</li> <li>• Impact measurement and new forms of social investment - „Impact Bonds“</li> <li>• Critique: Impact measurement changes the civil society sector – Limits of measurement and changes in risk behaviour</li> </ul>
	Coffee break	11.00 a.m.– 12.15 p.m.	<p>Concluding roundtable conversation: The participants with faculty</p> <p>Dr. Georg Mildenberger, Dr. Volker Then, Konstantin Kehl</p>
4.30 p.m. – 6.00 p.m.	<p><b>PART VI:</b> Dr. Volker Then, Konstantin Kehl</p> <p>Case Study 2: „Network SONG: A SROI analysis of multi-generation co-housing developments in Germany as for their impact on the care for the elderly</p> <p>Introduction and Facilitation of the teaching case</p>	12.15 p.m.	Lunch
approx. 7.30 p.m.	Dinner and discussion with an executive board member from one of the SONG member organizations		

## APPLICATION

### FOR THE PROGRAM

To apply for the Executive Training program please follow this link: [www.csi.uni-heidelberg.de/lehre/info/app.si+i.pdf](http://www.csi.uni-heidelberg.de/lehre/info/app.si+i.pdf). Fill out the application form (page 1 only) and email it to [executive@csi.uni-heidelberg.de](mailto:executive@csi.uni-heidelberg.de)

Please apply until two weeks before the program starts, November 13th.

### FOR THE CSI-SCHOLARSHIP

The scholarships will be rewarded on the evaluation of three main criteria: individual motivation; individual previous knowledge of impact assessment techniques; specifics of the organization you are working in. The evaluation and final decision on granting scholarships will be carried out by a committee at CSI Heidelberg.

To apply for the scholarship please follow this link: [www.csi.uni-heidelberg.de/lehre/info/app.si+i.pdf](http://www.csi.uni-heidelberg.de/lehre/info/app.si+i.pdf). Fill out the complete application form and email it to [executive@csi.uni-heidelberg.de](mailto:executive@csi.uni-heidelberg.de)

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