

# IO5: Assess the social impact of the pilot test

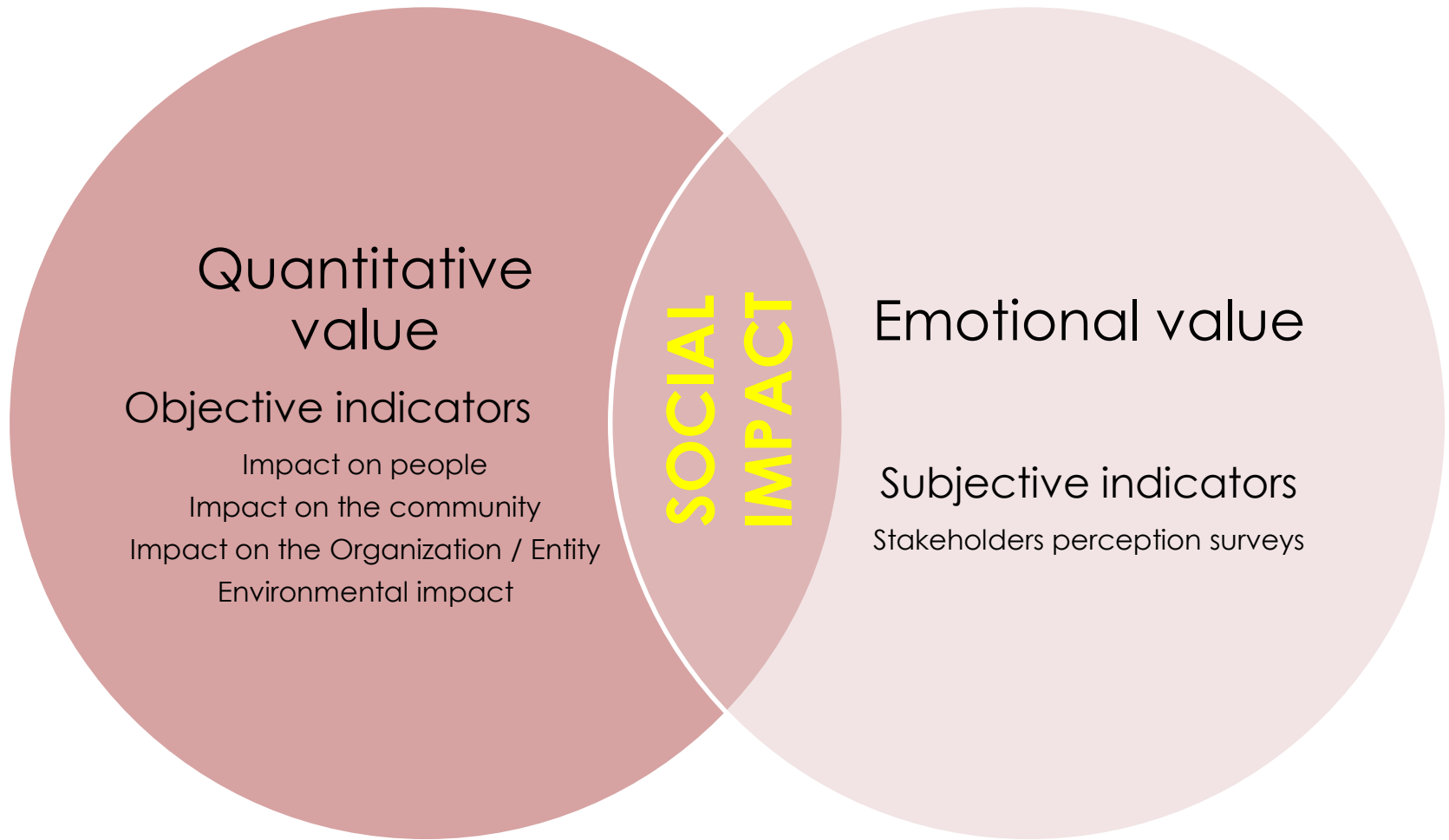




The objective of this activity is to verify whether the entrepreneurship project has contributed to generating changes in society, that is, if it has collaborated in transforming it

The **value of social impact** is the result of:

- actions carried out, which provide us with a quantitative value (objective indicators)
- and the emotional value generated by the project in the agents involved (perception/subjective indicators)



# When and How?



# Social impact assessment

## Identify Stakeholders

- People with ID
- Families
- Professionals
- Suppliers
- Business clients
- Administration
- Allies / Contributors
- Volunteers

October 2020

## Define baseline (Collect pre-pilot data)

**QUANTITATIVE IMPACT VALUE**  
Objective indicators

October 2020

## Final results (Collect Post Pilot test data)

**EMOTIONAL IMPACT VALUE**  
Qualitative / subjective indicators of perception of Stakeholders

2021

## Data analysis: social impact value

- Compare results
- Extract evolution and tendency
- Conclusions

2021

# Impact Value indicators/Quantitative



## Impact on people

- Number of people benefiting from entrepreneurship actions (all stakeholders):
  - Number of people with ID
  - N° families
  - Number of professionals
  - N° of suppliers
  - N° of business clients
  - Number of administrations / social entities
  - N° alliances
  - Number of volunteers
- Number of people trained in entrepreneurship
- The project promotes equal participation of gender in equal conditions

## Impact on the community

- Number of impact in social networks / mass media (followers in the networks, the news press, radio and TV, Instagram and Facebook)
- Number of events, days in which the project is disseminated
- The cooperating agents / suppliers are from the local environment
- Has the project had an impact on educational (teacher, university), social and / or medical services in the community?
- Does the project have an impact on the well-being of the community (makes people's lives easier and / or happier)?
- Is our project consumer local?
- Our project has an impact on the neighborhood and the city, institutions and social entities. Number of contacts and meetings with them
- Number of companies, social entities that have had contact with the project
- Number of benchmarking exchanges (People or entities that have come to know the project)
- Number of alliances in the project
- Prizes and Recognitions linked to the Project



### **Impact on the Organization / Entity**

- The project has generated knowledge production
- The project has allowed to innovate the professional practice, it has transformed the role of the professionals, the definition of the individual programs and of activity, the conception of the spaces, etc.
- Number of professionals trained in entrepreneurship

### **Environmental impact**

- The project uses / buys local material
- The project has a waste management plan



# Impact of emotional value/ Qualitative

Through satisfaction / perception surveys of stakeholders (except for individuals with ID whose assessment was included in the QofL assessment) we expect to obtain an index of:

## **Degree of satisfaction**

- Are you satisfied with the product?
- Would you buy it again / would you request the service again?
- Would you recommend the service / product

## **Visibility**

- Have you read on the media or social media news related to the entrepreneurship project?
- Do you think that this project is known to society?

## **Social transformation**

- Do you think that a person with a disability has the capacity to be an entrepreneur?
- Has your perception of people with disabilities changed? If yes, tell us why.

## **Transfer of experiences, possibility of replication**

- Do you think this initiative is interesting and that it has value to be replicated?
- Do you think it would be feasible to replicate a similar experience with another group?

# Collect Data

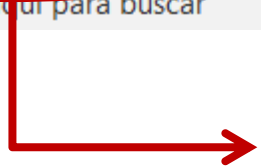


5 | YES (1) / NO (0)

Does the project have an impact on the well-being of the community (makes people's lives easier and / or happier)? YES

Quantitative value indicators | CLIENTS Emotional value | SUPPLIERS Emotional value | PROFESSIONALS Emotional value | REPORT

Escribe aquí para buscar



**in-cuba**

**IO5: Evaluate the social impact of the pilot test**  
**Section 1. Impact / Quantitative value indicators**

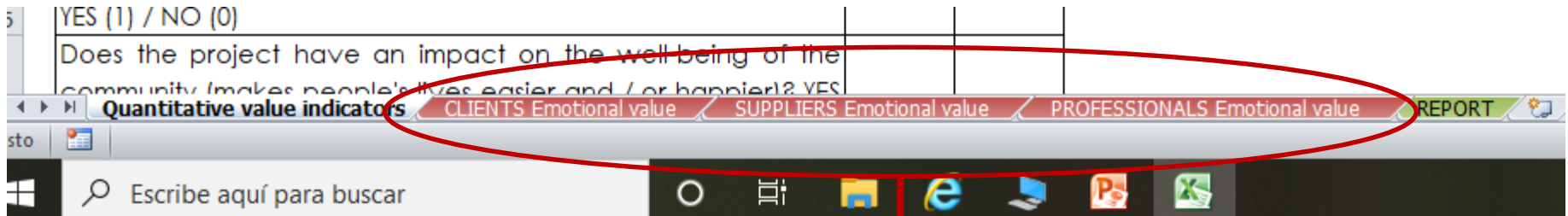
Name of the organization:

Impact on people	October 2020	March 2021
Number of people benefiting from entrepreneurship actions (all stakeholders):		
• Number of people with ID		
• N° families		
• Number of professionals		
• N° of suppliers		
• N° of business clients		
• Number of administrations / social entities		
• N° alliances		
• Number of volunteers		
Number of people trained in entrepreneurship		
The project promotes equal participation of gender in equal conditions? YES (1) / NO (0) / NOT APPLICABLE (NA)		

Impact on the community	October 2020	March 2021
Number of impact in social networks / mass media (followers in the networks, the news press, radio and TV, Instagram and Facebook)		
Number of events, days in which the project is disseminated		
The cooperating agents / suppliers are from the local environment? YES (1) / NO (0) / NOT APPLICABLE (NA)		
Has the project had an impact on educational (teacher, university), social and / or medical services in the community? YES (1) / NO (0) / NOT APPLICABLE (NA)		
Does the project have an impact on the well-being of the community (makes people's lives easier and / or happier)? YES (1) / NO (0) / NOT APPLICABLE (NA)		
Is our project consumer local? YES (1) / NO (0) / NOT APPLICABLE (NA)		
Our project has an impact on the neighborhood and the city,		

Quantitative value indicators | CLIENTS Emotional value | SUPPLIERS Emotional value | PROFESSI

AMPONS



**in-cuba**

**IO5: Evaluate the social impact of the pilot test**  
**Section 2. Indicators of emotional value / qualitative**  
**BUSINESS CLIENTS AND ADMINISTRATION**

Name of the organization:

**YES (1) / NO (0) / NOT APPLICABLE (NA)**

Degree of satisfaction	stakeholders 1	stakeholders 2	stakeholders 3	stakeholders 4
Are you satisfied with the product?				
Would you buy it again / would you request the service again?				
Would you recommend the service / product				

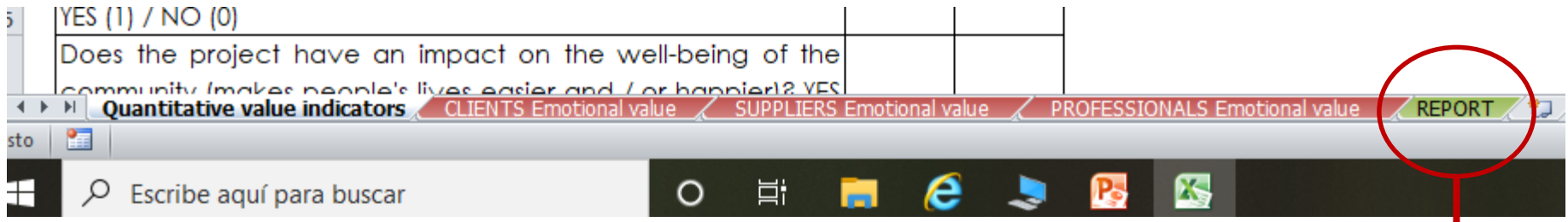
Visibility	stakeholders 1	stakeholders 2	stakeholders 3	stakeholders 4
Have you read on the media or social media news related to the entrepreneurship project?				
Do you think that this project is known to society?				

Social transformation	stakeholders 1	stakeholders 2	stakeholders 3	stakeholders 4
Do you think that a person with a disability has the capacity to be an entrepreneur?				
Has your perception of people with disabilities changed? If yes, tell us why.				

Quantitative value indicators | 
 CLIENTS Emotional value | 
 SUPPLIERS Emotional value | 
 PROFESSIONALS Emotional value | 
 REPORT

AMPONS





**in-cuba**

### IO5: Evaluate the social impact of the pilot test

**Report of results from:**  
0

The purpose of this activity is to verify if the entrepreneurial project has helped to change society, that is, if it has helped to transform it.  
The social impact value is the result of:

- Actions taken, which give us quantitative value (objective indicators)
- And the emotional value that the project has generated in the agents involved (indicators of perception / subjective)

**Quantitative value**  
Indicators objectives  
Objective indicators  
Impact on people  
Impact on the community  
Impact on the Organization / Entity  
Environmental impact

**Emotional value**  
Subjective indicators  
Stakeholders perception surveys

**SOCIAL IMPACT**

#### Impact/ quantitative value indicators

Indicator	Value
Impact on people	0
Impact on the community	-2
Impact on the Organization / Entity	3
Environmental impact	0.5

#### Indicators of emotional value / qualitative

Indicator	Business clients and administration	Suppliers, Allies and Partners	Professionals and Volunteers
Degree of satisfaction	75%	75%	75%
Visibility	67%	67%	67%
Social transformation	75%	67%	67%
Transfer of experiences, possibility of replication	83%	86%	83%

AMPONS

