Impact Harvest Forum
Measuring Impact: Effective Measurement and Reporting for Businesses

11:15-12.30, 23 May 2024
Meeting Room A, United Nations Conference Centre, Bangkok, Thailand

Track: Cultivating Change

Background

For many inclusive businesses, the journey towards effective impact measurement and reporting often seems too challenging to begin. From grappling with piecemeal accounting practices to estimating impact numbers, inclusive business face hurdles in efficiently and accurately articulating their impact data. Impact reporting is increasingly expected by a growing number of stakeholders, such as impact investors, government, and international certification agencies.

To address these challenges, the session aims to provide practical insights and tools to guide businesses in selecting appropriate frameworks, identifying key indicators, and professionalizing their impact measurement efforts. Drawing from perspectives of experts and peers, participants will explore impact models, reporting frameworks, and strategic indicator selection processes.

Objectives

- To introduce impact frameworks as a way to guide strategy of impact data gathering.
- To explore the cost and benefits of different impact measurement frameworks.
- To identify key indicator clusters relevant to attendees sectors and goals.
- To leverage and professionalize existing impact measurement outputs towards strategic reporting.

Participants / Target Audience

The session is targeted towards businesses, incubators, intermediaries, financial service providers, governments, and investors.

Speakers / Facilitators

- Ms. MacKenzie King (Facilitator), Regional Partnerships Lead at Impact Hub Asia-Pacific
- Mx. Anh Nguyen (Speaker, Facilitator), Monitoring, Evaluation, and Research Specialist at Impact Hub Phnom Penh
- Mr. Songhour Thav (Facilitator), Entrepreneurship Support Lead at Impact Hub Phnom Penh
- Ms. Syamala Gowri, Senior Sustainability Manager, Jayanti Herbs
- Mr. Nguyen Ba Truc, Vice-Director, DATO

Expected Outcomes

- Participants understand the basic tenets of theory of change and logic models of impact.
- Participants can confidently navigate initial conversations with their teams around choosing a reporting framework, or cluster of reporting frameworks.
- Participants feel confident selecting initial indicators for impact measurement and can navigate the first steps in organizing and collecting indicator data.

Programme

Time	Duration	Activity	Description
11.15	0:05	Introduction to the session	
11.20	0:25	The *why* to the *how* of impact measurement and management – concepts, data, tools, and reporting	Introduction to impact frameworks • Learning goal: feel confident navigating strategies for impact data gathering • Learning Goal: Understand the cost and benefits of different impact measurement frameworks.
11.45	0:15	Small group working and feedback sessions	Key Question: How to choose effective indicators to set up an impact measurement and management plan • Learning goal: Identify key indicator clusters relevant sectors and goals.
12:00	0:10	Share back of peer-learnings	
12:10	0:20	Fireside Chat: Towards Effective & Efficient Reporting and Q&A	Key Question: How might inclusive businesses leverage and professionalize existing impact measurement outputs towards strategic reporting? Speakers: • Ms. Syamala Gowri, Senior Sustainability Manager, Jayanti Herbs • Mr. Nguyen Ba Truc, Vice-Director, DATO
12:30	0:00	Close	