



# Welcome to Impact Island

This Workshop on Impact Analysis aims to gather together foundation professionals to reflect upon current practices and discuss means for more effectively measuring impact. In this workshop, participants will have the opportunity to:

- Reflect upon attitudes in philanthropy toward impact analysis.
- Investigate how context influences decisions on impact analysis.
- Analyze strategic approaches for applying various tools and methods.
- Learn how to use evaluation results to communicate how foundations make a difference.
- Explore practical tools and methods to analyze impact.

Organized by:

Bernard van Leer Foundation, Bertelsmann Stiftung, Erasmus Centre for Strategic Philanthropy, European Foundation Centre EFC, Fondazione Cariplo and the Working Group on Philanthropy for Social Justice and Peace.

- 13:00 – 15:00** Welcome – Survey Says! – Impact Analysis on Trial
- 15:00 – 15:30** Break
- 15:30 – 17:45** Exploring Impact Island: Simultaneous Sessions on Impact Island

## *The Lowlands* – Tools, Methods, Strategies

### **Compass Cove: Mapping Your Destination – How to plan and determine the purpose of impact analysis**

We will look at the different reasons why a foundation could be interested in evaluation: accountability, learning, knowledge sharing. We will investigate the connections between the strategic goals of a foundation, its grant-making tools of intervention and the different tasks of evaluation activities. Moreover, we'll focus on the impact of evaluation on strategic planning. Choosing what and how to evaluate are essential for successful strategic planning. We will touch upon the different aspects that help with the evaluation design of foundation policies and interventions.

### **X Buried Treasure: Using Impact Analysis as a learning tool for all organizational objectives**

Impact Analysis and the results it produces can have implications for the different parts of your organization. Not only is it useful for knowledge management and the strategic direction of the organization. It can also be relevant for diverse objectives within financial controlling, capacity building, and partner management (to name a few). In this group discussion, we would like to take a closer look at these implications and further investigate how the results of impact analysis can be used in these different parts of the organization.

### **Uncharted Territory: Using impact analysis to assess social justice objectives**

Long term social change oriented towards creating equity and fairness in society are worthy philanthropic goals that do not often lend themselves to standard impact analysis methodologies. In this session, participants will share practices of assessment oriented toward measuring the impact of projects and programs with objectives such as eradicating race and class disparities, promoting minority rights, and raising awareness of sensitive issues in society through strategies which often include community empowerment, advocacy, litigation and communication.

### **Jargon Jungle: Become a skillful navigator in one day! Learn how to talk to the experts, understand the methodologies and still get what you want.**

This group session will focus on the different tools of impact analysis that are out there. It will also look at when is it useful to apply what kind of evaluation method, if at all. This discussion will help in discussions with partners and evaluation experts and help you choose the evaluation that best suits your objectives and the projects/programs you are supporting or running.

## *The Highlands* – Attitudes, Behavior, Communications

### **Participatory Pass**

Have you ever noticed people leave the room when you mention the word "evaluation"? Have you ever felt you need to speak softly when uttering the words "analysis", "monitoring", or "validity"? Do you feel alone in your efforts to get people in your organization interested in doing evaluations? Have you ever wondered how to get more of the people important to your projects/programmes involved in planning and implementing evaluations? If you have answered "yes" to any of these questions, then you have come to the right place! At Participatory Pass, you will get a birds-eye view of the process for making impact analysis more participatory and pick up some techniques for overcoming resistance and skepticism along the way.

### **Communications Crest**

With all the different forms of evaluation taking place in foundations, what is happening with the results? Where are they going? Who is seeing them? And who is using them? More importantly, what type of information is being shared? And how are the results communicated? This session will address these questions, focusing on how organizations communicate evaluation results to both internal and external audiences. It will provide practitioners with opportunities to discuss lessons learned and practices employed in delivering results, looking at results that reflect positively on the organization as well as those that demonstrate failure. In all cases, a focus will be placed upon communicating and using results as means of learning and developing stronger organizations.

- 17:45 – 18:00** Break
- 18:00 – 18:30** Scanning the Horizon