

WHY DOES IMPACT MATTER?

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IMPACT

- **Necessity for a social and cultural change:**

Qualification for future challenges (social and demographic change, globalisation, digitalisation...)

Cooperative solutions, lifelong learning experiences and individual development of potential

- **Combatting educational disadvantages:**

Reducing social segmentation

Focus on 20% educational disadvantaged children and youths in Germany

IMPACT

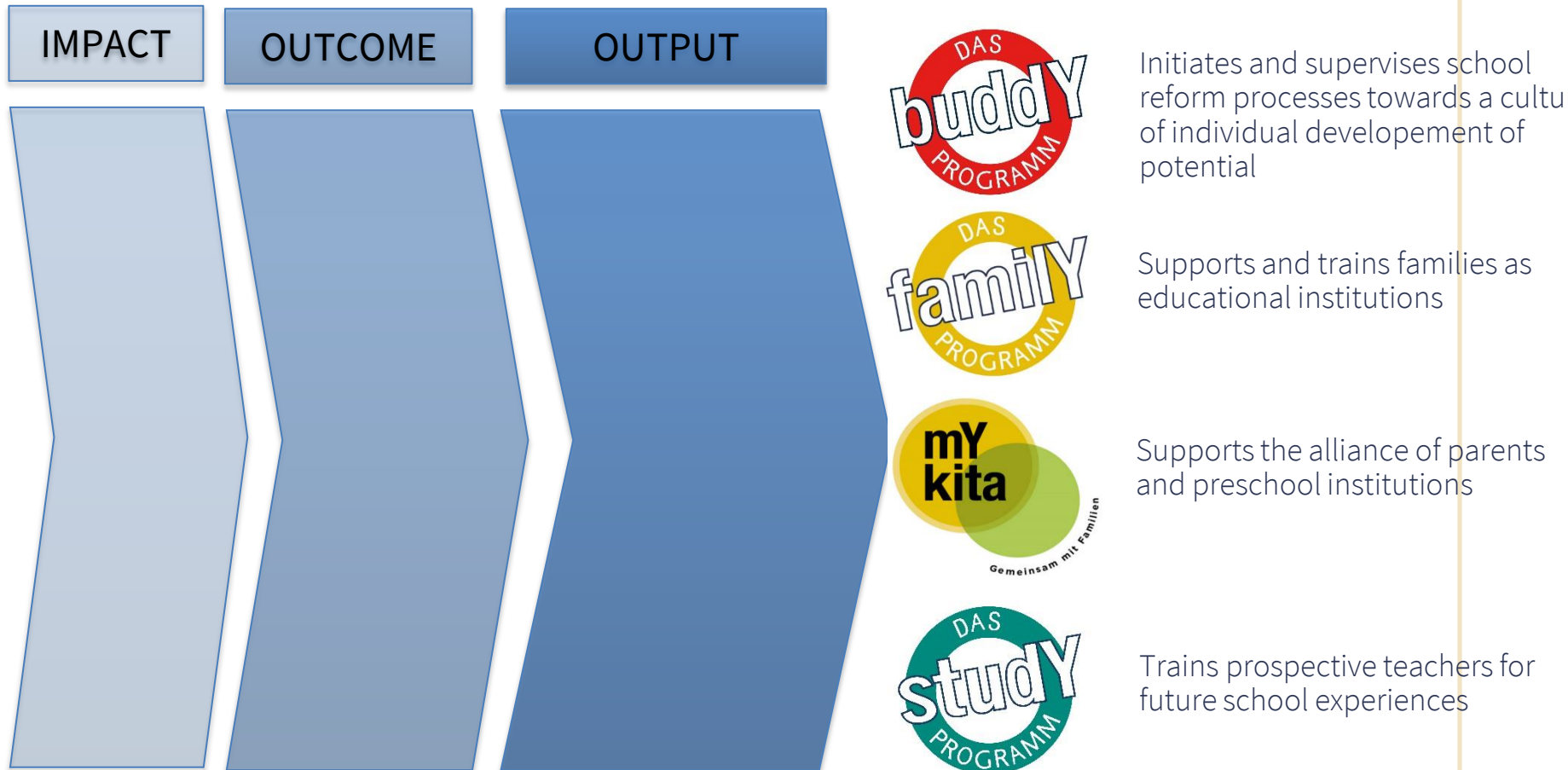
OUTCOME

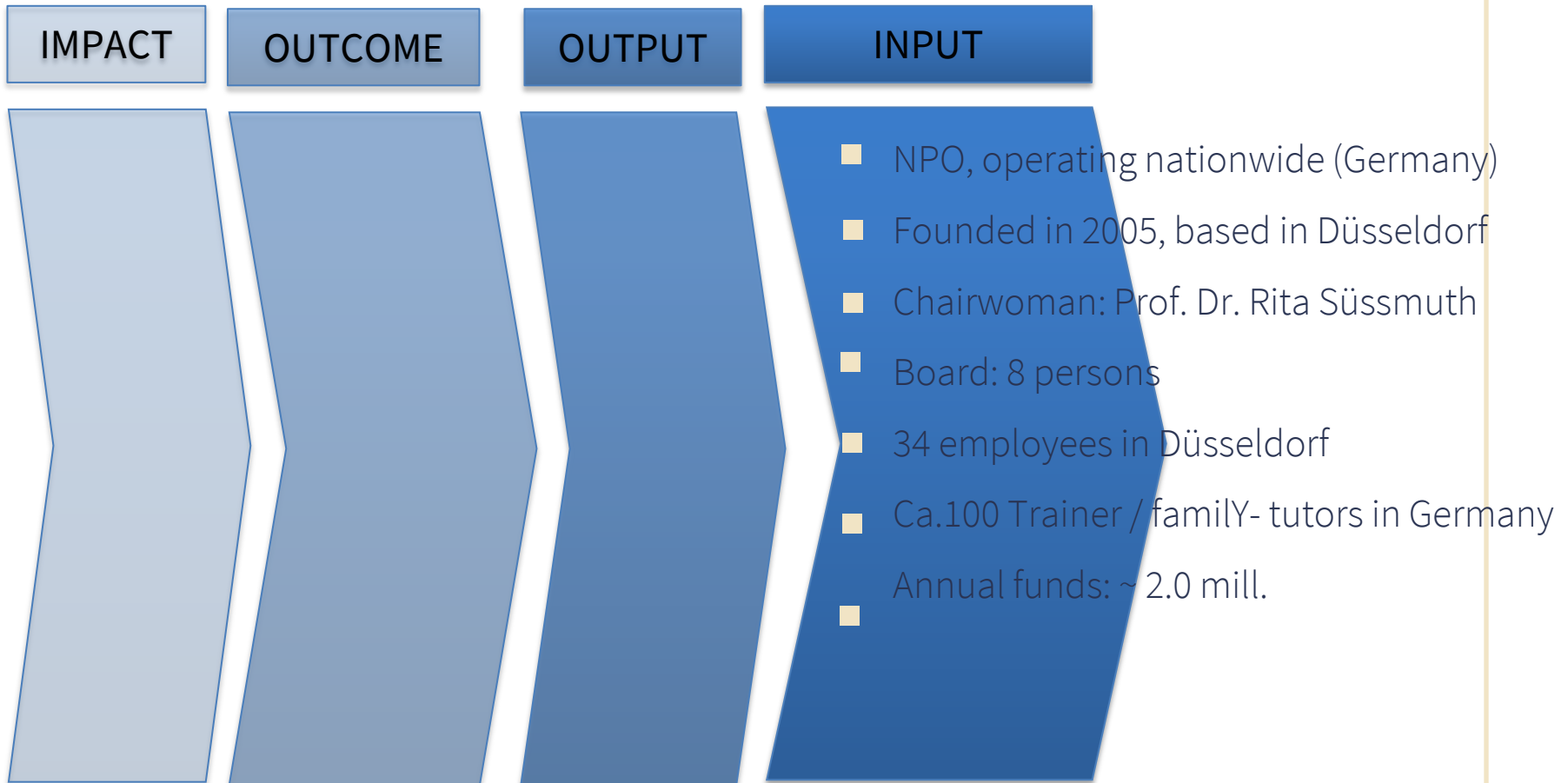
Our educational programmes build a base for a better acquisition of competences.

Social Competence

Emotional Competence

Cognitive Competence





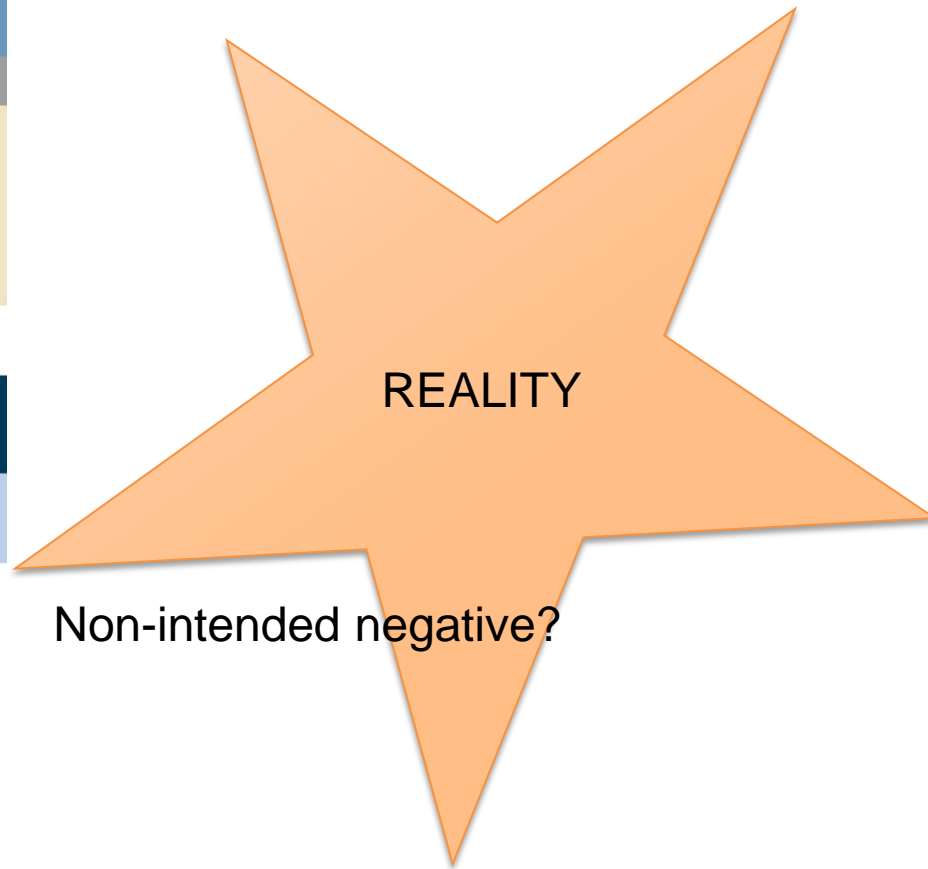
IMPACT...

- = SUCCESS?
- = EFFICIENCY?
- = QUALITY?
- = REACHING COMMUNITY?
- = LEGITIMISATION?
- = CHANGE?
- = QUANTITY?

„TRICKY PROBLEM“

- ASKING FOR IMPACT AS A „SACRILEGE“
„Isn't it enough to do good and have best intentions?“
- COMPETITION and OVERCLAIMING
„My programmes make everybody happy and the whole world a better place!“
- QUANTITY instead of QUALITY
„I reach 102 people.“ ... Sustainably?!
- EVIDENCE of SOCIAL IMPACT
„It's about people! How are you going to measure this?!“

„CLEVER SOLUTION“: IMPACT ORIENTATION



Non-intended positive?



„CLEVER SOLUTION“: IMPACT ORIENTATION

- IS IMPACT ORIENTATION A METHOD?
„NO! It's more than that! It's an attitude, a culture, a vital part of strategy!“
- IS IMPACT ORIENTATION A TOP DOWN ISSUE?
„NO! Not only. First-line management is an important supporter, but it has to be a co-creative, collaborative process!“
- DO YOU NEED A FIXED AUTHORITY FOR IMPACT ORIENTATION?
„Yes and no... It's good to have someone but everybody shares it.“
- IS THERE A MINIMUM STANDARD FOR IMPACT ORIENTATION?
„Not yet! But we can create something together!“

Impact Orientation @ buddy E.V.



WHAT WE DID?

- WORKSHOPS TO INVOLVE EVERYONE!
Board, Colleagues, Associates, Multipliers, Partners, Sponsors, Critical Friends...
- ESTABLISHING PRACTICAL EXPERTISE
External Partners, Developing and Testing Tools, Analysing Outcome
- LEARNING BY DOING
Working with Logic Models: phrasing and re-phrasing indicators
- NEW STRATEGY
Impact Orientation has become a key concept of our work, in communication, Marketing/fundraising, HR and of course our pedagogical work
- ESTABLISHING A „Fachstelle Wirkungsorientierung“ ...
... but making it a natural idea in *everyone's everyday* business!

HOW IT HELPED US?

- IMPROVEMENT OF OUR PROGRAMMES
Clear goals and connectedness to our community help us to develop apposite programmes and materials.
- IMPROVED COMMUNICATION AND COLLABORATION WITH PARTNERS
More transparency about our Outcomes and Impact makes us more attractive for partners and sponsors.
- MULTIPLIERS AND COMMUNITY KNOW OUR GOALS
Knowing what they are headed for makes training far more effective for the participants and easier for the coaches.
- EVERY DAY A STEP CLOSER TOWARDS OUR VISION
Working becomes more rewarding when you know that what you do is worthwhile and that you have some control over range, quality and impact.

THANK YOU FOR YOUR ATTENTION

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