

Impact assessment



Evaluation within the OECD is defined as "*systematic and objective appreciation of the formulation, implementation and outcomes of a development project, program or policy that takes place during or at the end of the planned activities*".

It aims to judge the relevance and achievement of objectives, efficiency, coherence, effectiveness, impact and sustainability.

As a Charity Fund we are committed to spreading the culture of impact assessment.

Thanks to evaluation, organizations can focus their commitment and resources on the most useful and profitable actions. They can review their strategy and better set up their actions if they have not been effective, after identifying the reasons, in order **to achieve the maximum possible impact**.

Evaluating a project requires in-depth **collection and analysis of quantitative and qualitative data**, using methods appropriate to the evaluation objectives and the intervention context.

The Charity Fund preferably supports third-party evaluation, **whereby a specialized external institution is commissioned**, in order to guarantee a professional and as objective as possible analysis.



If you are submitting a funding request in the Social Area, please refer to the Guidelines to check whether an Impact Assessment of the activities and outcomes is required based on the amount requested. This assessment must be carried out by one of the academic institutions designated by the Charity Fund. The Guidelines also provide details on how the cost of the assessment is covered, including the applicable methods and percentage.



Advantages of external evaluation

Specific training and experience



An external evaluator is able to identify the most effective evaluation strategy for each project, applying the most suitable method and tools to accurately measure results and impact. This is particularly effective in the case of innovative or complex interventions, which would not be measured correctly using standard approaches.

Objectivity and independence



Objectivity is essential to evaluate the real success of a project or program, as well as to allow an organization to correctly learn from its experience. External evaluators are able to compare and observe aspects that the people involved in the project would not even notice. The external evaluation, in addition to satisfying the criteria of durability, impact and effectiveness, can also offer support in the implementation of any measures suggested.

Credibility



An external and independent evaluation is perceived as more impartial and rigorous.

It reduces infrastructure costs



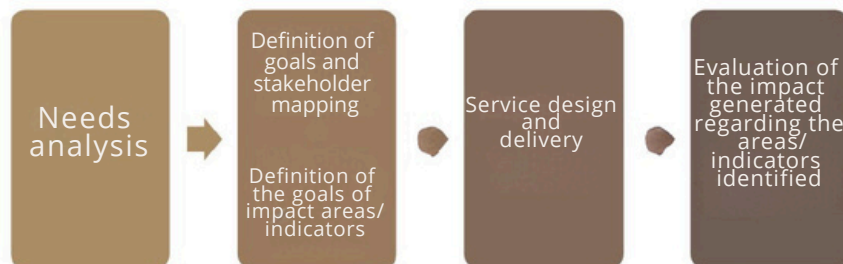
Small and medium-sized organizations often do not have sufficient resources to maintain internal staff dedicated to data collection and evaluation activities. Providing an external evaluation allows to reduce infrastructure costs, becoming the most economically advantageous option.

How to chose the external evaluator institution

▪ From:



▪ To:



Source: AICCON

- Organizations must **choose an institution among those in the panel of evaluators established by the Charity Fund and contact it before submitting** the contribution request on the platform (<https://group.intesasanpaolo.com/en/social/charity-fund/monitoring-and-assessment>);
- **Only the contact persons** indicated by the Charity Fund must be contacted. Their details are indicated in the **platform where the project is inserted**;
- the objectives of the evaluation must be established **in the planning phase**, because a careful preliminary analysis leads to achievable objectives;
- **the cost of the evaluation will be negotiated directly between the applicant and the chosen evaluator. This cost must be included in the project budget when the request is presented and will be covered by the Charity Fund for a maximum of 50%.**

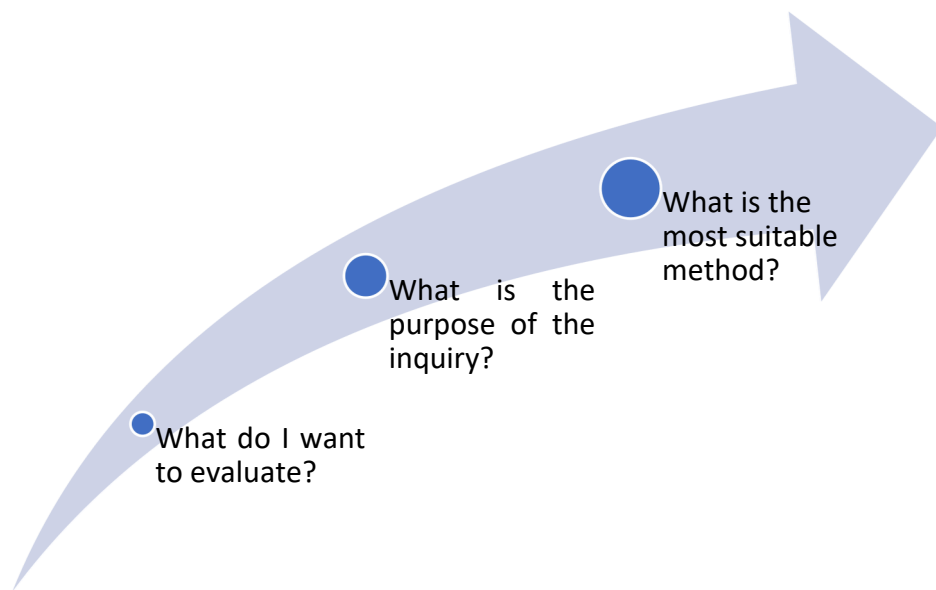
The evaluating institution **will have to accompany the organization** in the five main stages (ex ante, in itinere and ex post):

1. analysis of the **context** and **needs** carried out by the stakeholders;
2. planning **impact goals**;
3. **analysis of all the activities** envisaged by the project and choice of **methodology, tools, and timing for measuring** the set objectives and the characteristics of the intervention;
4. **evaluation** understood as the attribution of a value, of a meaning to the results achieved by the **measurement process** (it must be based on the data collected during the project);
5. **support in the communication strategy of the evaluation results**, in order to help the organization use this tool to find new sources of financing the project.

The **Impact Assessment** of the project must measure and highlight:

- the **social added value** generated;
- the **social changes** produced;
- the **sustainability** of social action

Evaluation strategy

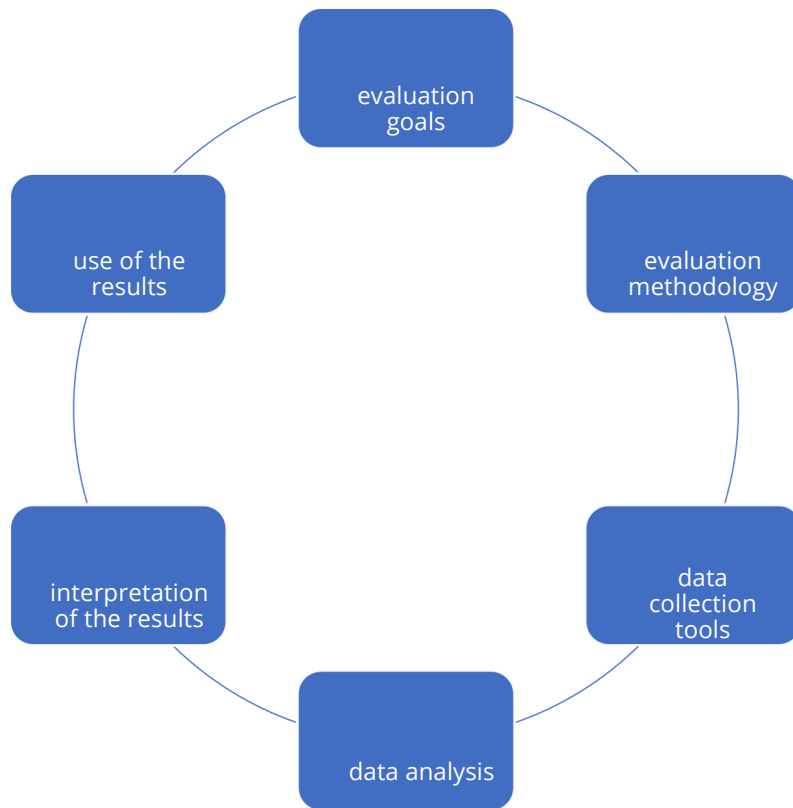


There are **different approaches to measuring social impact** and each organization will agree with the external evaluator which metric to use, also based on the size of the organization and its legal form.

The evaluating institution must prepare the evaluation plan in order to precisely define the themes and questions on which the evaluation will focus, as well as the methods used.

The evaluation design (also called "evaluative research") is made up of the phases and procedures that allow an evaluation process to actually be carried out. It can be defined as the work plan or the map that orients the evaluator during the execution of the evaluation.

The graphic below shows the fundamental stages.



The final evaluation of a project is preceded by ongoing evaluations which allow intermediate measurements and predict the outcome of the project. This is essential and allows you to verify the actual level of compliance of the project in relation to:

- agreed goals;
- released products and output;
- times and resources employed;
- incurred costs;
- quality.



The following factors must therefore be taken into consideration when evaluating a project:

- consistency between the declared goals and those actually achieved;
- consistency between goals and the methods and activities used to achieve them;
- degree of achievement of goals;
- consistency and economic-financial relevance between estimate and actually incurred costs;
- compatibility with the previously agreed timing;
- credibility, reliability, sustainability of the results achieved.

The added value for us

The assessments we receive are important because they allow us to:

- learn from experience, helping us to identify strengths and weaknesses of the projects that have received our support and best practice, projects that can potentially become successful models that can be replicated in other territories;
- understand why an intervention was successful or did not achieve or only partially achieved the set results;
- observe the all-round project results, because the evaluation examines in depth the point of view of each stakeholder;
- easily communicate the value of the projects supported because the external evaluation clearly quantifies the results and both the social and economic impact.

