



IMPACT ASSESSMENT FOR THE URBAN  
ENTREPRENEURS OF TOMORROW

## WHO ARE WE?



The association *Acticity* offers social impact assessments to entrepreneurs whose initiatives aim at making their city more responsible (in terms of housing, transportation, public spaces, employment, waste management, energy, urban farming, etc.).

We are four students of the Sciences Po Paris Urban School. We received a training by the social company *Im(prove)* in using the I3 methodology of impact assessment. *Im(prove)*, expert in social impact studies, has supported over 200 entrepreneurs since 2009.

## OBJECTIVES



To fully grasp the impacts of the project and find areas for improvement



To learn how to conduct future social impact assessments in autonomy



To find more funding thanks to figures and proofs of impact



To build new partnerships



To improve communication tools

## DELIVERABLES

A detailed **report and the data base** from the study

**Advices** to strengthen the project

**Training** in social impact evaluation

**Communication tools** (flyer, video)

# METHODOLOGY I3

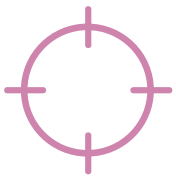
*(Im)prove and Ashoka*



The methodology I3 was codeveloped by **Ashoka** (an international network of social entrepreneurship) and **(Im)prove** (specialists of impact assessment). We use **quantitative and qualitative** tools with a **multi-criteria, participatory and tailored approach**. A typical impact study lasts between **6 to 8 weeks**, depending on the needs of the entrepreneur.

Acticity is a **non profit organisation**: we work without any personal benefit. The entrepreneur takes over only the expenses related to the mission (housing, food, transport and communication).

## 1. Planning (2 weeks)



We map out the project: its stakeholders, its activities, its strategies, its impacts, etc. This is an exploratory phase during which we use qualitative research methods (e.g. semi-structured **interviews**) to compile a list of direct and indirect impacts. This is a crucial step to understanding how stakeholders and beneficiaries perceive and experience the impact of the social enterprise. We then create **indicators** measuring the different impacts. We may decide to select a smaller list of indicators, depending on the scope of activities that the company wishes us to study.

## 2. Data collection (2 weeks)



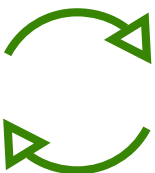
The **scope** of the study can take into account the direct and indirect beneficiaries, as well as real and potential, of the activity. According to this scope, we can create **adapted questionnaires**. They are completed face to face on the field or online, depending on the conditions.

## 3. Analysis (1 week)



We analyse the data obtained with ExcelStats, **specialised software** for statistical analysis. We highlight the main results and the relations between the variables. It is very important to us to make the data intelligible and **accessible** to different types of public.

## 4. Training (1 week)



Eventually, we present the results of the study with the entrepreneur, including the elements requested (report, videos, leaflet, etc.). We like to discuss advice for the future with the teams during this final session. We also train team members in using the methodology and indicators that we created and used for the study. The objective is that they can measure their impact in the long term and **autonomously**.

# THE TEAM



## Romane, General Coordinator

- Junior consulting for the *Culture et Développement* NGO on third places in Abidjan, Ivory Coast
- President and founder of the association *Coexister Reims*
- Exchange program in Johannesburg, South Africa



## Felix, Partnerships

- Junior consulting for the *Association Internationale des Maires Francophones* (AIMF) : natural hazards risks mitigation in Mexico
- Co-manager of a local and organic food consumers association
- Echange program in Sao Paulo, Brasil



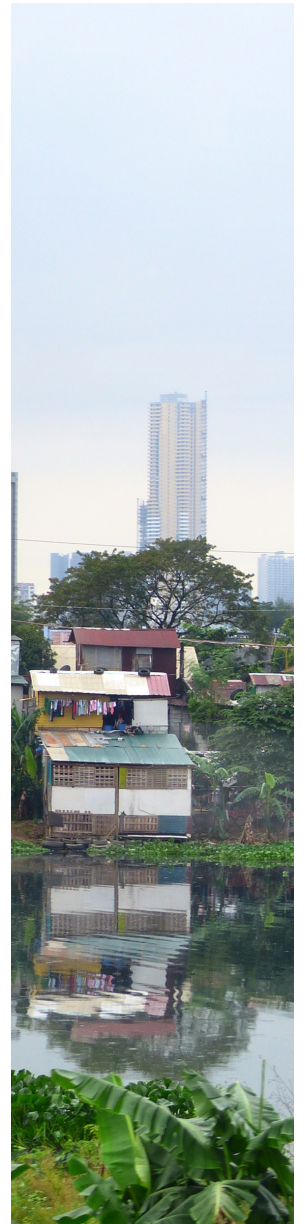
## Frédérique, Financial manager

- Junior consulting for *Aéroports De Paris (ADP)* on airport biodiversity
- Internship in a law firm in Accra, Ghana
- Internship in *Racines*, an association of cultural development in Casablanca, Morocco



## Clara, Communication

- Junior consulting for *AREP* on reversible urbanism
- Internship in the *French Institute* of Johannesburg, launching a platform for digital African start-ups.
- Research assistant at the *National Association of Social Housing Organisation (NASHO)* on social housing in Johannesburg



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