



OUR IMPACT MEASUREMENT APPROACH

June 2021

Impact measurement is multi-dimensional and complex. Bringing together intentionality and impact materiality, is best served by in-depth analysis of **the present**, together with measurement of **outcomes**, as time and data allow.



Impact



Alignment

Quantify alignment with our three impact pillars and eight sub pillars

To create a robust and measurable impact universe



Outcomes

Measure outcomes and impact

Using the theory of change, quantifying wherever possible, using external data



Fundamentals

Assess fundamentals through an impact lens

Using the Impact Management Project's five dimensions of impact to gain a deeper understanding of a business impact footprint



Risk

Understand impact risk

Qualify risks and track evolution and impairment of the impact thesis

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