

Transnational Capacity Building workshop 4
**Boosting Social Impact
Measurement Capacity
through digitalisation & data use**

29 January 2026 – Italy (Online)

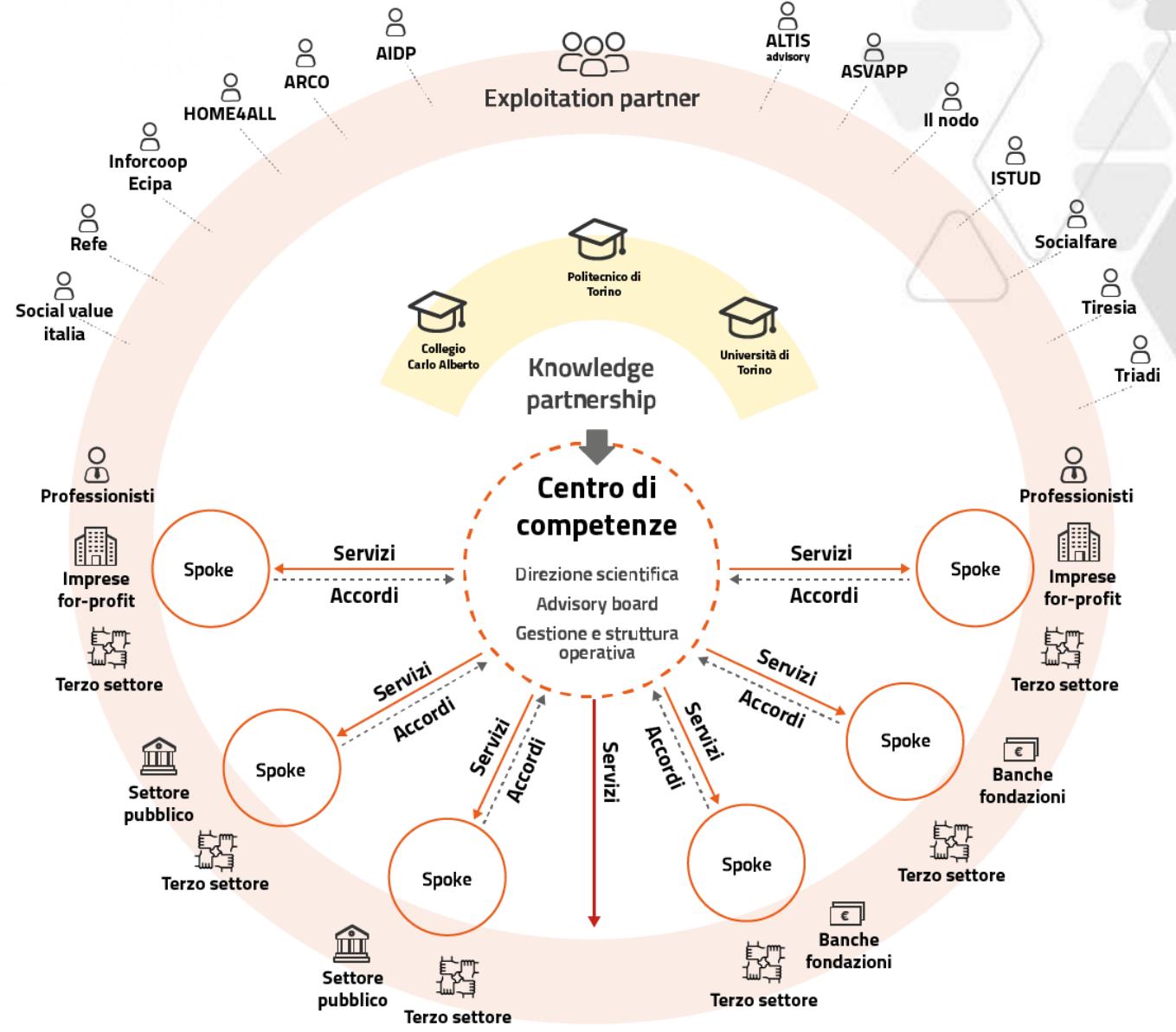
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Practical challenges of impact measurement

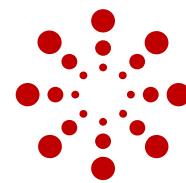


The Competence Centre for Impact Assessment and Measurement was established through an agreement between the **Turin Chamber of Commerce** and the **Cottino Foundation** as part of the **Turin Social Impact Strategic Plan**.

Since 2022, it has been **managed by the Cottino Social Impact Campus** and aims to develop and disseminate the culture, skills and capabilities of **social impact measurement**, standardise measurement metrics and propose a reasoned, structured and shared taxonomy.



Main activities



Knowledge

Organizing prior knowledge and experience
Aligning academic and practitioner content
Updating on legislative innovations and widespread standards

Validation

Validation of the methodologies adopted
Definition of assessment protocols

Emblematic projects

Selection and implementation of systemically relevant projects
Innovative projects managed directly or in collaboration with spokes and fellows

Members

Community creation and maintenance
Meetings and workshops for updating and sharing experiences
Professional update meetings and training (peer learning)

Communication

Repository design and maintenance
Website
Media relations
Social Media Communication



Integrate skills

of international professionals and experts to stay updated on the developments of methodologies, actions, impact strategies



Holistic vision of impact

to understand and implement the impact from a systemic perspective, activating multi-level analysis capabilities in the complex reference systems



Implement and advance

the state of the art techniques for measuring and evaluating impact with the contribution of all members



Exchange and growth

through meetings, workshops and working groups ensure professional development on impact issues



53
members

 **34**
Women

 **19**
Men



4 peer-to-peer
annual meeting



[Let's join us!](#)

Our communication

Website



The screenshot shows the homepage of the CeVIS website. At the top, there is a navigation bar with links for "Il centro", "Risorse", and "Contattaci". A "Accedi" button is also present. The main content area features a large image of a diverse crowd of people. To the left of the image, the text "Centro di Competenze per la Valutazione e Misurazione dell'Impatto" is displayed in orange. Below this, there is a "Powered by" section with the Cottino Social Impact Campus logo and a brief description of the center's purpose: "Un centro per il rafforzamento e la diffusione della cultura dell'impatto e delle pratiche valutative di imprese, associazioni e istituzioni". A "Risorse" button is located at the bottom left.

Linkedin



www.cevis.it

Practical challenges of impact measurement

Do impact
Transnational Capacity Building workshop 4

Jan 29, 2026

What does impact mean?

Impact refers to the long-term social, environmental and economic effects and changes generated in the community of reference.

To date, **there is no single approach adopted globally** that all organisations can refer to for managing and measuring impact.



The impact triad

The impact is characterised by three key features:

INTENTIONALITY



Explicit **desire to incorporate the search for a solution** to a community problem and the generation of a positive social impact into the business or project model.

MEASURABILITY



The organisation's **ability to report on** the proposed social solution in qualitative and quantitative terms.

ADDITIONALITY



To generate a positive social impact, action must be taken in **areas where market mechanisms fail** or only partially function.

Reading impact as..

intentionality, measurability, additionality



The impact is the result of a specific, strategic decision.



The impact must be linked to specific indicators (qualitative and/or quantitative)



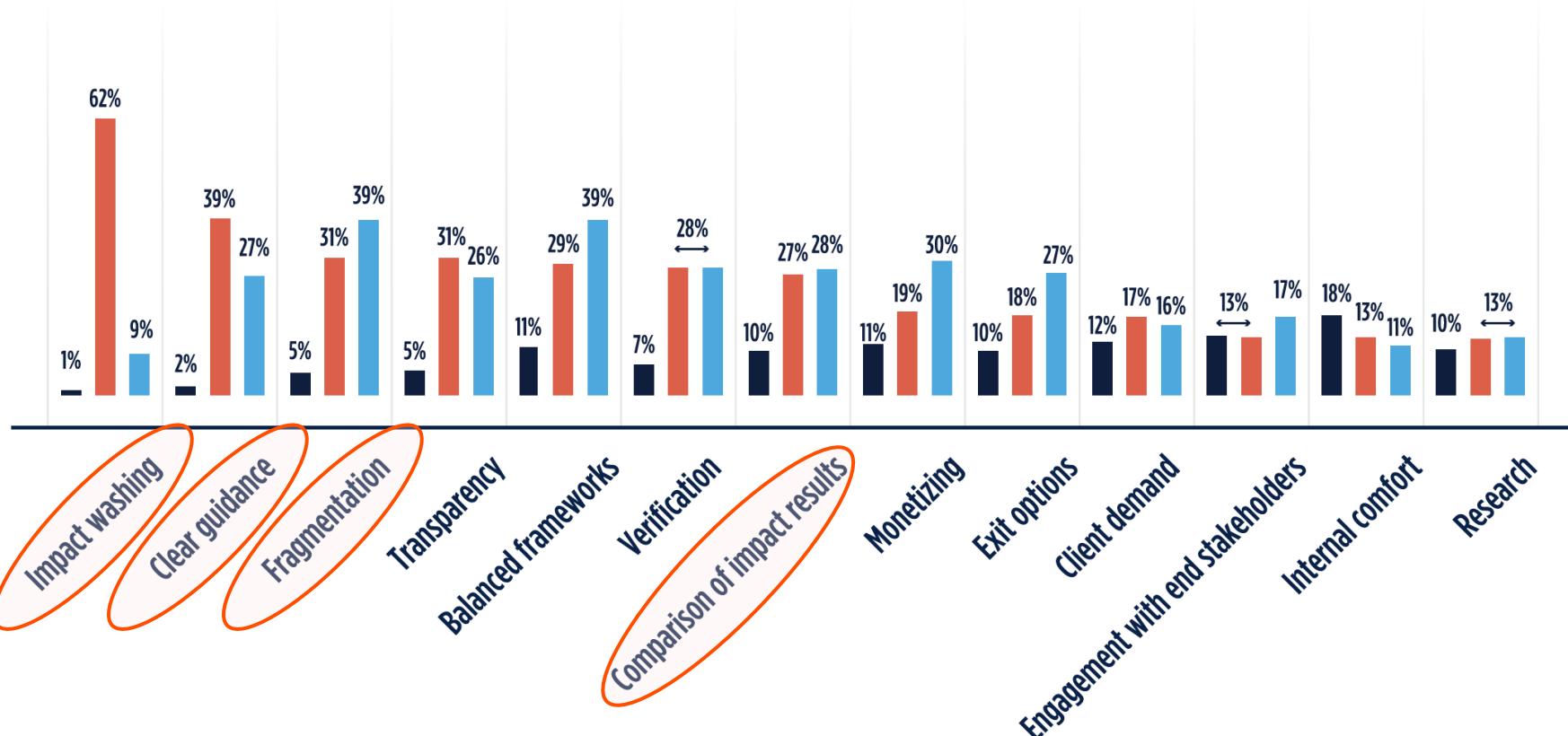
The impact indicates an additional commitment compared to business as usual.

GIIN challenges

Figure 30: Impact investing challenges at the industry and organization level

n = 264

■ Organization ■ Industry ■ Both



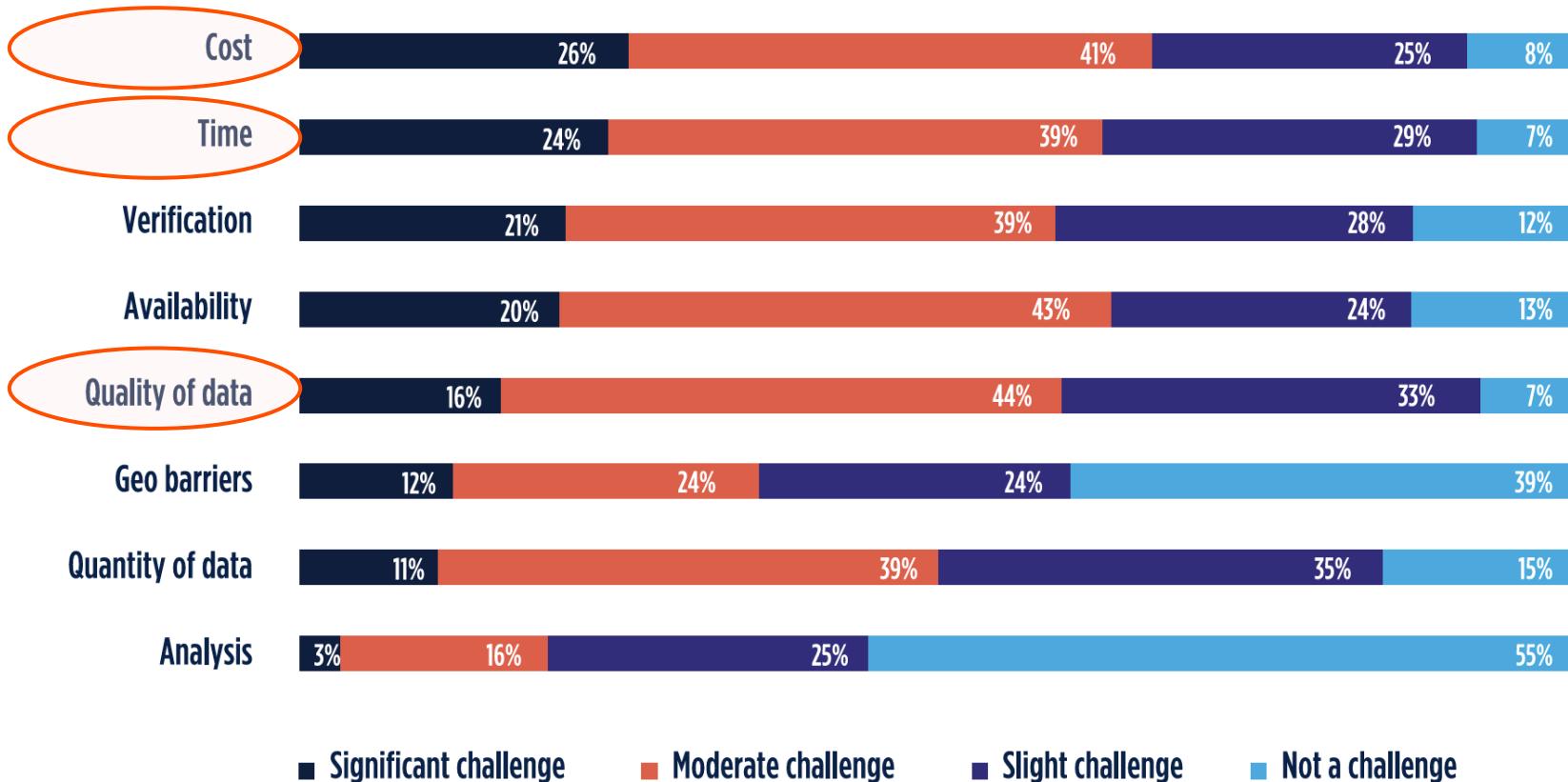
Note: Excludes investors who did not provide answers to this question.

Source: Global Impact Investing Network (2025), GIIN.

GIIN challenges

Table 32: Data-related challenges

n = 258



Note: Excludes investors who did not provide answers to this question.

Source: Global Impact Investing Network (2025), GIIN.

Why IMPACT matters

Today, organisations must move beyond reaction: they need to anticipate and understand weak signals, transforming uncertainty into insight.

This is where **IMPACT** comes into play

the ability to **systematically measure and evaluate** outcomes, **design future scenarios** with data-driven insights, and use this understanding to implement strategic decisions.

Methods

Synthetic methods

We want to **quantify the value generated** in relation to the investment.

We want to **understand if our project is working** and how to improve it.

Logical methods

Counterfactual methods

We want to **demonstrate** that the **changes observed are due precisely to our intervention**.

We want to **report on what we have achieved** and be accountable to our stakeholders.

Accounting methods

Narrative methods

Methods

es. SROI

Synthetic methods

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Counterfactual methods

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We want to **report on what we have achieved** and be accountable to our stakeholders.

es. RTC

Narrative methods

We want to **give a voice to beneficiaries** and raise public awareness.

es. ToC

Logical methods

Accounting methods

es. GRI

es. Stories



Methods

Synthetic methods

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Narrative methods

We want to **give a voice to beneficiaries** and raise public awareness.

Logical methods

Accounting methods

Challenges in measuring impacts



- Deadweight** → impact that would have occurred anyway, even without the intervention.
- Attribution** → attributing changes directly to the intervention rather than other external factors.
- Displacement** → situation where benefits created in the area are offset by negative consequences in another one
- Drop-off** → reduction in impact over time as the initial effect diminishes
- Negative Impact** → Unintended harmful effects
- Spillovers** → Unintended positive or negative effects that spread to other areas or sectors.
- Externalities** → Effects that impact third parties who are not directly involved in the intervention.

Systemic view of the challenges of the impact





Thank you!

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