

## **Measured impact: Impacting the future**

Terhi Chakhovich Assistant Professor, Dr.Sc. (Econ & Bus. Adm.)

LUT University, Business School

E-mail: [terhi.chakhovich@lut.fi](mailto:terhi.chakhovich@lut.fi)

### **Abstract**

In the sustainability literature, the notion of impact has emerged as important. However, impact measurement has been suggested to reduce the potential of impact to take into account qualitative and future-related, important issues. This study aims to scrutinize how the measurement of impact is conceived to impact the future or cause a certain future to take place. The paper uses interviews with sustainability/impact managers and other managers in such roles in 21 different European organizations interested in causing impact. The findings show how measured impact is considered to impact the present and the future simultaneously and sequentially. Moreover, future is considered in the data as an impact through measurement. The paper contributes to the literature on impact measurement by showing how measured impact affects the thinking on the future and future literacy.

Keywords: Impact, future, measurement