

Round Table - Social Enterprises in Slovenia – Measuring Impact in practice:

Using Social Impact Measurement Models - Example Center for Integrated Care, d.o.o., so.p.

Edisa Halimovič

Center celostne Oskrbe, d.o.o., so.p.

Dunajska cesta 63, 1000 Ljubljana



Abstract

Presentation of the practical experience of the Model for Measuring Social Impacts in Reporting in the context of the Public Call for Proposals to Promote the Development of Cooperative and Social Economy Projects 2023-2024. The model was used in the project "**Merging long-term care providers and establishing age-friendly points**", implemented by the **Center for Comprehensive Care, d.o.o., so.p., in the period from 04/09/2023 to 30/09/2024.**

1

Our project was created as a response to very specific needs in the environment: the ageing population, the fragmentation of long-term care providers, the need for greater training of providers and the need for greater awareness of society about what older people actually need in their home environment.

The project aimed to connect long-term care providers, strengthen expertise in the field and establish age-friendly hotspots. These were not just project activities, but an attempt to create a more accessible, connected and responsive support environment for the elderly, their relatives and service providers.

The model for measuring social impacts helped us in this mainly because it steered us towards a more structured reflection. Projects in the social economy often cannot be described only by financial indicators. Many important effects are manifested in knowledge, connection, accessibility, awareness and quality of relationships. The model helps to translate these effects into clearer goals, activities, target groups and indicators.

In our case, we identified greater access to comprehensive long-term care services at home, improvement of the quality of services, public awareness of the needs of the elderly, presentation of problems and problems of users to key stakeholders, and professionalization of work in the field of long-term care as key social problems.

The model was useful because it divided the project into a logical chain: first, the question of what social problem we are solving; then who we address with activities; what activities we carry out; what results can be measured; and how they can be presented in the report. This is also important for beneficiaries in public tenders, because reporting is no longer just a list of events carried out, but becomes a reflection on what these events meant to the target groups.

The project addressed several target groups: the elderly, providers or employees in the field of long-term care, and organizations operating in this area. Key activities included training, professional conferences, preparation of a professional journal, data collection through surveys, development of a platform for connecting performers and the establishment of age-friendly points.

The concrete results were very tangible. We conducted 22 trainings, prepared 4 professional journals, organized 3 professional conferences with a total of 420 participants and established 75 senior-friendly points. The model also recorded indicators such as the number of elderly people addressed, the number of providers involved, the number of organisations, the number of activities carried out and other direct results.

I find it particularly important that the model also encourages reflection on evidence. In our project, we collected data through questionnaires, through applications and participation in trainings and conferences, through records of activities and by documenting the established points. This means that the reporting was based not only on the description, but also on verifiable data.

Our experience with the model is positive in three respects in particular:

First, the model helps to regulate thinking. Social enterprises often carry out many different activities that are interconnected, but it is difficult to present them in a short and measurable way. The model guides us to connect activities with a social problem and a target group.

Second, the model increases the quality of reporting. Instead of just reporting what we have done, we can show who we have achieved, with what activities and with which indicators. This is beneficial for the ministry, for the funders, for the partners and also for the organization itself.

Thirdly, the model helps in learning for the future. Once we see what data we have and what we don't have, it is easier to plan future projects. When measuring social impacts, it quickly becomes clear that we need to know at the beginning of the project what we are going to measure, who will collect the data and how often.

At the same time, I would also like to point out some challenges - the model is very useful from the point of view of our user experience, but it requires a certain level of understanding of performance measurement for users. Social enterprises often do not have a lot of administrative capacity, so it is important that the instructions are clear, that the indicators are understandable and that the use of the model is as practical as possible. Especially for smaller organisations, additional support in the selection of indicators and the distinction between activities, direct results and wider impacts would be welcome.

It is also important not to stop at numbers when it comes to measuring. The number of trainings, conferences or points established is important, but the social impact also means a change in understanding, greater connection between practitioners, better information of users and greater sensitivity of the environment to the needs of the elderly. Therefore, when further upgrading the model, it would make sense to further link quantitative indicators with qualitative descriptions of changes.

The model on measuring social effects gave our project a clearer structure and better demonstrability. It helped us show that the social economy not only creates services, but also social change: more knowledge, more connection, more accessibility, and more accountability to older people in the community. I believe that the social impact measurement model for social enterprises is particularly useful when it is understood not only as a reporting obligation, but as a tool for better planning, monitoring and demonstrating the value of work, and also clearly demonstrates the effects of activities and their work to project promoters or employees.

Keywords: social enterprise, measuring impact, model, sustainability, project

Round Table - Social Enterprises in Slovenia – Measuring Impact in practice:

Uporaba modela merjenja družbenih učinkov - primer

Center celostne Oskrbe, d.o.o., so.p.

Edisa Halimovič

Center celostne Oskrbe, d.o.o., so.p.

Dunajska cesta 63, 1000 Ljubljana



Povzetek

Predstavitev praktične izkušnje Modela za merjenje družbenih učinkov pri poročanju v okviru javnega razpisa za spodbujanje razvoja projektov zadružništva in socialne ekonomije 2023-2024. Model smo uporabili pri projektu »Združitev izvajalcev dolgotrajne oskrbe in vzpostavitev starejšim prijaznih točk«, ki ga je izvajal Center Celostne Oskrbe, d.o.o., so.p., v obdobju od 4. 9. 2023 do 30. 9. 2024.

Naš projekt je nastal kot odgovor na zelo konkretne potrebe v okolju: staranje prebivalstva, razdrobljenost izvajalcev dolgotrajne oskrbe, potrebo po večji usposobljenosti izvajalcev ter potrebo po večji ozaveščenosti družbe o tem, kaj starejši ljudje v domačem okolju dejansko potrebujejo.

V okviru projekta smo želeli povezati izvajalce dolgotrajne oskrbe, okrepiti strokovno znanje na terenu in vzpostaviti starejšim prijazne točke. To niso bile samo projektne aktivnosti, ampak poskus ustvarjanja bolj dostopnega, povezanega in občutljivega podpornega okolja za starejše, njihove svojce in izvajalce storitev.

Model za merjenje družbenih učinkov nam je pri tem pomagal predvsem zato, ker nas je usmeril v bolj strukturiran razmislek. Projektov v socialni ekonomiji pogosto ne moremo opisati samo s finančnimi kazalniki. Veliko pomembnih učinkov se pokaže v znanju, povezovanju, dostopnosti, ozaveščanju in kakovosti odnosov. Model pa te učinke pomaga prevesti v bolj jasne cilje, aktivnosti, ciljne skupine in kazalnike.

V našem primeru smo kot ključne družbene probleme opredelili večji dostop do celostnih storitev dolgotrajne oskrbe na domu, izboljšanje kakovosti storitev, ozaveščanje javnosti o potrebah starejših, prikaz problemov in stisk uporabnikov ključnim deležnikom ter profesionalizacijo dela na področju dolgotrajne oskrbe.

Model je bil uporaben, ker je projekt razdelil v logično verigo: najprej vprašanje, kateri družbeni problem rešujemo; nato koga z aktivnostmi naslavljam; katere aktivnosti izvajamo; katere rezultate lahko izmerimo; in kako jih lahko predstavimo v poročilu. To je pomembno tudi za upravičence na javnih razpisih, ker poročanje ni več samo seznam izvedenih dogodkov, ampak postane razmislek o tem, kaj so ti dogodki pomenili za ciljne skupine.

Pri projektu smo naslovili več ciljnih skupin: starostnike, izvajalce oziroma zaposlene na področju dolgotrajne oskrbe ter organizacije, ki delujejo v tem prostoru. Med ključnimi aktivnostmi so bila

izobraževanja, strokovne konference, priprava strokovne revije, zbiranje podatkov z anketami, razvoj platforme za povezovanje izvajalcev ter vzpostavitev starejšim prijaznih točk.

Konkretni rezultati so bili zelo otipljivi. Izvedli smo 22 izobraževanj, pripravili 4 strokovne revije, organizirali 3 strokovne konference s skupno 420 udeleženci ter vzpostavili 75 starejšim prijaznih točk. V modelu so bili evidentirani tudi kazalniki, kot so število naslovljenih starostnikov, število vključenih izvajalcev, število organizacij, število izvedenih aktivnosti in drugi neposredni rezultati.

Posebej pomembno se mi zdi, da model spodbuja tudi razmislek o dokazilih. Pri našem projektu smo podatke zbirali z anketnimi vprašalniki, prek prijav in udeležbe na izobraževanjih in konferencah, z evidencami aktivnosti ter z dokumentiranjem vzpostavljenih točk. To pomeni, da poročanje ni temeljilo samo na opisu, ampak tudi na preverljivih podatkih.

Naša izkušnja z modelom je pozitivna predvsem v treh pogledih:

Prvič, model pomaga urediti razmišljanje. Socialna podjetja pogosto izvajamo veliko različnih aktivnosti, ki so med seboj povezane, vendar jih je težko predstaviti na kratek in merljiv način. Model nas vodi, da aktivnosti povežemo z družbenim problemom in ciljno skupino.

Drugič, model poveča kakovost poročanja. Namesto da poročamo samo, kaj smo naredili, lahko pokažemo, koga smo dosegli, s katerimi aktivnostmi in s katerimi kazalniki. To je koristno za ministrstvo, za financerje, za partnerje in tudi za samo organizacijo.

Tretjič, model pomaga pri učenju za naprej. Ko enkrat vidimo, katere podatke imamo in katerih nimamo, lažje načrtujemo prihodnje projekte. Pri merjenju družbenih učinkov se zelo hitro pokaže, da moramo že na začetku projekta vedeti, kaj bomo merili, kdo bo podatke zbiral in kako pogosto.

Ob tem pa bi izpostavila tudi nekaj izzivov - Model je iz vidika naše uporabniške izkušnje zelo koristen, vendar za uporabnike zahteva določeno stopnjo razumevanja merjenja učinkov. Socialna podjetja pogosto nimajo veliko administrativnih kapacitet, zato je pomembno, da so navodila jasna, da so kazalniki razumljivi in da je uporaba modela čim bolj praktična. Posebej pri manjših organizacijah bi bila dobrodošla dodatna podpora pri izbiri kazalnikov in razlikovanju med aktivnostmi, neposrednimi rezultati in širšimi učinki.

Pomembno je tudi, da pri merjenju ne ostanemo samo pri številkah. Število izobraževanj, konferenc ali vzpostavljenih točk je pomembno, vendar družbeni učinek pomeni tudi spremembo v razumevanju, večjo povezanost izvajalcev, boljšo informiranost uporabnikov in večjo občutljivost okolja za potrebe starejših. Zato bi bilo pri nadaljnji nadgradnji modela smiselno še bolj povezati kvantitativne kazalnike s kakovostnimi opisi sprememb.

Model o merjenju družbenih učinkov je našemu projektu dal jasnejšo strukturo in boljšo dokazljivost. Pomagal nam je pokazati, da socialna ekonomija ne ustvarja samo storitev, ampak tudi družbene spremembe: več znanja, več povezovanja, več dostopnosti in več odgovornosti do starejših ljudi v skupnosti. Menim, da je model za merjenje družbenih učinkov za socialna podjetja uporaben predvsem takrat, ko ni razumljen le kot obveznost poročanja, ampak kot orodje za boljše načrtovanje, spremljanje in dokazovanje vrednosti dela in tudi nosilec projektov oziroma zaposlenim jasno prikaže učinke aktivnosti in njihovega dela.