

**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.**

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

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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.

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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