**How do you measure and report on your social impact?**

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| 1. We rarely reflect upon our social impact.
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| 1. We occasionally reflect upon our social impact.
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| 1. We regularly but mostly informally reflect upon our social impact.
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| 1. We use internal and/or external, systematic methods of assessing our social impact.
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**If you have selected option 4 above, please answer the questions that follow:**

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| 1. We use external agencies and methods when assessing and reporting our social impact and can provide evidence of this on request.
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| 1. We use a range of key performance indicators that help us measure our social impact and can provide evidence of these on request.
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| 1. We quantify the financial social value we create (and/or the value of our investment in purely social purposes) and can provide evidence of this on request.
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| 1. We produce detailed reports on our social impact and can provide evidence of these on request.
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| 1. We publicise our social impact through sharing reports, PR materials, case-studies and other such material.
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| ***Please use the comments box below to summarise the methods and agencies you employ in assessing and reporting your social impact***. Please also name any person or group in your organisation that has responsibility for reviewing your social impact? |
|  |
| Do you align your monitoring and reporting of social impact with the United Nations [Sustainable Development Goals](https://www.un.org/sustainabledevelopment/sustainable-development-goals/)? If so, please tick which ones from the list below but make sure you then use the sections that follow to describe how you have contributed towards achieving these, when answering the different questions posed. If your statements do not make this clear, the list will be amended to reflect what you have described (but you will be given the opportunity to provide additional details). |

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| 1 – NO POVERTY |  | 2 – ZERO HUNGER |  |
| 3 – GOOD HEALTH & WELL-BEING |  | 4 – QUALITY EDUCATION |  |
| 5 – GENDER EQUALITY |  | 6 – CLEAN WATER & SANITATION |  |
| 7 – AFFORDABLE & CLEAN ENERGY |  | 8 – DECENT WORK & ECONOMIC GROWTH |  |
| 9 – INDUSTRY, INNOVATION AND INFRASTRUCTURE |  | 10 – REDUCED INEQUALITY |  |
| 11 – SUSTAINABLE CITIES & COMMUNITIES |  | 12 – RESPONSIBLE CONSUMPTION & PRODUCTION |  |
| 13 – CLIMATE ACTION |  | 14 – LIFE BELOW WATER |  |
| 15 – LIFE ON LAND |  | 16 – PEACE, JUSTICE & STRONG INSTITUTIONS |  |
| 17 – PARTNERSHIPS FOR THE GOALS |  |  |  |

**DESCRIBING YOUR SOCIAL PURPOSE AND OUTCOMES**

Social Enterprise Mark Accreditation requires organisations to provide evidence of their social impact. There are two ways in which you may do this:

1. Submit an existing, recent social impact reports (relating to activities during the last 3 years).
2. Provide details in response to the social impact questions that follow below.

If you choose option 1 and are submitting your own social impact reports, you should still consider each of the questions posed; but in responding to them you need only refer to the document sections and pages of the reports that contain details that are relevant to what is being asked. You may still want to summarise this information in greater detail when responding to each question though, as these responses will be published in your online profile within the Social Enterprise Mark Holder Directory.

You must provide a typed, narrative response ONLY. **YOU MUST** **NOT CUT AND PASTE TABLES OR INSERT OTHER ATTACHMENTS INTO YOUR RESPONSES, OR SIMPLY REFER TO EXTERNAL REPORTS WITHOUT FIRST SUMMARISING SALIENT DETAIL FROM THESE.** It is not possible to include pasted tables in your online profile and they will therefore be deleted from your statements if you do use them. You can include full address links to such information stored on your website (or similar), if you so wish.

Each main question is followed by a list of supporting questions by way of guidance only (answering each of these is not mandatory but you should endeavour to cover as many of the points raised as you can). You should provide concise statements that focus on main “headlines” that will be accessible to a broad range of people reading your responses. **You should take care to describe the actual social benefits and outcomes** that have been experienced by people, using recent examples. **Your statements should not refer to any activities that are over three years old**. Wherever possible you should provide ***measures*** that help emphasise the scale of the benefits and improvements that have finally been experienced. Where possible, you are invited to quantify your investments in the activities that have helped generated these benefits.

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| 1. **What are the main social differences you have aimed to make (or supported)?**
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| *Consider the following:** *What main social interests, issues or needs have you been trying to address?*
* *What social improvements have you strived to promote?*
* *What social benefits have you aimed to deliver?*
* *What lasting differences/big changes have you wanted to help make?*

*(If submitting your own reports, remember to reference the document sections and pages that cover at least some of the details outlined above).* |
|  |
| 1. **What actions have you taken to deliver the aims described above?**
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| *Consider the following:** *What services have you provided?*
* *What projects have you implemented or supported?*
* *What other specific actions have you taken?*

*(If submitting your own reports, remember to reference the document sections and pages that cover at least some of the details outlined above).* |
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| 1. **What has changed, what specific outcomes and benefits have been realised as a result of the above actions? Consider the following:**
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| *Consider the following:** *How/in what ways have individuals benefitted?*
* *How/in what ways has the community you work in benefitted?*
* *How/in what ways have other stakeholders you work with benefitted i.e. people you affect, partners, funders or others that may influence your activities (e.g. other organisations, the public sector)?*

*(If submitting your own reports, remember to reference the document sections and pages that cover at least some of the details outlined above).* |
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| 1. **If not covered above, please describe how your income and/or any profits generated from previous years has been maximised in delivering social outputs and adding social value.**

**This is areas or levels of expenditure that distinguish you from similar “for shareholder profit” organisations. PLEASE GIVE EXAMPLES THAT SPECIFICALLY DESCRIBE THE TYPE AND AREAS OF EXPENDITURE/INVESTMENT (e.g. wages/salaries; infrastructure; tools and equipment; materials; donations etc.): you should also explain how this expenditure/investment enabled you to generate additional social output and outcomes.** |
| *Consider the following:** *Service enhancements: ones that go “above and beyond” service delivery requirements and expectations, that add value or reinforce the capability to deliver social outputs (i.e. delivering them* ***better****);*
* *Free or subsidised outputs (e.g. pro-bono work; outcomes in excess of contracted fees; free products/materials - i.e. delivering* ***more*** *of what you do than what is being paid for);*
* *Altruistic contributions (e.g. donations to charities/community groups; free use of company resources; allowing employees to volunteer in the community, or do fund-raising on paid time; sponsorship.*
* What other factors can you describe that differentiate your service delivery ethos from that of a “for shareholder profit” provider?

***Remember to try and quantify the value (or equivalent value) of the investment you describe.****(If submitting your own reports, remember to reference the document sections and pages that cover at least some of the details outlined above).* |
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Remember: **YOU SHOULD NOT have inserted tables or other attachments into your responses above as these will not be included in your published statements**.

**Supplementary Details**

You are not required to answer the following questions – particularly if you have already provided relevant answers to the different elements suggested, in your previous responses above.

If you have not already covered the detail posed by following questions, answering them may help provide more quantifiable or other measurable data, relevant to the specific social outcomes and benefits that have been experienced through your work – the actual differences you have created as a social enterprise.

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| 1. **How do you and other people know your aims are being achieved? Or how will you know?**
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| *Consider the following:** *Looking back, how do you know you what changes, improvements and benefits have arisen from your activities (e.g. the use of surveys; evaluation activities; other feedback from stakeholders)?*
* *Looking forward, how will you know when change has happened, and benefits have been realised?*
* *In what ways do you or will you report upon the differences you have made (internally and externally)?*

*(If submitting your own reports, remember to reference the document sections and pages that cover at least some of the details outlined above).* |
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| 1. **How many people have benefitted from your actions and what measures of benefit can you report?**
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| *If you have not already provided these details in responses above, then consider the following:** *The number of people who have directly accessed a service or activity.*
* *The number of people that have experienced specific benefits you have measured as a result of your interventions/support.*
* ***NB:*** *remember to be clear about the nature of the changes, improvements or benefits that different numbers of people are experiencing.*

*(If submitting your own reports, remember to reference the document sections and pages that cover at least some of the details outlined above).* |
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| 1. **What examples can you provide of a typical service user experience, that help illustrate the benefits they have experienced as a result of your actions?**
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| * *Please provide up to three examples/case studies of how you have helped people (groups or individuals).* ***These should exemplify typical service user experiences.***
* ***NB:*** *Remember to describe the actions you took to support them as well as the benefits they have gone on to realise as a result.*

*(If submitting your own reports, simply refer to the document sections and pages that cover the detail outlined above).* |
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| 1. **What social and environmental benefits have you created arising from internal operational policies and other actions?**
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| *Consider the following:** *Recycling and environmental benefits, energy/carbon reduction usage.*
* *Employee benefits (ones that clearly go beyond typical good employment practice).*
* *What is your financial investment in these operational policies?*

*(If submitting your own reports, simply refer to the document sections and pages that cover the detail outlined above).* |
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| **If you have provided full responses to the questions above, instead of relying on your own social impact reports, would you like us to provide brief feedback on what you have presented?** |  |