



Recent advances and challenges in social impact measurement



09.Sep - 10.Sep 2024

Cod. H16-24

Mod.:

Face-to-face

Edition

2024

Activity type

Summer course

Date

09.Sep - 10.Sep 2024

Location

Miramar Palace

Languages

Spanish English

Academic Validity

20 hours

Organising Committee



Description

Social impact refers, in general, to the influence that an organization has on its environment. In an increasingly interconnected world and with growing challenges of great importance for people and the planet, the social impact of organizations has become a crucial aspect to evaluate their contribution to global well-being. This summer course offers the opportunity to explore, reflect and debate the latest trends and innovative practices in this field.

Interest in measuring social impact is in a phase of growing expansion and construction - there are currently more than 150 different methodologies to measure impact - especially among those entities committed to objectives beyond economic profitability, such as non-profit organizations or various areas of public intervention such as health or education. However, some challenges have also arisen, with some initiatives that could be considered forms of "impact washing."

This Course aims to provide a panoramic view of advanced international practices in social impact measurement and management, as well as share the most recent developments in regulation and emerging trends. In addition, debate will be encouraged on the various perspectives and methodological approaches in the field of social impact measurement.

We will have the participation of world-renowned experts in the measurement and management of social impact, from public and private institutions, and non-profit organizations, who will share their practical experiences and visions on the subject. By the end of the Course, participants will not only have acquired up-to-date knowledge on the state of the art in social impact measurement, but will also have established valuable international connections and generated innovative ideas for practical application in various global contexts.

Objectives

Provide an updated vision and facilitate critical reflection on the essential components of all social impact measurement and management. This implies delving into its approach and, therefore, into the theoretical and methodological foundations of measuring and managing social impact, as well as reflecting on its practical, useful and relevant application in different global contexts.

Stimulate research and dissemination in the field of measuring the social impact of public and private institutions, as well as non-profit organizations. It seeks to promote the generation of new knowledge, the exchange of ideas and the dissemination of best practices in measuring social impact, both through academic research and collaboration between the participating people and the institutions represented.

Position the UPV/EHU as a world reference in the measurement and management of social impact. The Course seeks to contribute to the international recognition of the UPV/EHU as a leading institution in the field of measuring and managing the social impact of higher education institutions, taking advantage of its resources and commitment to social impact.

Organised by

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Program

09-09-2024

08:30 - 09:00	Recepción, registro y café de bienvenida.
09:00 - 09:15	Institutional Opening session. Speaking order: Eva Ferreira Garcia UPV/EHU - Rectora
09:15 - 09:30	Presentation by the Director of the activity David Hoyos Ramos UPV/EHU - Director de EHUGune - Compromiso e Impacto Social
09:30 - 10:30	“El papel de la medición del impacto en la rendición de cuentas dentro del marco de la Agenda 2030 y los ODS” Ainurul Rosli Social Value international - professor at Brunel University London
10:30 - 11:30	“¿Cómo combatir el “Impact washing”?” Cristina Gil White Global Reporting Initiative - Chief Operational Officer
11:30 - 12:00	Break
12:00 - 13:00	“La trascendencia y los condicionantes de la medición de impacto sistémica” Charlotte Österman UNDP SDG Impact - Directora
13:00 - 14:30	Round table: “Mesa redonda: Implicaciones para la medición de impacto del debate sobre la materialidad simple o doble.” Bernardo García Izquierdo ESIMPACT - Senior International Consultant. Fundador y vicepresidente de la Asociación Española para la Medición del Impacto Social (ESIMPACT). (Moderator) Ainurul Rosli Social Value international - CEO Cristina Gil White Social Value Malaysia - Managing for Impact Specialist Fabienne Michaux International Sustainability Standards Board (ISSB) - Chair of the International Sustainability Standards Board, former CEO of Danone

10-09-2024

08:30 - 09:00	Café de bienvenida.
09:00 - 09:45	“La integración de los grupos de interés en la medición y gestión del impacto social.” Charles Castro Asociación Española para la Medición del Impacto Social (ESIMPACT) - Presidente
09:45 - 10:30	“De la medición a la gestión del impacto social” Irene Salgado Porticus - Responsable de programas
10:30 - 11:15	“Impacto social de la red de centros de investigación de Catalunya”

11:15 - 11:45

Break

11:45 - 12:30

“El papel de la teoría del cambio para medir el impacto social. El caso de la UPV/EHU”

Bernardo García Izquierdo | ESIMPACT - Senior International Consultant. Fundador y vicepresidente de la Asociación Española para la Medición del Impacto Social (ESIMPACT).

12:30 - 14:15

Round table: “Mesa redonda: La medición y gestión del impacto social en la educación superior”

David Hoyos Ramos | UPV/EHU - Director de EHUGune - Compromiso e Impacto Social (Moderator)

Gloria Nunes Rodrigues | ENLIGHT - Responsable Internacionalización

Heather Hunt | Universidad de Poitiers - Directora

Audrey Sullivan | Kings College London - MEL Officer for Circle-U

Ernesto Exposito | University of Pau and Adour Countries - Vice-président en charge des relations internationales

14:15 - 14:30

Closing session

David Hoyos Ramos | UPV/EHU - Director de EHUGune, Compromiso e Impacto Social

Directed by



David Hoyos Ramos

University of the Basque Country, Full Professor

David Hoyos is a Full Professor in the Department of Quantitative Methods, Faculty of Economics and Business, University of the Basque Country (UPV/EHU). Since 2021 he is also director of EHUgune - Commitment and Social Impact of the UPV / EHU. He has a European PhD in Economics from the University of the Basque Country (UPV / EHU) and M.A. (econ) in Development Economics from the University of Manchester (UK). He has been a researcher hired between 2002 and 2010 and since 2010 he has been a professor of econometrics at the University of the Basque Country (UPV / EHU). He has also been a visiting researcher at Queen's University Belfast (UK) in 2009. He is an associate researcher at EKOPOL (Research Group on Ecological Economy and Political Ecology), BC3 (Basque Center on Climate Change) and HEGOA (Institute for Climate Change Studies). Development and International Cooperation). He is a collaborator and member of the Committee of Experts of the UNESCO Chair on sustainable development and environmental education of the UPV / EHU.

Teachers



Charles Castro



Ernesto Exposito



Bernardo García Izquierdo

Doctor en Ciencias Económicas y Empresariales y Master en Gestión Avanzada por la Universidad de Deusto, donde trabajó durante 14 años como profesor, investigador y director del Máster Europeo en Ayuda Internacional Humanitaria. Participante en el Global Civil Society Seminar de la Harvard Kennedy School. Durante más de 30 años ha desarrollado una sólida experiencia en la gestión de entidades no lucrativas. De 2008 a 2017, fue Director General de la Fundación Anesvad. Durante 9 años trabajó como consultor internacional para diferentes programas e iniciativas de Naciones Unidas, otros organismos internacionales, ONGs, centros de investigación, y empresas. Consultor senior en Stone Soup Consulting (B Corp), evaluador de impacto social acreditado por Social Value International, evaluador de Euskalit en gestión de la calidad, y Diplomado como Coach Ontológico por la Universidad del Desarrollo (Santiago de Chile). Miembro fundador y vocal en la Junta Directiva de la Asociación española para la medición del impacto social, ESIMPACT. Consultor y coordinador de la medición de impacto social del Vicerrectorado de Desarrollo Científico-Social y Transferencia de la UPV-EHU. Formador en medición de impacto en diversos cursos y talleres.



Cristina Gil White



Heather Hunt



Fabienne Michaux



Gloria Nunes Rodrigues



Charlotte Österman

Charlotte Partner of Pax Tecum Global Consultancy Believing in the power of people, practice and principles to change how society accounts for value, Charlotte is an expert in social value and Social Return on Investment (SROI) supporting organisations understanding their impact. As the Private Sector Lead for Social Value UK, Charlotte provides support and technical expertise to members on their social value journey. She also serves as Director of Sustainable Development for Pax Tecum Global Consultancy, integrating sustainability into strategy, project execution and evaluation. Her background in construction and facilities management has equipped her to drive change in corporate environments and across industries. In the NGO sector, she led efforts to deliver Raleigh's Emprende program to young entrepreneurs in poverty-stricken rural Nicaragua. A career highlight was the launch of an accredited SROI report in the UK House of Commons, investigating the value generated by UK charity shops. Charlotte is an Accredited Practitioner of Social Value & SROI, Practitioner Member of IEMA, Trustee of the Infinity Branch, and a newly trained Trainer of the UNDP SDG Impact Standards. She's Swedish born, UK based and lives in A Coruña.



José Luis Retolaza Avalos

Universidad de Deusto

Profesor de Economía de la Deusto Business School, especializado en Contabilidad Social. Doctor en Economía, Licenciado Filosofía, y en Psicología Clínica e Industrial. Master (DEA) en Finanzas y Experto en Métodos Avanzados de Estadística Aplicada. Participa en los Grupos de Investigación HUME (Universidad de Deusto), ECRI (UPV/EHU) y MGCF (Sorbona-París 1). Presidente de Eben (European Business Ethics Network) España, Director Científico de GEAccounting (Global Economic Accounting), Vicepresidente de Aurkilan, y miembro del Comité Científico y Editorial de CIRIEC. Cuenta con más de 50 publicaciones indexadas, y ha participado en múltiples Congresos, Seminarios, Workshops y Conferencias. Con anterioridad a la etapa universitaria ha sido director de varias empresas de consultoría (TECA, OPE, Bultz-Lan), Director de Formación y Empleo de Cáritas y Presidente de REAS Euskalherria.



Ainurul Rosli



Irene Salgado



Audrey Sullivan

Audrey holds a MSc in Anthropology and International Development from the London School of Economics (London, UK). She also holds a BS in Economics from Ball State University (Muncie, Indiana,

USA). Her undergraduate and postgraduate research are both centered on Appalachia, USA, and the unique socio-economic circumstances in the region. Although, she tends to focus on coal mining and the impacts that this industry has had on the region. In her role as MEL Officer at Circle U., she is in charge of creating and implementing the monitoring, evaluation, and learning strategy of the alliance. This includes building a logic model, results framework, and indicators that are used to measure and evaluate the progress and impact of Circle U. in the short-, medium- and long-term.

Registration fees

FACE-TO-FACE	UNTIL 31-05-2024	UNTIL 09-09-2024
joug fee	25,00 EUR	59,00 EUR
General	-	84,00 EUR
Reduced fee regular	-	71,00 EUR
Registration exemptions	-	59,00 EUR

Place

Miramar Palace

Pº de Miraconcha nº 48. Donostia / San Sebastián

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