



ZIENTZIA ETA GIZARTE GARAPENAREN ETA  
TRANSFERENTZIAREN ARLOKO ERREKTOREORDETZA  
VICERRECTORADO DE DESARROLLO CIENTÍFICO-SOCIAL  
Y TRANSFERENCIA

# Recent advances and challenges in social impact measurement

Eragin soziala neurtzeko azken aurrerapenak eta erronkak

09.SEP - 10. SEP, 2024



Code/Kod.: **H16-24**

Type of activity/Ekitaldi mota: **Summer Course**

Cycle/Zikloa: **Education**

Location/Kokapena: **Palacio Miramar** Language/Hizkuntza: **Spanish English**

Academy validity/Balio akademikoa: **20 hours**

Director/Zuzendaria: **David Hoyos Ramos**

Other collaborators/Beste laguntzaileak:



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.

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

## Program

### DAY 1. EGUNA 9 SEPTEMBER / IRAILAK 9

08:30 – 09:00

Reception, registration and welcome coffee

09:00 – 09:15

INSTITUTIONAL OPENING SESSION

**Eva Ferreira** | Chancellor of the University of the Basque Country

09:15 – 09:30

COURSE PRESENTATION

**David Hoyos** | Officer for Public Engagement and Social Impact of the University of the Basque Country

09:30 – 10:30

*The role of impact measurement in accountability within the framework of the 2030 Agenda and the SDGs*  
**Ainurul Rosli** | Social Value international - professor at Brunel University London

10:30 – 11:30

*How to combat "Impact washing"?*

**Cristina Gil White** | Global Reporting Initiative - Chief Operational Officer

11:30 – 12:00 BREAK / GELDIUNEA

12:00 – 13:00

*The relevance and constraints of systemic impact measurement*

**Charlotte Österman** | Social Value UK - Pax Tecum Global Consultancy

13:00 – 14:30

*ROUND TABLE: Implications for measuring the impact of the debate on single or double materiality*

**Bernardo García Izquierdo** | Senior consultant on social impact measurement and management (Moderator)

**Ainurul Rosli** | Social Value international

**Cristina Gil White** | Global Reporting Initiative

**Charlotte Österman** | Social Value UK

### DAY 2. EGUNA 10 SEPTEMBER / IRAILAK 10

08:30 – 09:00

Welcome coffee

09:00 – 09:45

*Integrating stakeholders into social impact measurement and management*

**Charles Castro** | President of the Spanish Association for Social Impact Measurement (ESIMPACT)

09:45 – 10:30

*Social impact: from measurement to management*

**Irene Salgado** | Porticus – Program manager

10:30 – 11:15

*Social impact of the network of research centers in Catalonia*  
**José Luis Retolaza** | University of Deusto – Scientific Director of GEAccounting

11:15 – 11:45 PAUSA / GELDIUNEA

11:45 – 12:30

*The role of theory of change in measuring social impact: the case of the University of the Basque Country*

**Bernardo García Izquierdo** | Senior consultant on social impact measurement and management

12:30 – 14:15

*ROUND TABLE: Measuring and managing social impact in higher education*

**David Hoyos** | Director de EHUgune, UPV/EHU (Modera)

**Gloria Nunes** | ENLIGHT European University Alliance

**Heather Hunt** | EC2U European University Alliance

**Audrey Sullivan** | CircleU European University Alliance

**Martin Larraza** | Vice-rector for Quality, Economics and Strategy and Professor in the Department of Business

Management of the Public University of Navarre

14:15 – 14:30

CIERRE DEL CURSO

**David Hoyos** | Director de EHUgune - Compromiso e Impacto Social de la UPV/EHU

Enroll:

<https://www.uik.eus/en/activity/recent-advances-challenges-social-impact-measurement>