



**we.flow**

TOGETHER FOR A BETTER WORLD

# About this workbook

This workbook was based on the *The Oxford Impact Measurement Programme* workbook and designed for the MDDI course | FabLab Barcelona.

**Please make a copy of this workbook  
to edit your own version.**



# 01. Learning Objectives

## What are my objectives for the course?

1. Expanding my already knowledge about impact assessment	4. Gain even more insight how these principles can be in various different companies and sectors
2. Get insights regarding new ways to measure regenerative impact	5. Practise the methodologies for more efficient use
3. Use methodology in my own project	

## What questions do I have on impact measurement?

1. Examples on successful impact measuring on various entities	4. Preferred framework?
2. Impact investing	5. Challenges to look out for
3. Companies that successfully use these methodologies	6. Successful ways to introduce these methods to new companies/entities



## 02. Learning Journey

**What are three small things I can do to apply my learning from this course within one week of returning?**

1. Use and analyse information soon after class
2. Apply to my project
3. Setting up systems how I can use these learnings for future projects

**What are three slightly larger things that I can do, within a month, that would significantly improve my work?**

1. Continuous learning in the field
2. Continuous practising
3. Use tools for majority of projects

## 03. Framing Impact Measurement

### WHY

**What does impact mean to me? How would I define it?**

The result/change/reality created positive or negative from a taken action/strategy/decision.

**How is impact defined within my organization? Do we have a shared understanding?**

Many different perspectives and opinions depending on that person's view

**What are the key drivers, motivations, and enablers for impact measurement in my organization?**

Monitoring, efficient motivators, clear evaluation systems connected to successful drivers for positive change

**What are the key challenges related to impact measurement for my organization or stakeholders?**

Transparency, engagement, continuous work

### 03. Framing Impact Measurement

#### WHAT

**What am I already measuring?**

Amount of engagement and users

**What decisions will I make on the basis of impact data?**

What strategies are aiding the engagement and connection most.  
Successful ways to keep end user engaged

**What else would I like to measure?**

Collaborations created, actions taken

### 03. Framing Impact Measurement

## HOW

What tools, frameworks, and approaches do I currently use?  
How well are they meeting my needs?

Comments on social media, data from engagement users

What approaches or strategies do I want to test or adopt to  
measure or manage for impact?

Engagement drivers, what makes people take actions



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