

# VIRTUAL SUMMIT ON IMPACT

**What is the best way to measure the impact of a programme or project? How and when is impact best measured? What are the best practices? What is the impact of different measurement strategies themselves? Can new applications of technology improve impact measurement?**

**The Virtual Summit on Impact 2020 brought together more than 30 speakers over 4 days and 8 sessions to build a common framework for assessing, understanding and maximizing impact.**

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## HIGHLIGHTS | DAY 2

### European funder for impact Launch Event

Day 2 began with a panel on innovative methods to **build strong and open relationships between funders and grantees** in order to increase impact. The panel was moderated by **Hal Plotkin**, senior scholar at ISKME.

Trust and mutual transparency are at the core of the funder-grantee relationship. In this perspective, grantees are 'partners' with funders and there is a mutual dependency between them. Partners are selected according to their potential for growth, power to influence others, and their commitments to leadership, noted **Carole Frampton-de Tscherner**, PeaceNexus Foundation.

Successful funders keep the needs of grantees at the forefront primarily by listening to the field rather than trying to impose their own ideas, by simplifying their internal procedures, and by speeding up decision-making, keeping requirements imposed on grantees in line with the amount of funding, according to **Lynda Mansson**, MAVA Foundation.

Staff usually lack time to build trust relationship with grantees sufficient to shift the nature of the relationship from transactional to transformational support. Funders can overcome this by investing in fellowship programs as arenas for new forms of collaboration among changemakers emerge. Funders are moving on from supporting individual changemakers (as in classical fellowship programs) and toward supporting leaders who can collaborate across sectors, silos, and fields.

Funders are also shifting to a new relationship paradigm with grantees based on a partnership, which is strengthened by listening, which represents a real change for many grantees and also forms the most valuable learning for funders. In this process, funders become part of the learning cycle where they can improve their own practices, noted **Darius Polok**, Bosch Alumni Network.

On the last panel of the day, the exchange focused on how are foundations are shifting [from impact measurement to strategic learning and evaluation](#).

In this context, the first step to generate social impact is to focus on achievable goals. One of the best ways to achieve impact at scale is to develop and support infrastructure for collaboration that enables collaborative impact, notes **Lisa Hehenberger**, ESADE Entrepreneurship Institute.

The panelists agreed that some of the most important progress in promoting impact comes from changing the conversation from grantee compliance and accountability to learning. Key performance indicators (KPIs) can play an important role in measuring the impact of specific actions on specific outcomes in certain areas, such as climate change. But it is important not to become too focused on KPI's in cases where more qualitative consideration provide better information, according to **Leonora Buckland**, ESADE Business School.

The European Foundation Center (EFC) is seeing strong interest among its members in improving their ability to achieve impact, with many requests for support and shared frameworks. Many EFC members feel they are at the early beginning stages of focusing on the best practices to achieve desired impacts at scale. The Covid crisis has accelerated the need many foundation leaders feel to place more emphasis on achieving more immediate impacts without abandoning long term goals, reports **Lucia Patuzzi**, European Foundation Centre.

More information on  
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