



# 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

08:45 - 09:00	Recepción, registro y café de bienvenida.
09:00 - 09:15	Institutional Opening session. Speaking order: <b>Eva Ferreira Garcia</b>   UPV/EHU - Rectora
09:15 - 09:30	Presentation by the Director of the activity <b>David Hoyos Ramos</b>   UPV/EHU - Director de EHUGune - Compromiso e Impacto Social
09:30 - 10:30	“Exposición de experto internacional 1: El papel de la medición del impacto en la rendición de cuentas dentro del marco de la Agenda 2030 y los ODS.” <b>Ben Carpenter</b>   Social Value international - CEO
10:30 - 11:30	“Exposición de experto internacional 2: ¿Cómo combatir el “Impact washing”?” <b>Jo Fackler</b>   Impact Management Platform and UNEP - Facilitator & Project Manager
11:30 - 12:00	Break
12:00 - 13:00	“Exposición de experto internacional 3: La trascendencia y los condicionantes de la medición de impacto sistémica.” <b>Ainurul Rosli</b>   Social Value Malaysia - Managing for Impact Specialist
13:00 - 14:30	Round table: “Mesa redonda: Implicaciones para la medición de impacto del debate sobre la materialidad simple o doble.” <b>Bernardo García Izquierdo</b>   ESIMPACT - Senior International Consultant. Fundador y vicepresidente de la Asociación Española para la Medición del Impacto Social (ESIMPACT). (Moderator) <b>Ben Carpenter</b>   Social Value international - CEO <b>Ainurul Rosli</b>   Social Value Malaysia - Managing for Impact Specialist <b>Jo Fackler</b>   International Sustainability Standards Board (ISSB) - Chair of the International Sustainability Standards Board, former CEO of Danone

## 10-09-2024

09:00 - 09:30	Café de bienvenida.
09:30 - 10:15	“El papel de la teoría del cambio para medir el impacto social. El caso de la UPV/EHU” <b>Bernardo García Izquierdo</b>   ESIMPACT - Senior International Consultant. Fundador y vicepresidente de la Asociación Española para la Medición del Impacto Social (ESIMPACT).
10:15 - 11:00	“La integración de los grupos de interés en la medición y gestión del impacto social.” <b>Charles Castro</b>   ES Imapact - Presidente

11:00 - 11:30	Break
11:30 - 12:15	<p>“Exposición de experto Estado 3: De la medición a la gestión del impacto social.”</p> <p><b>Irene Salgado</b>   Porticus - Responsable de programas</p>
12:15 - 13:45	<p>Round table: “Mesa redonda: La medición y gestión del impacto social en la educación superior”</p> <p><b>Gloria Nunes</b>   ENLIGHT - Responsable Internacionalización (Moderator)  <b>Heather Hunt</b>   Universidad de Poitiers - Director  <b>Audrey Sullivan</b>   Kings College London - MEL Officer for Circle-U  <b>Ernesto Exposito</b>   University of Pau and Adour Countries - Vice-président en charge des relations internationales</p>
13:45 - 14:00	Closing session

## Directed by



### **David Hoyos Ramos**

University of the Basque Country, Full Professor

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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**



**Ben Carpenter**

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**Charles Castro**

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**Ernesto Exposito**

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**Jo Fackler**

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**Bernardo García Izquierdo**

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**Heather Hunt**

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**Gloria Nunes**

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**Ainurul Rosli**

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**Irene Salgado**

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**Audrey Sullivan**

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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 about 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 the future, Audrey is eager to find a professional pathway that is relevant to international education or higher education services and policies. Additionally, she has the goal of obtaining a Ph.D.



# Registration fees

<b>FACE-TO-FACE</b>	<b>UNTIL 31-05-2024</b>	<b>UNTIL 09-09-2024</b>
<a href="#">joug fee</a>	25,00 EUR	59,00 EUR
General	-	84,00 EUR
<a href="#">Reduced fee regular</a>	-	71,00 EUR
<a href="#">Registration exemptions</a>	-	59,00 EUR

## **Place**

### **Miramar Palace**

Pº de Miraconcha nº 48. Donostia / San Sebastián

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