

CASE STUDY



Total impact: more diplomas,
higher income and more self-confidence!



Sinze
Value what matters

About Van Hulley

Social Enterprise Van Hulley employs women with poor job prospects in up-cycling old shirts into unique boxer shorts. These women would like to find 'real' employment, but lack the necessary diplomas or experience. Working at Van Hulley gives them a chance to gain work-experience, while at the same time Van Hulley provides them with the opportunity to go to school for a day and a half per week. This enables them to acquire a diploma or certificate in order to enable them to pursue further education and improve their chances at the job market.



Summary

The process of impact mapping has provided Van Hulley with a better understanding of who their stakeholders, as well as which outcomes and impact they can expect. This presents valuable information for the future: the created impact map allows for quick and efficient impact measuring going forward, which enables Van Hulley to base their management decisions on relevant and up to date impact data. This helps Van Hulley to maximize the impact for their most important stakeholder: the Van Hulley women.

Challenges

Through social and sustainable entrepreneurship Van Hulley aims to offer education and work experience to women with poor job prospects in order to increase their chances at the job market. Van Hulley wishes to gain insight into their social impact, in order to use the information to make better management decisions as well as to be accountable to stakeholders and investors like the local council. Additionally, visualizing Van Hulley's impact can contribute to marketing and communication purposes.

How can you map all of the outcomes?

One of the challenges Van Hulley perceived before starting the impact mapping process, was how to map **all** of the stakeholders and outcomes, instead of just the quantifiable ones as number of acquired diplomas. Doing so is important, because breaking out of social isolation may be just as important (or perhaps even more important) to the women than acquiring a certificate or having an income. In other words: how can you create an accessible impact map that incorporates the total impact of Van Hulley?

How can you incorporate relevant data in the impact map efficiently?

The second challenge centres around the question how to ground “having the feeling we’re doing good” into a well-argued analysis based on relevant data. This provides you with a well-substantiated analysis that is transferable to other organisations and regions: this allows you to share knowledge in order to further amplify the impact. In order to establish this, it is crucial to collect information from the main stakeholder – the women – since it is for them that Van Hulley aims to create impact.



How Sinzer helped Van Hulley

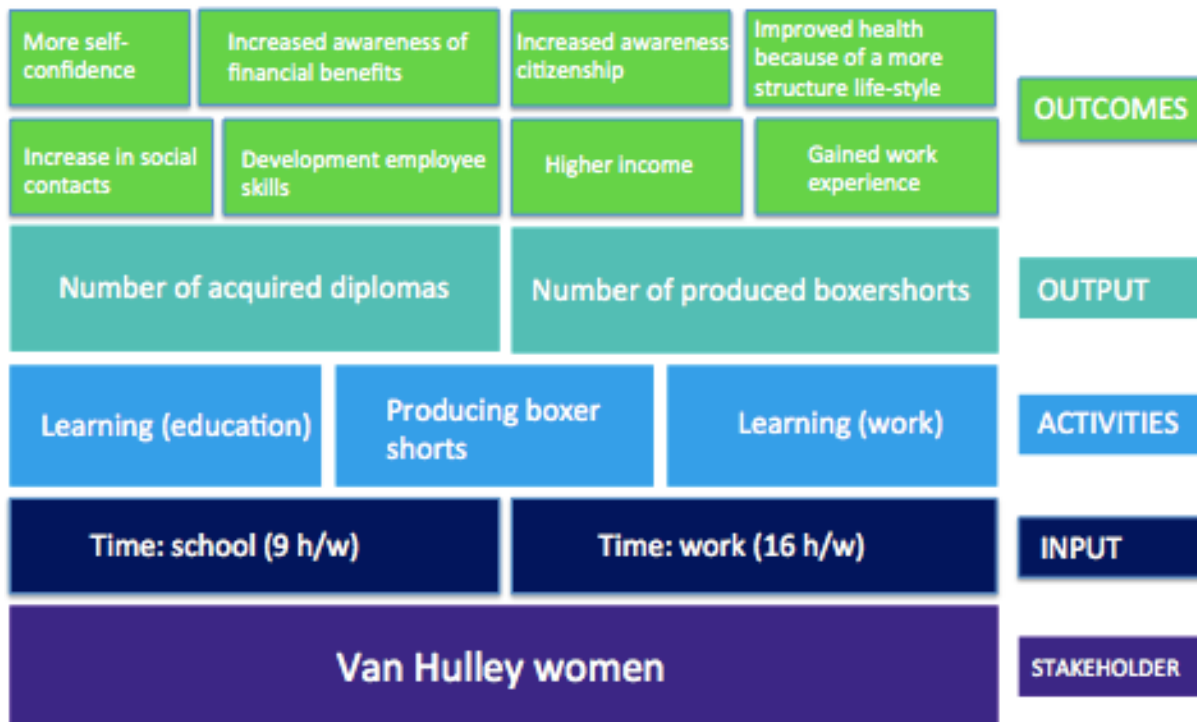
Van Hulley’s central question was how the expected total impact could be mapped efficiently, while taking into account the involvement of all relevant stakeholders.

Shaping the Impact Map

Prior to creating the impact map Van Hulley and Sinzer have analysed and mapped all relevant stakeholders. Stakeholders are defined as people or other actors (organisations, institutions) that experience change because of Van Hulley’s activities, or affect Van Hulley’s existence. Subsequently, a so-called Impact Map has been drawn up which portrays per

stakeholder the investments (input) of this stakeholder, the activities the stakeholder is involved in, the output of these activities and the expected outcomes.

Zooming in to Van Hulley’s main stakeholder, the women, the impact map looks as follows:



Measuring plan, indicators and valuation

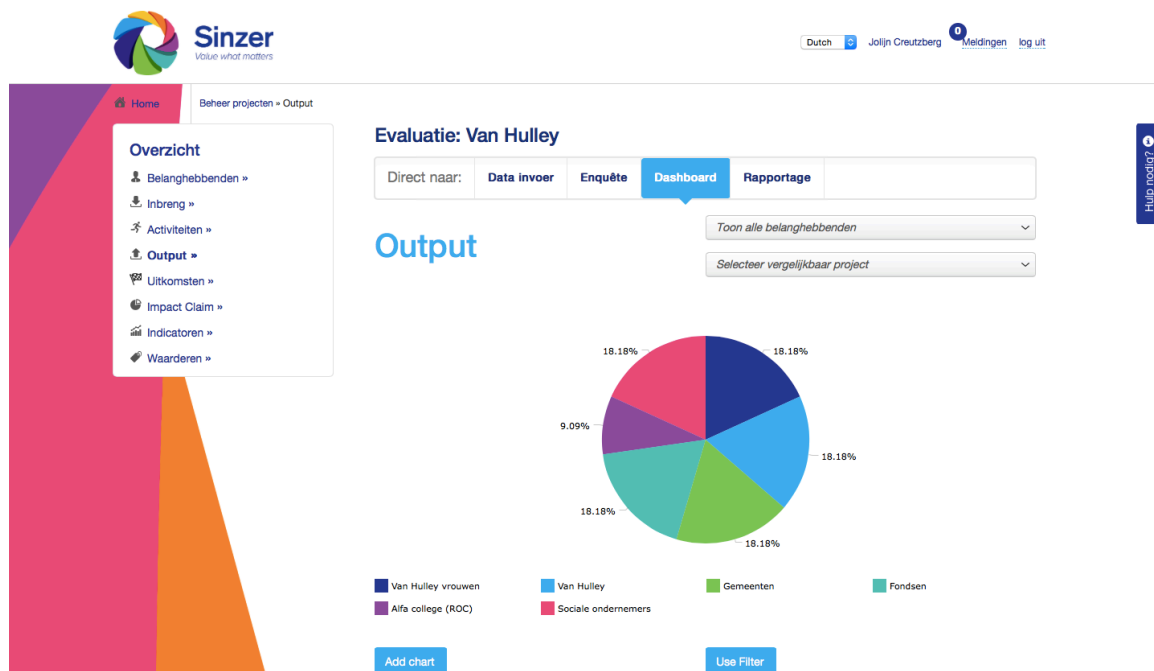
The final session of the impact mapping process has been used to draw up a measuring plan for collecting the relevant data. Moreover, a research-based assessment was made on how to quantify the outcomes, including the qualitative outcomes such as self-confidence, by using the right indicators. Lastly, the financial proxies for valuing the various outcomes were determined.

Impact map - what’s next?

After conclusion of the sessions the impact map had to be finalized and programmed in the Sinzer Platform, in order to form the basis with which Van Hulley can measuring and monitor their impact from now on. The following activities have been conducted to facilitate this:

- Developing a survey to collect data from all relevant stakeholders
- Verifying the validity of the survey during interviews with various stakeholders
- Digitalizing the impact map and survey in the Sinzer platform. The survey can now be send to the stakeholders from the platform. All of the data collected via the surveys

will automatically be included in the Sinzer impact analysis and be added to the dashboard.



Results and plans for the future

Van Hulley currently has a budgeted impact analysis programmed in the Sinzer platform, which will form the starting point for Van Hulley's impact measurement from now on. It is Van Hulley's intention to collect data via the surveys systematically in order to measure and manage impact and progress continuously. This will provide Van Hulley with management information to drive improvements on the one hand, and tools and information to report about data to stakeholders and investors consistently. This allows Van Hulley to demonstrate their value and generate more support and attention for their social goal.

