



OUR HONG KONG
FOUNDATION
團結香港基金

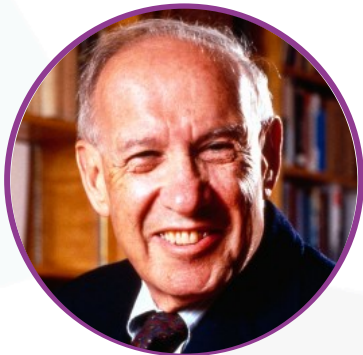
Social Impact Assessment (SIA) for Hong Kong

Prepared by:
Alvin Cheung, Senior Researcher
Natalie Lau, Assistant Researcher



Relationship between SIA and CSV

“
*You can't
manage what
you don't
measure.*



PETER DRUCKER
Father of Modern
Management

“
*We need more
companies to measure
and value their impacts
and dependencies on
natural capital, and
collaborate to reduce
them.*

- Huffington Post



PAUL POLMAN
CEO, Unilever

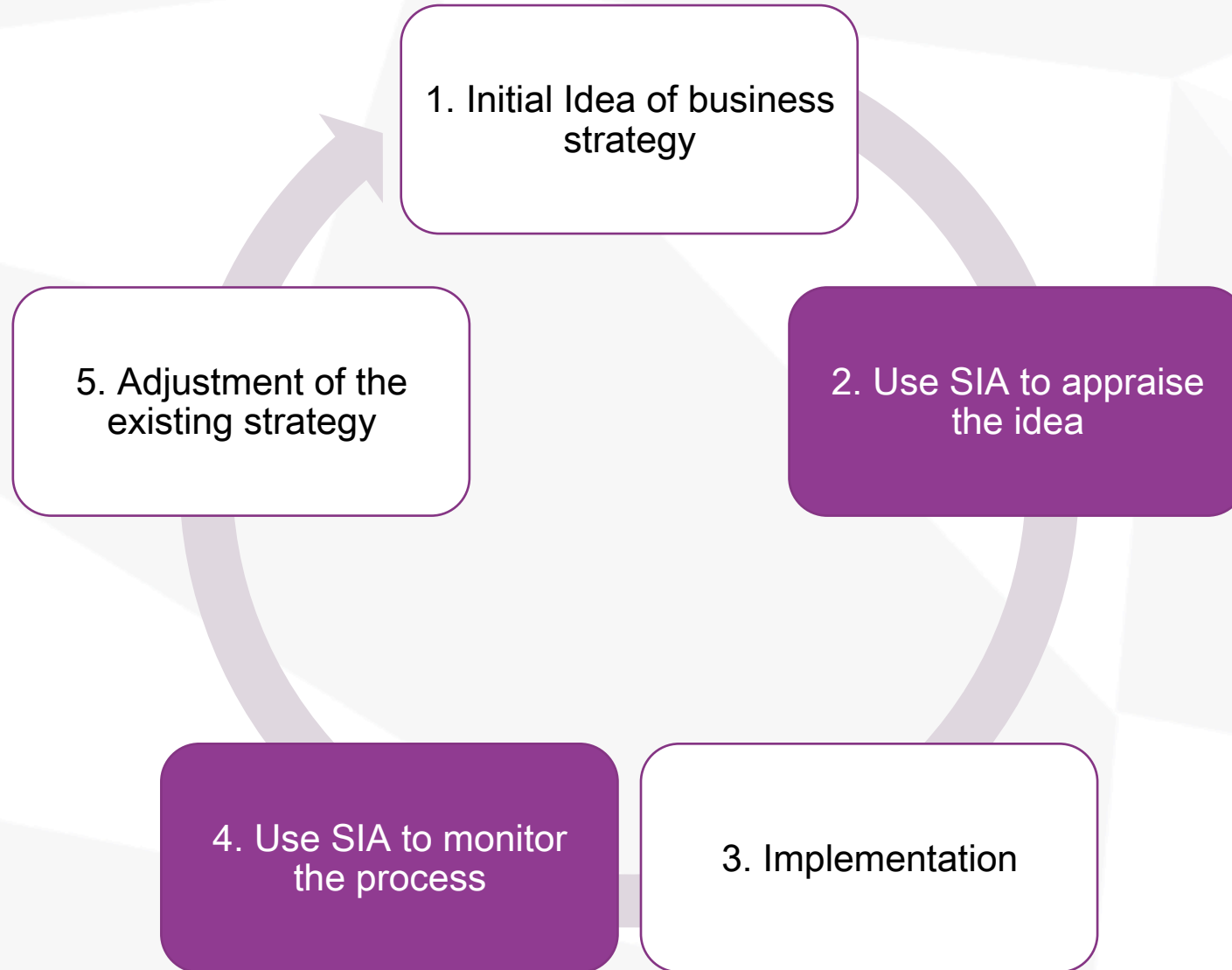
“
*My colleagues and I
understood that ongoing
evaluation and measurement
would ultimately prove that
investment in societal
conditions materially enhances
a company's competitiveness*

- FSG



Janet Voûte
Chairman of Creating
Shared Value
Council, Nestle

Relationship between SIA and CSV





Importance of Social Impact Assessment



Government

By incorporating SIA into public policies, our government can:

- Help examine the cost of dealing with potential social problems, and;
- Allow greater transparency of public policies



Nonprofits/
Social
Enterprises

By measuring the tangible benefits, SIA can help nonprofits/social enterprises to:

- Provide proofs to stakeholders e.g. government and investors regarding their impacts on society



Corporates

By combining the values generated to both the company and the community, SIA can help corporates to:

- Develop profitable business strategies with social benefits
- Achieve both 'Corporate Social Responsibility' and 'Creating Shared Value'

Common Frameworks Available in HK



BACK Model of The Hong Kong Jockey Club



Social Return on Investment



Social Impact Measurement of Fullness Social Enterprises Society



Total Impact Measurement and Management of PwC



Social Enterprise Endorsement Scheme



True Value Model of KPMG



B Impact Assessment



SIA Framework of The Hong Kong Council of Social Service

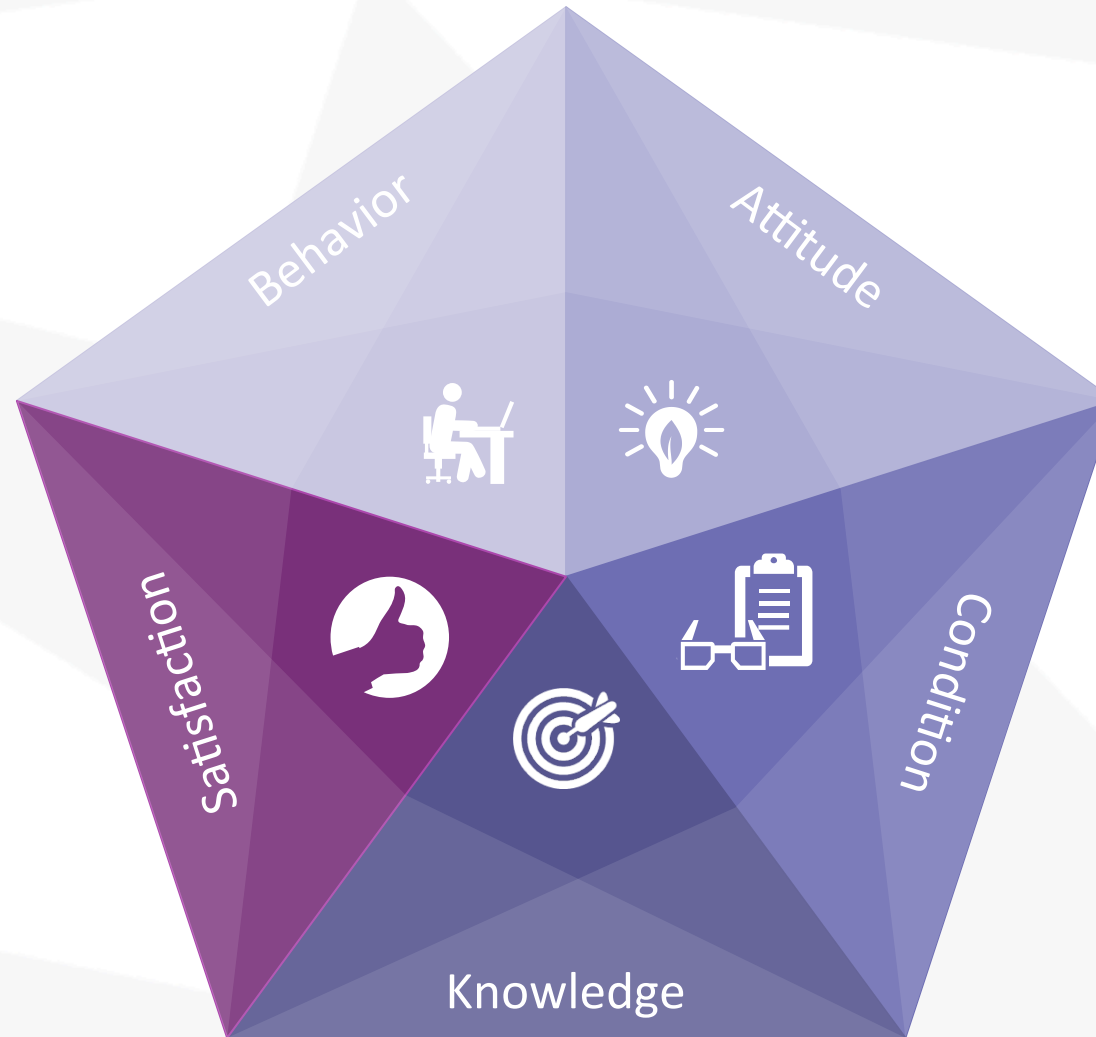


OUR HONG KONG
FOUNDATION
團結香港基金

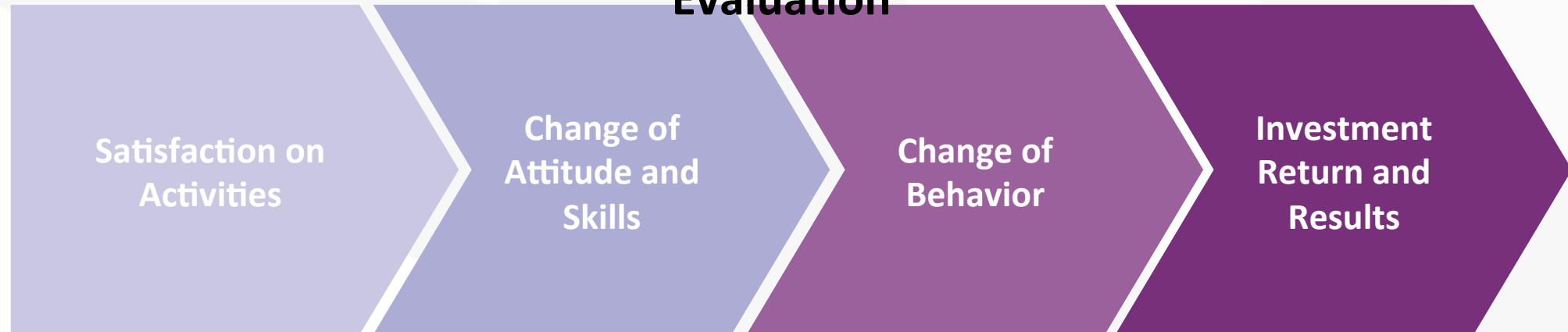
BACK Model of The Hong Kong Jockey Club



香港賽馬會
The Hong Kong Jockey Club



Kirkpatrick Model of Training Evaluation



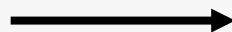


OUR HONG KONG
FOUNDATION
團結香港基金

Social Enterprise Endorsement Scheme (SEE Mark)



Incubating



**Start-up/
Small Scale**



Intermediate



Advanced

The Seven Principles of Social Value

Involve
Stakehold-
ers

Understand
What
Changes

Value the
things that
matter

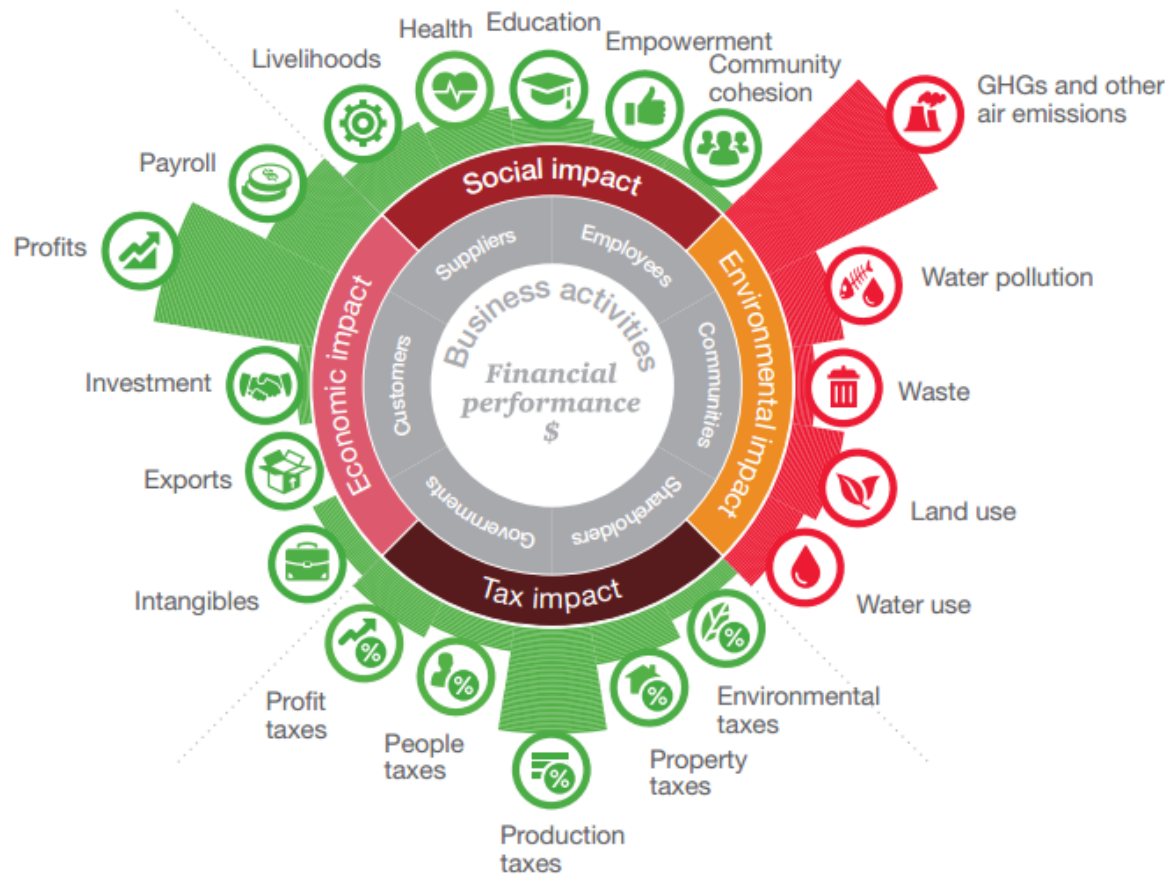
Only
include
what is
material

Do not
over-
claim

Be
transparent

Verify the
results

Total Impact Measurement and Management of PwC



Option 1: Import Barley

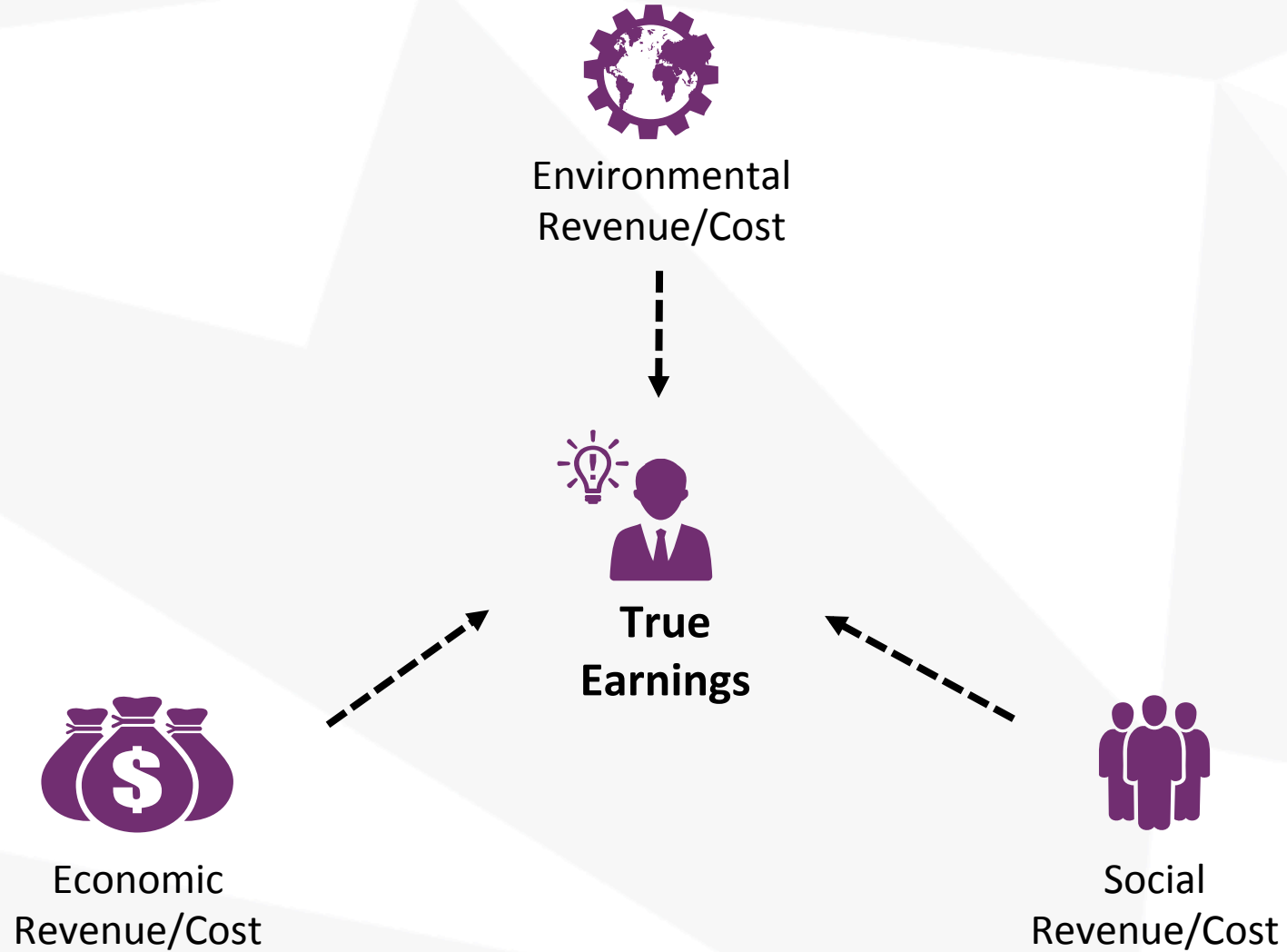


Option 2: Grow and source locally



OUR HONG KONG
FOUNDATION
團結香港基金

True Value Model of KPMG





SIA Framework of HKCSS



- Social Participation
- Social Capacity Building and Empowerment



Social/
Community



Individual

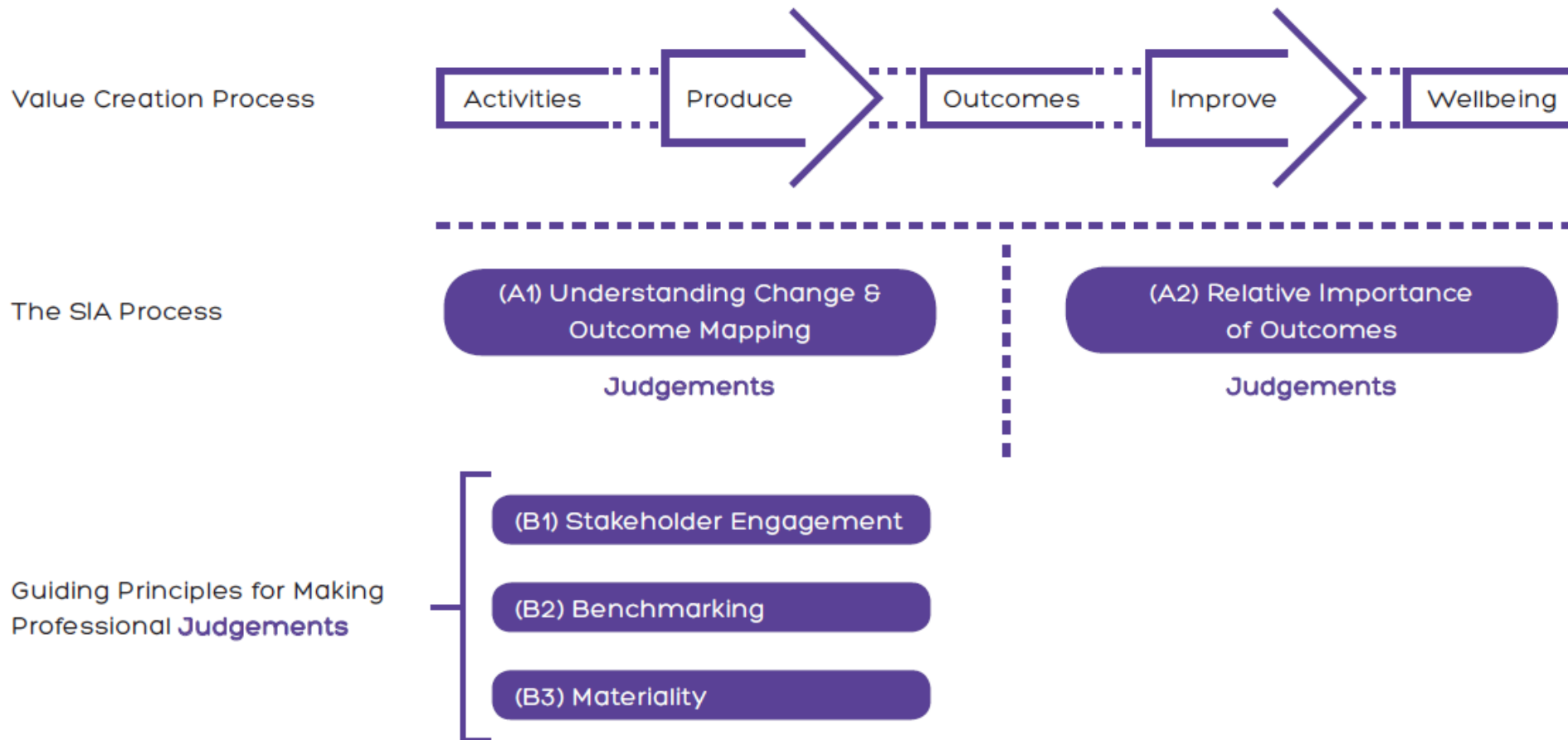
- Quality of Life
- Self Esteem



Project/
Organization

- Sustainability
- Skills Enhancement

Comparison of Frameworks





Comparison of Frameworks

A1

Mapping Outcomes and Understanding Change

Pre-determined KPI V.S. Encouraging Tailor Assessment

A2

Ascertaining the Relative Importance of Outcomes

Benchmarking with scoring system V.S. Partial Monetization V.S. Full Monetization

B1

Stakeholder Engagement

Explicitly Required V.S. Not Explicitly Required, but Encouraged

B2

Benchmarking and Do Not Over-claim

Explicitly Mentioned V.S. Not Explicitly Mentioned

B3

Materiality

Reflected in the Scope V.S. Guideline Provided