

Module 1: What is impact?

Transcript.

Language: English

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I'd like to discuss with you what impact is. Despite the fact that many people and organizations want to achieve impact, it is also a challenge for many of them. One reason is that the concept of impact itself is somewhat complicated. Let's dive into it.

Impact is difficult to define. Therefore, there is not really one definition that everyone agrees on. I see impact as a long-term and possibly even lasting change in a given situation. That change can be big or small, but both are the result of conscious actions. That brings with it a responsibility to pursue the good. We therefore focus on positive impact in this tool. In doing so, we want to solve problems and create opportunities that benefit as many people as possible.

By the way, you can also realize an impact that benefits other stakeholders. Think animals, plants, or even the planet. In this tool, we limit ourselves to impact on people: social impact.

Social impact comes in many forms and affects people and the environment in which they live on multiple levels. On an individual level, it can change our daily lives. For example, in the way we think about certain topics, such as the risks of smoking during pregnancy. Or how we behave, such as a policymaker more consciously involving underrepresented groups in society and their interests when creating new policies. Together, these changes at the individual level can impact the level of society. Consider, for example,



Impact Narrative Tool

how lower numbers of mothers who smoke during pregnancy reduce infant mortality. And more inclusive policies can result in a greater number of people having access to government support that increases their opportunities in society.

Thus, social impact can be thought of as a sustainable change in a situation as a result of conscious actions that positively affect people's lives.