

# Explorations in Social Impact Assessment:

Participatory innovations for accountability and  
sustainability

Gillian Stewart



Google earth

# The promise of SIA

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- Applicable to any scale project or policy/ plan
- Social and financial risk/cost mitigation and management
- Endorsement and social license and corporate reputation
- Informed public debate
- Supports think, plan, act, review cycle
- A voice for community and affected parties' interests and values
- Mutual comprehension, understanding, empathy, trust
- Integrated, quadruple bottom line assessment
- Enhance positive social outcomes, local economic development

SUSTAINABILITY

*"Systems thinking is a discipline for seeing wholes rather than parts, for seeing patterns of change rather than static snapshots, and for understanding the subtle interconnectedness that gives living systems their unique character". Peter Senge*

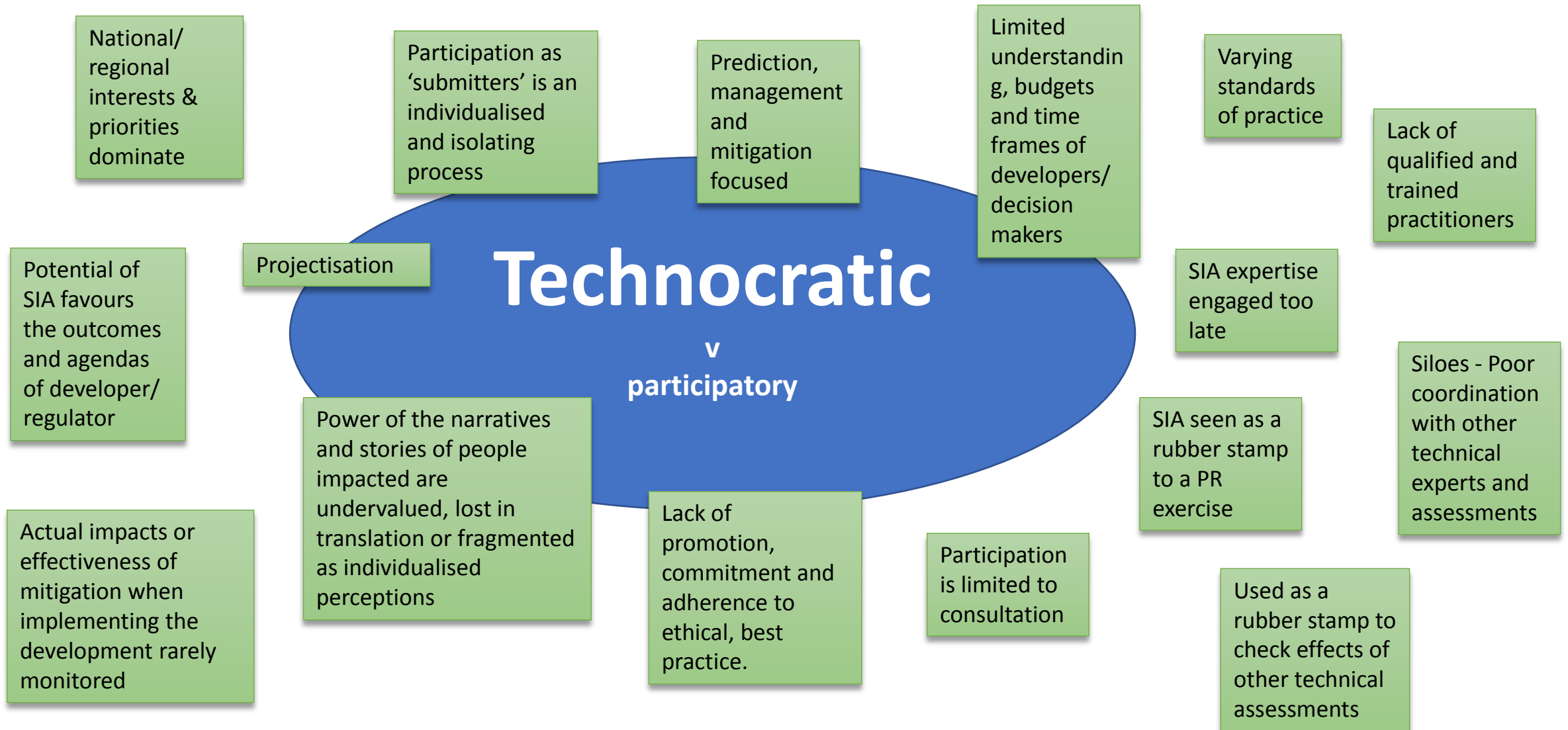


Edited by  
Frank Vanclay and Ana Maria Esteves

**New Directions in  
Social Impact Assessment**  
Conceptual and Methodological Advances

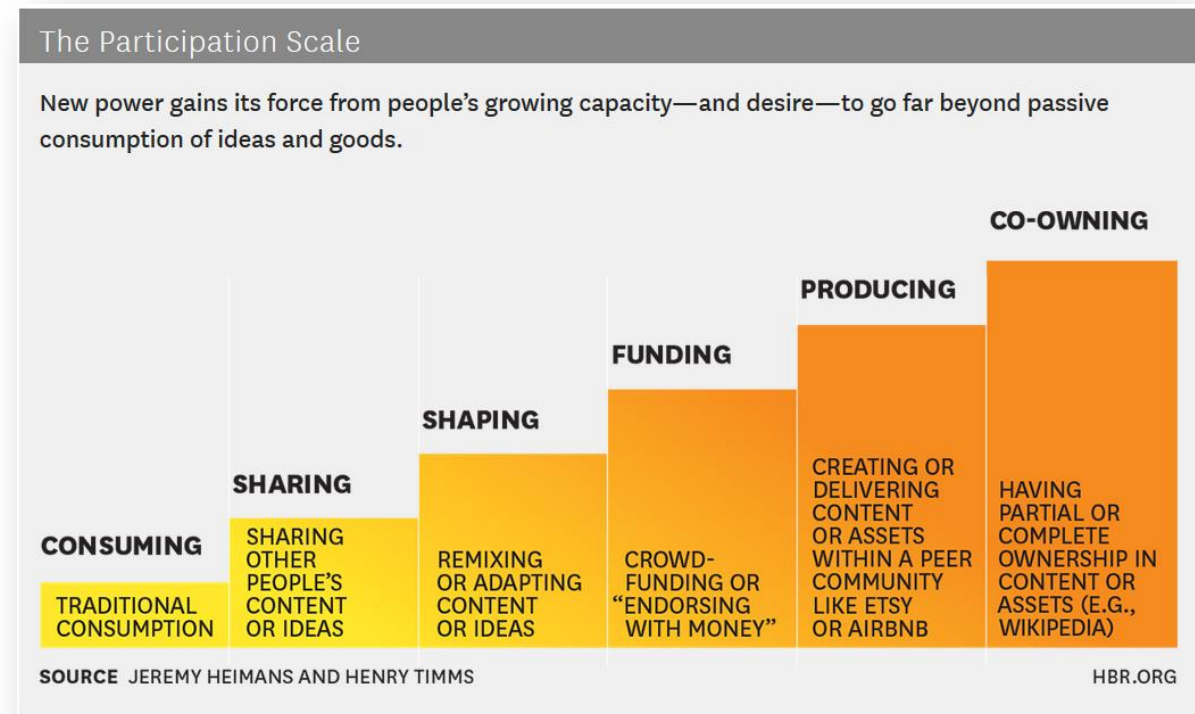
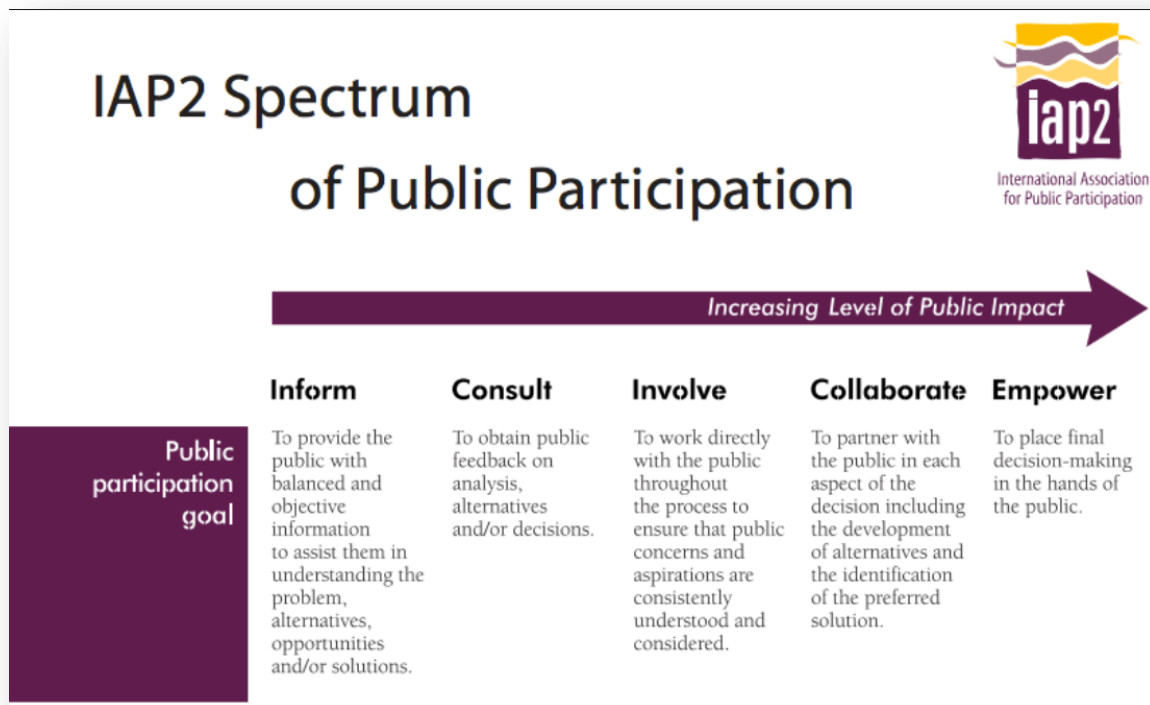


# Business as usual isn't delivering



# Re-think participation

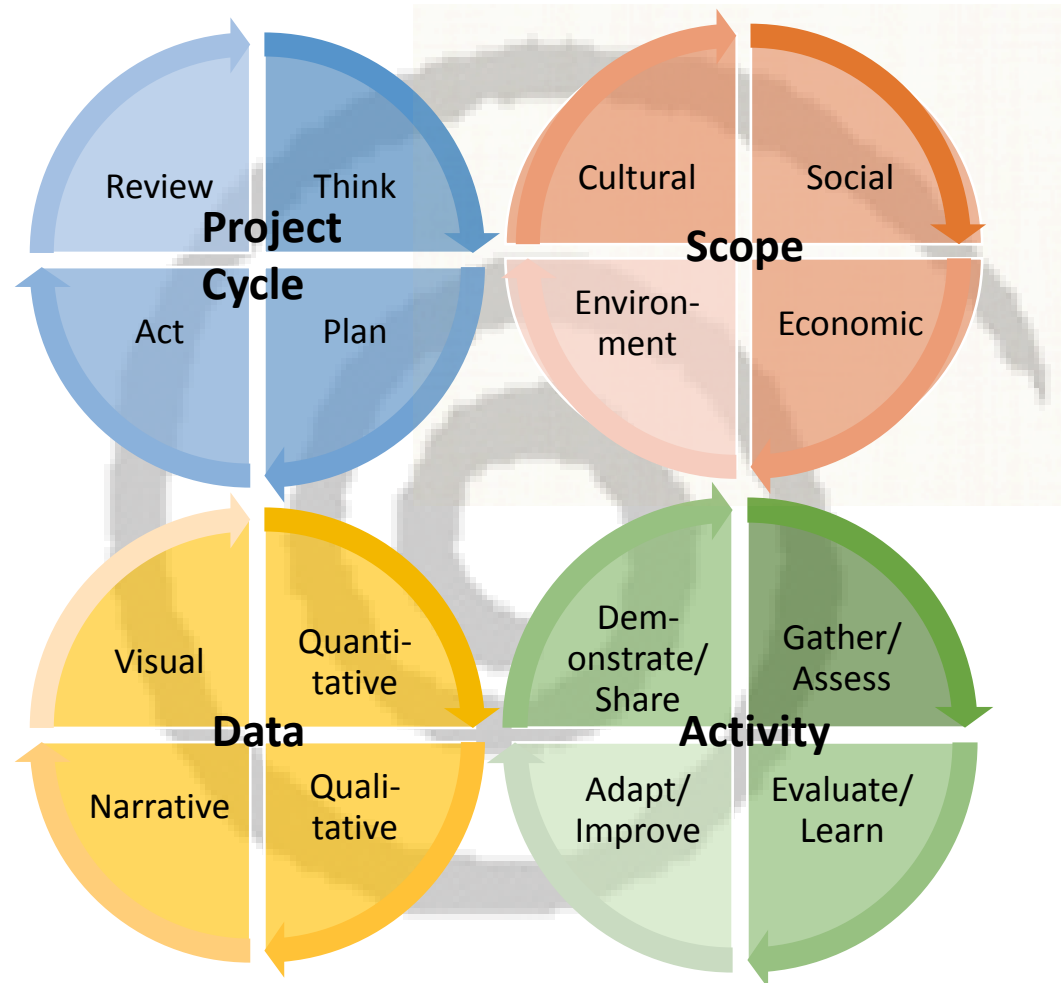
- Inalienable right to participate
- Participation is a means to an end
- Learning and innovation happens when people participate
- Enhance upward and downward accountability



# Participation by whom, when, in what, how, and why

Decision makers,  
specialists,  
experts

Communities,  
stakeholders



- Inclusive and representative
- Upward and downward accountability
- Mutual agendas & shared value
- Adaptive design
- Exchange of capacity, resources, skills, knowledge to deliver
- Measured and evaluated
- Positive outcomes and impacts
- Educational, inspirational
- Buy-in, ownership, responsibility, resilience
- Long-term, perpetuity, sustainable

# Exploring opportunities

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1. Facilitate and embrace, rather than invite and control participation by tapping into people's growing capacity and desire to shape, create and co-own
2. Participate in the growth and improvement of our crafts and practice
3. Engage the participation of our stakeholders in growing and improving our crafts

# 1. Facilitate participation to challenge business as usual

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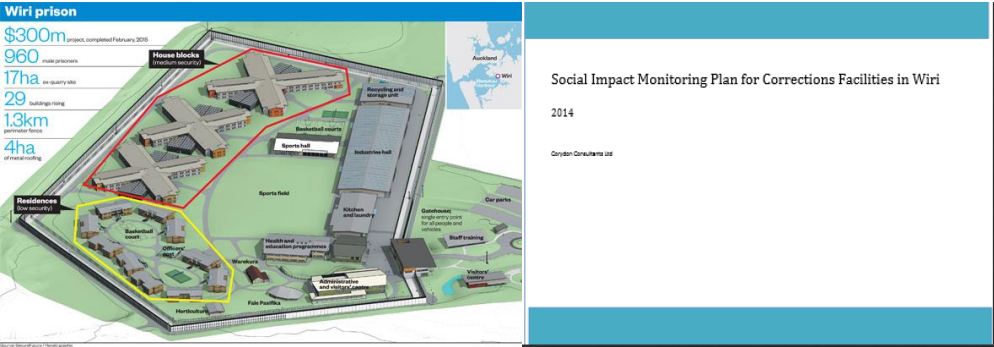


Examples of innovative and participatory practices that align with SIA and impact assessment's purposes, demonstrating:

- Importance of measurement and evaluation in and beyond decisions to learn, demonstrate and improve
- Working collaboratively
- Opportunities to make and make use of a range of data sources
- Engaging in painfully honest conversations about impact

# Wiri Men's Prison – Participatory Social Impact Monitoring Plan

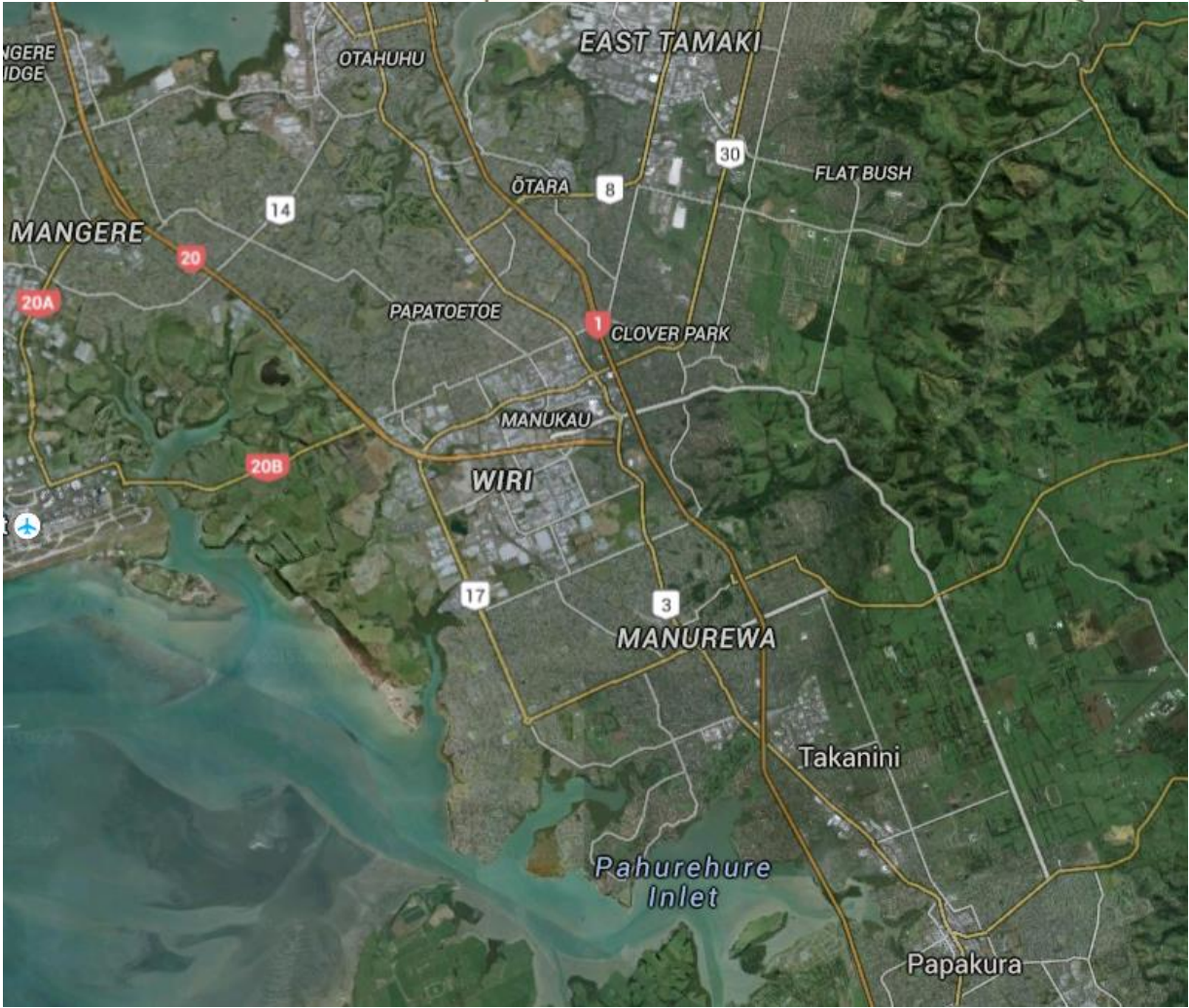
- Community participation in decision making forums (CIF, SIFAC, TWC) to monitor and manage potential impacts identified in evidence.
- A fund administered by SIFAC to address impacts
- A SIMP that enables community data gathering. Designed by Di Buchan.



The image shows two documents. On the left is a site plan for Wiri Prison with the following details:

- Wiri prison**
- \$300m** project, completed February 2005
- 960** male prisoners
- 17ha** on quarry site
- 29** buildings
- 1.3km** perimeter fence
- 4ha** of landscaped grounds

The plan includes various buildings and areas labeled: House blocks (men's security), Processing and storage unit, Reception building, Sports hall, Sports field, Kitchen and laundry, Gymnasium, Health and welfare services, Administration and security, Mail processing, Car parks, and Residences (previously). On the right is the cover page of the Social Impact Monitoring Plan for Corrections Facilities in Wiri, 2014, by Croydon Consultants Ltd.





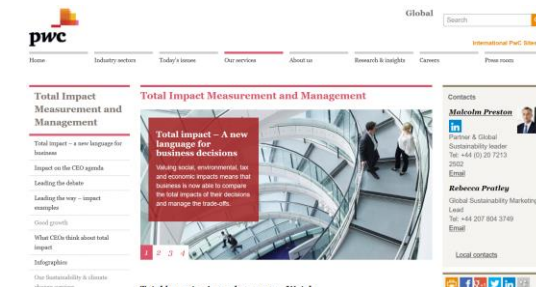
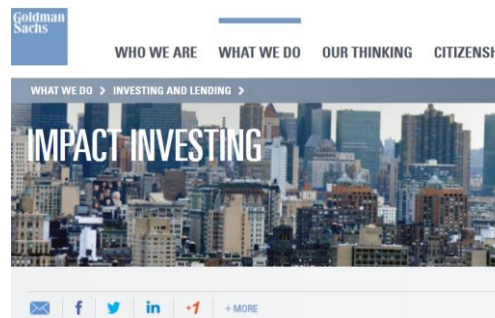
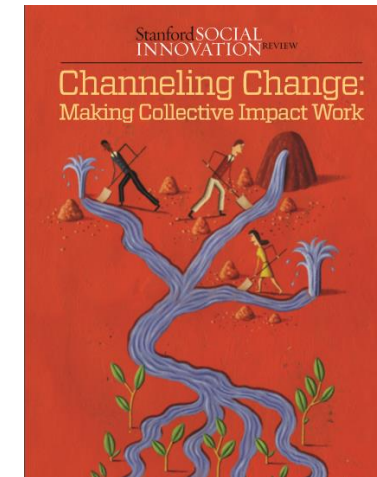
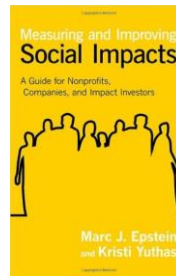
# Impact measurement & investment

- Rise of “Impact Measurement” – Funders, NGOs, Social Enterprise sectors
- Growth in consultancies v. open source resources
- Rapid expansion of “Impact Investment Market” – Business sector
- Co-Design/ Collective Impact/ Shared Value movement internationally – academia and network organisations
- Fast growing recognition of the value (financial, social and environmental) of the SDG’s.
- Multitude of resources (tools and \$) – frameworks, indicator sets, databases, training programmes, technology platforms, apps for data management, analysis



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# Quantitative, financial/ monetary measurement

Social return on Investment (SROI) is a significant, but complex tool.

- Participatory
- Monetises and quantifies what people value
- Compares the cost of investment with value of the benefits
- Quadruple bottom line
- Uses and produces quantitative, qualitative and narrative data



# Measuring and evaluating using visual and narrative

The power of storytelling

- Rooted in participatory rural appraisal
- MSC technique leading methodology
- Access to and revolution in technology is making this a growth industry
- Fast moving, simple and participatory – anyone can share a story (You tube, Facebook, blogs, websites)
- Google Earth/ ArcGIS new data platforms – tendency toward open source
- Discussion occurring in academia and networks generally linked to collective impact.

## The 'Most Significant Change' (MSC) Technique

A Guide to Its Use

by

Rick Davies and Jess Dart



Funded by  
CARE International, United Kingdom  
Oxfam Community Aid Abroad, Australia | Learning to Learn, Government of South Australia  
Oxfam New Zealand | Christian Aid, United Kingdom | Exchange, United Kingdom  
Ibis, Denmark | Mællemøllevejlet Samarbejde (MS), Denmark  
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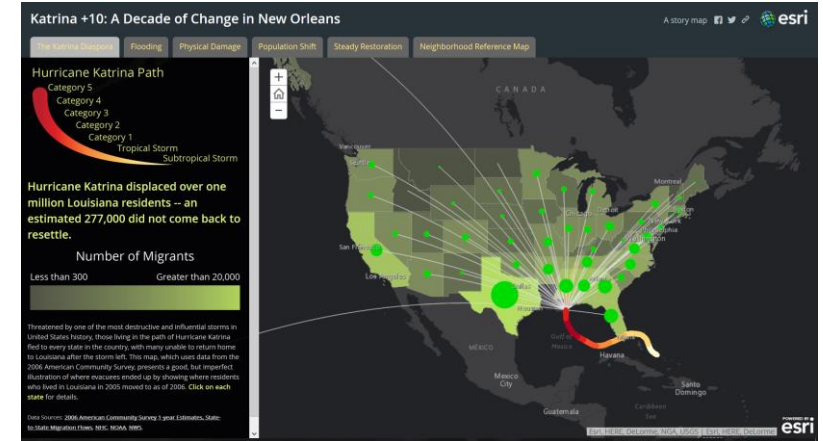
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SSIR Events!

CONFERENCE  
**Data on Purpose:  
Telling Great Stories  
with Data**

February 9-10, 2016  
Stanford, CA



Waiora Pacific

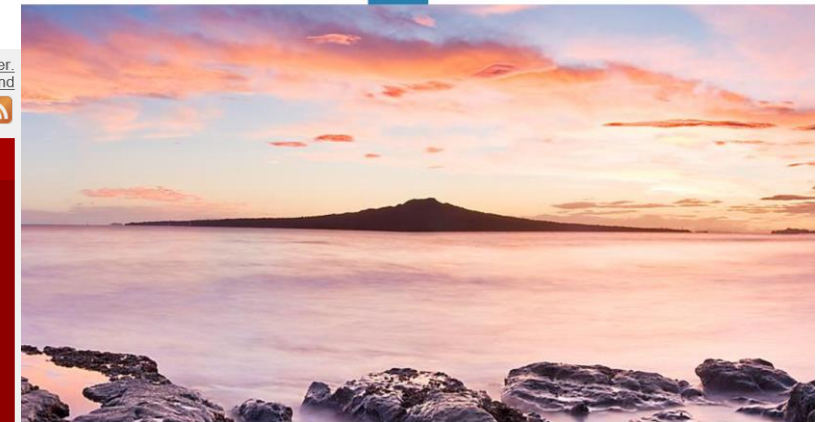
HOME

WHAT WE DO

WHO WE ARE

OUR PROJECTS

CONTACT



Spatiotemporal Visualisation in Real-Time

Big Data made simple

# NZ Citizen Science

- Naturewatch.org.nz
- Manukau Beautification Trust
- Landcare Research NZ
- Online & physical participation
- All ages, but really successful with children and youth
- Open source

The image displays two screenshots related to citizen science in New Zealand. The top screenshot is the NatureWatch NZ website interface, featuring three main sections: 'Explore!' with a magnifying glass icon and 'View Observations!' link; 'Learn!' with a butterfly icon and 'About NZ Species!' link; and 'Record!' with a camera icon and 'Add Observations!' link. A 'Needs ID!' banner is visible above the 'Learn!' section. On the right, there is a 'NatureWatch NZ' logo and a text box explaining the platform: 'to NatureWatch NZ, where you can record what you see in nature, meet other nature watchers, and learn about the natural world.' Below this are 'Learn More »' and 'Add Observations!' buttons. A banner at the top of the page reads: 'We're running two one-day NatureWatch NZ workshops in Wellington! This Friday and Saturday (4-5 December). Register now!'. The middle section shows a list of observations with a map on the right. The list includes: 'Plants Kingdom Plantae' (Observer: savvy, Date: November 25, 2015, 04:28 PM NZDT, 2 photos); 'lettuces Genus Lactuca' (Observer: savvy, Date: November 30, 2015, 05:01 PM NZDT, 2 photos); 'Hoheria sexstylosa' (Observer: savvy, Date: November 30, 2015, 04:57 PM NZDT); and 'Australina pusilla' (Observer: savvy). The map shows a green landscape with several green location pins. The bottom screenshot shows a photograph of a large group of people, including many children with backpacks, gathered outdoors on a grassy area. A logo for 'Manukau Beautiful' is overlaid on the top left of the photo. A navigation menu at the top of the photo includes 'About', 'Home', 'Events', 'News', and 'What we do'. On the right side of the image, there is a vertical logo for 'LANDCARE RESEARCH MANA AKI WHENUA' with a stylized green leaf icon below it.

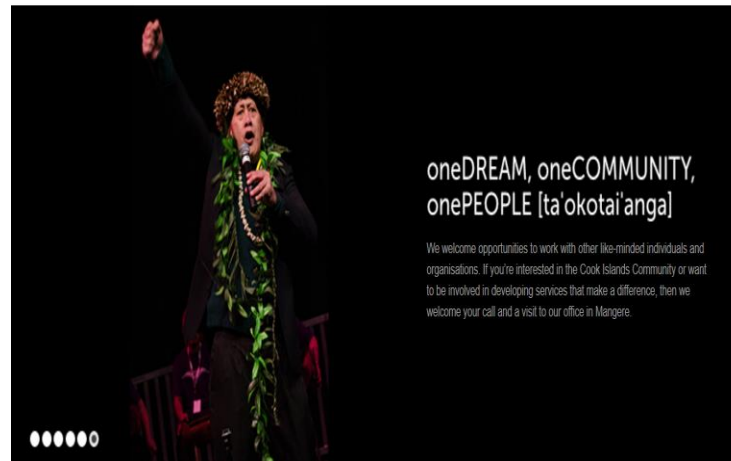
# NZ Community-led sustainability planning and social enterprise

Cooperative, principles based enterprises concerned with community-led, sustainable development

- Towards 2060 – open source, educational platform for communities (of interest and spatial) to design and implement projects and local development plans.
- CIDANZ – young Cook Island leaders facilitating establishment of cooperative, family-based enterprises to address social, economic and environmental challenges of Cook Islanders in NZ and Cooks.
- OOOOBY – social enterprise rebuilding the local food economy



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oneDREAM, oneCOMMUNITY,  
onePEOPLE [ta'okotai'anga]

We welcome opportunities to work with other like-minded individuals and organisations. If you're interested in the Cook Islands Community or want to be involved in developing services that make a difference, then we welcome your call and a visit to our office in Mangere.

towards 2060  
think of the possibilities

# 2. Participate as a community of practice

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Start with ourselves

Coordinate, share and collaborate as peers

Enhance our own participation in our associations

Enable our associations to improve, integrate and grow our crafts

# 3. Engage our stakeholders

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Identify and align with our impact assessment community of practice – how do we integrate and ‘fit together’ to change business as usual?

Ask our wider stakeholders how we can all improve business as usual – submissions are not enough.

Improve our branding and marketing of Impact Assessment as a system – a sum of its parts

# Tweak or re-assess?

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*“Power is the ability to produce intended effects”*

**Bertrand Russell**

*“New power is made by many. It is open, participatory, and peer driven. It uploads, and distributes... The goal with new power is not to hoard it but to channel it”*

**Jeremy Heimans and Henry Timms**

*“If you have a dysfunctional institution, don’t try to change it. Rather, determine what that institution was supposed to deliver and design a better system to actually deliver that purpose or service”* **Bill Mollison**

