



# **eleven Augsburg**

## **The first successful SIB in continental Europe**

**Session 6 | Outcome Metrics**

# WHAT ARE OUTCOME METRICS?

The so-called outcome metrics are especially important when it comes to deciding about the **success** of an intervention as well as about the actual **repayment**.



The most important outcome metrics measurement used is the so-called **impact**.

What is impact? It is mainly the question whether there is a real **benefit for the target group** and what that benefit actually looks like.

# CRITERIA

For achieving an objective definition, one needs to find a one hundred percent precise **definition of the initial situation**.

These objective criteria are crucial, as relying solely on subjective criteria would in this case not be enough.

In the following, the definition will enable the provision of **measurable data** which is needed for proving the existence of a real benefit for the target group.

Furthermore, it has to be proved that the benefit is **solely** generated by the implemented intervention and could not be achieved otherwise.

Nevertheless, it is difficult to find investors by demonstrating the necessity of participating in the project for achieving the generated success.

→ Finding **clear, objective criteria** for defining the success case is extremely important.

# DEFINITION OF SUCCESS

The evaluation of the project can be done by using a **control group**. This comparative measurement requires some **staff** who must not be able to influence the results in any way.

There are some **existing methods** and good **sociology databases** that can be used for the measurement.

For simplification, one can also compare **regions** where a **SIB** is implemented, on the basis of the target group definition, specific criteria and the success case. The control group can then be found in the existing database.

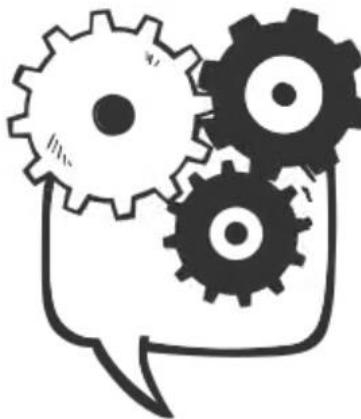
The initial situation might already be measured **during the implementation** of the project, as being essential for creating a valid data pool.

The generated outcome metrics have to be provided for future investors and the social sector to enable them to implement preventive interventions in the **future**.

# FRAMEWORK

In case of not being able to implement the framework, one has to **refrain from** the initiation of the **SIB**.

Otherwise the measurement is not going to work and a financial success for the investors cannot be generated.





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This project is co-financed by the European Regional Development Fund