

Share something new: Learning by Sharing

Measuring social capital performance

When: Wednesday 17th April 2013, from 14:00 to 15:15

WBCSD's Social Capital team recently issued a guide to support companies' efforts in tackling the challenges of measuring socio-economic impacts, helping business to:

- Define and articulate the business case for socio-economic impact measurement within their organization, based on four pillars: maintaining the license to operate; improving the business enabling environment; strengthening value chains; and, fueling product and service innovation.
- Understand the essentials of impact measurement theory, and communicate with internal and external stakeholders on the subject - including on the terminology.
- Navigate the landscape of measurement tools, and identify those that best meet companies' needs. The guide profiles 10 existing tools tailored to business needs, dissected on the basis of functionality, fit for purpose, cost and complexity of implementation, and examples of their application in practice.

This "Learning by Sharing" session will introduce the details of the guide, the tools profiled, and practical examples of companies' measurement work. It will be followed by a discussion on opportunities and challenges, and how to work at the level of WBCSD on these issues, most notably in view of advancing toward measuring social capital performance.

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