



Danube Transnational Programme  
INDEED

# COACH: Service & Impact

**INDEED**

Innovation for  
Dementia in the Danube Region

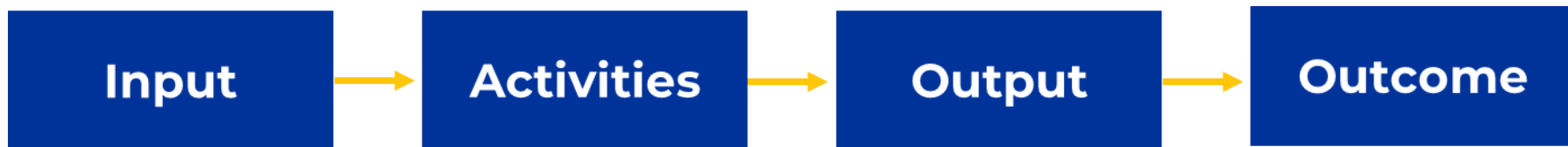
Project co-funded by the European Union  
A stream of cooperation

# Service & Impact: Summary

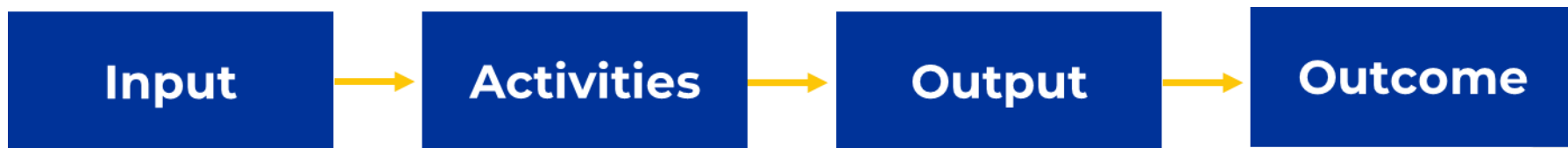
- The **impact value model** helps you to understand how your goods or services change the life of people, organizations or the whole society. It consists of various impact value chains for different stakeholder.
- **Stakeholder** are groups of people or organizations who have some kind of relationship to a project due to its activities. They are either affected by the project or might affect the project with their own activities. For example, the target group is a stakeholder of a project but also many more like family and friends, the public administration, the general public and so on.
- An **impact value chain** is built up for each stakeholder. Hereby, the input, activities, outputs and outcomes are identified and measured for each stakeholder.
- In a more complex impact model a distinction is made between **outcome and impact**. Analysing the impact takes into consideration that there are other services and goods besides your project. The changes that would have happened anyway if your project would not exist are called deadweight and are subtracted from the overall outcome of the project analysed. However, this distinction is not needed for an average business plan.
- **Analysing the impact value model** of your project helps you to **understand your own business model** and appreciate the needs and benefits of your stakeholders. This can support your own **decision making** but also facilitates **communication** to others how you fulfil your mission.

The **Impact Value Model** consists of different Impact Value Chains for several Stakeholder:

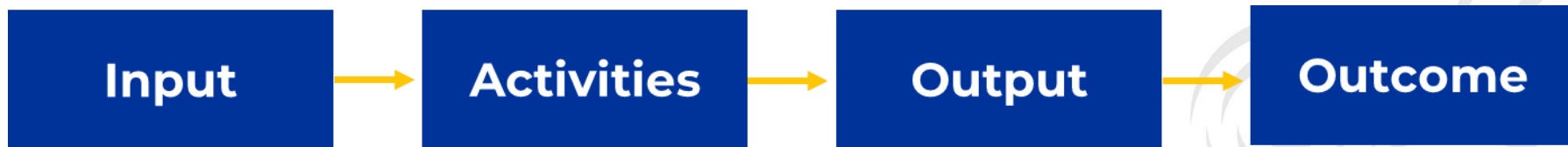
Stakeholder A:



Stakeholder B:



Stakeholder C:



# Service & Impact:

## Impact Value Chain



**Input** refers to all resources that a stakeholder invests into a project.

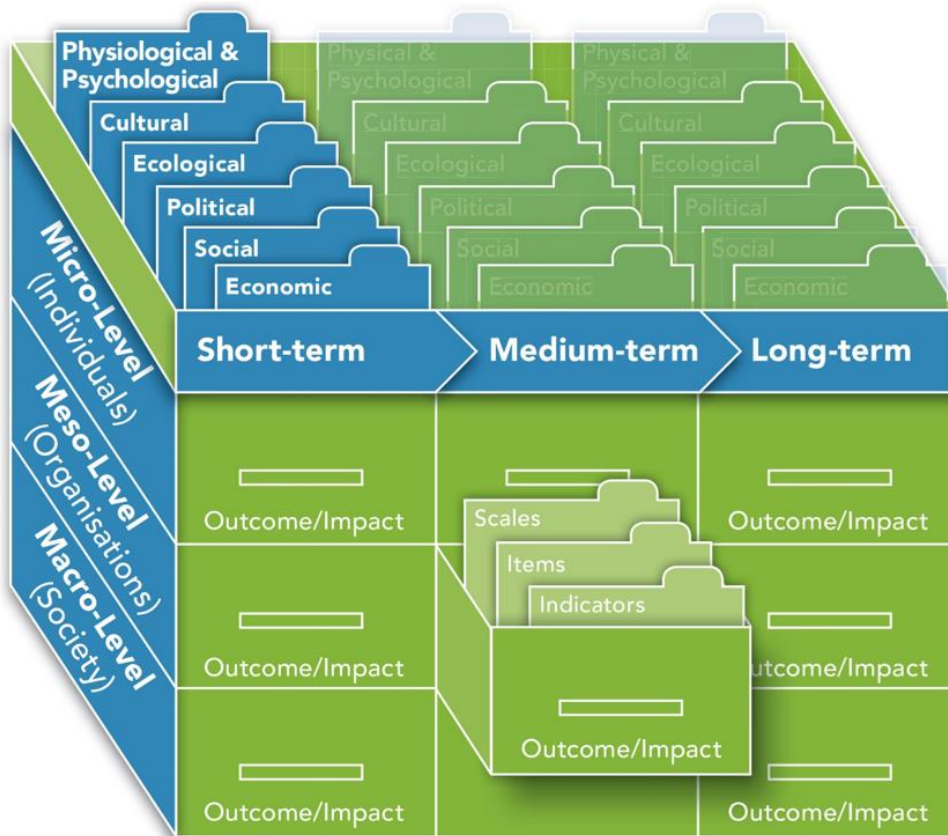
**Activities** refers to all products and services offered to a stakeholder.

**Outputs** are products and services that directly result from the activities of an organization or project. They can be easily counted and controlled.

**Outcomes** refer to the positive or negative changes that can be observed in the lives of the beneficiaries and stakeholders of a project after an intervention has taken place.

# Service & Impact:

## Outcomes



Outcomes can be:

- economic
- social
- political
- ecological
- cultural
- physical or psychological

They may affect:

- individuals
- organizations
- the society

On a time dimension outcomes can be:

- short-term
- medium-term
- long-term

Schober/Rauscher (2017): What is impact? Social impact of (nonprofit) organizations.