



Impact Insights

Understanding the  
differences in Impact  
Management and  
Measurement

Next Generation Consultants

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# What do we mean by impact?

The effects - positive or negative, directly or indirectly, intentionally or unintentionally experienced by people or the planet as a result of one or more activities

# What do we mean by impact measurement?

Measuring the effects (direct or indirect, positive or negative, intentional or unintentional) through various different methods/approaches.

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# What do we mean by impact management?

The systems, processes, culture, and capabilities of social impact measurement in a given organization.

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# Why is IMM important?

IMM is growing in importance internationally as the world struggles with the growing climate crisis, inequality, and the devastating fall-out from the pandemic. The public and private sectors are becoming more focused on measuring social impact better - in terms of public service delivery, corporate sustainability, and environment, social and governance (ESG) metrics. Within the social economy, many foundations, co-operatives, charities, social enterprises, and NGOs, play a pivotal role in impact measurement and management, since they need to account for and manage their own impact, as well as help their grantees/investees get more proximate with their beneficiaries in order to listen, learn, and improve their interventions.





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