

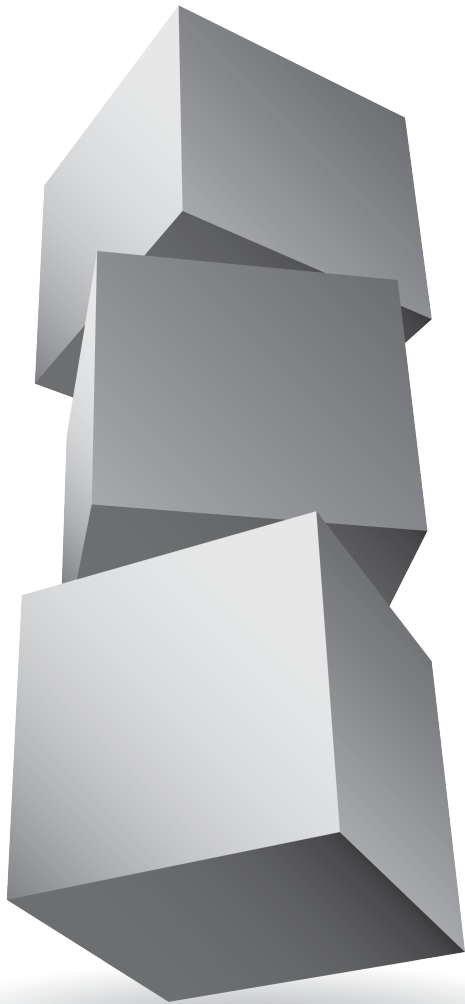


# SUSTAINABILITY IN 3D

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# The 3 Dimensions



## Development

- Economic impact: the amount of resources invested in Romania, the contribution to the state budget, and the number of jobs created.

## Dedication

- Societal impact: the strategic investment made in community programs to address crucial societal problems with community partners.

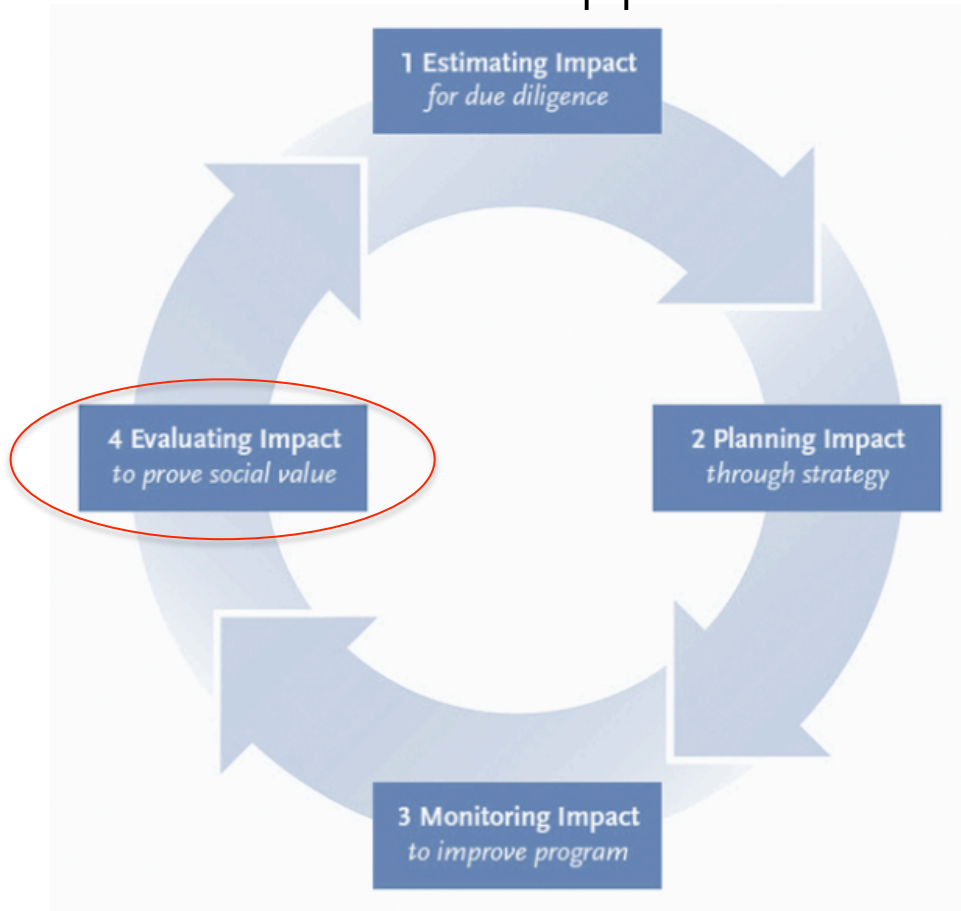
## Discipline

- Effect on environment: efforts made to minimize impact on the natural environment, to offset potential negative effects.

# Measuring the (almost) immeasurable

- Measuring impact is the “mantra” that seems to endure
  - “Results that can be measured & change that can be felt” (Preston, 2013)
  - Evaluation:
    - Often conceptualized as an “a posteriori” act of evaluation
- ↕
- “A priori” evaluation for estimating impact
  - Monitoring impact to improve programs / interventions

# Measurement approaches



Claims about making a difference vs. evidence of how much difference you're making (Ebrahim, 2013)

\*Source: HBR, May 16, 2016

# Measurement methods

- 4 basic categories

- Trained judgment (& expertise)

- Used for impacts where measurement is unfeasible

- Qualitative research

- Rely on objectively validated & systematic documentation & analysis

- Quantitative research

- Measurement of outputs or outcomes rather than actual measurements of impact

- Monetization

- Ascribe monetary values to market & nonmarket impacts (outcomes) & subtract cost incurred to produce net social benefit

\*Source: Epstein & Yuthas, 2014



# STUDY METHODOLOGY

# Study methodology

- Sampling:
  - Frame: list of eligible AmCham members at the time of the study (N=381)
  - Quota sample → Low response rate → All eligible members
- Data collection:
  - Public data analysis
  - Online survey of eligible members
  - In-depth interviews
  - Other sources (scientific literature; relevant publications)

# STUDY FINDINGS





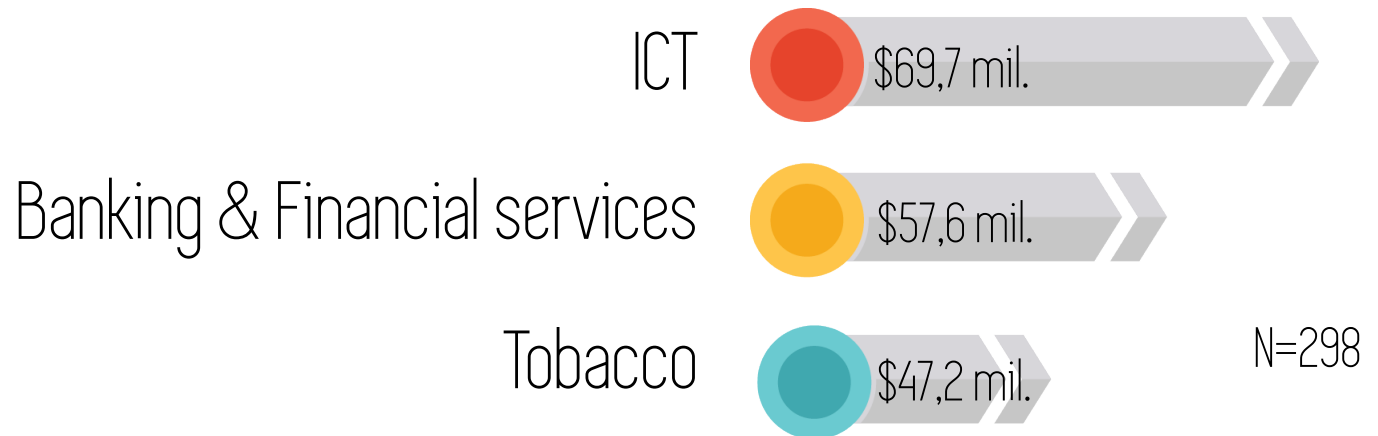


# DEVELOPMENT – ECONOMIC IMPACT

# Findings – Economic impact

Massive contribution to the national budget (profit tax)

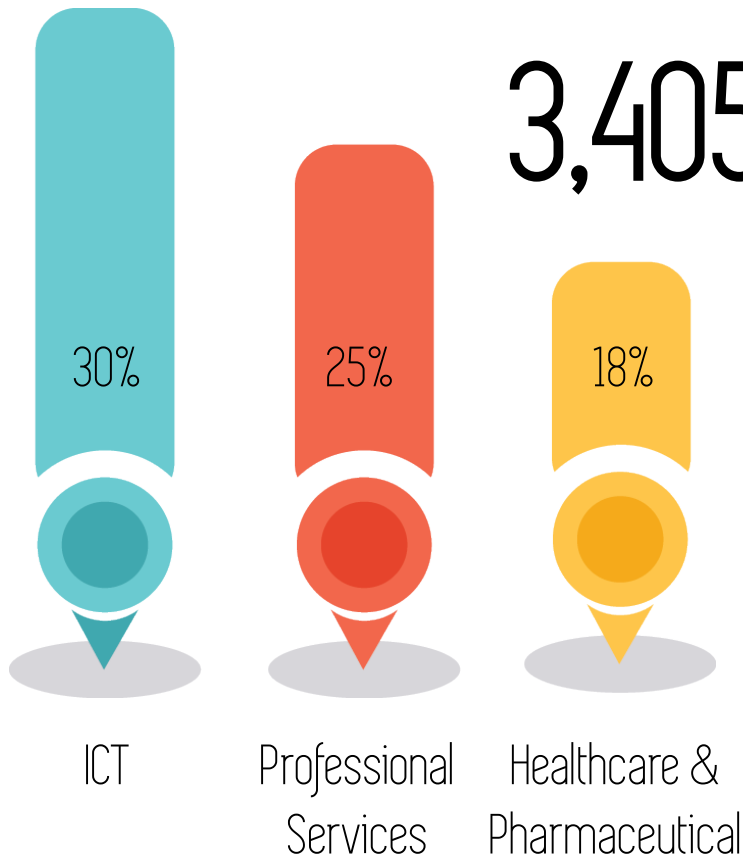
## \$321,4 million



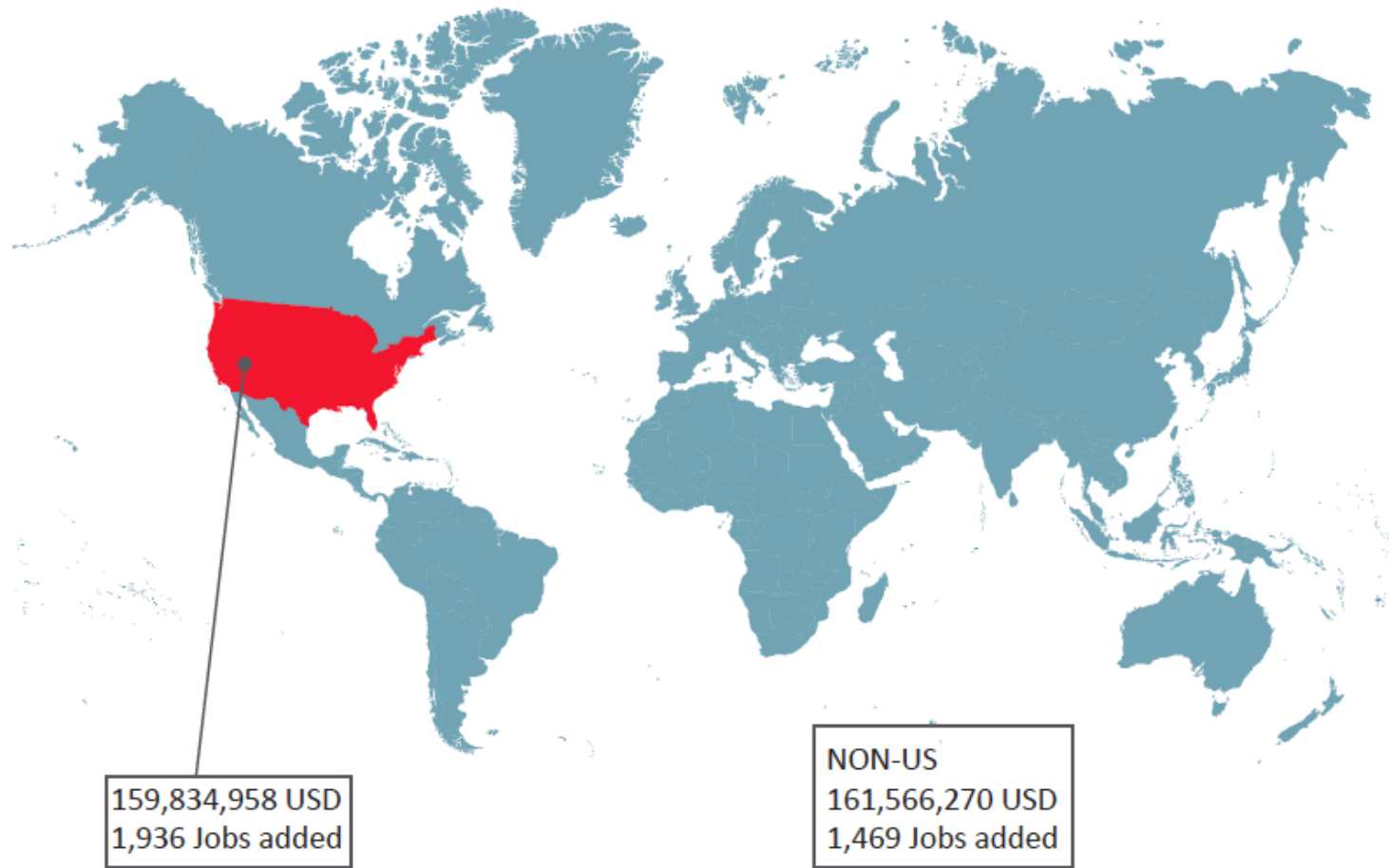
# Findings – Economic impact cont.

Significant contribution to the job market growth

## 3,405 jobs added



# Economic impact: US vs. Non-US



DEDICATION — SOCIETAL IMPACT



# Findings – Societal impact

Inputs

2016 community  
investment  
USD 24,8 million

N=31

Overall community  
investment  
USD 204,3 million

N=23

VS.

Sponsorships potential for 2016

**\$55 million**

N=242

# Findings – Societal impact cont.

4 major philanthropic areas

## 1,264 projects

# Community development projects 2016

358

# Education projects 2016

340

# Environment projects 2016

142

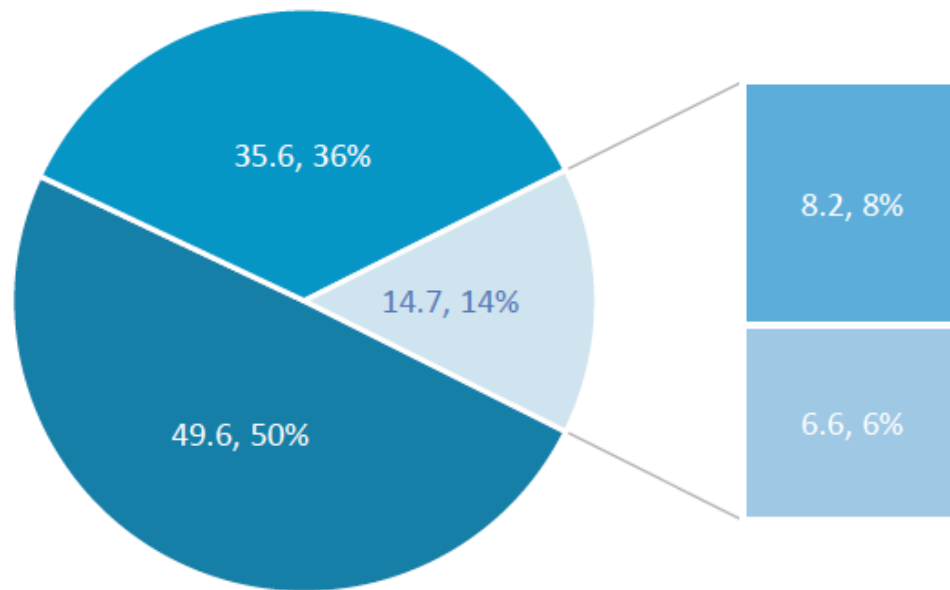
# Health projects 2016

312

# Other projects 2016

39

# Findings – Societal impact cont.



1,112 community partners

- # Non-profit organizations (foundations, associations) partners
- # Non-profit institutions (schools, hospitals, museums, etc.) partners
- # Public Administration partners
- # Other types of partners





DILIGENCE — CARE FOR THE ENVIRONMENT

# Findings—Diligence

142 environmental projects

43 community partners

12,154 volunteer employees

# Findings – Diligence cont.

Concern with carbon footprint in its infancy

- 21 companies measure their carbon footprint
- 17 companies report their carbon footprint
- 14 have programs to offset their carbon footprint

# CHALLENGES



# Challenges in measuring impact

- Lack of data & data quality
  - Deficiencies of public data
  - Reluctance of companies to share or confirm data
  - Lack of consensus on indicators to track & how to measure them
  - Lack of resources or knowledge
  - Low priority
  - Other factors



## CONCLUSIONS & VISION FOR THE FUTURE

# Conclusions

- AmCham companies:
  - Contribute decisively to the economic development of Romania
  - Play a key role in addressing societal problems of the Romanian society
  - Make efforts to care for the environment, reduce or offset their impact

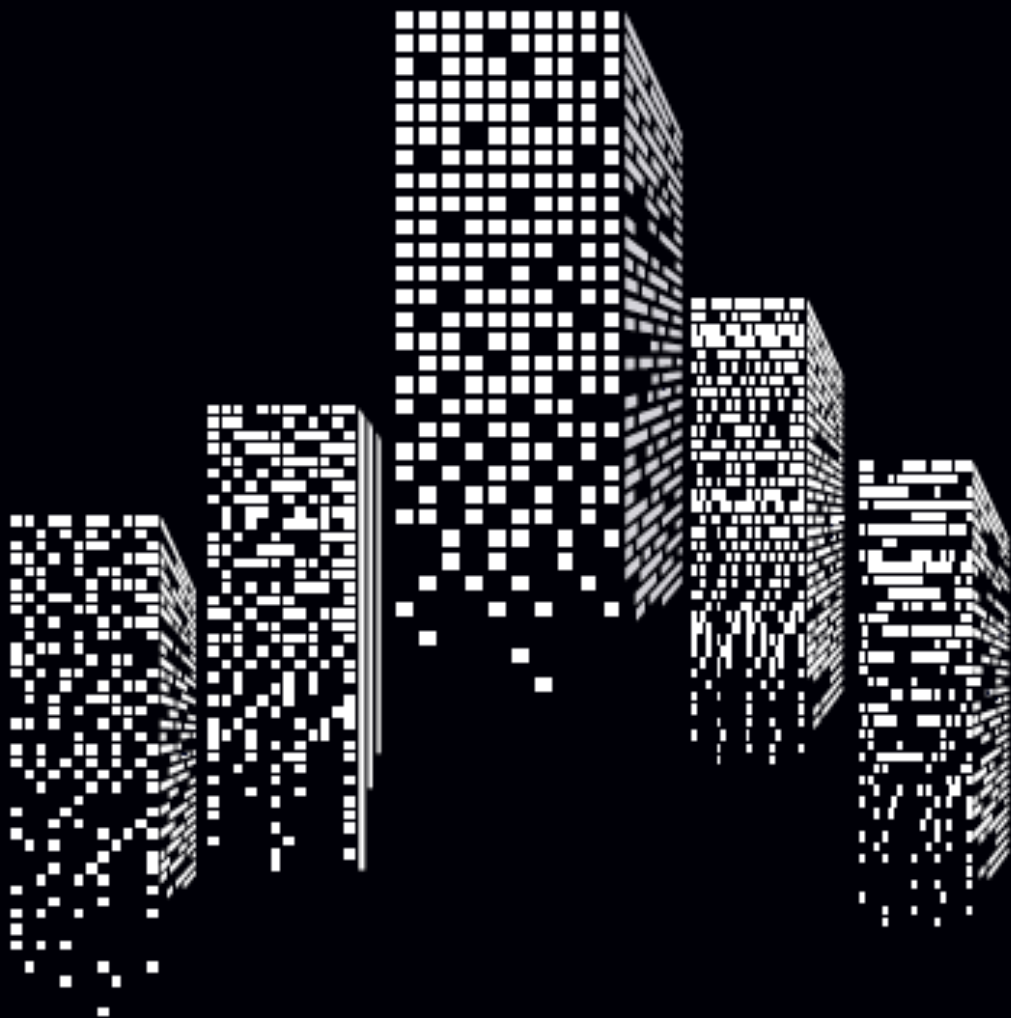
# Conclusions cont.

- AmCham companies need to:
  - Enhance (readily available) financial data disclosure
  - Increase effort in monitoring, measuring and reporting impact & non-financial data
  - Communicate results more efficiently
  - Increase investment in community programs (not using up to legal limit)
  - Invest not only in community programs but also in the capacity building of community partners:
    - develop knowledge & capacity (human & financial resources) to collect & report data



# Vision for the future

- Goal: achieving long-lasting, nation-wide, systemic change
- Challenge:
  - limited resources vs. ever-increasing # of problems
  - “scattered” efforts of addressing isolated problems

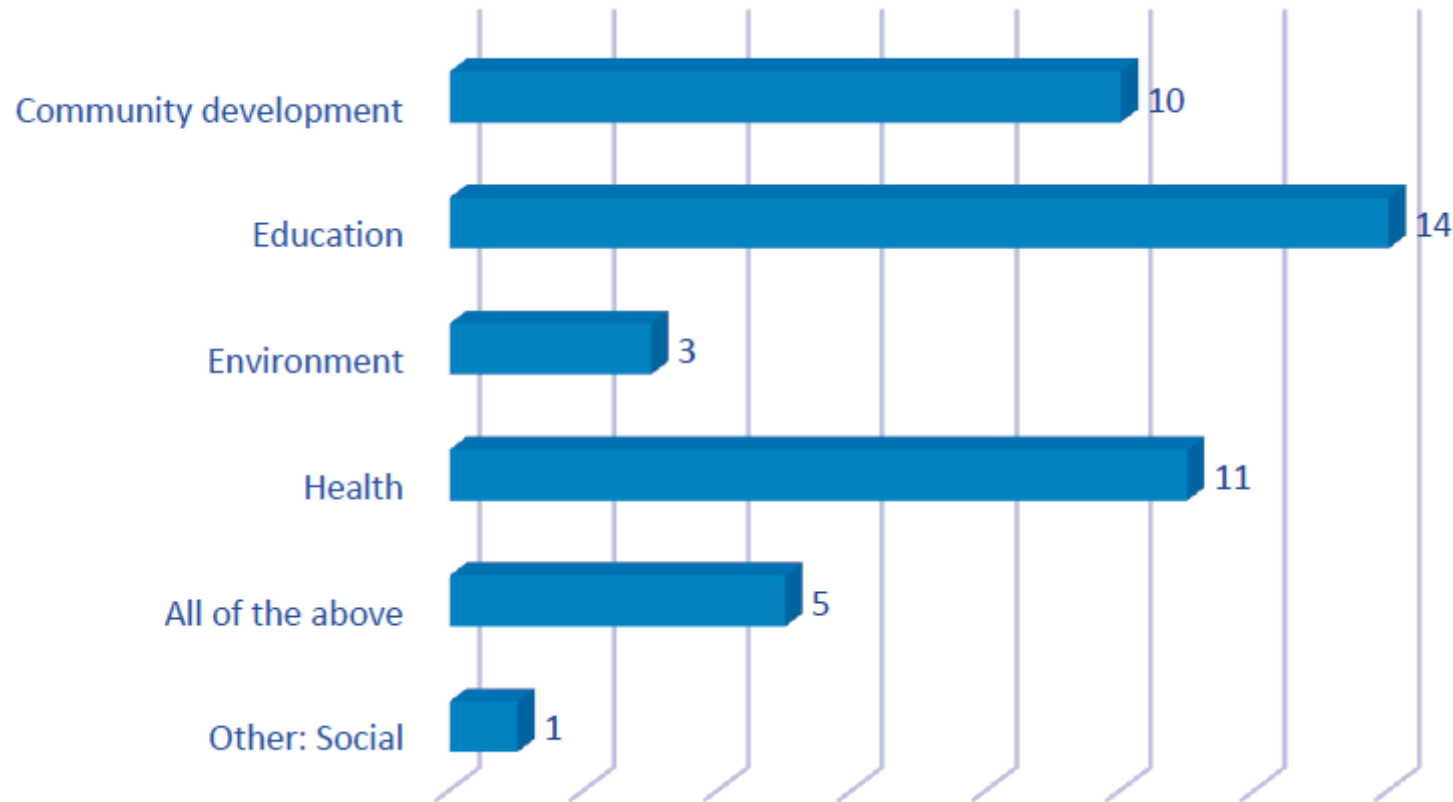


# Vision for the future cont.

- Implementation requires:
  - Collaborative funds / Pooled resources
    - Clear guidelines
    - Open-minded approach
  - Cohesive, multi-financed, high-impact potential programs
    - Estimating / Planning / Monitoring impact
  - Long-term commitment from funders and implementers
  - Consolidated strategic civil society partners
    - Capacity building
    - Community partner collaboration

# Vision for the future cont.

- Assess willingness to participate in concerted national projects



N=41



We dare to dream.

We kindly ask you to do the same!

# References

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Thank You!

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