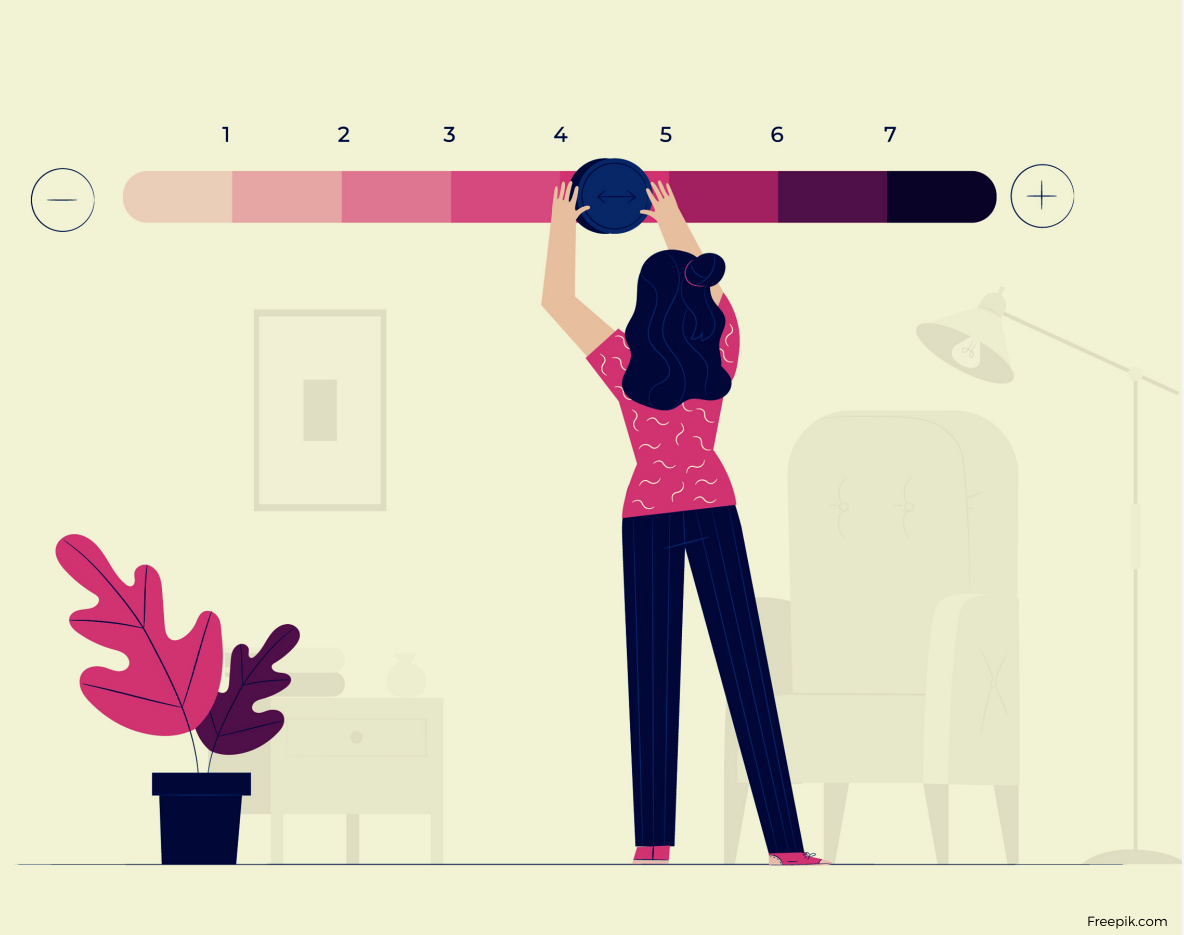
ERASMUS+ PROJECT

TOOLKIT

MOVE IT FORWARD+

Impact and assessment of women programmes and events supporting women in entrepreneurship



Erasmus+

move it forward
female digital starter weekend

PREPARED BY

MOVE IT FORWARD+ CONSORTIUM PARTNERS

move it forward

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It's important for your organisation as well as for your donors/sponsors/partners to measure your impact when you are implementing a female entrepreneurship event or programme.

What is the impact?

It is the difference you have made on the people and the world!

Pretty exciting!

It's also a great way to see how you are doing and measuring the impact you have created for the participant and your entrepreneurship ecosystem in general. People tend to be very happy and enthusiastic after these kinds of events and will tell you directly. This is always very encouraging, but probably not enough to demonstrate your impact!

Ideally, you should be able to follow up with your participants in the long term but experience shows that this is difficult. This is why you need to collect quantitative and qualitative data and feedback regularly, from the very beginning of your initiatives.

Quantitative

Elements such as dates, percentages...
It can be measured in a mathematical and structured way.

Qualitative

Cannot be measured by numbers only. This can be captured via testimonials, written feedback, impressions, suggestions for improvement ...

THE DIFFERENCE BETWEEN A FEEDBACK SURVEY AND AN IMPACT ASSESSMENT

Feedback surveys are usually given after participation events or programmes, they can be short or long depending on your needs. Very generic questionnaires with data are not always processed and the results not always used for improvement. These surveys can include questions on the logistic side of activities.

Impact assessment is a complete process, using feedback surveys but not only. Data collected and other sources of feedback can be integrated. It aims to measure consistently over time and ideally, this should collect similar information at different points in time. Feedback can be used and analysed. Data and findings will be used to communicate results (internally and externally), improve processes, and can be used to develop new projects based on learnings and findings. These pieces of information can also be asked by funders to measure the impact created thanks to the money given. This is getting more common, as many organisations need to measure the impact of intervention and policies, especially when your activities are funded by public money.

WHY MEASURING THE IMPACT?

- You need to understand better who your participants are and what are their needs.
- You also want to make sure that your actions are in line with the needs of the target audience and that you are reaching the initial audience and creating social added value.
- You will need to make sure you are reaching the right target groups, that your activities are accessible and adapted to your target group.
- It will also help improve your process, communication, organisation, practice, developing new ideas, measuring and improving the quality of your work.

Examples of questions you want to answer when helping women entrepreneurs

- How are you helping women to develop their entrepreneurial skills?
- How are you helping women to become entrepreneurs?
- How many women create new companies with the support of your programmes?
- How do you make the difference for the woman you are targeting?
- What are the difficulties experienced by the women you are working with and how can you help them to overcome them?

The **impact assessment** also helps your organisation to acquire more knowledge, for example on how to attract participants, address specific targets groups, adapt your work to different types of participants and offer programmes matching the needs.

In **Diversity and Inclusion**, the risk is often to reach a slightly different group than initially targeted.

Why? Because it's easier to reach an educated (socially and economically more privileged) and well-connected audience, who already have access to information and resources. It's much harder to reach women with fewer opportunities and who do not know what programmes such as yours exist or can be for them. The same goes for gender and women issues, it's much easier to speak to an audience already well familiar with the issues and much more challenging to reach people who are not aware of the topic.

WHICH INFORMATION TO COLLECT AND HOW TO TREAT IT?

You need to put in place **a process to collect information and processing data** to measure your impact. It needs to be established right from the start, otherwise, you will be missing major pieces of information to complete your impact analysis. This can be very simple.

When registering participants, you can start collecting the following information:

- First name, last name, age, situation when entering the programme, place of residence, experience with entrepreneurship/digital tools, if the person has a specific project in mind

(see examples of registration form in the Guide "How to organise a Move it forward+" or in the Mentor's and Mentee's portfolios)

→ Information on registrations and attendants shall not be kept longer than **3 years** after the events.

- Information on the size of the cohort and what's happening with the people.

→ A simple web form can be created with a tool such as **Typeform or Google Forms**. This will facilitate the collection and treatment of data.
To comply with GDPR and make sure to guarantee privacy, you have to mention what you do with the collected data. You have to ensure that the data won't be shared with anyone else and won't be used for commercial purposes.
(See the "the Data Protection Notice" in Mentor's and Mentee's portfolios.)

It is recommended to **store data in an organised way.**

We suggest using a single spreadsheet with multiple tabs:

- applicants
- participants in hackathons
- projects follow-up
- applicants in mentoring
- participants in mentoring.

The file must be named by event/programme name and year (to avoid searching the right file several years later…).

WHAT TO MEASURE BEFORE, DURING, AND AFTER THE EVENT AND THE PROGRAMME?

When launching a programme, you can create and keep statistics such as :

- Age (calculate the average of % of participants per category 18-25, 25-35,…)
- Situation: student, unemployed, f/t mother, entrepreneur/freelance …
- Motivation to join the programme
- Type of project the participants are working on (vertical).
- How did you hear about the programme?

You can process data on participants before the programme and participants remaining at the end of the programme.

Collect (and track) information such as the number of applicants, number of no shows, number of participants, number of projects created ...

Typical information on a **Move it Forward** cohort will be number of:

- People registered
- People attended
- People enrolled in the mentoring programme
- People who worked on the project toward the end of the programme and the company created or found a job.

Right after the event or programme, It's recommended to **survey your participants** for feedback on both the organisation side, as it will help to evaluate your work and improve as well the quality of your activities, and the efficiency of your work.

HOW TO DESIGN QUESTIONS FOR PARTICIPANTS TO PREPARE AN IMPACT ASSESSMENT?

You can ask different types of questions :

- open or closed
- Multiple-choice
- yes or no (it is better to avoid these types of questions because they do not bring a lot of valuable information at the end.)

It's easier to put a few choices for most questions and it is better to always leave the field "another" with the possibility to answer freely if none of the proposals suits them. You can have a few open questions to get text feedback and collect short testimonials that you can use as quotes later.

Examples of **relevant questions to add to your survey**:

- Did you develop new skills? Which one(s), soft skills/hard skills?
- What would you like to continue learning?
- Did you gain more confidence in working on your own project/creating your company?
- Will you work on the project afterwards?
- Which skills/resources do you need the most to continue working on your project?

IMPACT ASSESSMENT FOR VOLUNTEERS/TRAINERS/MENTORS

It's also important to **get feedback from your volunteers, trainers, mentors** or other types of supporting participants involved in the event/programme.

- Have you developed new skills? Which one(s), soft skills/hard skills?
- What did you enjoy the most during your participation?
- Would you like to contribute to the (participant) project afterwards?
- Would you like to participate again?
- Would you recommend the experience to a colleague?

You can also use the feedback questionnaire available in Annexes of the "*Toolkit to develop sustainability via mentoring*".

TRACKING (COMPANY CREATION) PROJECTS PROGRESS DURING AND AFTER THE PROGRAMME

This consists of tracking **how the projects are doing**. This should be done right at the end of the programme and ideally 6 or 12 months later if you manage to keep track.

You can collect information such as:

- Projects status at the end of the programme
- Main barriers faced by participants
- Number of solo founders or teams
- Resources needed to develop the project (financing, skills …)
- If the project is not continued, identify the main reasons to help to advance the discussion around the topic of female entrepreneurship.

COMMUNICATING ON AND WITH IMPACT

Writing a short report after the end of the programme is advised and always very professional. This can also be asked by your partners or donors. It's much easier to do if you have carefully collected information during your programme as stated before.

It also helps to show the need of your target group and how you can contribute to help and design your activities to serve these beneficiaries.

Better to keep this written report **short and brief, nicely presented and organised** to stand more chances to be read and used! **Use frames** to underline important points and specific information.

This can also be done with a short **Powerpoint/slides** presentation!

- Use pictures, social media posts, participants quotes, key data that matters! Do not hesitate to use (visual) storytelling to communicate your impact.
- Share it with your partners right after the events.
- Use the key data, learnings and KPI (key performance indicator) in the future when designing new events and looking for new partners.

CONCLUSION

Putting in place tools and processes to track and measure your impact is **key to measure your success**. With the data collected, you will be able to **tell the story of your organisation** and more importantly **how you are changing people's lives** thanks to your initiatives!