

2025 SIDS NDE Joint Programme

Forum and Capacity Building
on Co-creation for System Transformation

Session 1: Evaluating an Impact and Segmentation

PRESENTER

Associate Professor Julia Carins
Social Marketing @ Griffith



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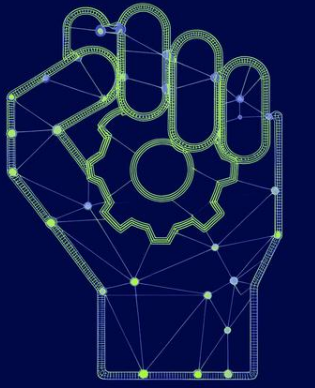
Social Impact: Social Return on Investment

PRESENTER

Associate Professor Julia Carins
Social Marketing @ Griffith



SESSION OBJECTIVES



Learning Objectives:

- Understand what social impact is and why it matters
- Learn how to map and measure social impact
- Understand Social Return on Investment (SROI) principles

You can expect to obtain:

- A clear understanding of the social impact chain
- Practical tools to map and measure impact
- Skills to identify and differentiate between outcomes and impacts



WHAT IS SOCIAL IMPACT?

Environmental impacts:

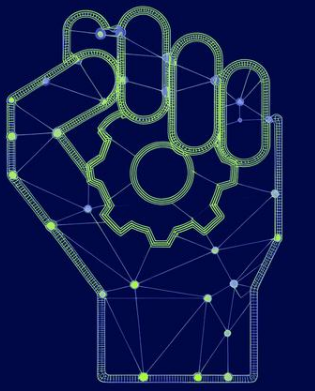
- water
- pollution
- biodiversity
- energy
- sustainability

Societal impacts:

- equality
- livelihoods,
- health
- poverty
- security
- justice
- nutrition

Societal and environmental changes (positive and negative, intended and unintended) resulting from investments

- adapted from Epstein and Yuthas (2017)

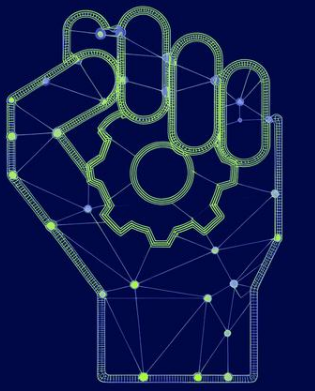


WHAT IS SOCIAL IMPACT?

Social impacts are:

- Longer term
- Compounding
- Not constrained to the activity/investment
(always other things at play)

Like a ripple... that gathers momentum along the way and becomes a wave (crashes into obstacles along the way)...

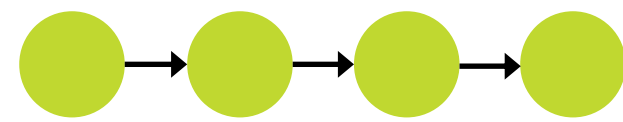


THE DYNAMIC & TEMPORAL NATURE OF SOCIAL CHANGE

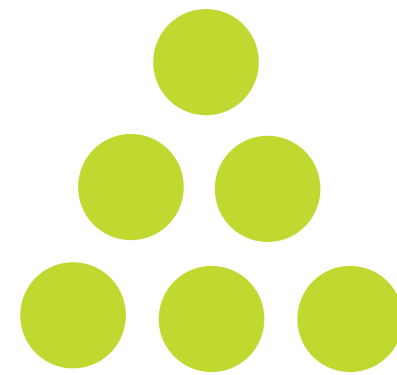


Outcomes must be

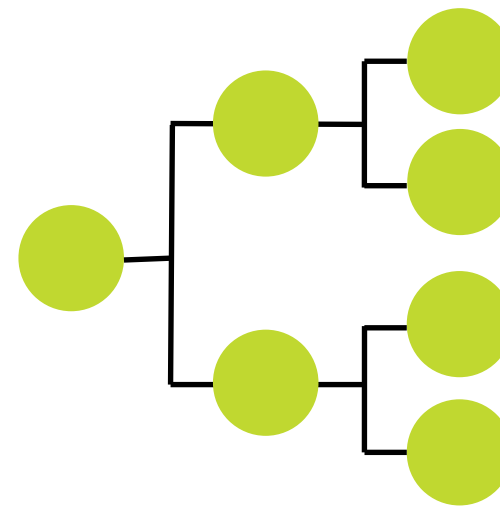
to generate



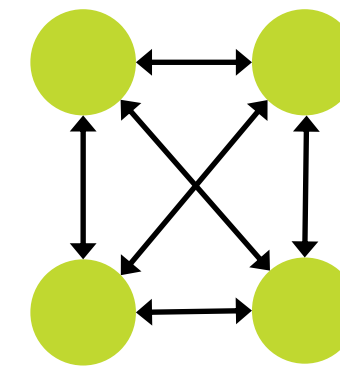
Recurring



Cumulative



Evolving



Interacting

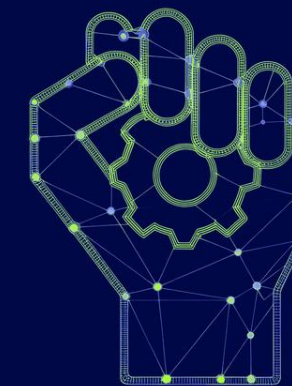


Impact

Time



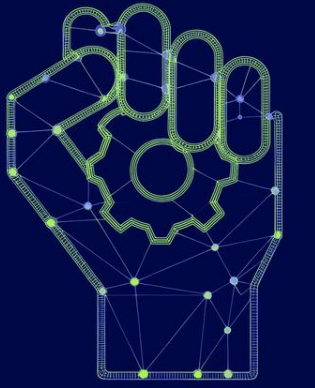
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MAPPING SOCIAL IMPACT



THE IMPACT CHAIN



 **INPUTS**

What goes into the program

 **ACTIVITIES**

What happens in the program, e.g. what we do

 **OUTPUTS**

Tangible, observable products + services resulting from activities

 **OUTCOMES**

Immediate measurable changes after the people interact with your outputs

 **IMPACT**

Longer term changes that accrue over time

**THE
SOCIAL
IMPACT
CHAIN**



THE IMPACT CHAIN

Investments or resources that are used to pursue impact objectives. These resources are used to create.....

Examples Include

- Funding
- Partners time
- Volunteer time
- Partners infrastructure (locations)
- Sponsorship

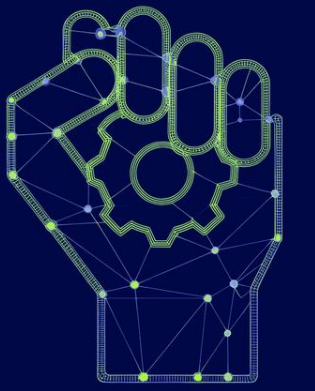


THE IMPACT CHAIN

Actions or tasks that are undertaken in support of specific impact objectives... these activities which result in quantifiable numbers of ...

Examples Include

- Team meetings
- Planning
- Budgeting
- Analysis

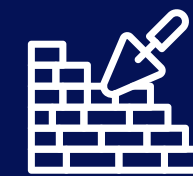
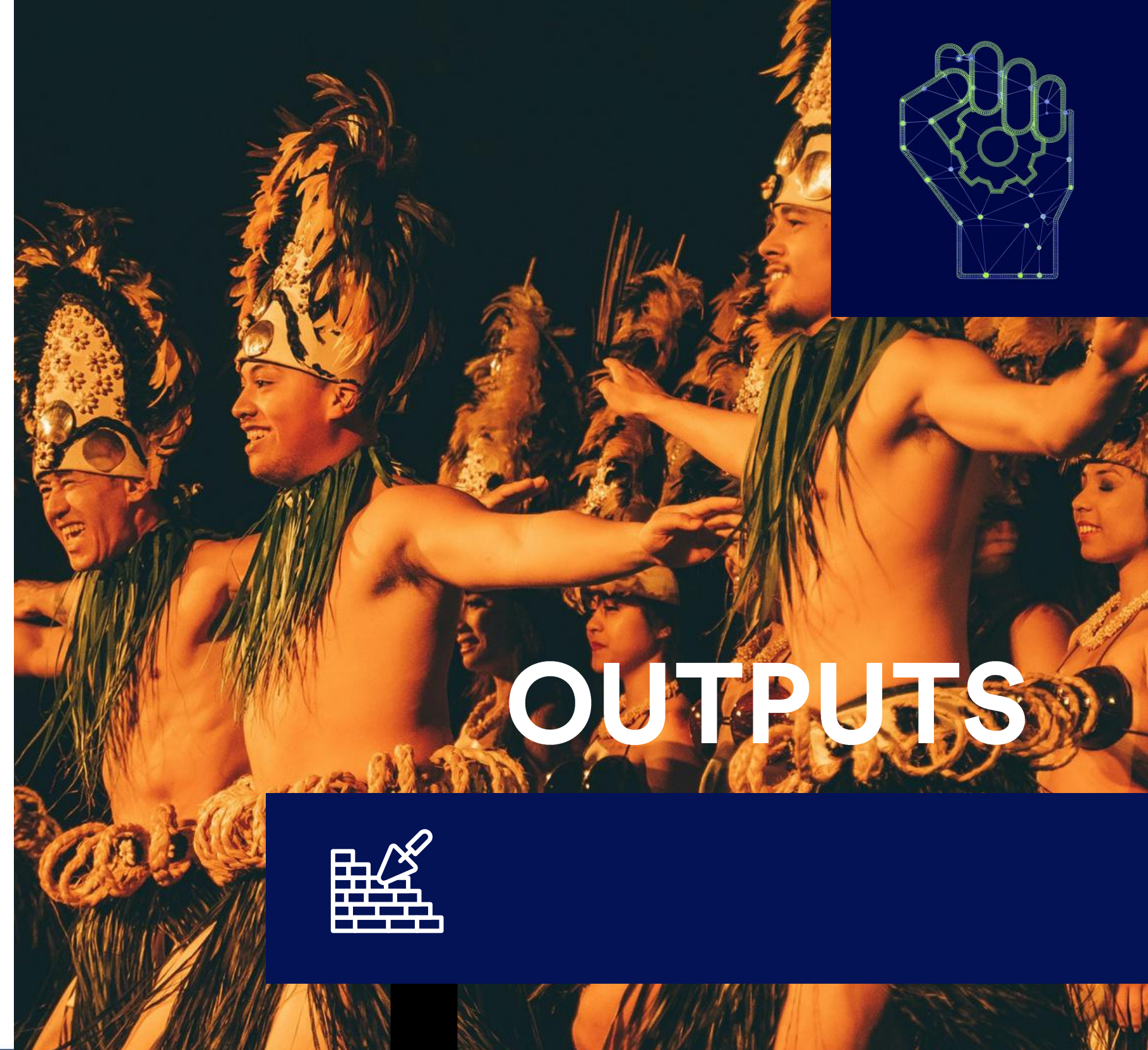


THE IMPACT CHAIN

Tangible, immediate practices, products and services that result from the activities under taken...these outputs, which within them or because of them change occurs ...

Examples Include

- Events
- Training offerings
- Communications (videos, social media posts, web site content, media advertisements, leaflets, posters)

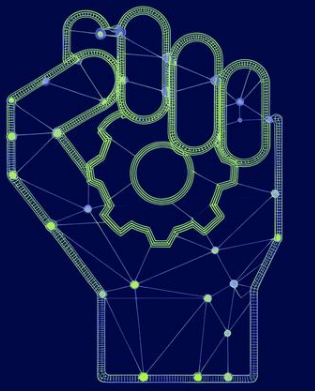


THE IMPACT CHAIN

Changes, or effects, on the individuals, animals or the environment that follow another person's interaction with the products, practices, or services your team produces ...which are reflected in these outcomes...

Examples Include

- Change in behaviour
- Change in attitudes
- Change in awareness

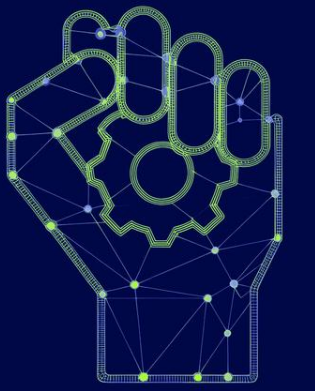


THE IMPACT CHAIN

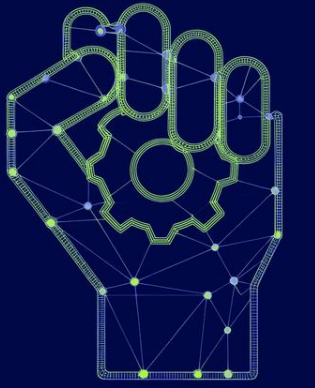
Changes in society or the environment that follow from the outcomes that have been achieved...which in time will manifest into these impacts

Examples Include

- Reduced hospitalisations
- Cost savings to community



THE IMPACT CHAIN



 **INPUTS**

What goes into the program

 **ACTIVITIES**

What happens in the program, e.g. what we do

 **OUTPUTS**

Tangible, observable products + services resulting from activities

 **OUTCOMES**

Immediate measurable changes after the people interact with your outputs

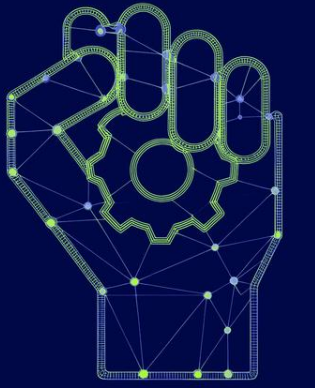
 **IMPACT**

Longer term changes that accrue over time

**THE
SOCIAL
IMPACT
CHAIN**



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VALUE ESTIMATION (SROI)

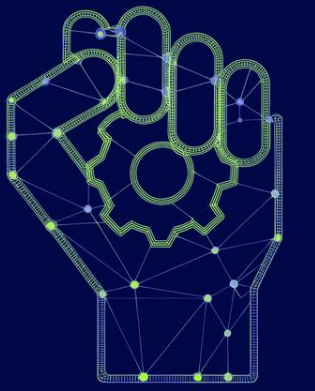


THE VALUE OF SOCIAL IMPACTS

A process that measures and values social benefits:

- Increases the importance of these impacts
- Identifies what contributes to impact (effectiveness)
- Encourages maximisation of impact (efficiency)
- Justifies future investment

What are the positive outcomes and what is their value?

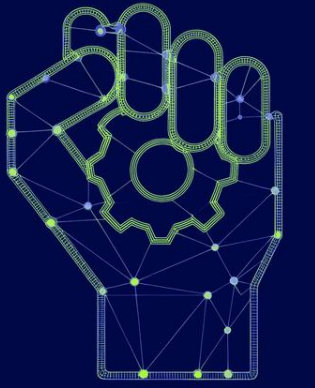


Things that can be bought and sold are considered valuable.

We can't put a price on many things (social impacts) – but they are so valuable!



VALUE ESTIMATION



INTENDED CHANGE
The change sought from
program strategies



IMPACT

The impact that follows
intended changes

INDICATORS
Indicators of magnitude/frequency
and monetised value



fx



CALCULATED VALUE
The calculated value of
the realised impact

fx



ASSUMPTIONS
The degree of outcome change that
can be reasonably assumed

=

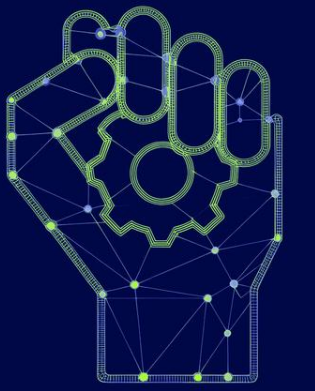


POTENTIAL VALUE
The potential value realised
when the outcome occurs



IMPACT EXAMPLE

INDOOR SENSORS



VALUE ESTIMATION



INTENDED CHANGE

IMPACT

INDICATORS

CALCULATED VALUE

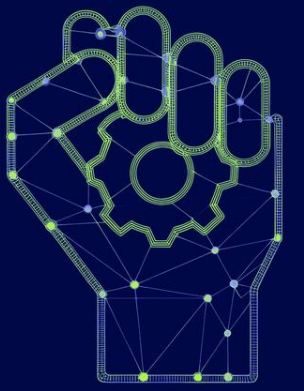
ASSUMPTIONS

POTENTIAL VALUE

ABILITY TO HEAT HOUSEHOLD IN WINTER	IMPROVED HUMAN HEALTH	PER PERSON COST SAVINGS TO THE NHS	PROBABILITY OF A ONE-STEP IMPROVEMENT IN HEALTH	DEGREE OF CHANGE BECAUSE OF INSTALLATION	CALCULATED
RECTIFICATION OF MOULD	REDUCED ASTHMA	PER-PERSON HEALTHCARE COST OF ASTHMA	PROBABILITY OF DEVELOPING ASTHMA AS A RESULT OF MOULD	DEGREE OF CHANGE BECAUSE OF INSTALLATION	CALCULATED



VALUE ESTIMATION

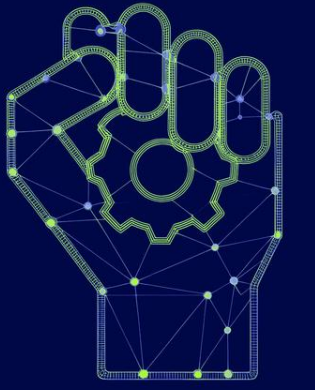


INTENDED CHANGE	OUTCOME	INDICATORS	CALCULATED VALUE	ASSUMPTION	CALCULATION	POTENTIAL VALUE
Rectify mould	Reduced Asthma	<p>In Australia, \$24.7B burden of asthma (1)</p> <p>There are 2.4M Australians with asthma: (27.4B/2.4 M) Total = \$10,291 per person (1)</p> <p>50% of Australian households have mould (2)</p> <p>Mould = 80% increase in asthma-related health outcomes (3)</p>	<p>Cost attributable to mould \$3,579</p> <p>$\\$10,291 * (0.5 * 0.8) / (1 + 0.5 * 0.8) = \\$3,598.48$</p>	<p>Smartline program installed 47 sensors per year in homes(4)</p> <p>Installation reduces mould by 90%</p>	<p>Yearly costs of: \$3,579 * 47 by improvement of 90%</p>	\$151,392

1: Deloitte (2015) The Hidden Cost of Asthma | 2: Asthma Australia (2023) Homes, Health and Asthma in Australia report | 3: Fisk, et al., (2007) Meta-Analyses of the Associations of Respiratory Health Effects with Dampness and Mold in Homes | 4: Walker, T., et al., (2024). Indoor environment sensor systems for healthier homes: a feasibility study in social housing.



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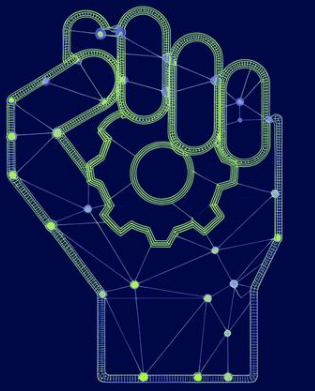
SHOWING THE VALUE OF WORK YOU DO



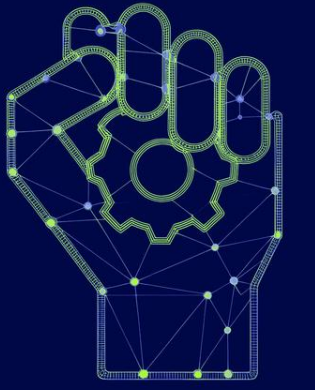
THE VALUE OF SOCIAL IMPACTS: SROI

SROI (Social Return on Investment)

- A calculation, but also a process of understanding
- Requires judgement and decisions based on best available evidence
- Principles are used to guide judgements:
 - Involve the right people
 - Understand what changes
 - Value the things that matter
 - Only include what is material (give a true and fair picture)
 - Do not over-claim, be transparent, verify with others (openly show the logic)



THE VALUE OF SOCIAL IMPACTS: SROI



SROI (Social Return on Investment)

- Measures change in terms of:
 - What is 'experienced' compared to what is 'contributed'

A ratio of benefits to costs (ROI). E.g. A ratio of 3:1 means investment of \$1 delivers \$3 of social value

SROI is about value rather than money

- Money is a common unit - and widely accepted way of conveying value
- Other considerations:
 - Deadweight
 - Attribution
 - Displacement
 - Drop-off



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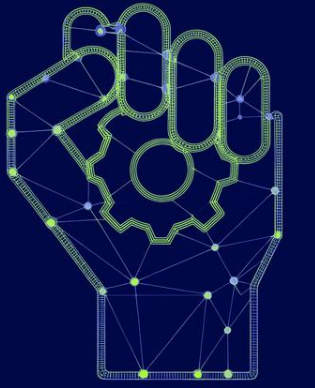
Audience Orientation and Segmentation

PRESENTER

Associate Professor Julia Carins
Social Marketing @ Griffith



SESSION OBJECTIVES



Learning Objectives:

- Understand the importance of audience orientation for behaviour change
- Identify and describe meaningful audience segments
- Learn how to apply segmentation to tailor behaviour change strategies

You can expect to obtain:

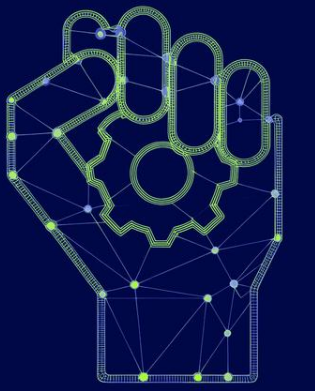
- A clear understanding of audience orientation
- Skills to identify and describe audience segments
- Confidence to apply segmentation in program design



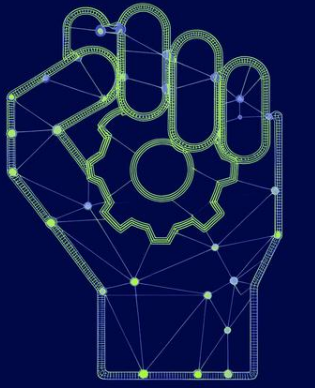
QUIZ: HOW DO YOU FEEL ABOUT CHANGE?



Complete the short quiz
'how do you personally feel
about change'



POLL: CHANGE PERSONAS



Are you a Change Enthusiast, Change Agent, Change Explorer, or Change Novice?



CHANGE ENTHUSIAST



CHANGE AGENT



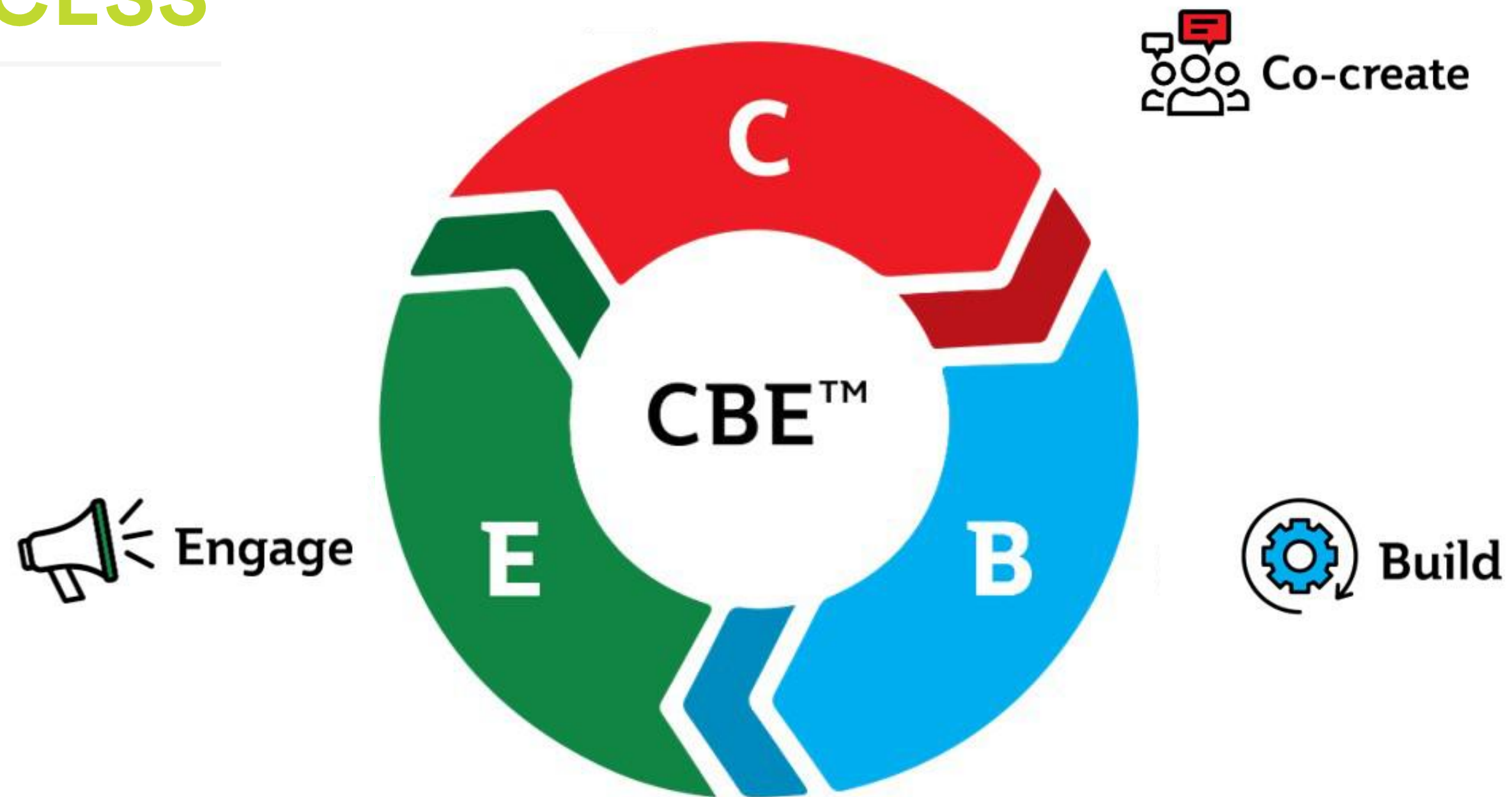
CHANGE EXPLORER



CHANGE NOVICE



CBE PROCESS

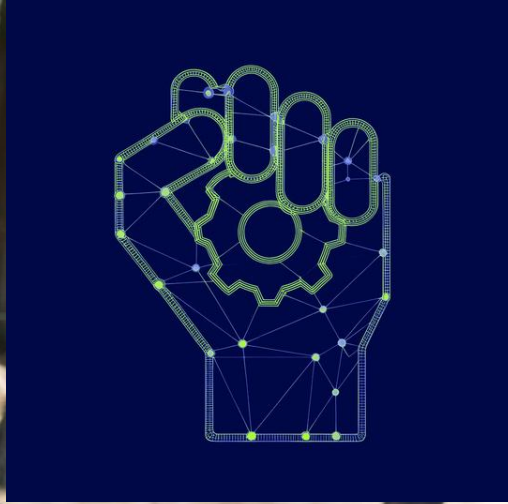


(Roemer et al. 2020)
(Dietrich et al. 2020)
(Rundle-Thiele et al. 2021)



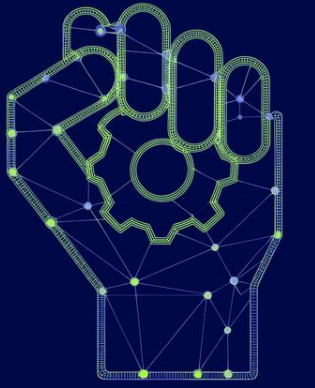
CBE PROCESS

Co-creation ensures that programs are designed by (and not for) people, which helps to deliver programs that empower people to make changes benefitting themselves and society.



CBE PROCESS

AUDIENCE ORIENTATION



Audience Orientation
(form deep understanding of the people)



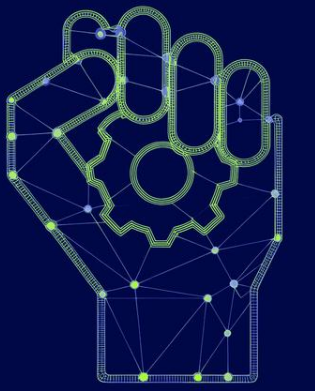
CBE PROCESS

AUDIENCE ORIENTATION

Audience Orientation + Stakeholder Orientation





- Consult experts and the evidence base
- Understand what people think, feel and do
- Innovate through co-design
- Partner to understand what is possible and how to make it happen!

Putting people at the heart of it ... engaging all stakeholders with a vested interest



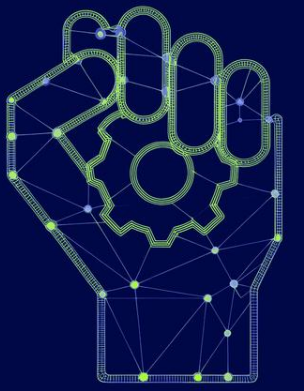
CBE PROCESS

AUDIENCE ORIENTATION

-  **VALUES, BELIEFS, AND LIVED EXPERIENCE**
(Relevance)
-  **WHAT DOES THE AUDIENCE VALUE**
(WIIFM = Exchange)
-  **PSYCHOLOGICAL, SOCIAL, STRUCTURAL BARRIERS/FACILITATORS**
(Can we modify?)
-  **LOCAL NORMS, CULTURE, PREFERENCES**
(Appropriateness)



*Aim to influence
voluntary behaviour
change for social good*



CBE PROCESS

EXCHANGE – 4 Principles



MUTUAL BENEFIT

Two or more parties who gain value



VOLUNTARY ACTION

Choose to engage/ behave, they are not forced



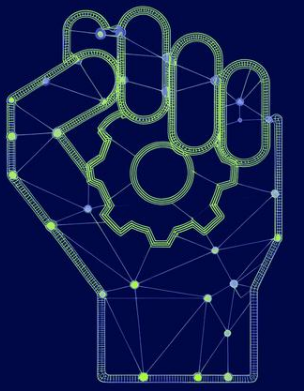
PERCEIVED VALUE

Benefits outweigh costs



CLEAR VALUE PROPOSITION

Must be a meaningful value proposition



*Aim to influence
voluntary behaviour
change for social good*



CBE PROCESS

EXCHANGE – 2 types



UTILITARIAN

Functional, practical, and outcome-focused

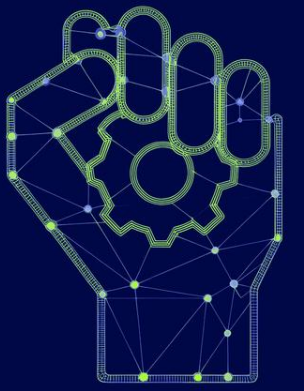
People evaluate the exchange based on tangible benefits or problem-solving aspects



HEDONIC

Emotional, experiential, and pleasure-oriented

People value the exchange because it provides enjoyment, satisfaction, or positive feelings



*Aim to influence
voluntary behaviour
change for social good*



CBE PROCESS

AUDIENCE ORIENTATION



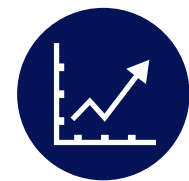
IMPROVES ENGAGEMENT:

Fosters involvement in programs



SUPPORTS EMPOWERMENT:

Increases and buy-in and ownership



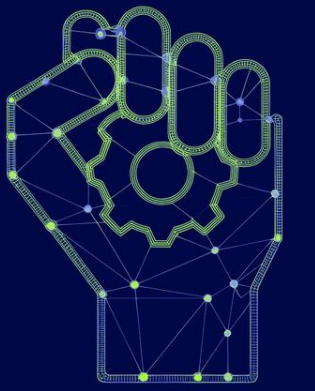
IMPROVE EFFECTIVENESS:

Appealing, easier, and normative



ETHICAL:

Respects audience
autonomy



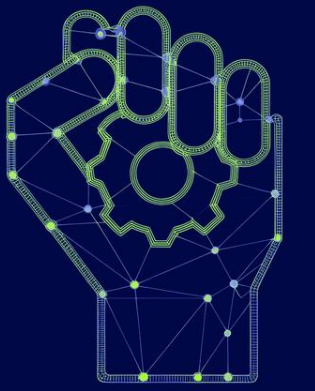
*Aim to influence
voluntary behaviour
change for social good*

ACTIVITY

“WALK IN THEIR SHOES”

Choose an environmentally supportive behaviour you would want one of your local communities to adopt

1. What might motivate them to change?
2. What barriers might they face?
3. What kind of message or approach would resonate with them?



CBE PROCESS

FINDING DISTINCT SEGMENTS

A fundamental principle of marketing

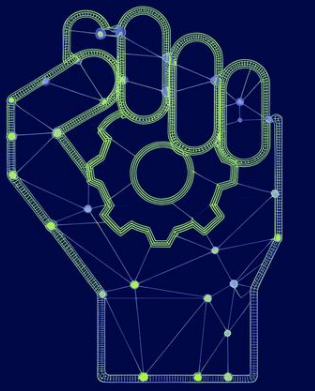
- It groups the large population into smaller groups
- Like each other within groups
- Different from others between groups

An optimising technique to enhance effectiveness

- Aims for a 'sweet spot' between single solutions that don't 'fit' many, and individual customisation
- Able to develop multiple offerings that appeal to different audiences
- Greater uptake across the entire population



*Segmentation
recognises that people
are inherently different*



Environmental Stewards

(41.8% of the target population)

Lives within Skaneateles lakes and waterways in the Tupper and Bokeas



CBE PROCESS
FINDING DISTINCT SEGMENTS

About

- Female
Age >45
- Undergraduate and Postgraduate Degrees
- Homeowners
- Employed, Retired

Change behaviours by

- Educational materials noting that too many leaves left in the wrong place and they, they are release Phosphorus.
- Educational materials on how to sustainably dispose of routine leaf litter leaves twigs, bark, soil and flowerd for better environmental outcomes.
- Educational materials on composting and how fit and approaches that speed up decay of Eucalypt leaves that can be included in composting.
- Incentives for leaf collection for dressed composting equipment, garden estate and nuclear furniture.
- Provide easy access to free local drop off points for routine leaf litter like Scouts groups, community garden.
- Motivate this target to engage and participate in leaf collection, composting, mulching. Highlight the benefits of environmentally responsible of leaf litter like keeps your neighbourhood clean and for many natural benefits for your garden beds, helps to save money, conserves water, helps to keep water clean.
- Show government commitment.

Values

Nature and wildlife, water conservation, collecting leaves and gardening

Activities

Mulching | Composting | Pile up | Green waste bin | Walking

Lake Lovers

(32.7% of the target population)

Lives within 5kms of lakes and waterways in the Tuggeranong region



About

- Female
Age 25 - 34
- Homeowners

Change behaviours

- Providing close and early communication.
- Provide a realistic to discuss drop off points in their area to address each of bin options and time barriers.
- Find ways to win time and interest barriers (in discounted leaf collection services (Rashid's, free leaf bags, competition).
- Identifying and visual communications designed to appeal to the segments values like recreation, attractiveness appeal of their properties).
- Educate an researched evidence on algal blooms.
- Edsive knowledge of the infrastructure improvement (rain gardens, rain water tanks, punts, wetlands constructed in their areas to improve water quality to show government commitment.
- Make the behaviour easy, enjoyable and accessible.
- Show government commitment.

Values

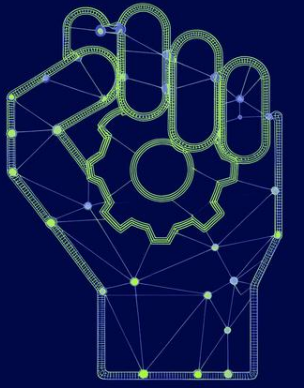
Health and fitness, family time, time, collecting leaves to make their house look tidy.

Activities

Water sports | Playgrounds | Green waste bin

Barriers

Time poor | Lack of interest | Unsure about leaf litter



ACTIVITY

DESCRIBING SEGMENTS



SEGMENTS	1	2
Name		
Characteristics		

Look at the data in the handout.

Can you identify and describe the segments?

Now give them a persona



ACTIVITY

DESCRIBING SEGMENTS



SEGMENTS	1	2
Name		
Strategies		

Look at the segments/personas

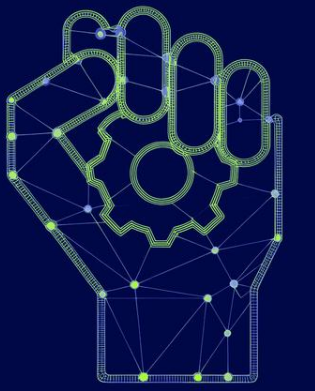
Can you propose strategies for each of the three segments?



CONNECT

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