



## Newsletter SIMPLE project

Sustainability pathways, business models and impact measurement methodologies that take into account the specific characteristics of SMEs, building on good business practices at national, European and international level. This is SIMPLE, an innovative Erasmus+ project that also aims to identify the relevant skills needed to establish such a transformation pathway within SMEs.

### **IO3 - SOCIAL IMPACT MEASUREMENT PLAN**

The partners of the European project SIMPLE are in the final phase of the development and realization of all project objectives. Among the partners' objectives was to co-develop and standardize methods and tools for the measurement and management of social impact in the target SMEs in order to allow workers to conduct company check-ups to take a snapshot of the actual with respect to the planned social innovation objectives and to draw up an action plan to guide companies in redesigning their business model by orienting its aims and methods towards the logic of B-Corp and Benefit Company.

In particular, IO3 was divided into 3 sub-tasks:

**DESK ANALYSIS:** Starting from the analysis of evidence from the best practices, the partners has identified the successful factors and their transferability in order to define and test business models structured according to the logic of B-Corp and Benefit Society. The partners have elaborated one enterprise business models capable of converging organizational, managerial and communicational variables towards a corporate social sustainability strategy.

**DEVELOPMENT OF THE SOCIAL IMPACT MEASUREMENT PLAN:** the partners has elaborated a model of Action Plan. The guide has leverage existing certification systems (B-Corp) and approaches to make environmental and social impact as measurable as economic performance and thus comparable with that of other companies. The measurement plan has been assimilated by consultants from the partnership during the mobility phase and applied in the field to guide learners in conducting check-ups in their own company contexts.

**CHECK UP WITH COMPANIES:** the partners has implemented the check-ups in the various territorial contexts, monitoring the activity. The partners played a support role for the companies involved in the check-ups and finally evaluated the results of these activities with the aim of providing companies with an intervention model aimed at analysing and assessing the social impact to implement the action plan

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Partnership: ISRE, CCIB, PIMEC, CPU, KAUZI FOUNDATION, PHANTEION, PRISM