

# The Global Impact model

*A way for assessing the social and economic impact*

*EBU. Knowledge Exchange.  
Geneva, 14 September 2015*



# DELOITTE GLOBAL IMPACT MODEL

Because impact matters



# Deloitte Global Impact Model

*It is designed from the **analysis** and understanding of the **whole activity** (goals, resources, agents involved and beneficiaries.) **and its contributions**, in an iterative process of reflection.*



**What** are we contributing to? Capitals

**How** are we contributing?

Contribution Area

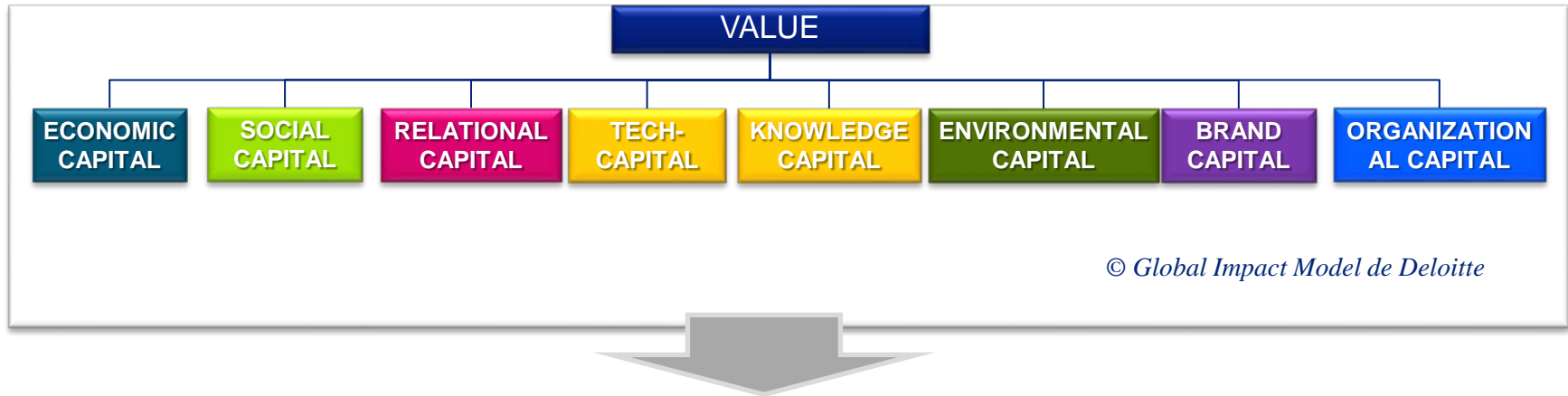
**How can we measure those contributions?** KPIs → evaluation metrics

# Deloitte Global Impact Model

...How can we measure the socio-economic impact?



A socio-economic impact assessment reveals the specific weight of an activity on society, as well as their contribution to generate new assets



© Global Impact Model de Deloitte

**All those perspectives paint a new engaging narrative**

# Two examples: “Different scope of analysis, different results”



**FCBARCELONA**  
*més que un club*



## **Objective**

***Impact on the **economic** development of **Barcelona*****

**se**res

**fundación** sociedad y empresa responsable



## **Objective**

***Impact on the **transformation** of **our society*****

# Barcelona Football Club. "An important Economic Asset for the city of Barcelona"

## Main references

Scientific / technological / cultural / educational foundations

Exhibition and Conference Centres

Museums, Opera Houses, Theatres

Events, cultural and sport festivals

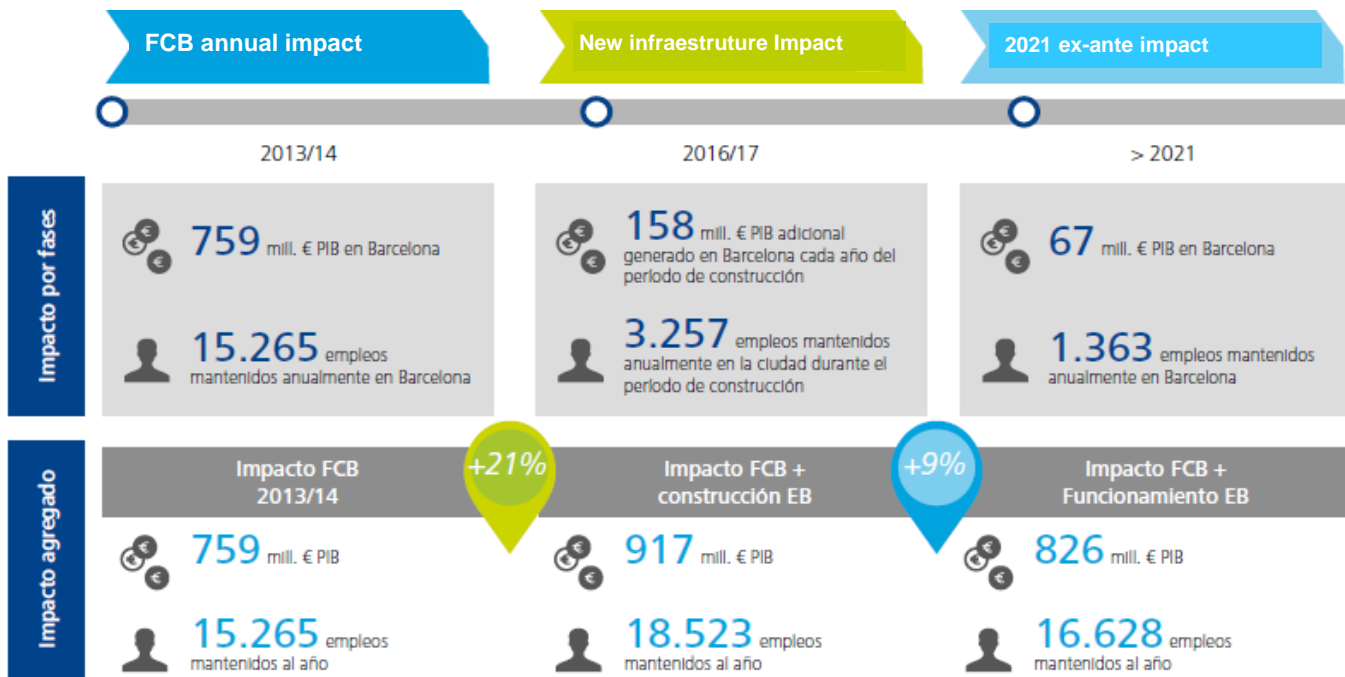
**Football Clubs**

Public programs and grants

Infrastructure projects



## Economic impact of Football Club Barcelona



# Social Responsibility Programs generate not only economic, social and environmental capital

## Main references

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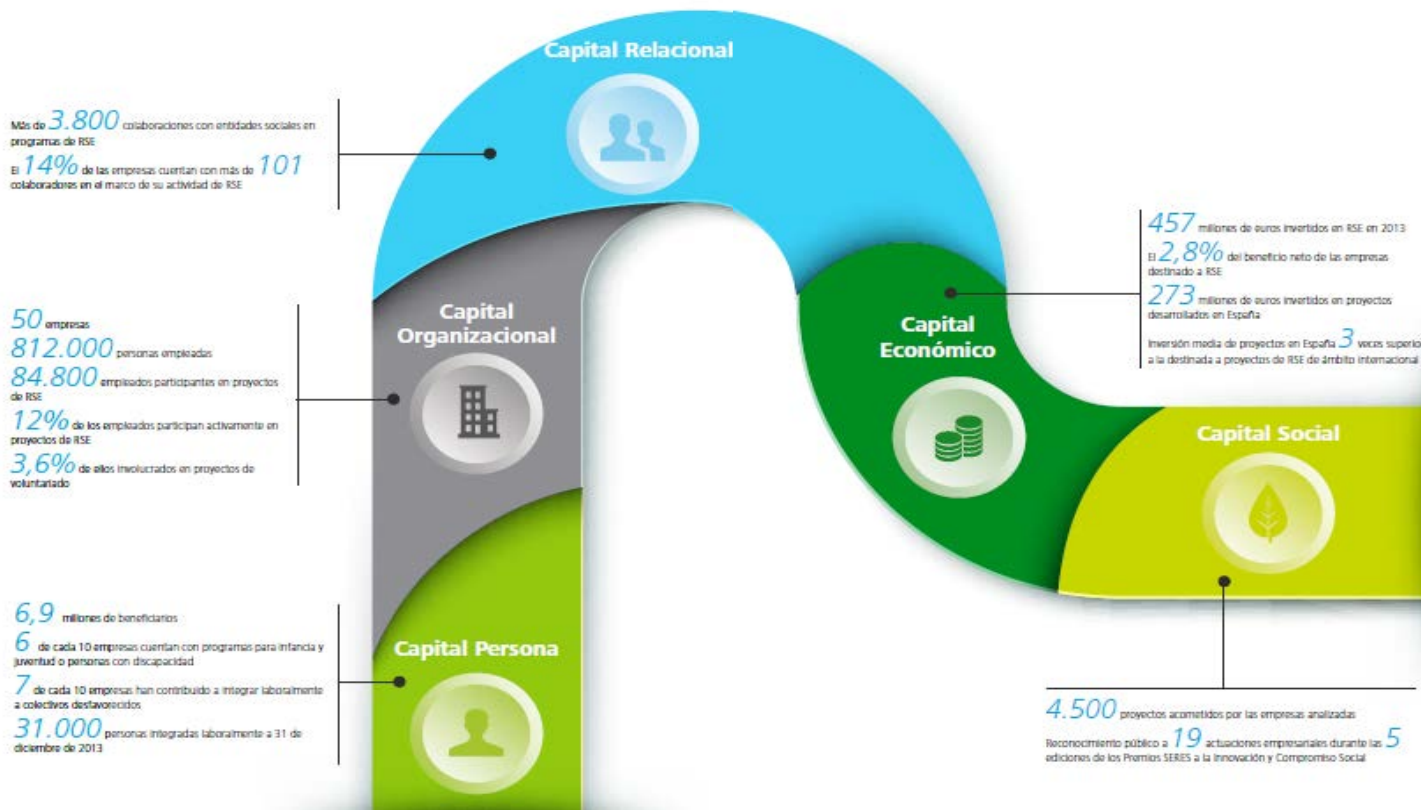
Football Clubs

Public programs and grants

Infrastructure projects



## Fundación SERES: Social Responsibility Foundation



# Opera Europa: How to build a GIM for an European Organization



Opera Europa: formed by **160 Opera Houses** and Theatres from more than 60 countries.



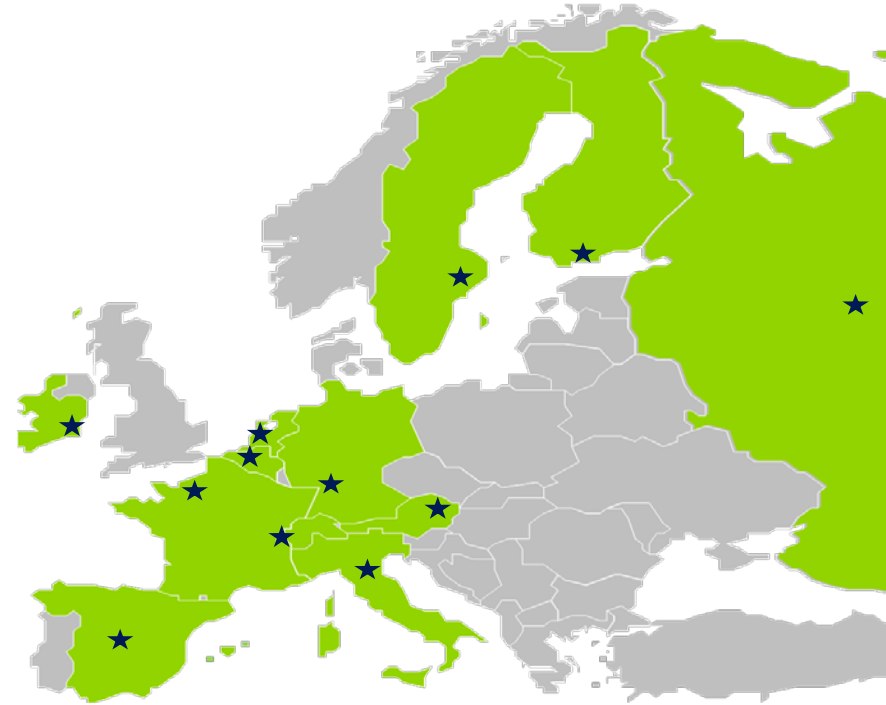
**12** of them were **involved in the study** developed in 2012-2013



**Global report** was **presented to** both local and European **Institutions**



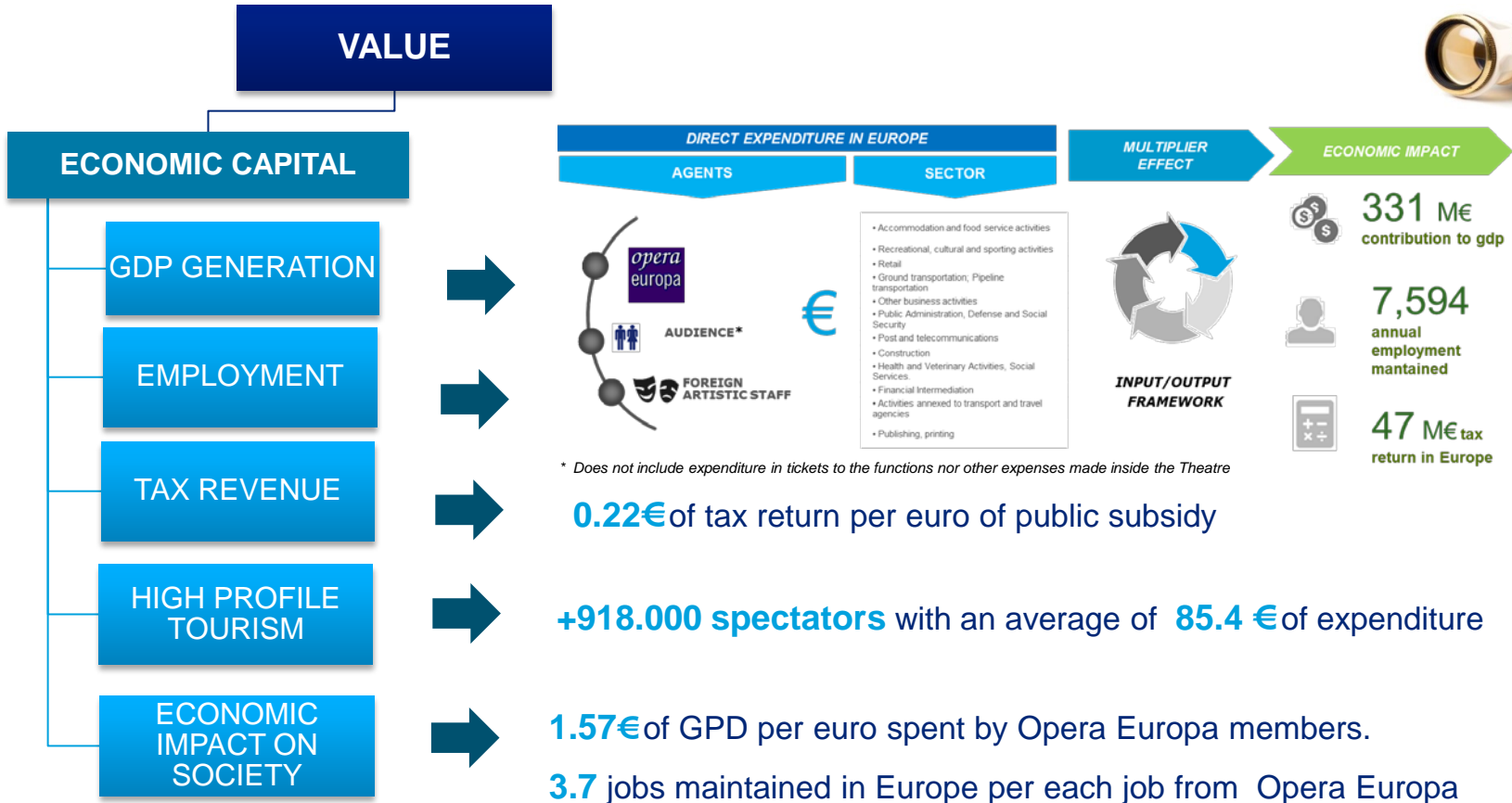
**Objective: to measure the economic contribution of their activity and the ROI of institutional grants and corporate sponsorships**



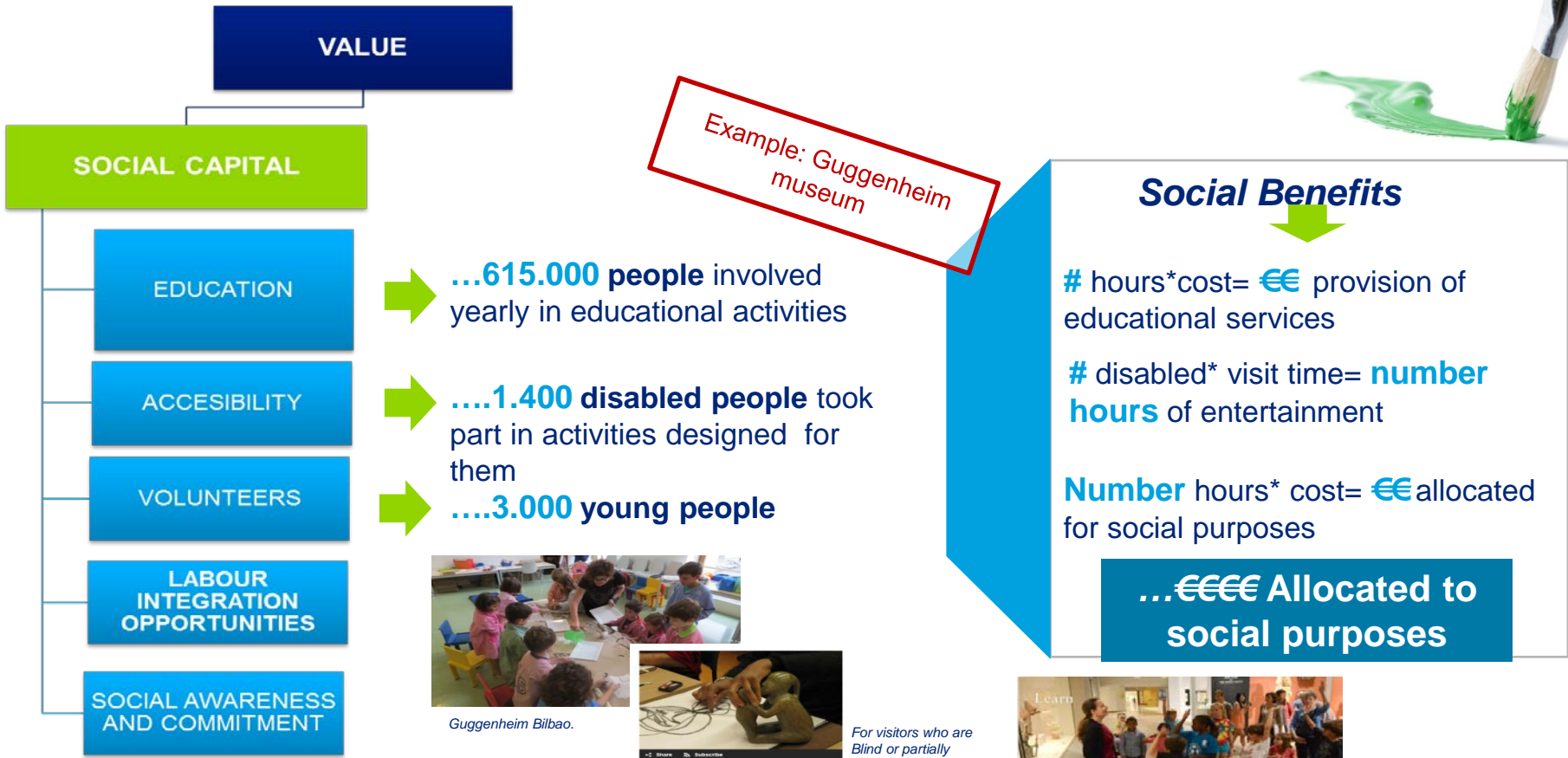
■ Participating theatres per country



# Opera Europa contributes to European wealth and employment creation



# Culture contributes to the development of social capacities and sensitivity to key questions (social integration, etc.)



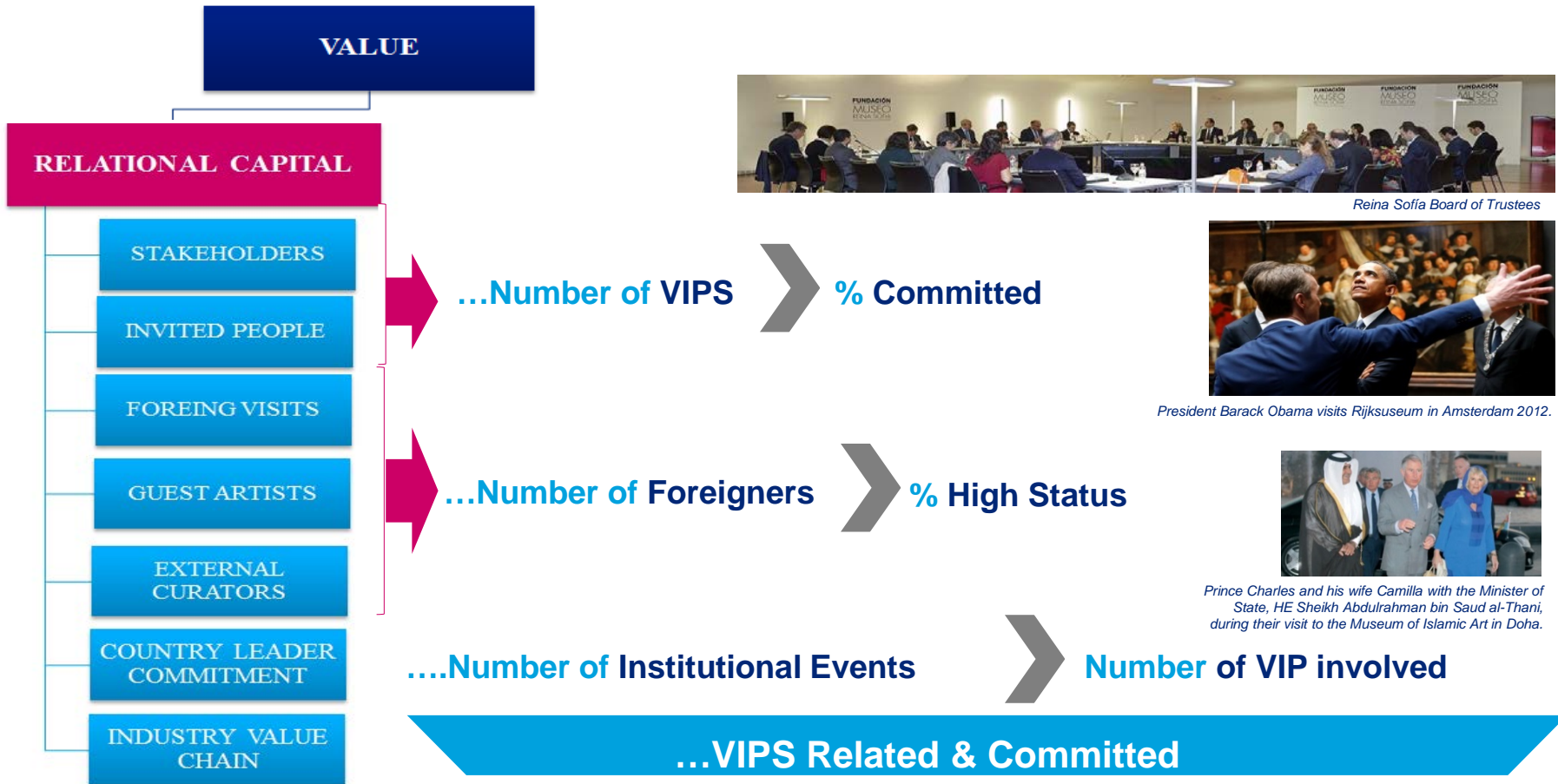
Guggenheim Bilbao.



For visitors who are Blind or partially Sighted.MET



# Cultural Sector has an important role in the generation of Relational Capital



# Culture can influence in new technology development and generation of knowledge expertise

VALUE

TECH & KNOWLEDGE

DIGITALIZATION OF EXHIBITS

ONLINE SERVICES

NEW TECHNOLOGY RELATED PROFESSIONS

NEW ADVANCED INFRASTRUCTURES

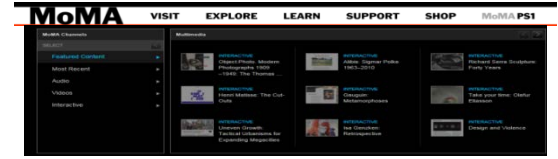
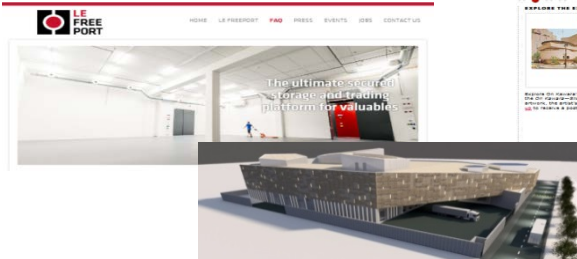


Louvre Audioguide on Nintendo 3DS™ XL.

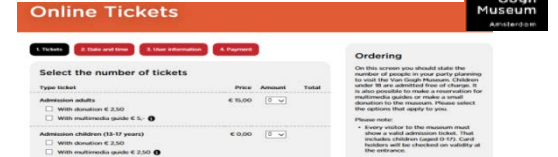


MET Apps Supported by Bloomberg Philanthropies

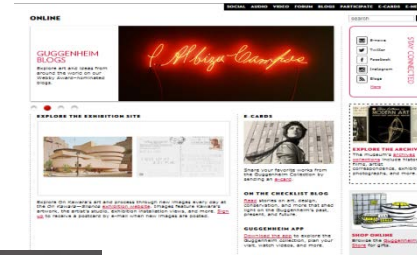
Le Freeport Luxembourg



MOMA Interactive Exhibitions.



Online Tickets at Van Gogh Museum.



GUGGENHEIM

Blogs  
E Cards  
Online Shop  
Instagram, Facebook, Twitter  
Audios on SoundCloud

CHRISTIE'S The Art People  
Christie's Online Bids



# Environmental responsibility through policies and exhibitions



## Sustainability



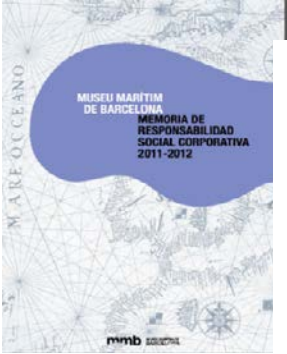
The Van Gogh Museum holds a 'BREEAM-NL In-Use' sustainability certificate. We have been rated as 'Very Good' for building, administration and use.

BREEAM-NL's building, administration and use ratings are based on nine categories, including energy, materials, water, waste, health and management. The 'Very Good' rating achieved by the Van Gogh Museum reflects a whole range of sustainability measures taken in recent years.

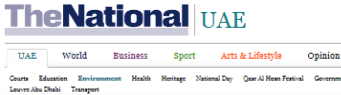
Van Gogh Museum.. BREEAM NL certificate.



We've received the BREEAM-NL In-Use sustainability certificate on 30 June 2014



MMB. Corporate Social Responsibility Memory



Zayed National Museum gets design award for energy-efficiency

Energy efficiency award Zayed National Museum, Abu Dhabi

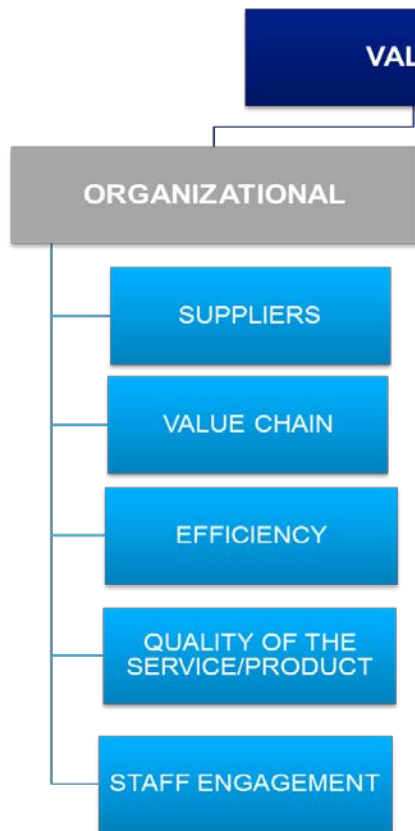


To the Ends of the Earth: Art and Environment at the TATE

# Culture and Art as part of a city brand



# Contribution to the generation of excellent organizations that makes the difference with others





Deloitte has more than a decade of experience in the impact assessment in different areas and types of organizations.

Finance



Economic Development, Industry and Tourism



Innovation, Science and technology



Corporate Social Responsibility



Infrastructures



Socio- Cultural-Educational



Leisure & Sports



More than

50

references





# Main conclusions



**Linking economic results and non-economic results,**  
drives to complex models.



**Giving value to the intangible concepts** is not normally managed through Balance Score Card models.



Social Benefits or **contributions means long-term evaluation.**

**This is a powerful story: to identify and measure all the benefits that make your organisation special**



# Thank you



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