



IA4SI PROJECT

“Impact Assessment For Social Innovation”

Contract n° 611253

**WP3: Self-Assessment Toolkit and Citizens Engagement
Platform Development**

Deliverable 3.3 – How-to-guide



Project funded by the European Commission,
DG connect, Coordination and Support Action



Contract Number: 611253

Project Acronym: IA4SI

Deliverable N°: 3.3

Date: 17 November 2014

Authors: Marina Klitsi (ATC), Leonidas Kallipolitis (ATC), Luca Satolli, Spagnoli Francesca (EK)

Partners contributing:

Made available to: Public

Versioning		
Version	Date	Name, organization
1st version - ToC	1/11/2014	Marina Klitsi (ATC)
EK input	10/11/2014	Luca Satolli, Spagnoli Francesca (EK)
1 st completed version	10/11/2014	Marina Klitsi (ATC), Luca Satolli, Spagnoli Francesca (EK)
Reviewers comments	14/11/2014	Antonella Passani (T6)
Final version	17/11/2014	Marina Klitsi , Leonidas Kallipolitis (ATC), Luca Satolli, Spagnoli Francesca (EK)

Quality check:	Shenja van der Graaf (iMinds)
Internal Reviewers	Antonella Passani (T6)

Suggested citation

Klitsi, M., Kallipolitis, L., Satolli, L., Spagnoli, F., (2014), A deliverable of the project “D3.3 – How-to Guide”, a deliverable of IA4SI project, financed by the European Commission – 7th Framework Programme

IA4SI – Impact assessment for Social Innovation

IA4SI is a support action project developing a socio-economic and environmental impact self-assessment methodology for evaluating projects in the field of social innovation. The project is collaboration between iMinds (project coordinator), T6 Ecosystems, Eurokleis and ATC and runs from 2013 to 2016.



D3.3 – How-to-guide

By consortium is licensed under a Creative Commons Attribution-Non-commercial-ShareAlike 3.0 Unported License

DISCLAIMER

This document contains the description of the IA4SI project findings, work and products. Certain parts of it might be under partner Intellectual Property Right (IPR) rules. Therefore, prior to using its content please contact the consortium coordinator for approval. E-mail: info@ia4si.eu

Should you feel that this document harms in any way the IPR held by you as a person or as a representative of an entity, please do notify us immediately.

The authors of this document have taken all available measures in order for its content to be accurate, consistent and lawful. However, neither the project consortium as a whole nor the individual partners that implicitly or explicitly participated in the creation and publication of this document hold any sort of responsibility that might occur as a result of using its content.

This document has been produced with the assistance of the European Union. The content of this document is the sole responsibility of the IA4SI consortium and can in no way be taken to reflect the views of the European Union.

Acronyms

Acronym/Term	Definition
IA4SI	Impact Assessment for Social Innovation
CAPS	Collective Awareness Platforms for Sustainability and Social Innovation
SAT	Self-Assessment Toolkit
UDGI	User Data Gathering Interface
CEP	Citizens Engagement Platform (Impact4you platform)

Table of Contents

ACRONYMS	4
TABLE OF CONTENTS	5
LIST OF FIGURES	6
1. INTRODUCTION	7
2. IA4SI TOOLS	8
3. VIDEO SCENARIO – IMPACT4YOU PLATFORM	9
3.1 USAGE SCENARIO OF THE IMPACT4YOU PLATFORM.....	9
4. VIDEO SCENARIO – SELF ASSESSMENT TOOLKIT	12
4.1 USAGE SCENARIO OF THE SELF-ASSESSMENT TOOLKIT	12
5. CONCLUSIONS	19

List of Figures

FIGURE 1:IA4SI TOOLS	8
FIGURE 2: IMPACT4YOU HOMEPAGE	9
FIGURE 3: INTERNAL PROJECT’S PAGE	10
FIGURE 4: JOIN CAPS COMMUNITY PAGE	11
FIGURE 5: FORUM PAGE.....	11
FIGURE 6: WEBSITE HOMEPAGE.....	12
FIGURE 7 SELF-ASSESSMENT TOOLKIT WELCOME PAGE.....	13
FIGURE 8 SAT: ACCESS BUTTON	13
FIGURE 9 SAT: LOGIN PAGE	13
FIGURE 10 SAT: INSIDE THE TOOLKIT	14
FIGURE 11 SAT: MAIN NAVIGATION MENU.....	14
FIGURE 12 SAT: CONTEXTUAL MENU	15
FIGURE 13 SAT: SAVE AND GO TO NEXT PAGE BUTTON	15
FIGURE 14 SAT: OUTPUT DEFINITION.....	16
FIGURE 15 SAT: TOOLKIT POP UP INFORMATION AND DEFINITION	17

1. Introduction

This Deliverable derives from the work performed in Work Package 3 of the IA4SI project which aim is the development of the three online tools that will support the Assessment of CAPS projects. This deliverable presents the videos implemented as a support for the users of the Impact4ypou platform and the Self-Assessment Toolkit. It has to be noted that according to the DoW this report is a text-based manual including all the information needed regarding the usage of the tools. However, the IA4SI Consortium decided to change the nature of this deliverable and produce a video tutorial than a classic text-based manual - this proposal has been accepted by the PO (email 2 June 2014). The deliverable are the videos and this document should be read as an accompanying report.

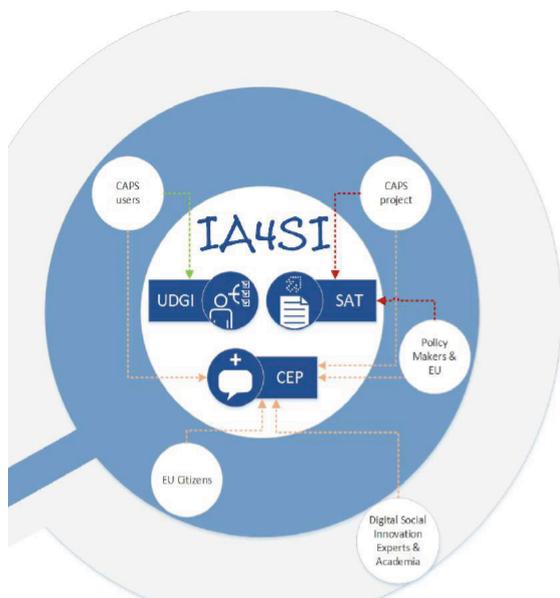
Finally, the Consortium decided to prepare a 2nd version of the video in its final version, by the end of the project, regarding the usage of the Impact4you platform as the tool will be enriched with additional functionalities and content.

This document is structured as follows:

- Chapter 2 gives a general overview of the IA4SI tools.
- Chapters 3 and 4 presents the scenarios of the videos implemented for the Impact4you platform and the SAT tool as well.
- Chapter 5 presents the main conclusions of the document.

2. IA4SI Tools

IA4SI project offers three online tools, enabling CAPS projects to understand and improve their social, economic and environmental impacts and get in touch with EU citizens hearing their opinion on their outputs. The three tools are the following:



1. The **Impact4you platform**: is the main tool for engaging citizens in knowing more about CAPS projects and social innovation initiatives, approaches and opportunities. Through the on line platform EU citizens have the opportunity to express their opinion on CAPS outputs and discuss about the services offered by social innovation projects and their potentiality in terms of impact at socio-economic level and social up-taking. The platform is a dynamic online knowledge and collaboration platform supporting content production, thematic discussions, and stimulates collaboration among the participants.

Figure 1:IA4SI tools

2. The **Self-Assessment Toolkit (SAT)**: Is a semi-automatic instrument supporting CAPS projects in performing the self-assessment of their project social, economic, political and environmental impacts. Each CAPS project, by logging in to the SAT, will find:
 - a. a list of questions to be answered in order to assess projects' impacts: some information will have to be provided by the projects themselves, while other will be precompiled by the IA4SI staff, thanks to the information gathered during projects mapping;
 - b. some information derived from the CAPS users' on projects performance;
 - c. the assessment of the project: once entered all the data the SAT will visualize the result of the impact assessment in a concise and user-friendly way.
3. The **User Data Gathering Interface (UDGI)**: the UDGI gathers information directly from the users of CAPS projects participating in the assessment. The user data gathering tool is an online questionnaire structured both for single users and organizations. Through this tool, projects' users will provide their opinion regarding the output/services they use and their potential impacts. This tool will gather also some basic information about projects' users.

The UDGI will be not developed as a different tool from the SAT, it will be integrated and will constitute a relevant module of the SAT for gathering the perceived impact of projects outputs. CAPS projects will provide the link to their users in order to access the online questionnaire. Data gathered through users questionnaire may change over time. The projects can extract the answers of the users in different time frames and historicize the results. The project can also collect new information from users that are related to the new project phase or to the new output that the coordinator of the project has included in the toolkit.

3. Video scenario – Impact4you platform

A video explaining in simple words, step by step, the usage of the Impact4you platform (www.impact4you.eu) has been prepared. The video explains the aim of the platform and how the user can use the existing functionalities. The video is available here <http://www.impact4you.eu/impact4youVideo/story.html> and it will also be available to the user through the “About” page of the platform.

As the platform is a “living” tool, more functionalities and content will be added during the project lifetime. Hence, it was decided that a second version of the video will be prepared by the end of the project, when the Impact4you platform will be released in this final version.

3.1 Usage Scenario of the Impact4you platform

John is a student from Brussels. He studies at the University and he is very interested in knowing more on CAPS initiatives. He knows about Impact4you web platform from his recent discussion with representatives from the European Network of Living Labs of which he is a member.

By entering the platform www.impact4you.eu John initially views the home page of the platform (as depicted in Figure 2: Impact4you homepage)



Figure 2: Impact4you homepage

On the **top** of the home page John can view: The “Login/Register” option, through which he is redirected to the “User Login” window. If he has already been registered, he uses the fields’ username and password for logging in. If not, he press the button “Create New account” and fills in the relevant data. After the completion of this procedure an informative e-Mail is sent to John email address and activates his user account. The “Request New Password” field is used for the creation of new password. If John has forgotten the password, he has to write the username or email address and press the relevant button “email new Password”. The password will be sent by e-Mail to the specified address. Additionally, John can sign in by using his LinkedIn or Twitter account.

At the **bottom** of the home page John can view: The “Latest News” of the CAPs projects as well as an overview of the platforms’ visitors per country through the map by passing the cursor above the relevant country. General information containing “Contact Us” is also available.

John reads the description of the CAPS outputs, which are available in the Home page and decides to express his opinion about one of them. By clicking the relevant button (“Participate now”) he is being redirected to the relevant page where the description of the output is available along with the list of questions and the percentage of people answers (as depicted in Figure 3: Internal project’s page). He reads the questions and answers them.

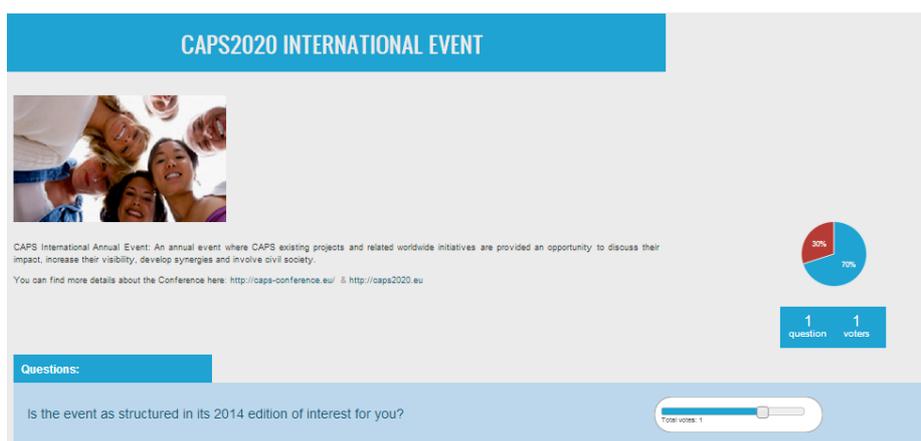


Figure 3: Internal project’s page

John would like to know more about CAPS and he visits the relevant section “Join CAPS Community” where all CAPS are presented.

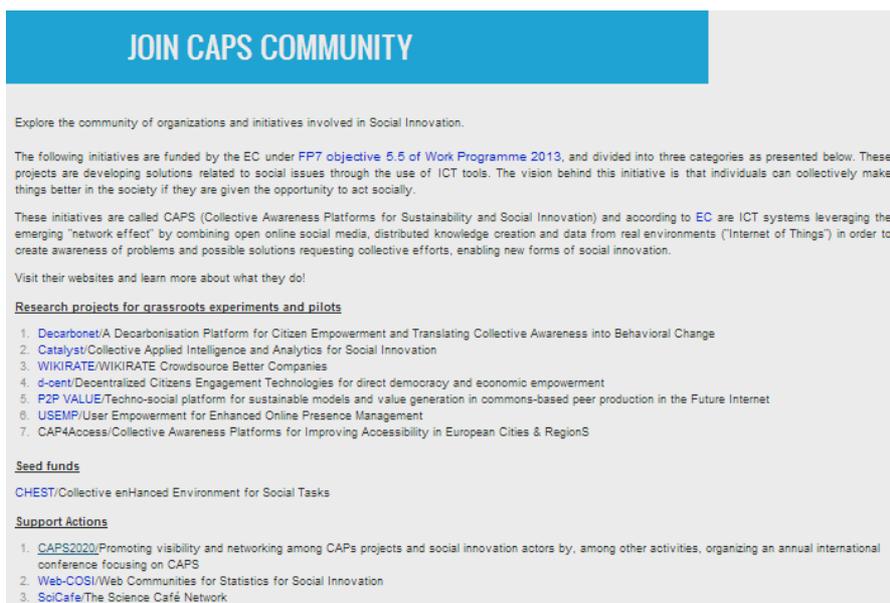


Figure 4: Join CAPS Community page

Additionally, John can participate to the forum section, and get in touch with CAPS project in order to exchange his ideas with other users. In order to do this, he has to login to the system

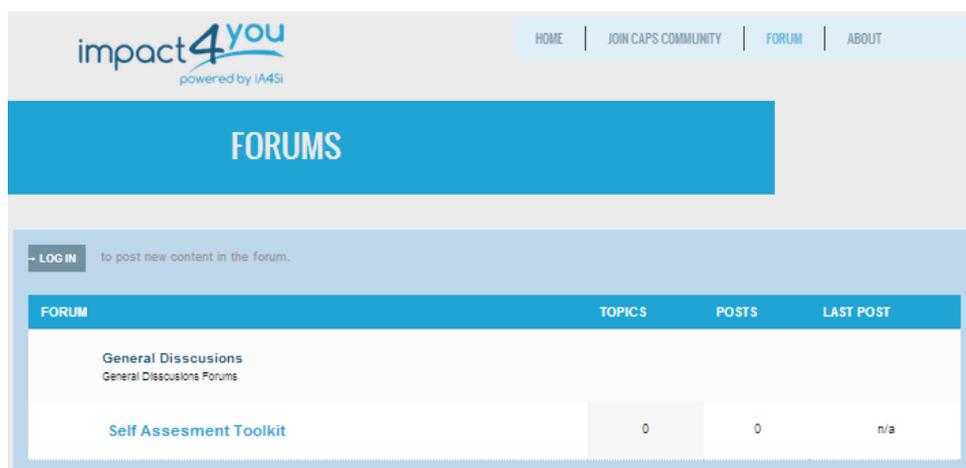


Figure 5: Forum page

4. Video scenario – Self Assessment Toolkit

A video explaining step by step, the usage of the Self-Assessment Toolkit has been prepared. The video explains in simple words the toolkit functionalities and is available here <https://www.dropbox.com/s/of4ixoztewpz2hq/IA4SI.mov?dl=0>

4.1 Usage Scenario of the Self-Assessment Toolkit

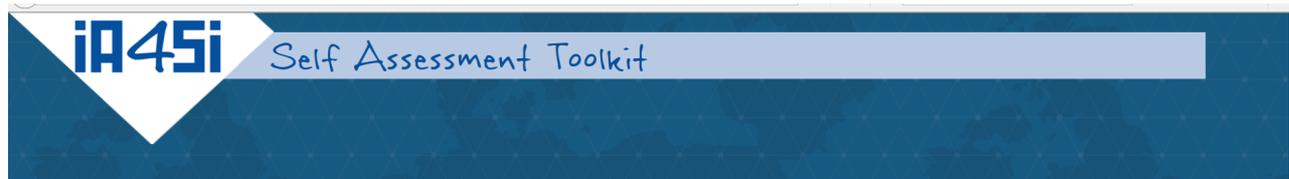
The toolkit is accessible through the IA4SI project website www.ia4si.eu along with the video.



Figure 6: website Homepage

The tool will be mainly used by the CAPS projects' Coordinators, but project partners will also have to fill in some sections.

The first page of the toolkit includes a description of the toolkit, its objectives and functionalities.



Welcome to the IA4SI tool for impact self-assessment!

For project coordinators

This toolkit enables you to assess the impact of your project. You will be requested to provide information about your project outputs and expected impact and to run the assessment yourself. In order to do this, the toolkit combines the information you enter with the information entered by your project partners and, once engaged in the assessment, your project users. This tool consists of 4 main sections, which are presented at the top of each page: INPUT, OUTPUT, IMPACTS, ASSESSMENT.

The areas of impact considered are also four: social impact, economic impact, environmental impact and political impact. Each area of impact is composed of different dimensions and you will be able to personalise your assessment by selecting the dimension most relevant for you. In this way, you will not see the questions related to other dimensions.



The Tool is under development so, if you have any comments or feedback, we would be happy to receive this to help improve the process where necessary. To communicate your inputs, helpdesk@ia4si.eu

Figure 7 Self-Assessment Toolkit welcome page

LOGIN

To access the toolkit, a username and password will be requested. IA4SI Staff provides users with a username and a password. If the user has not received the relevant credentials he/she can request them by using the email address helpdesk@ia4si.eu .

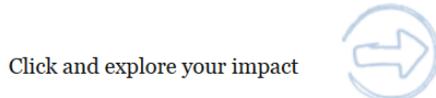


Figure 8 SAT: Access Button

Accessing the toolkit

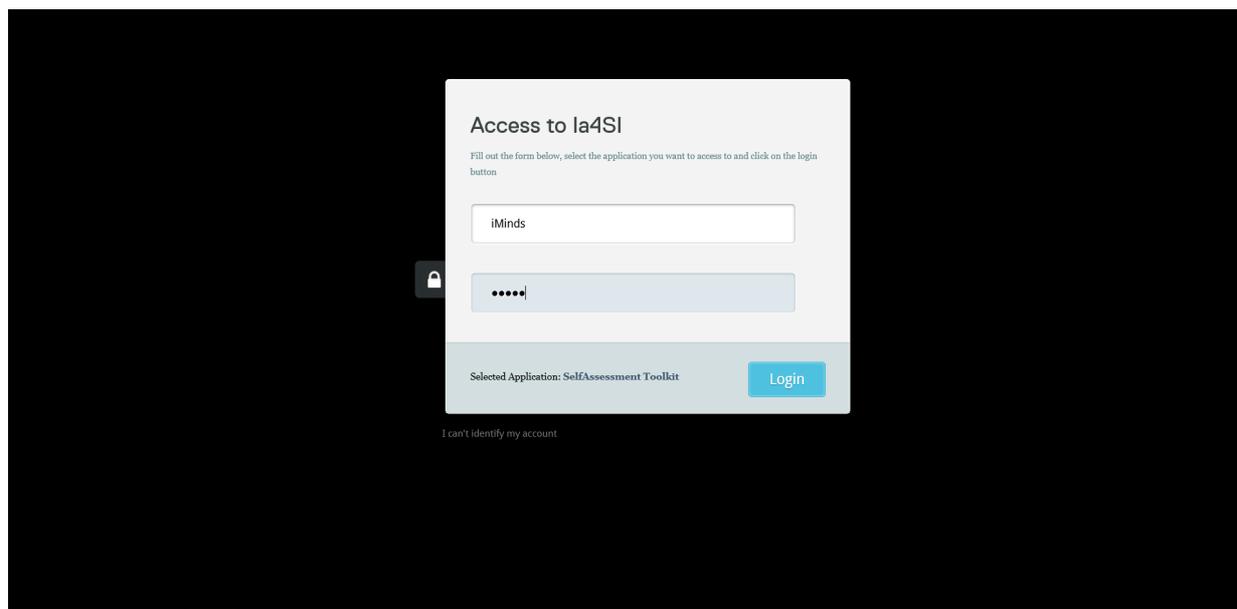


Figure 9 SAT: Login Page

By logging in to the SAT, each CAPS project will find:

- a list of questions needed to be answered in order to assess impacts: some information will have to be provided by the projects themselves, while other will be precompiled by the IA4SI staff, thanks to the information gathered during the mapping of the projects
- some information derived from CAPS users about project performance
- the assessment of the project: once all the data is entered the SAT will visualize the result of the impact assessment in a concise and user-friendly way.

The screenshot shows the IA4SI Self Assessment Toolkit interface. At the top, there is a navigation bar with the IA4SI logo, the title 'Self Assessment Toolkit', and user information: 'User iMinds (IA4SI Coordinator) | User details | Logout'. Below the navigation bar is a menu of nine icons representing different impact categories: Input, Output, Social, Economic, Environmental, Political, Other, Assessment, and Report. The main content area displays the 'General Information' section, which is part of the 'Input Section'. The 'General Information' section includes fields for 'Name of the project' (filled with 'Impact Assessment for Social Innovati...'), 'Acronym' (filled with 'IA4SI'), and a text area for 'What is/are the problem/s your project will address/contribute to solve?' (filled with 'Social Innovation and especially digital social Innovation are emerging and relative new concept. Research is advancing in the area but there is a lack of impact assessment methodology for projects and initiatives in the area. IA4SI is developing such a methodology, supporting CAPS project in assessing...'). A status bar at the top right indicates 'Status of answers: 47%'.

Figure 10 SAT: Inside the toolkit

Navigation Elements

The navigation interface is quite simple: the navigation elements are available on the main menu on the top of the page from which the user has access to all main sections.



Figure 11 SAT: Main Navigation Menu

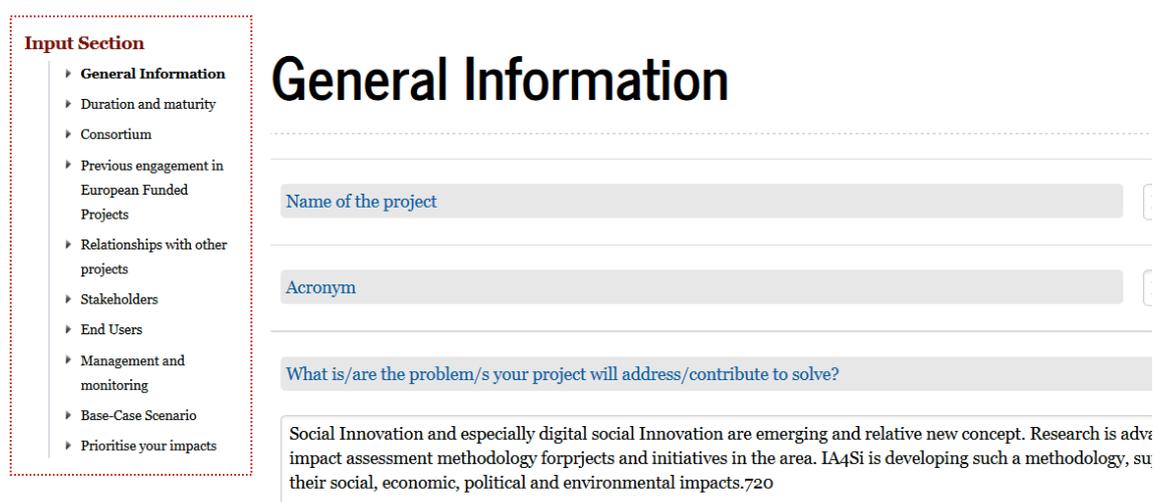
The toolkit consists of the following 9 sections:

- **Input**
- **Output**
- **Impacts:**
 - *Economic*

- *Environmental*
- *Social*
- *Political*
- *Other*
- **Assessment**
- **Report**

Some of these sections are hidden when the user accesses the tool for the first time. They will appear according to the answers the user provides in the general section (when it will be requested to select the areas of impact relevant for his/her project). This functionality will be explained later.

When the user clicks on the main menu, a contextual submenu is displayed on the left of the page.



The screenshot shows a web interface for the IA4SI tool. On the left, a contextual menu titled 'Input Section' is displayed, listing various categories: General Information, Duration and maturity, Consortium, Previous engagement in European Funded Projects, Relationships with other projects, Stakeholders, End Users, Management and monitoring, Base-Case Scenario, and Prioritise your impacts. The 'General Information' category is highlighted. On the right, the 'General Information' form is visible, featuring three input fields: 'Name of the project', 'Acronym', and 'What is/are the problem/s your project will address/contribute to solve?'. Below the form, there is a paragraph of text: 'Social Innovation and especially digital social Innovation are emerging and relative new concept. Research is adv impact assessment methodology forprjects and initiatives in the area. IA4Si is developing such a methodology, su their social, economic, political and environmental impacts.720'.

Figure 12 SAT: Contextual Menu

The user has to answer to all the questions; if he/she leaves a question blank it will be considered 0 (zero) in the assessment. He/she can select the 'Not Applicable' value, if present, in order to prevent the value from being included in the assessment process.

At the bottom of each page, there is a "save and go to next page" button. When he/she clicks on that button the tool saves the information and moves on to the next section.

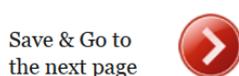


Figure 13 SAT: Save and go to next page button

The input section

The main aim of this section is to collect general information regarding CAPS projects (such as Duration and maturity, Consortium, Collaborations with other projects, Previous engagement in Digital Social Innovation initiatives, people employed), to identify the categories of their stakeholders, users and activities developed by them. This section also

identifies whether (or not) the project is using other monitoring and risk assessment systems in addition to the reviews performed by the European Commission.

Please note that in the section General Information, the project is required to select its own areas of impacts in order to complete the data acquisition phase. This functionally gives the possibility to the user to personalize the self-assessment methodology by excluding some areas of impact seen as not relevant. The main navigation menu and the submenus will change according to the information selected. This activity is fundamental and will affect the overall assessment of the project.

The output section

The output page requires a listing of the outputs developed or to be developed by the project.

It is very important that the project identifies its outputs as the assessment is based on the impacts developed through the outputs of the project.

Status of answers: 47%

Output Section

▸ Main Outputs

Main Outputs

Main Output

Which are the technological outputs of your project? Please list them and describe

1.	Name	<input type="text" value="SAT"/>	Description	<input type="text" value="Social innovation impact assessment will l"/>	Users ?	<input type="text" value="11"/>
2.	Name	<input type="text" value="CEP"/>	Description	<input type="text" value="The system constitutes a web based platfo"/>	Users ?	<input type="text" value="100"/>
3.	Name	<input type="text" value="UDGI"/>	Description	<input type="text" value="The User Data Gathering Interface is a toc"/>	Users ?	<input type="text"/>

Add Row

Figure 14 SAT: Output definition

To fill in the requested information the user has to click on the “add row button” in order to insert each output and specify the name, a short description and the number of active users.

Please note that some questions show a question mark icon at the left of the question. By moving the cursor over the icon, a description of that question will appear in order to help users to fill in the data.

The “user’s field” has a question mark icon, if they move the cursor over it a short description will appear in a blue box.

Output Section
 > Main Outputs

Main Outputs

Main Output

Which are the technological outputs of your project? Please list them and describe

	Name	Description	Users
1.	SAT	Social innovation impact assessment will	11
2.	CEP	The system constitutes a web based platfo	Effective Users, indicate how effective users use this output
3.	UDGI	The User Data Gathering Interface is a toc	

[Add Row](#)

Figure 15 SAT: Toolkit pop up information and definition

If the user wants to remove one output he/she has to click on the “delete button” displayed to the right of each row.

Economic impact

The economic impact section is divided into four main sections:

- Questions on the economic impact of each OUTPUT
- Impact on Users’ Economic empowerment
- Impact on the economic value generated by the project
- Impact on ICT driven innovation

The first section automatically shows the name of each output defined in the Output section.

The questions, repeated for each output, aim at capturing the economic value of each output.

The second section of the economic impact is aimed at analysing the contribution of CAPS projects in supporting users in maximizing their incomes and minimizing their costs.

The questions can be divided in two different areas: “Impact on access to finance” and “Impact on entrepreneurship and income generation for the users”.

The third section is aimed at assessing the economic impact developed by the CAPS projects through their outputs. The area is divided into three areas: “Economic results”, “Business models”, “Competitiveness and exploitation”.

The fourth section of the economic impact aims at assessing the impact of the CAPS projects in terms of developing innovations, and consists of: “Product innovation”, “Process innovation”, “Organizational innovation” and “User-driven and open innovation”.

Environmental impact

IA4SI has identified four areas of environmental impact relevant to the CAPS projects:

- Greenhouse gases emissions (including energy efficiency and production of energy from renewable sources)
- Air Pollution related to transport
- Waste
- Sustainable consumption of goods and services
- Biodiversity

The toolkit shows these 5 sections and another at the beginning of the environmental impact area providing entry questions. The user can select the subcategory/s in which its project develops impact/s. The questions presented here mainly use a Likert scale or require number/percentage values.

Social impact

Social impact index is articulated in the following 6 sub-categories:

- 1) Impact on community building and empowerment
- 2) Impact on information
- 3) Impact on ways of thinking and behaviors
- 4) Impact on education and human capital
- 5) Impact on science and academia

Political impact

Political impact index is articulated in two sub-categories:

1. Impact on civic and political participation
2. Impact on polices and institutions

Other

The section called “Other” is aimed at identifying any other impact not addressed or identified by IA4SI in the previous sections and unexpected impacts. This section shows two open and qualitative questions.

5. Conclusions

This document presented the scenarios of the videos implemented for the Impact4you platform and the Self-Assessment toolkit. The main aim of these videos is to help users to understand and use the respective functionalities.

Although this document describes the scenarios of the videos implemented for the initial version of the tools, it is expected that subsequent refinements will be applied through the implementation phases of the tools according to a feedback loop connecting the testing and evaluating the tools with the implementation team.

In this context, an updated version of both videos will be released in its final version at the end of the project.