

Interactive Workshop



Measuring Social & Environmental Impact



Friday, February 8, 2013, 9 a.m.-12 p.m.
Kroc Institute for Peace & Justice, Room D

[All USD Faculty and Staff are invited to join us for this workshop](#)

Interactive Workshop with: Rob Hanna, founder, Social Wealth Partners and Chief Architect of the Dell Social Innovation Challenge

In all ventures or organizations seeking triple value gains for people (social), planet (environmental) and profit, the biggest challenge is how to target and measure social and environmental improvements. Attendees will learn about a powerful framework developed by Rob Hanna that makes any social impact measurable, by the ABCs: awareness, behaviors and conditions. The ABC framework simplifies and makes social impacts clearly observable and verifiable across all domains and project types. The framework includes basic principles for refining impacts desired for individuals, communities and the environment into operational clarity and achievable targets all can share.

The workshop starts with a half-hour introduction to the basic ABC elements followed by a rich discussion of making the framework operational in the field. An interactive session with specific examples and audience participation will lead attendees to immediately use the framework for their own experiences to discover new potentials for:

- Social value creation (through innovation, ventures or projects)
- Affecting social change
- Community gains
- Social impacts from student projects
- Impacts from community service learning



Handout templates of proven shortcuts (heuristics) and supporting articles for engaging individuals and communities will be available for attendees desiring to accelerate positive outcomes in their work at all levels.

Please register by Wednesday, February 6, 2013

You may register either online at sandiego.edu/cee, by contacting the CEE at (619) 260-7402, or by emailing cee@sandiego.edu Thank you!