



## **SOCIAL OUTCOMES MATRIX**

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### **TABLE OF OUTCOMES & MEASURES**

#### **OUTCOME AREA 9 OF 9**

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### **CONSERVATION OF THE NATURAL ENVIRONMENT**



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# Outcomes Matrix Guidance

## Introduction

The outcomes matrix represents a map of need in the UK. It has been designed from a beneficiary perspective and includes nine outcome areas which reflect what a person needs to have a full and happy life. Each outcome area has a set of related measures to assess social impact at the individual level and for community, sector and society.

The outcomes matrix and measures are a tool to help social investment financial intermediaries (SIFI's) and social sector organizations to plan, measure and learn about their social impact. It aims to develop common ground and language regarding social investment and impact assessment in the social sector.

The outcomes and measures are not intended to be prescriptive or exhaustive but should provide a helpful starting point for organisations to measure their social impact.

We assess all proposals for investment to Big Society Capital against the criteria outlined in our [Social Impact Tests and Thresholds](#) .

*If your organisation already has its own set of outcomes and measures then we want to see how they align with the outcomes included in the Big Society Capital matrix. You will not need to change the way you measure your social impact.*

## How to use the matrix

### **Step one: select your outcomes**

Outcomes are statements of change that you are trying to achieve. Read through the outcomes matrix and select the main outcomes that reflect the social change that your organisation is trying to achieve. It is likely that the work of your organisation will cover several outcomes areas so it is important to select all of the relevant ones from the matrix. You may also want to consider if there any other additional outcomes that you want to add that are not covered in the matrix.

### **Step two: select your measures**

The measures are sources of data which will help you to gather evidence to demonstrate your social impact. Select all the relevant measures that relate to the outcome areas which you have shortlisted from step one.

You will need to consider how you will gather data for each measure. To do this, each measure needs to be written as an indicator which includes information about what you will measure and how you will measure it.

To turn a measure into an indicator you need to select an appropriate prefix for it such as number of', 'amount of', 'extent of', 'percent of', 'satisfaction with', 'quality if' and so on. For example, for the measure 'is in education', you might add the prefix 'number of' so that the indicator becomes 'number of people in education'.

### **Step three: collect the data**

Once you have agreed on the relevant outcomes, measures and indicators you will need to consider how you will collect the data to measure your social impact. It is up to your organisation to decide on the most appropriate method for collecting data that meets your individual requirements. A list of useful tools and resources to support you with collecting social impact data is included [here](#).

# Outcomes Matrix Table

<u>OUTCOMES</u>	<u>INDIVIDUALS</u>	<u>COMMUNITY, SECTOR &amp; SOCIETY</u>
<i>Employment, training and education</i>	<i>The person is in suitable employment, education, training or caring work</i>	<i>Jobs, education and training opportunities are available for everyone</i>
<i>Housing and local facilities</i>	<i>The person has a suitable and secure place to live, affordable utilities and access to local facilities and transport</i>	<i>Investment and availability of different forms of tenure ensure that all housing needs can be met now and in the future</i>
<i>Income and financial inclusion</i>	<i>The person has sufficient income to meet their essential needs and access to suitable financial products and services</i>	<i>Everyone reaches an optimum level of income for health and well-being, and income differentials support social cohesion</i>
<i>Physical health</i>	<i>The person looks after their health as well as possible. The person recovers as quickly as possible, or if recovery is not possible, their health and quality of life are maximised</i>	<i>Good general physical health across the population</i>
<i>Mental health and well-being</i>	<i>The person has a sense of well-being. Those who experience mental illness recover where possible and lead a positive and fulfilling life even if symptoms remain</i>	<i>Good mental well-being and life satisfaction across the population</i>
<i>Family, friends and relationships</i>	<i>The person has apposite social network that provides love, belonging and emotional practical support</i>	<i>A society that supports and encourages families and/or good personal relationships</i>
<i>Citizenship and community</i>	<i>The person lives in confidence and safety, and free from crime and disorder. The person acts as a responsible and active citizen and feels part of a community</i>	<i>Stronger, active, more engaged communities</i>
<i>Arts, heritage, sport and faith</i>	<i>The person finds meaning, enjoyment, self-expression and affiliation through informed participation in the arts, sport and/or faith</i>	<i>A thriving cultural landscape with high levels of participation and engagement</i>
<b><i>Conservation of the natural environment</i></b>	<b><i>The person has an appreciation of the natural environment and plays their part in protecting it, including reducing their carbon footprint</i></b>	<b><i>The natural environment is protected for the benefit of people, plants and animals and habitats, today and in the future</i></b>



## Individuals

OUTCOMES	MEASURES
Accesses and enjoys the natural environment and heritage	<p><b>Improved access to and enjoyment of the natural environment (e.g. going for walks, visiting national parks etc.)</b></p> <ul style="list-style-type: none"> <li>- <i>Has access to and has visited a natural or conserved space within the past 12 months</i></li> <li>- <i>Finds pleasure in contact with the natural environment</i></li> </ul>
Understands the importance of and reduces personal impact on the natural environment	<p><b>Understands the importance of the natural environment and the concept of sustainability</b></p> <ul style="list-style-type: none"> <li>- <i>Has access to accurate and comprehensible information</i></li> <li>- <i>Has improved knowledge and understanding of conservation and biodiversity</i></li> <li>- <i>Has improved knowledge and understanding of climate change</i></li> </ul> <p><b>Reduced personal impact on the environment</b></p> <ul style="list-style-type: none"> <li>- <i>Increase in energy savings</i></li> <li>- <i>Increase in recycling</i></li> <li>- <i>Reduction in waste and water usage</i></li> <li>- <i>Increase in use of sustainable transport options</i></li> <li>- <i>Is engaged with efforts to minimise their carbon footprint</i></li> </ul> <p><b>Increased local sourcing</b></p> <ul style="list-style-type: none"> <li>- <i>Has access to and uses local produce</i></li> <li>- <i>“Grows their Own” produce</i></li> </ul>

*See the next page for more outcomes and measures*





OUTCOMES	MEASURES
Conservation of Natural Spaces	<p><b>Conservation of natural spaces, natural heritage and biodiversity</b></p> <ul style="list-style-type: none"> <li>- Area of natural space or heritage (e.g. habitats, forests, water bodies, coastlines) conserved</li> <li>- Area of natural space or heritage restored or created (e.g. derelict or brownfield sites converted)</li> <li>- Number of trees planted</li> <li>- Population numbers (changes) of wildlife/plant species</li> <li>- Levels of biodiversity</li> <li>- Air quality measures (relating to diminished environmental risk)</li> <li>- Number of visitors to conserved spaces</li> <li>- Cost of entry to national parks</li> </ul>
Sustainable Agriculture	<p><b>Organic farming</b></p> <ul style="list-style-type: none"> <li>- Volume of organic produce</li> <li>- Area of land farmed sustainably</li> <li>- Associated reductions in greenhouse gas emissions and environmental damage (reductions in use of fertilizer, mitigation of soil erosion)</li> <li>- Number of organizations achieving recognized standards for sustainable agriculture</li> </ul> <p><b>Locally grown food</b></p> <ul style="list-style-type: none"> <li>- Availability of farmer's markets</li> <li>- Availability of locally sourced food in shops</li> </ul>
Sustainable energy	<p><b>Increased generation of renewable energy</b></p> <ul style="list-style-type: none"> <li>- MWh of renewable energy generated</li> <li>- Reduction in related greenhouse gas emissions</li> <li>- Sale of Certified Emissions Reductions (CERs)</li> <li>- Retirement of Certified Emissions Reductions (CERs)</li> <li>- Lifetime greenhouse gas emissions (of project, installation, product)</li> </ul> <p><b>Increased efficiency of energy use</b></p> <ul style="list-style-type: none"> <li>- Amount of energy saved through energy efficiency improvements</li> <li>- Related reductions in greenhouse gas emissions</li> </ul>
Sustainable buildings and transport	<p><b>Construction and renovation of buildings with an environmental purpose</b></p> <ul style="list-style-type: none"> <li>- Number of units built/renovated to high environmental standards (using e.g. BREEAM measures)</li> <li>- Value and built area of units built/renovated to environmental standards</li> <li>- Related reductions in lifetime greenhouse gas emissions (of projects/buildings)</li> <li>- Use of environmentally responsible construction techniques (relating e.g. to use and sourcing of materials, energy consumption, site waste)</li> <li>- Area of brownfield or previously contaminated land reused</li> <li>- Populations of species of plants/animals conserved</li> </ul> <p><b>Core environmental focus areas for building management of green buildings</b></p> <ul style="list-style-type: none"> <li>- Reductions in energy use and onsite energy generation</li> <li>- Percentage of building needs serviced by natural light and natural ventilation</li> <li>- Volume of water consumed, recycled on site</li> <li>- Volume of waste produced, recycled (proportion)</li> <li>- Related reductions in greenhouse gas emissions and pollution</li> </ul> <p><b>Sustainable Transport</b></p> <ul style="list-style-type: none"> <li>- Availability of sustainable transport options</li> <li>- Improvements to sustainable transport options (e.g. improved cycle lanes, public transport)</li> <li>- Uptake of sustainable transport options</li> <li>- Percentage of the population walking, cycling, using public transport</li> <li>- Reduction in levels of unsustainable company and personal travel (e.g. air miles, car miles)</li> <li>- Related reductions in greenhouse gas emissions</li> </ul>

OUTCOMES	MEASURES
<p>Recycling, waste and sustainable water use</p>	<p><b>Improvements in general waste and recycling</b></p> <ul style="list-style-type: none"> <li>- <i>Reduced waste (e.g. percent recycled, percent re-used, percent donated, amount going to landfill)</i></li> <li>- <i>Consumption of materials (e.g. amount of materials used, proportion of input materials from recycled/re-used sources)</i></li> </ul> <p><b>Reduction in harmful waste and pollution</b></p> <ul style="list-style-type: none"> <li>- <i>Reductions in:</i> <ul style="list-style-type: none"> <li>○ <i>SO, NO, PM etc., ozone depletors</i></li> <li>○ <i>toxic and chemical emissions to water, soil (type and volume)</i></li> <li>○ <i>incidence of hazardous waste, spills</i></li> </ul> </li> <li>- <i>Volume of harmful waste responsibly disposed of</i></li> <li>- <i>Remediation of environmental damage from pollution</i></li> </ul> <p><b>Improved water use and efficiency</b></p> <ul style="list-style-type: none"> <li>- <i>Volume of water consumed</i></li> <li>- <i>Volume of water recycled</i></li> <li>- <i>Volume of rainwater harvested</i></li> <li>- <i>Volume of water saved through efficiency schemes</i></li> </ul> <p><b>Improved disposal of wastewater</b></p> <ul style="list-style-type: none"> <li>- <i>Volume of wastewater discharged to sewer or other water bodies (if applicable)</i></li> <li>- <i>Impact on locality (measures of local pollution levels and consequences)</i></li> </ul>
<p>Strong public awareness of and engagement with the natural environment, and good sectoral understanding as to how to sustain it</p>	<p><b>Improved public awareness</b></p> <ul style="list-style-type: none"> <li>- <i>General availability of accurate and comprehensible information</i></li> <li>- <i>Level of media exposure associated with conservation of the natural environment (e.g. number of articles published on the subject in mainstream media; exposure on tv, radio; internet traffic)</i></li> <li>- <i>Level of public awareness about the causes and consequences of the problem</i></li> <li>- <i>Public events, rallying, campaigning</i></li> <li>- <i>Public donations to related charities</i></li> <li>- <i>Change in public perception and improvements to any underlying prejudices</i></li> <li>- <i>Number of school visits to conserved space</i></li> <li>- <i>Number of educational programs run</i></li> </ul> <p><b>Improved public engagement</b></p> <ul style="list-style-type: none"> <li>- <i>Institutional and organisational engagement with stakeholders over issues related to sustainability and the conservation of the natural environment</i></li> <li>- <i>Public volunteering on projects and initiatives</i></li> <li>- <i>Public levels of engagement with sustainable behaviours (e.g. energy saving, recycling, water usage, transport)</i></li> </ul> <p><b>Improved sectoral understanding as to how to tackle the problems presented by threats to the natural environment, and how best to sustain it</b></p> <ul style="list-style-type: none"> <li>- <i>Research and evidence relating to the problem and interventions (e.g. studies conducted, papers published)</i></li> <li>- <i>Innovation of new ideas, technologies and approaches</i></li> <li>- <i>Uptake of new ideas by other organisations or government</i></li> <li>- <i>Retirement of previous methods shown by research to be ineffective</i></li> <li>- <i>Funding for research</i></li> <li>- <i>Support for the sector through quality umbrella bodies</i></li> </ul>
<p>Public and corporate policy and expenditure that supports the natural environment</p>	<p><b>Improvements in policy and legislation</b></p> <ul style="list-style-type: none"> <li>- <i>Changes in policy and legislation that support improvements in sustainability and the conservation of the natural environment</i></li> <li>- <i>Changes to regulation (e.g. introduced to improve energy efficiency)</i></li> <li>- <i>Level of relevant parliamentary activity (e.g. white papers published, committees formed, consultations or reviews conducted, citations made)</i></li> </ul> <p><b>Improved investment, expenditure and procurement</b></p> <ul style="list-style-type: none"> <li>- <i>Government investment in sustainability and the conservation of the natural environment</i></li> </ul>

## Conservation of the Natural Environment

OUTCOMES	MEASURES
	<ul style="list-style-type: none"><li>- <i>Government expenditure/funding for sustainability measures and the conservation of the natural environment</i></li><li>- <i>Procurement practices and public sector contracts that are designed to protect the natural environment (e.g. contracts that enable social enterprises and smaller SMEs to bid, outcomes-aligned contracts)</i></li><li>- <i>Corporate investment and expenditure (giving) toward the conservation of the natural environment</i></li></ul>