

IttaSzezon!



What is Impact Academy?

Impact Academy (IA) is a half-year program that **consists of an interactive training, community events and the creation of a multimedia platform that inspires societal impact measurement.**

Throughout the training, participants will learn not only the theory and strategic aspects of impact measurement, but will also receive mentoring and customized tools to support the development and implementation of their own measurement system.



2
community
events



5
mentors



7
thematic
workshops



10
participating
organizations



12
strategic
partners



300
hours of
individual
mentoring



About IttaSzezon!

The **IttaSzezon!** team has developed an innovative, online platform that **brings together primary producers and small farmers with those city inhabitants who care about eating and drinking healthy, fresh, original, delicious, and home grown.** The aim of IttaSzezon! is to

enable producers to sell large quantities of goods in a short period of time with a single transport so that they can spend more time on their farms; and that shoppers can quickly get food from local, reliable sources.

Why did you apply to the course?

„We decided to participate in Impact Academy because with the goals the organization had set for itself we felt alone in the venture capital world. We were looking for a community we share values with and it seemed like a great opportunity to rethink the overall strategy, priorities, business goals and directions of the newly established organization.”



IttaSzezon! & the Impact Academy program

In 2018, the two founders of **IttaSzezon!** decided that their dream of a sustainable small farmer lifestyle would be the creation of an organization. Being a newcomer, Impact Academy brought them not only a lot of new things but also challenges. This was also the reason why they decided to join the program – development is a key motivation for them.

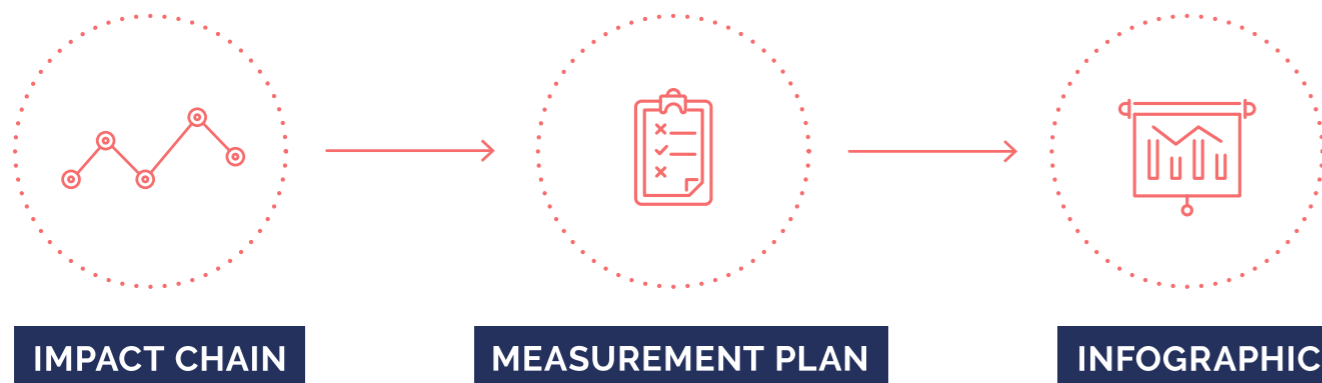
From the first moment, an important connection has been established between IttaSzezon! and another Impact Academy participant, the **Heroes of Responsible Dining**.

„We wanted to know more on the subject so that we can plan our activities more consciously and by being equipped with this knowledge we plan to find and involve an impact investor, a value-based investor.”

„Validation is important for us: to be conscious from the outset of the organization that our activities really have a positive impact on our target groups and that everything we do serves the long-term purpose, thus avoiding fragmentation of our workforce and activities.”

Representatives of the two organizations soon realized that a very fruitful relationship was emerging – they actively worked together during the Academy and helped each other continuously.

The Impact Academy program, built of seven modules, consisted of three main parts for the first year: organizations first designed their **impact chain**, then designed their **measurement plan**, and finally designed an **infographic** to visualize the impact of their organization.



CASE STUDY

IMPACT CHAIN



At the beginning of the program, participants were introduced to the **basics of impact measurement**: beyond the definition of impact measurement, key readings and models of change theory (such as **Theory of Change**), some **basic questions were answered** and collected, this being an important basis of their work. This was followed by the **identification of stakeholders**, as it is important to be aware of the stakeholders with whom the organization works together, and wants to involve in the impact assessment exercise. Small and medium-size producers, food-conscious shoppers, office workers and mothers were among the primary stakeholders. That table also includes the secondary stakeholders and those who will use the measurement results. After that, the team focused on the **life cycle of the primary stakeholders**, gathering the key characteristics, vision and critical points of the primary stakeholders.

After establishing the lifepath of the primary stakeholders, IttaSzezon! began to create their own impact chain: they collected their final goals, outcomes and short-term goals, their activities and inputs/resources. At each level of the objectives, evidence was sought and, in the absence thereof, assumptions were made, and at each level of the objectives they gathered so called prerequisites.

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- ②
- ③ ✓

Challenge

Being a newly established organization, they have never dealt with the systematic formulation of the goals before, so creating an impact chain was a challenging task for them.

„The biggest challenge for us was seeing the empty excel at the beginning.”

Solution

„The biggest help at the beginning was the mentor’s professional support.”

Being an experienced professional, the mentor helped them gather the goals and rank them at the appropriate level (long-, medium-, short term).

Results & Main Learning Points

During the Impact Academy program, with the support of the mentor, the basic concepts that had previously been vague to the organization, were clarified. Finally, there were two versions of the impact chain: first, a simpler but **more spectacular version** was published, and then the **final impact chain** was presented in a chart format.

MEASUREMENT PLAN



After the creation of the impact chain, the focus of the program was on the **impact measurement plan**. The final measurement plan is the result of a development process of approximately four months.

In the first part of the Impact Academy, participants had to name their main target groups, and then link development areas to the groups. These are the so-called **key areas where the organization wants to make an impact with its work**.

The next step was to break down the key areas into **specific measurable indicators (KPIs)**, and then to link these indicators to their mid-term outcomes. After that, the measurement plan had to include the specifics of the measurement, such as data sources and the frequency of the measurement. When preparing the measurement plan, the team had to decide on the data collection method: IttaSzezon! decided to conduct personal interviews.

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Challenges

- „At this stage we knew better what we wanted.” The challenge was that because of the knowledge and experience gained in the development process, IttaSzezon! team felt that they had to re-visit the impact chain again, and since a certain level of measurement had already begun in the organization, they had to revise it.
- Interviewing takes a lot of time and energy – IttaSzezon! quickly encountered the difficulty of lack of time.

Answers

- IttaSzezon! identified five key areas: Education (attracting interest), Predictability (entrepreneurship career paths for farmers), Environmental awareness (green management), Customer support (communicating with customers), Partnerships (cooperation between farmers). Indicators were linked to these areas, and named what professional resource is / can be linked to in the future.
- The creation of the measurement plan was prolonged, but the whole process was shortened by the fact that interview questions were collected in parallel to the design of the key areas and related indicators. Interviews have been linked to previously scheduled meetings, thus relieving time wasters.

Results & Main Learning Points

- Personal interviews brought many insights and a few development ideas; they helped to understand the producer target group and thus contributed to the further development of the organization.
- „The first version of the **Impact Measurement Plan** is a good starting point for further impact measurement of the organization and we can always reach back and improve it as the organization matures.”

INFOGRAPHIC



It is not enough to measure social impact, but in order for the world to see the effects of an organization, it is necessary to find a way to communicate it. This is what the last two modules of Impact Academy were about: participants not only improved their theoretical knowledge, but they also created their own infographics. The **infographics** were based on the impact chain, the measurement plan and the existing measurement results. All Impact Academy teams received support from a communications expert and creative professionals.

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Challenges

„In order to truly reflect our ideas through the infographics, we had to learn how to give accurate instructions to the creative professionals and how important briefing is.”

Answers

„We learned how to give a brief, and we learned from every miscommunication..”

Results & Main Learning Points

- „We also learned that from time to time we have to let go some of our own ideas.”
- By the end of the program **IttaSzezon! infographic** is ready; it summarizes the organisation's main mission and activity, the primary pathway of the stakeholder, and the impact chain of IttaSzezon! in a creative, visually spectacular way.

ACTION PLAN

The Future: What's Next?

The plan of IttaSzezon! for the next 12 months

When?	What?
Month 1-3	<ul style="list-style-type: none"> Formulating and finalizing interview questionnaire for farmers and consumers. Introducing results of questionnaires in the automated system. Search for an impact investor committed to the cause of the organisation. Because of the joint work, the impact of the organisation will be understandable, measurable and reachable.
Month 3-6	<ul style="list-style-type: none"> Formulating guidelines based on the results of the farmers' questionnaires. More conscious communication with the farmers.
Months 6-9	The system that helps every farmers is set.
Month 9-12	Set up and start s CRM system for the farmers.

For the final module of the Impact Academy, not only the infographics but also the final measurement plan was completed. At the closing module of the program – which is also the beginning of the practical implementation of the impact measurement plan – IttaSzezon! also prepared an **Action Plan** for the next year followed by the Impact Academy program.



„The Impact Academy program helped us tremendously to structure the organization at its start. We are now less scattered and we know where, what and why to do. It is an extra gain for us, that we could 'infect' the organization with this mindset already at the start.”



CASE STUDY

IMPACT ACADEMY

impactacademy.hu

If you are interested in learning how to measure your impact and effectively communicate it, contact us at:

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