# **Association Social Impact Framework**

Coro Strandberg

**INNOVATION** 

Value chain engagement

and joint R&D to

overcome barriers and

scale solutions

**GOALS** 

Shared goals, targets,

metrics and monitoring

for members to

achieve impact

together

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This social impact framework is designed for use by associations (industry, business and professional) interested in helping their members build a resilient, sustainable and equitable future. These 17 practices set out level one (internal) and level two (external) steps associations can take to engage members on social impact and sustainable value creation. Adapted from 'A Milestone Report: Maximizing Social Impact in Canadian Post-Secondary.'

## **STAKEHOLDERS**

Stakeholder engagement, partnerships, collaborations on mutual impact goals (civil society, industry, suppliers, government, etc.)

## COLLABORATION

Mentoring, communities of practice, joint R&D, working groups, pilot projects to learn together and build

## **TOOLS**

Metrics, toolkits, guidelines to create roadmaps for improving impact

## **PRACTICES**

Awards, case studies, inventories of best practices to recognize and inspire leadership

**OPERATIONS** Procurement.

SOCIAL

**IMPACT** 

**LEVERAGE** Sector collaboration tackling societal issues together by leveraging pooled assets, e.g. joint social purchasing

CONSULTATION

Consultations and surveys engaging all members to identify best practices and

priorities

decisions, investments, meetings, hiring and other practices visibly demonstrating impact

## **GOVERNANCE**

Board engagement and policy, integration into association mandate, vision, strategic plan, goals, targets and reporting

## **DEFINITIONS**

Principles, protocols and definitions to define the field of practice and enable communications

## **INFORMATION**

Research and information on trends, innovation, risks, opportunities, business cases and benefits for action

## **EDUCATION**

Conferences, webinars, workshops, websites, communications, to learn and share best practices

## **ADVOCACY**

**ECOSYSTEMS** 

Mapping the landscape,

engaging other sectors

to co-develop and

implement shared social

impact goals, build

ecosystem

Advocacy, government collaborations, coalitions to champion social progress, increase resources and raise public awareness

## **PUBLIC**

Marketing, branding, position papers, communicating member leadership and inspiring public action

## **STANDARDS**

Benchmarks, designations, curriculum, to formalize practices and enable benchmarking