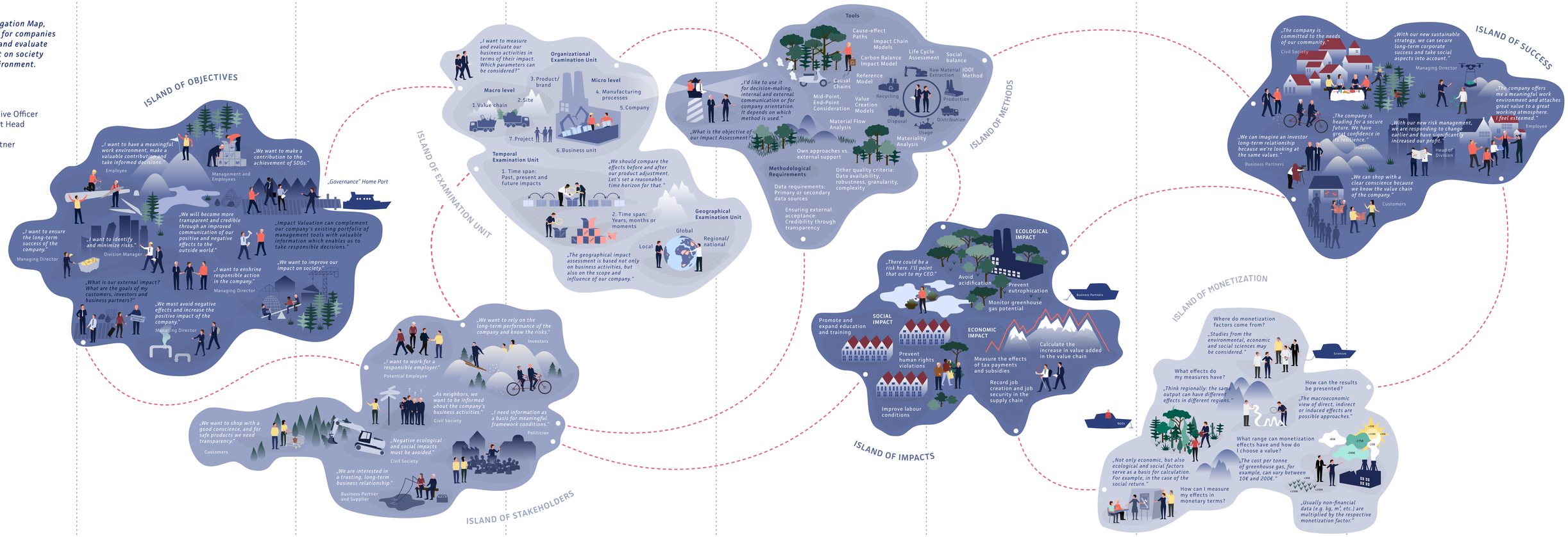
econsense
Forum for Sustainable Development of German Business

Impact Navigation Map

Impact Navigation Map, an overview for companies to measure and evaluate their impact on society and the environment.

Passengers

Chief Executive Officer
Business Unit Head
Employee
Business Partner
Investor
Customer
Civil Society
Politician
Scientist



Objectives	*Identify the objectives of the Impact Valuation Analysis for the respective company.*	*All relevant stakeholders affected by the company's activities should be identified.*	*Unit of examination: define scope for impact measurement and evaluation.*	*Selection of the appropriate method to perform the measurement and evaluation of the impact.*	*Depending on the previously defined scope, ecological, social or economic impacts are considered (or in combination). Monitoring for the measurement of changes (temporal scope).*	*Economic, ecological and social impacts can be expressed to the same extent as financial outcomes, e.g. in $ or €, and thus be related to corporate financial outcomes.*	*Identification of positive changes achieved; successes of the company in the social, ecological and economic field.*
Key questions	*Which goals are to be achieved by the Impact Valuation Analysis? Where could the greatest potential/leverage be?*	*What interests do we have to take into account? Who could be an important internal contact for us? Which internal and external experts should we involve?*	*For which examination unit do I want to measure impacts? Product? Process? Value chain? For how long? Which sustainability dimensions are essential?*	*Which methods are appropriate to measure and evaluate the selected indicators? What do I want to achieve with impact measurement (positioning, product/process improvement, transparency)?*	*Which indicators are relevant for my company in the respective impact category? How do I deal with negative impacts (transparency, communication, control, etc.)? What is the appropriate reference scenario with which we would like to compare ourselves?*	*Why should I monetize? Transparency? How do I want to present positive and negative effects? Which data should I use?*	*Which improvements and successes could be achieved in which areas? Presentation? Communication?*
Outcome	*Targets for the Impact Valuation Analysis are defined.*	*All relevant contacts, experts and other stakeholders have been identified. An understanding of the mutual impact has been achieved.*	*The examination unit has been defined.*	*A suitable method has been selected.*	*Indicators and impact categories to be considered and measured as well as reference scenarios are defined for the selected subjects of examination.*	*Economic, ecological and social effects could be correlated with the company's financial results (with sufficient data) and used for decision-making purposes.*	*Social, ecological and economic successes were measured, evaluated and monetized; successes are achieved through monitoring, corresponding corrections and changes through alternatives.*