

#MEET4IMPACT's "BE Impactful Framework"



#MEET4IMPACT has developed the Business Events (BE) Impactful Framework to help organizations track, measure and report broad impacts generated by business events. Based on the Community Capitals Theory (Emory & Flora, 2006), it allows us to demonstrate all the ways in which events generate positive outcomes for society over time. These outcomes can be clustered under broad categories of communal assets or stocks (capitals), which get depleted or replenished by different activities and can be reported on through selected and recognized indicators. This framework will be used in all our approaches.



A curated catalogue of indicators

For each Capital, we have curated a catalogue of standardised outcomes and indicators that you can select and use to help you hone in on your social impact priorities. This selective tool helps you personalise your impact journey, with over 150 indicators to measure against.

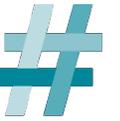


Outcomes and their aligned SDGs for each capital



Catalogue of 150+ indicators

Capitals and Sample Outcome Categorisation



Natural

Environmental assets; ecology; biodiversity; ecosystem services; energy and water; climate



Social

Networks / Collaborations / Shared experiences / Social inclusion \ Sense of belonging – pride – Collective identity



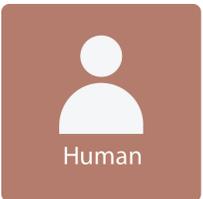
Financial

Attraction of foreign and local investments / Trade / Fueling local economy / Inclusive wealth generation / Grants & subventions



Cultural

Reinforce values, perceptions, traditions / Showcase local assets / Increased recognition for other capitals



Human

Skills development / Work conditions / Talent recruitment in city / Opportunities / Well-being / Health



Political

Ability to influence decision-making and policy / Affect attraction & distribution of resources / Raise the voice and profile / Engage value chain / Ability to engage into reciprocal relationships.



Intellectual

Innovation / Knowledge Transfer / Technology Transfer / Knowledge diffusion / Entrepreneurship / R&D



Built

Built assets - buildings, infrastructure / Manufacturing / Tangible goods and assets/ Technology