

Communicating Social Impact to key stakeholders

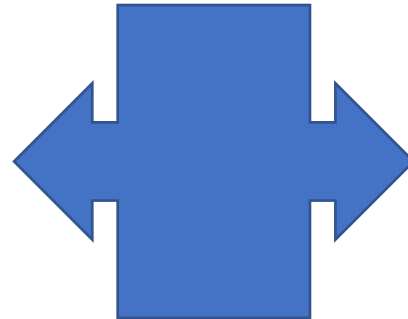
Learning Unit #16

University of Rome “Tor Vergata”

The role of communication strategy as social impact analysis element

IMPACT

1. Trust
2. Transparency
3. Accountability
4. Reputation



Communication

Communication of social impact



Keep in mind some basic principles!

HOW?

1. Set up communication for each stage of the process;
2. The responsibility of communication must be both political and strategic level;
3. Involve human resources in the communication process;
4. Work to build skills that are widespread both in business contexts and in associative ones.
5. Strengthen your identity and image online and offline and increase your own visibility;
6. Use communication tools to encourage participation and discussion and creating resources of knowledge;
7. Plan the communication in every detail to give it continuity;
8. Define a budget and investments;
9. Communicate the changes generated in the territory and how they were achieved;
10. Try to determine an impact assessment of the communication itself, working on specific indicators.

Communication of social impact

TO WHOM?

1. **Stakeholders** seeking to integrate social and environmental risks into their investment decisions;
1. **Consumers** concerned about the ethical implications of their purchases;
1. **Communities** and civil society organizations demanding to know the value that companies contribute to society;
1. **Employees** who want assurance that the company they work for is a good corporate citizen.

Why evaluation and communication are so relevant?

It must be proved that
organization's actions meet
stakeholders expectations.

To make better decision
thanks to the amount of
information provided.

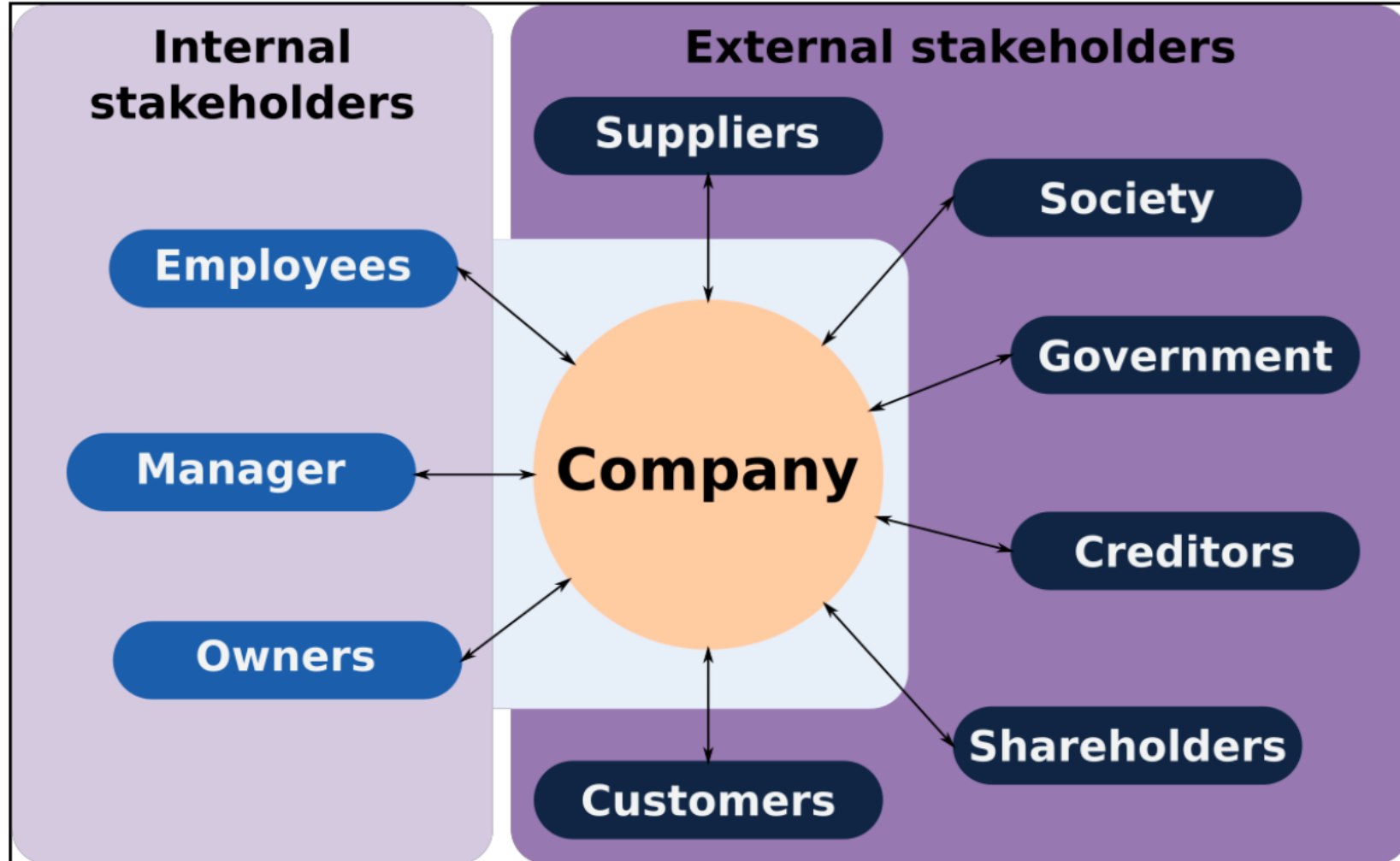
**To be effective
communication of
impact should:**

Engage
stakeholders

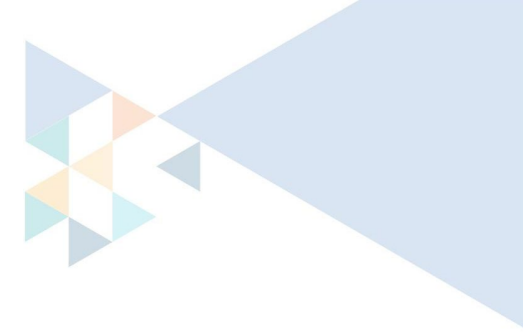
Produce complete
and in-depth
report

Evaluate and
communicate also
ongoing process

Take into consideration the stakeholders' needs and timing



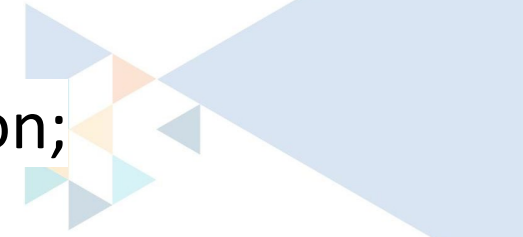
Social impact reporting



It is defined as **reporting of some meaningful, definable domain of a business enterprise's activities that have social impact.**

Put another way, social impact reporting implies the measurement and reporting, internal or external, of information concerning the impact of a business enterprise and its activities on society.

Objectives of social impact reporting



1. Strengthening a positive public perception of the organisation;

1. Making transparent and giving greater visibility to the activities carried out;

1. Increasing the organization's legitimacy and social consensus;

1. Affirming the stakeholder right to be informed;

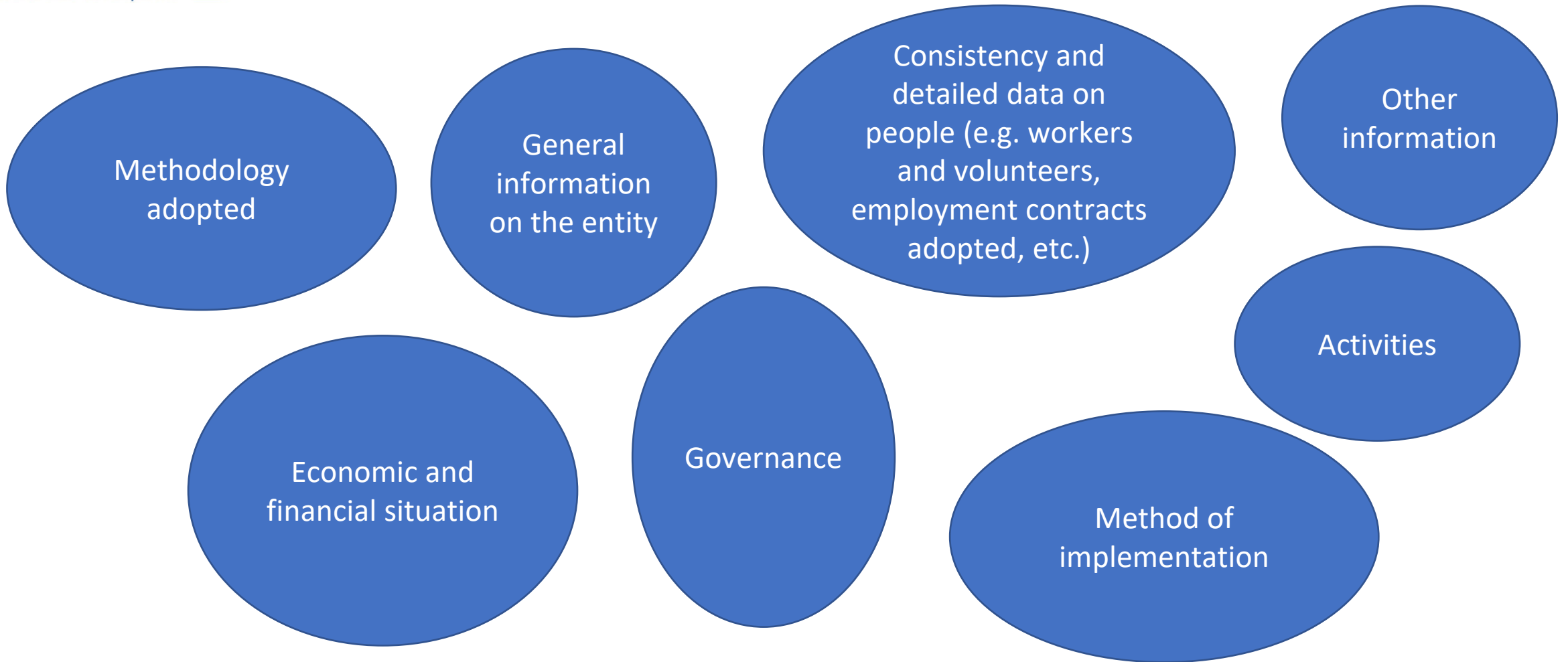
1. Leading the organisation towards a responsible business strategy.

How to communicate through a social impact report?

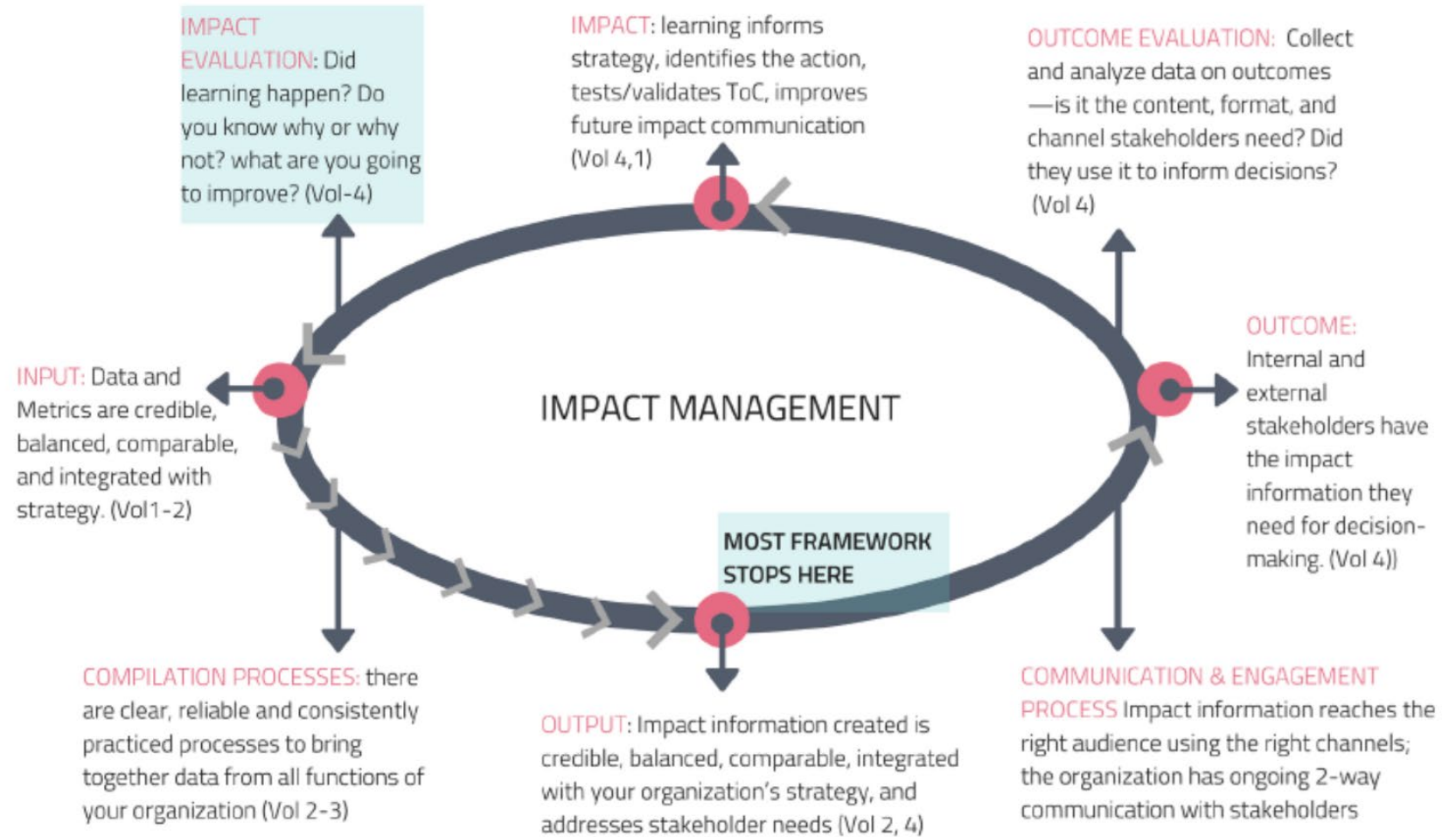
Follow these criteria to write a social impact report:

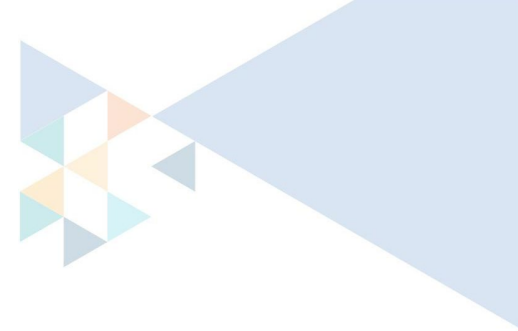
- Completeness
- Relevance
- Transparency
- Neutrality
- Period competences
- Comparability
- Clarity
- Truthfulness and verifiability
- Reliability
- Autonomy

What contents should you consider?



How to make a social impact report effective?





Thank you!