

Module: Social entrepreneurship and social enterprises (including green entrepreneurship)

Project number: 2020-1-MK01-KA205-077462



RESULTS vs OUTCOMES

Definitions and Case Studies



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MAIN DIFFERENCE:

RESULTS (or outputs, products) are something that should be achieved at the moment when some activity or action is finished.

- e.g. More trees planted, New meter squares land cleaned, More green shops open

OUTCOMES are consequences in the near future that happened after the results are achieved by the implementation of a concrete action.

- e.g. Increased level of deforestation, higher level of accessible arable land, green based consumption is widespread
- ***project/business team is strengthened towards more green applications

INDICATORS:

- How to measure our results? How to measure our outcomes?
- ASK: How many, how much, how long, how high, how deep, how tough, how easy, how impactful...”

Quantity based:

- numbers only (simple counting)

Quality based:

- They can be numbers but based on quality criteria (e.g. as grades in the educational system)
- The important factor is their MEANING/’WEIGHT’, not counting, not numbers, and it is always necessary to be a part of any measurement.



RESULTS indicators	OUTCOMES indicators
<ul style="list-style-type: none"> - 100 trees planted - 10 people planted - 1 institution provided materials - 3 youth included in the process - 50 students trained about deforestation - 500 m2 new arable land 	<ul style="list-style-type: none"> - The quality of land increased for 20% on annual basis - Quality and number of products increased for 40% on the same land - Deforestation is increased for 40% in 3 years - 5 new subjects and 1500+ hours for lessons in the education system are implemented concerning quality of land and deforestation

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NEEDS AND BENEFITS FROM THE INDICATORS

“IF WE DON'T MEASURE IT, IT DOESN'T MATTER AT ALL!” - The main conclusion from the World Economic Forum, Annual Meeting in Davos, Agenda 2020

- Is it better to adopt data-driven decisions or presumptions driven?
- If we don't know the key differences explained above, we will make mistakes for sure, either on short term or long term
- We are not alone in our society, so is it beneficial to know how we can make impact in our community and which type of impact?