

## **Utilisation-Focused Impact Assessment: The Role of Valuation**

A basic premise of effective impact evaluation is that it supports the decision-making functions of service operators and their funders. Informed decision-making in turn requires that decision makers can make meaningful comparisons among alternative actions. This talk reflects on the role of valuation in facilitating and assuring utilisation-focused impact assessment. Money, like all kinds of measure, is a standard of comparison. Evaluation approaches such as Social Cost-Benefit Analysis (Social CBA) and Social Return on Investment (SROI) advocate for the valuation of non-financial outcomes, in order that all material social outcomes affecting stakeholders would not be omitted in the decision-making calculus and that meaningful comparisons can be made between program scenarios comprising different combinations of outcomes.

The talk will cover the following topics:

1. An overview of best practices in impact evaluation: between proving and improving, and external use versus internal management decision-making
2. Avoiding monetisation of non-market goods: Examples of non-valuation-based impact evaluation approaches and their strengths and limitations
3. Reflections on the SROI framework: Sharing of case findings of an SROI analysis on a local Ageing In Place initiative to illustrate how valuation of program outcomes could facilitate decision-making by both internal and external users