

TYPES OF KPIS I GUIDE

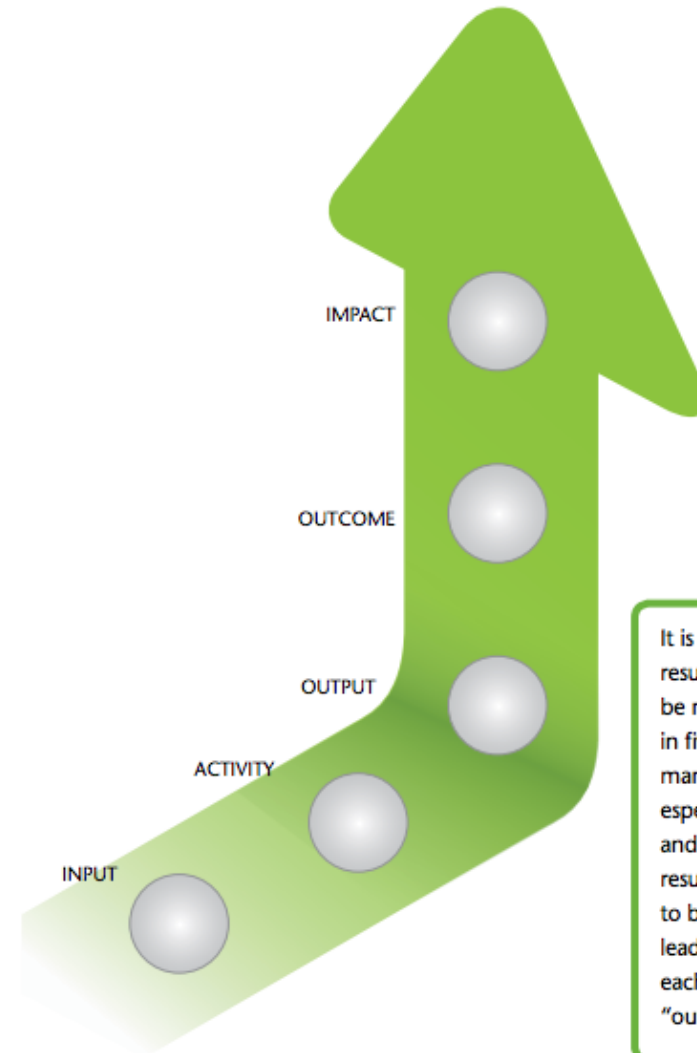
"Impacts": Goal-level changes in the lives of the target population (and even future generations). Common "impact" indicators include changes in educational attainment, health status, and income level.

"Outcomes": Changes in the lives of the target population. Common "outcome" indicators include numbers and percentages of people adopting certain behaviors, obtaining certain opportunities, and having access to certain products and services.

"Outputs": The results of the activity in question. Common "output" indicators include volumes sold and numbers of people reached.

"Activities": The activities whose effects are to be analyzed and measured. "Activity" indicators are usually qualitative, and can range from product or service sales to provision of training to compliance with certain standards and policies.

"Inputs": The resources necessary to carry out an activity. Since most resources are ultimately valued in financial terms, the most common "input" indicator is money spent.



It is important to note that results chains do not have to be mapped and measured in five steps. There may be many more links in the chain, especially between "outputs" and "impacts." Similarly, results chains do not have to be linear. "Activities" can lead to multiple "outputs," each leading to multiple "outcomes" and so on.

Measuring Socio-Economic Impact - A Guide for Business, WBCSD

