

Evaluation - From Learning to Action, Washington D.C. 6-11 November 2017

Evaluating Impact on Sustainable Well-being in a Complex Environment

Katri Vataja, D.Sc.

Senior Lead, Impact Evaluation

Sitra

Content

- 1** Overview of Sitra– Finland's future fund
- 2** Our approach to impact evaluation: evaluation tasks & questions
- 3** How to evaluate impact on systemic changes in a complex environment?
- 4** What we got – Examples of the results.
- 5** Lessons learned

Sitra – Finland's future fund

5 key facts about Sitra

1. A gift from Parliament to the 50-year-old Finland.
2. An independent foresight agency: futurologist, researcher, visionary, developer, experimentalist, partner, trainer, networker.
3. Funded by returns on endowment capital and capital investments.
4. Envisages Finland as a successful pioneer in sustainable well-being.
5. Its vision is supported by three themes, six focus areas and dozens of projects.

+1

Building our
future together



SITRA

SITRA

Sitra promoting systemic change

FUNCTIONS & THEMES

CARBON-NEUTRAL CIRCULAR ECONOMY

CAPACITY FOR RENEWAL

NEW WORKING LIFE AND SUSTAINABLE ECONOMY

SOCIETAL TRAINING

FORESIGHT

PROJECTS

Circular economy

Resource-wise citizen

Human-driven health care

Public-sector management

Social and healthcare financing

Impact investing

Leadership training for sustainable economic policy

CONTINUOUS

Ratkaisu 100 challenge prize

Renewal of state cultural grants

Megatrends

CONTINUOUS

Vision for sustainable well-being

Development of new business ecosystems

Education for a changing world

Knowledge decision-making interface

ACTIONS

Research

Trial

Pilot

Workshop

Training

Fund

Events

Foresight

Call for ideas

Study

Strategy

Challenge competition

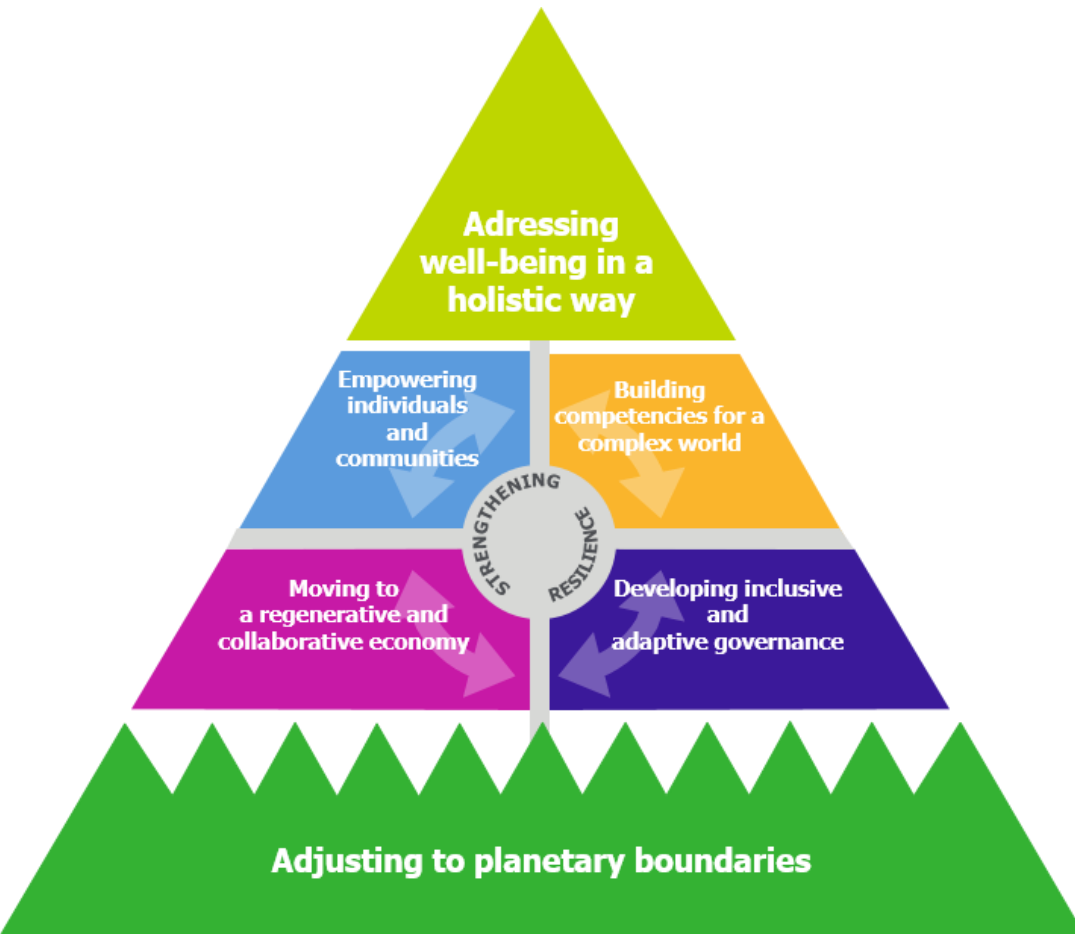
Networking

VISION

Finland will succeed as a
pioneer of sustainable
well-being.



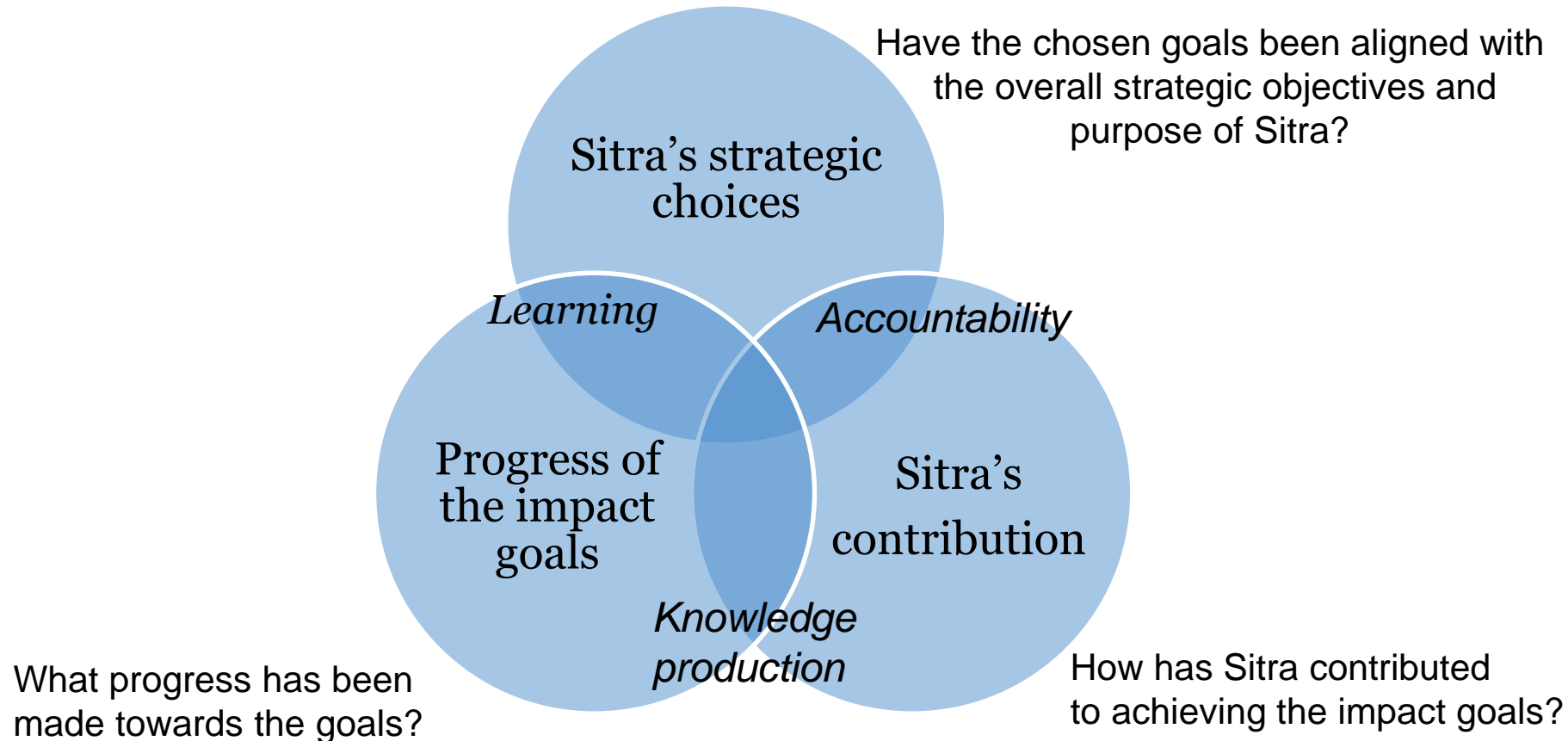
Our evaluation focuses on Sitra's shared goals for impact



Our goals include:

- addressing **well-being** in a holistic way;
- adjusting to **planetary boundaries**;
- empowering **individuals and communities**;
- moving to a **regenerative and collaborative economy**;
- building **competencies** for a complex world;
- developing **inclusive and adaptive governance**.

Tasks and questions for evaluating the work of Sitra



Guiding principles for Sitra's impact evaluation

1 Taking into account the time span of societal changes.

2 **A holistic approach to systemic changes.** Taking into account the contextuality and complexity.

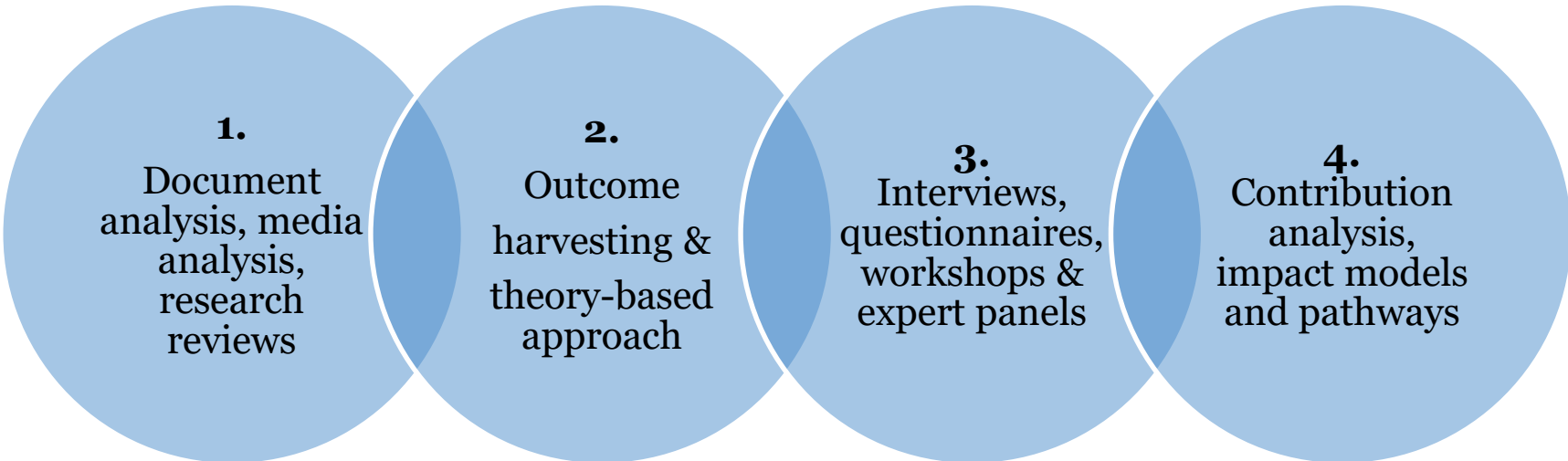
3 **Focus on contribution.** A societal impact is produced as a sum of different actions produced by many actors. Understanding the impact logic and the pathways is necessary.

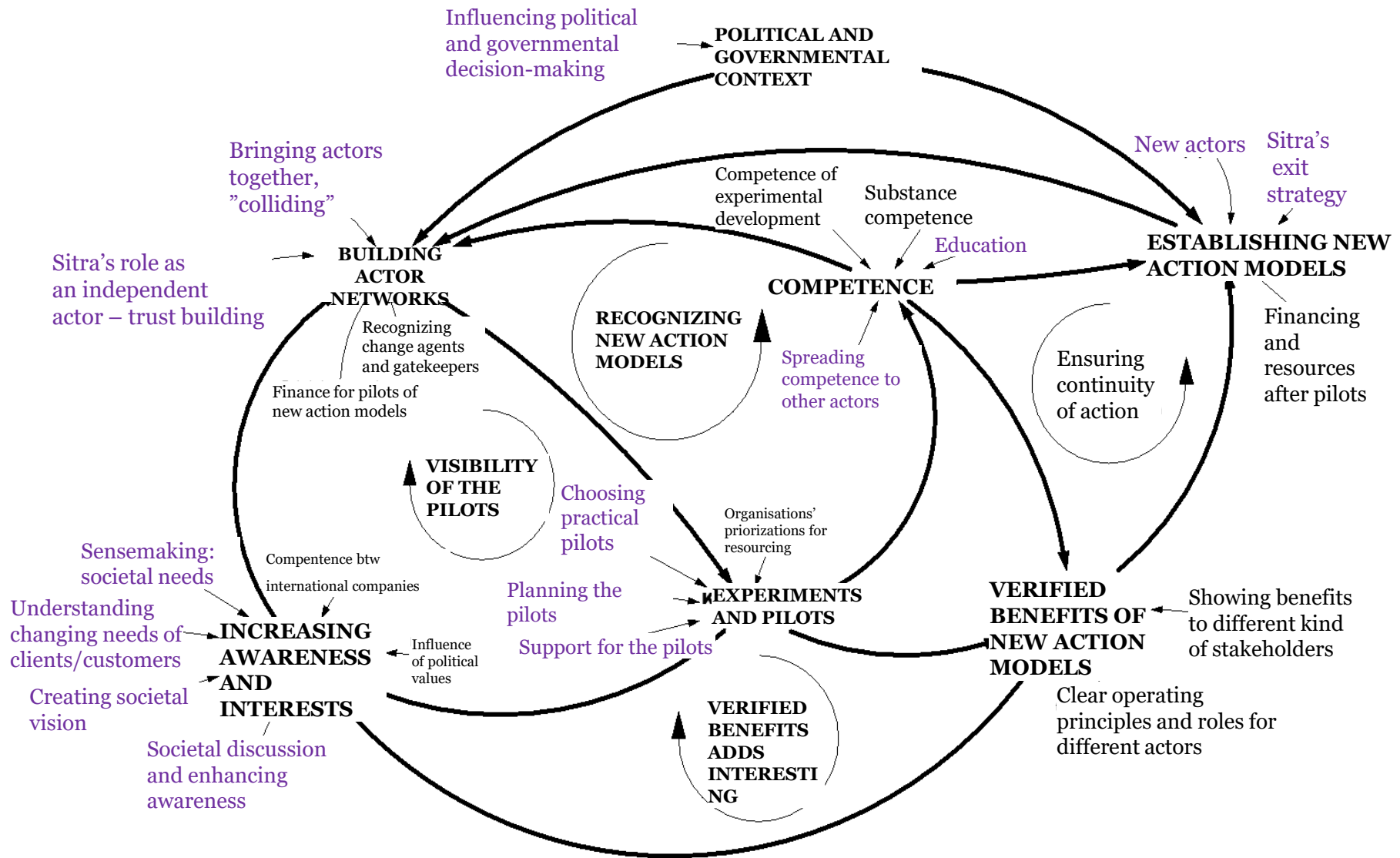
4 **Support for learning and development during the evaluation process.**

5 **Methodological appropriateness and flexibility**

How to evaluate impact on systemic changes in a complex environment?

METHODOLOGY





A system-dynamic model of Sitra's actions and impact mechanisms

What we got?

- 1 Information on **Sitra's contribution and added value** regarding the defined impact goals.
- 2 Descriptions and **models** of Sitra's contribution and **impact pathways**.
- 3 Information on **progress towards the impact goals** in the Finnish society.
- 4 **Recommendations** on what Sitra, or other actors, could do for further promoting the specific impact goals.
- 5 **Recommendations for Sitra's** strategic and operative management.

Some examples of the main results

Doing the right things

”The data suggests that Sitra does the right things, at the right time and with the right tools.”

Acting as a trailblazer

”Sitra has acted as a trailblazer in changing the way of thinking about well-being.”

Addressing systemic challenges

”Sitra’s added value is greatest when addressing systemic challenges that span policy areas, which are difficult to address by others.”

Clear progress towards the goals

”There has been clear progress towards the goals assessed in the evaluation. The circular economy, experiments and impact investing are examples of areas where concrete changes and progress on different levels and within different dimensions have been identified.”

Lessons learned

1

Specify a **role and resources** for evaluation management

2

Familiarize external evaluators with your organization's vision, mission, strategy and activities, as well as the needs and expectations for evaluation.

3

Co-operate with external evaluators during the process

4

Ensure the quality of evaluation

5

Support evaluative thinking and capacity, also between external evaluations. Build bridges between evaluation, strategy and operational work.

RISE TO SHINE!

Katri Vataja
Senior Lead, Impact Evaluation
katri.vataja@sitra.fi
@KatriVataja

sitra.fi | <https://www.sitra.fi/en/topics/strategy/#impact-evaluation>
@sitrafund      

SITRa