

D3.2

Impact evaluation V2.0

Grant Agreement	N. 687941
Project Acronym	OpenMaker
Project Full Title	Harnessing the power of Digital Social Platforms to shake up makers and manufacturing entrepreneurs towards a European Open Manufacturing ecosystem



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the grant agreement No 687941.

Instrument	Research and Innovation Action (RIA)
Thematic Priority	CT-10-2015, Collective Awareness Platforms for Sustainability and Social Innovation
Start Date of Project	20 / 06 / 2016
Duration of Project	24 Months
<hr/>	
Work Package N. Title	WP3 Impact
Work Package Leader	PlusValue
Deliverable N. Title	D3.2 Impact evaluation V2.0
Date of Delivery (Contractual)	Month 12
Date of Delivery (Submitted)	Month 14
Nature	Report
Dissemination Level	Public
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VERSION LOG

Version	Issue date	Authors	Notes
0.1	17 / 07 / 2017	Joshua Phillips (PV) Fiorenza Lipparini (PV)	First draft (edited from D3.1)
0.2	31 / 07 / 2017	Joshua Phillips (PV)	Integration feedback from partners
0.3	18 / 08 / 2017	Joshua Phillips (PV) Fiorenza Lipparini (PV)	Final Document

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EXECUTIVE SUMMARY

The aim of this deliverable is to provide the OpenMaker Consortium with a final version of the Impact Strategy. In the first part of the document, we contextualise our Impact Strategy within the state-of-the-art field of impact assessment as well as OpenMaker's overarching goals. Second we outline our methodology, which is based on the Social Return On Investment (SROI) framework that we have adapted for the specific needs of our project. We outline the multiple overlapping scales of our methodological framework (micro, meso, and macro), as well as the Open Manufacturing Paradigm that we will use to further understand OpenMaker's impact in relation to the democratisation of making, supply chains for good, and corporate citizenship. We present the case study of Fairphone as an example of 'best practice' and what can be achieved when impact is embedded in the business model of a global open manufacturing company. Third, we provide an Impact Framework that Consortium partners can use to map their key stakeholders, inputs, outputs, and outcomes. This framework is available and shared online and can be refined by Consortium partners throughout the project lifespan. Fourth, we present our data collection approach, which focuses on collecting data from Accelerator activities both offline (semi structured interviews, feedback tools) and online (e.g. Digital Social Platform, on-boarding forms, and social media analysis). In the final section, we outline our approach to supporting Accelerators to implement our Impact Strategy. In this way, we embed our impact strategy within and across Work Packages 1 (accelerators), 2 (digital social platform), and 4 (outreach and exploitation) to maximise the impact creation and measurement potential for the OpenMaker project.

GLOSSARY OF TERMS

CBA	Cost Benefit Analysis
CRM	Customer Relationship Management
CSR	Corporate Social Responsibility
DSP	Digital Social Platform
EC	European Commission
G8SITF	Global 8 Social Impact Investment Task Force
GECES	European Commission's Expert Group on Social Business Initiative
GRI	Global Reporting Initiative
LES	Local Enabling Space
PSS	Pilot Support Scheme
SEP&L	Social and Environmental Profit and Loss
SROI	Social Return on Investment
WP	Work Package

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1. INTRODUCTION

The field of impact assessment has grown rapidly over the last decade to address with increasing rigor the central issue of ‘impact’ associated with any project. The key questions are:

- Are we doing any “good” or not?
- What do we define as “good”?
- “Good” for which stakeholders?
- How do we measure the “good” that we have created?

Within the field of impact assessment, a range of methodological approaches have been developed and used to help address these questions, with the main approaches including among others:

- Evaluation
- Cost Benefit Analysis (CBA)
- Social and Environmental Profit and Loss (SEP&L)
- Social Return On Investment (SROI)

In the context of the OpenMaker project, the overarching goals have been set out by the Consortium as:

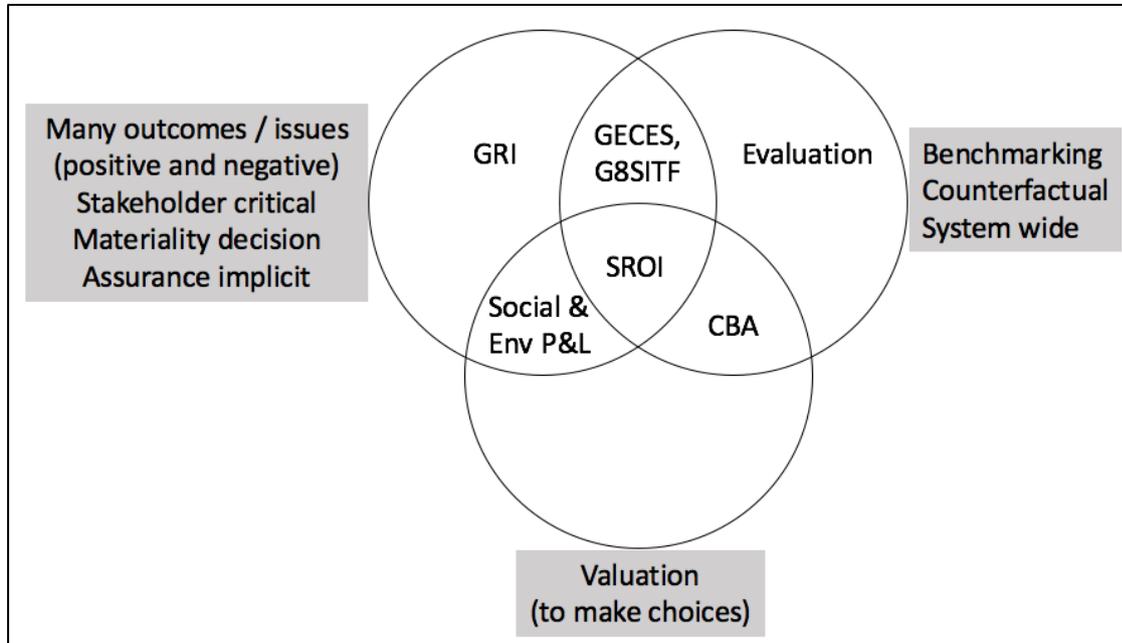
- Enhancing the productivity and competitiveness of the manufacturing sector in Europe.
- Promoting the ‘Open Manufacturing Paradigm’ through (i) Democratisation of Making, (ii) Supply Chains For Good, and (iii) Corporate Citizenship ([Young Foundation, 2015, http://uk.ukwon.eu/File%20Storage/4970285_7_SIE-Making-Good-our-Future-May-2015.pdf](http://uk.ukwon.eu/File%20Storage/4970285_7_SIE-Making-Good-our-Future-May-2015.pdf)).
- Creating positive social impact in the community within which Makers and Manufacturers operate, by fostering processes of creativity, innovation, openness, inclusion, collaboration, inter-generational solidarity, up-skilling, and so on.
- Achieving sustainability of the OpenMaker project(s) over time.

This document presents the Consortium’s strategy for impact assessment, which can be used both during and after the timeframe of OpenMaker to help maximise our project’s positive impact. First, we outline our methodological approach to impact assessment. Second, we provide an Impact Framework with proposed indicators for measuring OpenMaker’s impact on different stakeholders. Third, we outline our strategy for collecting data on OpenMaker’s impact on different stakeholders over time.

2. METHODOLOGY

In order to design our methodology, we have considered the main frameworks for impact assessment from the field of social innovation, as summarized in Figure 1 below.

Figure 1 - Main Frameworks for Impact Assessment



[Source: Social Value UK 2016]

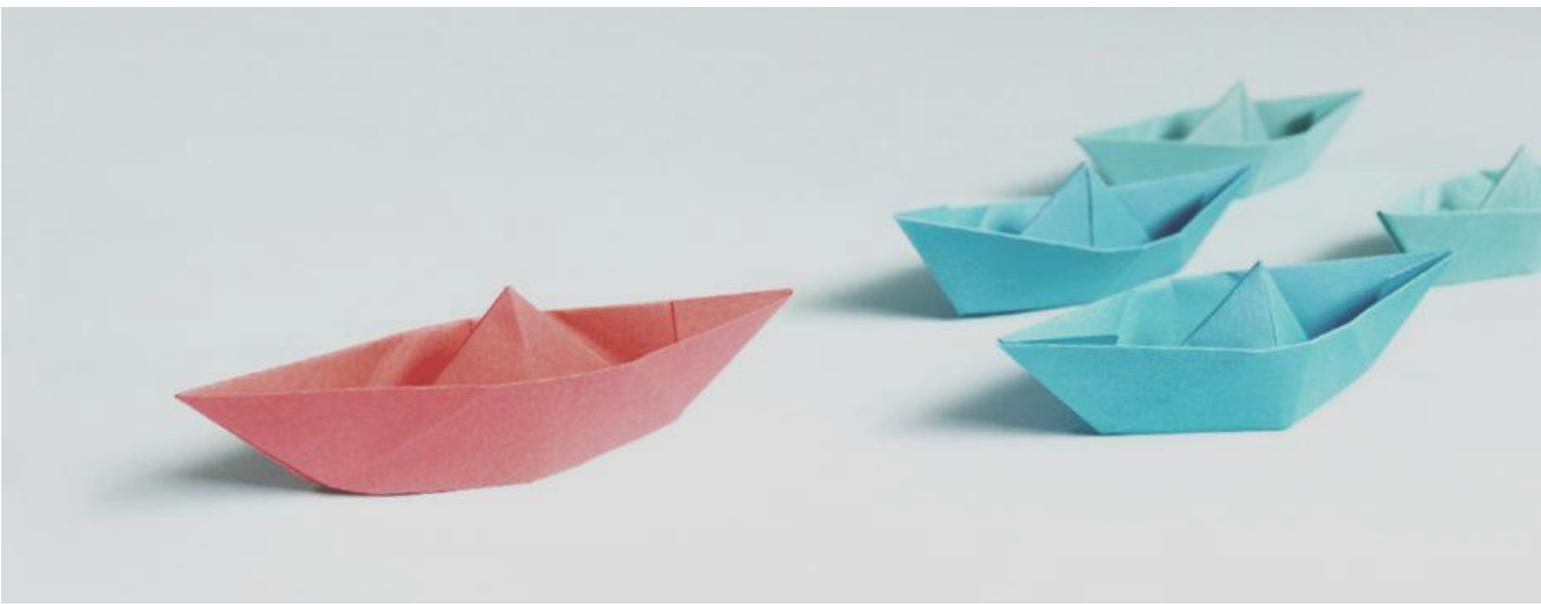
The evaluation framework is a systematic determination or judgement of a project’s merit, worth, and significance, using criteria governed by a set of standards (benchmarks). However, there can be a risk of counterfactual conditional statements based on evaluators’ pre-determined goals alone rather than what actually happened in the field. ‘Social’ Cost Benefit Analysis (CBA) emerged in the 1970s, rooted in environmental, health, and welfare economics (e.g. Eckstein 1971; Drèze & Stern 1985; Layard & Glaister 1994). However, its theoretical grounding in economic analysis for evaluating investment projects has some limitations for assessing OpenMaker’s social impact. From financial accounting has emerged the social and environmental profit and loss framework. Again, however, its roots in financial analysis is not ideal for the OpenMaker project which is not a profit/loss oriented commercial project but rather a social innovation focused one. The Global Reporting Initiative (GRI) is a trusted and widely used reporting framework for sustainability reporting which emerged in the 1990s onwards, and the sustainability elements of this framework can be useful for the OpenMaker project. In terms of other initiatives, we can also draw upon elements of the European Commission’s Expert Group on the Social Business Initiative (GECES); and the work of the

Global 8 Social Impact Investment Task Force (G8SITF). At the intersection is the Social Return on Investment (SROI) framework, which combines elements from these other frameworks into a coherent and methodologically operational framework (e.g. [Social Value UK, http://www.socialvalueuk.org/resources/sroi-guide/](http://www.socialvalueuk.org/resources/sroi-guide/)).

Given its central position as a strong methodological framework for impact assessment, we take SROI as the starting point for OpenMaker’s impact assessment methodology. While we do not require the ‘investment ratio’ part of the SROI approach – which uses financial proxies to estimate the social return on investment in relation to monetary currency – we will instead draw upon SROI’s useful framework for mapping impact in relation to stakeholders, inputs, outputs, and outcomes (not financial calculations/evaluations) as summarized in Table 1 below.

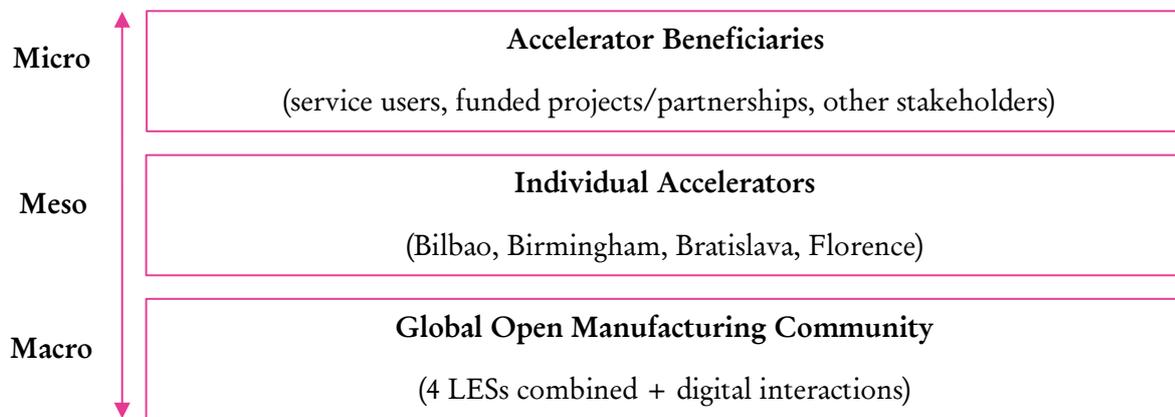
Table 1 – Mapping OpenMaker Impact

STAGE 1		STAGE 2			STAGE 3					
STAKEHOLDERS	INTENDED / UNINTENDED CHANGES	INPUTS	OUTPUTS	OUTCOMES						
<i>Who does OpenMaker have an effect on?</i>	<i>What do stakeholders think will change for them as a result of OpenMaker?</i>	<i>What do stakeholders invest in OpenMaker? (e.g. time, money, resources)</i>	<i>Summary of OpenMaker's activities in numbers</i>	Description	Indicator	Source	Quantity	Duration		
<i>Who has an effect on OpenMaker</i>				<i>How would the stakeholder describe the changes?</i>	<i>How would you measure it?</i>	<i>Where did you get the information from?</i>	<i>How much change was there? (number of people affected)</i>	<i>How long does change last after end of activity? (number of years)</i>		



Using the impact mapping framework shown in Table 1, we can conceptualise OpenMaker’s impact at 3 inter-related scales, as shown in Figure 2.

Figure 2 – OpenMaker’s Impact by Scale



At the micro scale, we are interested in impact on all the individual people who benefit directly from OpenMaker’s offline and online actions, including Accelerator service users (e.g. those who attend trainings, workshops, matching events, connect online, etc.), funded and non-funded projects and/or partnerships that result from Accelerator’s activities, and all other stakeholders who directly benefit from OpenMaker’s Accelerator activities.

At the meso level, we are interested in these impacts at the scale of the individual Accelerators – located in Bilbao, Birmingham, Bratislava, and Florence – to better understand what impact was created by which Accelerator, to compare and contrast Accelerator’s outcomes within their different contexts and their unique combination of offline/online engagement activities, and to see what worked well and what worked less well for each Accelerator and their respective OpenMaker communities.

At the macro level, we are interested in OpenMaker's impact on the global open manufacturing community, understood in terms of the combined impact generated by all 4 Accelerators through their offline activities (e.g. physical interactions, meet ups, events) and online activities (e.g. digital interactions, knowledge sharing). We are interested in OpenMaker's impact on the global open manufacturing community during the lifespan of the project, as well as after the project has ended as a measure of the sustainability of OpenMaker's impact in the long term.

In particular, we are interested in understanding OpenMaker's impact with an Open Manufacturing Paradigm (Young Foundation, 2015, http://uk.ukwon.eu/File%20Storage/4970285_7_SIE-Making-Good-our-Future-May-2015.pdf) which includes three main dimensions:

- I. Democratisation of Making: a new decentralised and participatory economy departing from the receding 20th century industrial model, driven by lowering barriers to communication and formation of online discussion groups using web 2.0 technologies; accelerated spread of technology as costs fall and usability improves; enhanced collaboration by the rise of open source and collaborative intellectual property (IP) models.
- II. Supply Chains For Good: vertical supply chains (from producers of primary resources to customers) playing a role as drivers of change and producers of social value; helping producers to achieve better trading conditions while promoting environmental sustainability and customer awareness; driving transparency and openness in the supply chain and origins of materials used in products, conditions of work in supplier companies and the nature of financial transactions at each step of the process.
- III. Corporate Citizenship: provides the context in which enterprises operate, comparable to the 'license to operate', based on strategic Corporate Social Responsibility (CRS) whereby economic, environmental, and social impact is created in combination, or what Michael Porter describes as 'shared value' (Porter and Kramer 2011); as well as an understanding and strategic management of societal risks and opportunities connected to companies' activities.

FAIRPHONE

The case of [Fairphone](#) provides a real world example of the significance of embedding impact within a global open manufacturing company. Fairphone is the world's first ethical, modular smartphone, dedicated to creating positive social and environmental impact from the beginning to the end of a phone's life cycle through:

- Long-lasting design: modular phone built for repairability (e.g. development of new modules for Fairphone 2 long-lasting use).
- Fair materials: tracing where phone's parts come from and creating demand for materials that are good for people and planet (e.g. set up a transparent supply chain for tungsten from a conflict-free mine in Rwanda).
- Good working conditions: work closely with selected suppliers to improve working conditions and worker satisfaction, increase worker engagement and foster worker/management dialogue, and implement responsible business practices, enhance skills and increase transparency.
- Reuse and recycle: sell spare parts and offer repair tutorials; take back programme ensures that old phones are reused and recycled; supporting partner programs to improve local collection efforts of electronic waste and transport discarded phones to Europe for safe recycling.

To achieve these impacts, Fairphone has developed a network of global partners including Fraunhofer Institute, iFixit, Seymourpowell, Hi-P, Fairtrade Netherlands, Ministry of Foreign Affairs Netherlands, Solutions for Hope, IG metal, SOMO, Economic Rights Institute, Closing the Loop, ReCell Ghana, WEEE, and Teqcycle. Through their work, Fairphone has developed a global community that support their social change, including an online community of 120,000 Facebook friends, 28,000 Twitter followers, and 6,000 Instagram followers.

The aim is that OpenMaker's partnerships, collaborations, and emergent innovative companies can achieve similar impact at scale in the long term. In the next section, we discuss how the OpenMaker Consortium can operationalise our methodology through the development of a full OpenMaker Impact Framework (Section 3), as well as our strategy for the collection of impact data (Section 4).

3. IMPACT FRAMEWORK

OpenMaker’s Impact Framework is presented in a shared google sheet, available online [here](https://docs.google.com/spreadsheets/d/1PkFdRAMXC2f2fx2ryqW6NzYwndTXnQH8YzUMZptyRCU/edit?usp=sharing), <https://docs.google.com/spreadsheets/d/1PkFdRAMXC2f2fx2ryqW6NzYwndTXnQH8YzUMZptyRCU/edit?usp=sharing>. It is important to note that while the core elements of our impact framework have now been defined for the project, we can still refine it in collaboration with the Consortium partners and by engaging with OpenMaker’s stakeholders at each stage of the project. Inevitably, the impact assessment process is a complex and fluid one, whereby the question and answer to “are we doing any good or not” has to be constantly re-asked and re-answered.

4. DATA COLLECTION

To collect OpenMaker's impact data, we will focus on the following data collection tools and methods:

4.1 WP1 LOCAL ENABLING SPACES

4.1.1 Onboarding form

The LES on-boarding form will be used to gather baseline data on OpenMaker Users, an important starting point so that we can measure the change created by OpenMaker activities for our impact assessment. The on-boarding form uses the profile page of the Digital Social Platform to gather user data that can be used for the baseline. In particular, the following questions can be used as baseline data for manufacturers:

- Q. Are you familiar with the concepts and terms “open manufacturing” and/or “makers”? (If this changes from ‘no’ to ‘yes’ due to OpenMaker then we have an impact on awareness raising)
- Q. Do you think that open manufacturing and makers could represent something relevant for your company, in terms of bringing new innovation models and enabling new products and processes? If yes, then in what way: Product | Process | Technology | Business Model | Social Networks (This would give us data on manufacturer's desired innovation outcomes at the start of project)
- Q. Have you ever developed product or process solutions in collaboration with people or organizations that adopt open manufacturing and makers' approaches and tools? (If this changes from ‘no’ to ‘yes’ due to OpenMaker then we have an impact on collaboration, creativity, innovation, inter-generationality, up-skilling...)

The following questions can be used as baseline data for makers:

- Q. Which of the following statements better describes your activity as a maker? (if status changes due to OpenMaker then we have an impact on employment, employability, job creation outcomes)
- Q. Here you will find a list of manufacturing industry sectors. Have you ever worked as maker in any of these sectors? (if this changes from no to yes due to OpenMaker we have an impact on collaboration, creativity, innovation, inclusion etc. in the manufacturing sector)
- Q. Can you tell us a little bit about your portfolio? What is your best contributions as a maker? (If this changes from ‘I have not realized any specific projects yet’ to ‘I have realized/am realising’ due to OpenMaker then we have an impact on realized innovation)

A second survey will be carried out at the end of the project, with the same questions, to be asked (as much as possible) to the same people. This will allow us to assess how their condition and perceptions changed after the programme, referring to the same questions and dimensions in a coherent way.

4.1.2 Semi-structured interviews (with les users)

LES Enablers will conduct 3 semi-structured interviews with LES Users: at the start (May/June 2017), mid-point (January 2018), and end of the LES programme (October 2018).

At each point, LES Enablers will conduct 20 interviews (60 interviews in total) with the target of interviewing 8 makers, 8 manufacturers, and 4 other stakeholders.

All data will be captured in a single ‘Interview Data Summary’ (excel sheet), available online [here](https://docs.google.com/spreadsheets/d/1UJwFiWDDprnAE1puMDUyFUiaNywwuUudyHwsLFyXkyM/edit), <https://docs.google.com/spreadsheets/d/1UJwFiWDDprnAE1puMDUyFUiaNywwuUudyHwsLFyXkyM/edit>). This will streamline the data collection and analysis processes.

The interview at the start will be used to gather some baseline data from LES Users. Questions of particular relevance to impact assessment for manufacturers and makers are contained in the last 4 questions of the on-boarding interview at the start of the project:

- Q. What are the top three challenges for the future of your company and what are the most needed innovations according to you? How are you/your company working in those areas?
- Q. How can the OpenMaker programme help you facing the challenges, and what topics and kind of expertise are most you interested in?
- Q. In nine to twelve months from now, what criteria will you use to assess how useful the OpenMaker programme was for you?
- Q. Values and constraints: we describe the values of the OpenMaker, open manufacturing world (openness, collaboration, etc) and ask the interviewee how they feel about them. What constraints does he/she eventually pose for participation to the LES?
- Q. There is a relationship between the OpenMaker topics and the Industry 4.0 topic. What do you know and think about it?

The interviews at the mid-point and end-point will be conducted by LES Enablers with LES Users, and used to qualitatively explore what has changed for LES Users over the project’s lifespan and why. The semi-structured interview guide for mid-point and end-point interviews is the same, to investigate the same impact themes changing over time. The semi-structured interview guide is shown below:

<i>IMPACT THEME</i>	<i>WHAT CHANGED FOR YOU DUE TO OPENMAKER</i>
1. SKILLS	
1.1 SOFT SKILLS <ul style="list-style-type: none"> • Confidence? • Communicating? • Working in a team? • Adapting? • Problem solving? • Observing? • Overcoming challenges? • Resilience? • Other? 	
1.2 TECHNICAL SKILLS <ul style="list-style-type: none"> • Technology? • Software? • Tools? • Machinery? 	
2. NETWORKING	
2.1 NETWORKING <ul style="list-style-type: none"> • Contacts? • Conversations? • Collaborations? • Co-working? • Partnerships? • Employing people? • Training people? • Any other changes involving people? • With who? What changed? 	
3. BUSINESS INNOVATION	
3.1 PROCESS <ul style="list-style-type: none"> • New CSR approaches (starting, improving, expanding)? • New intrapreneurship (within your existing organisation)? 	

<ul style="list-style-type: none"> • New entrepreneurship (starting a new organisation)? • New ways of finding information? • New ways of collaborating? • New ways of communicating? • Any other new processes (ways of doing things) for you? 	
<p>3.2 SUPPLY CHAIN</p> <ul style="list-style-type: none"> • New suppliers? • Change of suppliers? (e.g. in house to outsourced ; outsourced to in house) • What has been affected in your supply chain: <ul style="list-style-type: none"> • Research/product development • Design • Prototyping • Production • Logistics • Marketing/sales • After sales/maintenance • Waste management • New levels of transparency? • Anything else changed in supply chain? 	
<p>3.3 BUSINESS MODEL</p> <ul style="list-style-type: none"> • New revenue streams? • New key activities? • New key partners? • New key resources? • New value propositions? • New customer relationships? • New channels (for awareness, evaluation, purchase, delivery, after sales)? • New key resources (financial, human, intellectual, physical)? • New cost structure? • Any other changes to your business model? 	
<p>3.4 PRODUCT</p> <ul style="list-style-type: none"> • New product offering? • Improved product offering? • Any other changes to your product? 	

3.5 TECHNOLOGY <ul style="list-style-type: none"> • Testing new technology? • Using/implementing new technology? • Improving/upgrading existing technology? • Investing in technology? • Any other changes to your use of technology? 	
4. OTHER	
4.1 OTHER <ul style="list-style-type: none"> • Any other changes (good or bad) caused by OpenMaker? • Is there anything else about OpenMaker you would like to talk about? 	

The semi-structured interviews will be conducted in LES Users’ own language, and the key thematic notes will be translated by LES Enablers and shared with WP3 for thematic analysis to better understand our impact on Users’ skills, networking, business innovation, and other themes that emerge from interviews.

4.1.3 Feedback forms

Feedback forms will be used to collect data from LES Users on each of the OpenMaker activities/events that they attend.

One version of the feedback form is available online as a google form, which is customisable to LES’s chosen language. The form is online [here](#)

https://docs.google.com/forms/d/e/1FAIpQLSeAznvd2hncCUtSGNl4-7bID6ykci_OGuGkFtzhxCnP6CuZSQ/viewform.

The print version of the form is given below, for LES’s to print and use in their physical locations.

The print forms can be uploaded as an excel to the project’s shared WP3 folder.

We welcome your feedback!



	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I learned something useful	<input type="checkbox"/>				
I met interesting people	<input type="checkbox"/>				
I got new business/activity ideas	<input type="checkbox"/>				





My favourite & least favourite parts of the event were...

Event Name & Date

www.openmaker.eu || @openmaker

For privacy policy see openmaker.eu/privacy/


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 957141

Figure 1: Feedback Form (print version)

These feedback cards will also be permanently available in the LES spaces, so that LES Users can fill them out and place them in an impact feedback box whenever they want during and after the lifespan of the project.

4.1.4 CRM

The Customer Relationship Management (CRM) tool developed in WP2 will be used to collate event data from LES Enablers through the Eventbrite platform. This will be used to gather data on number of people attending LES activities and who they are, so that their impact journey can be linked to their event attendance.

In addition, the CRM has an impact tool function, whereby LES Users can tag impact themes for each individual LES User. This includes:

- (i) Closed quantitative field – tick boxes for skills, networking, business innovation, other; plus a clickable ranking for impact on the User from 1 (not at all) to 5 (a lot).

(ii) Open qualitative field - text field to describe the impact that the Enabler has tagged in the CRM. These open text fields will be used as a reference point for LES Enabler interviews, to gain more insight on LES Users' individual impact journeys.

4.1.5 Semi-structured interviews with les enablers

Semi-structured interviews will be conducted with LES Enablers every 3 months to gain further insight into what has changed for LES Users, what is working well, and what is not working so well.

The interview guide is available online [here](#)

<https://docs.google.com/document/d/1EVQv7BGRW9XntHRQvEQpksXPmYtaetbc4YubxXpGxXQ/edit>.

The questions are the same as in Figure 1 (for LES User interviews) with the exception of the Other category which has been extended for LES Enabler interviews as shown below:

- Any other changes (good or bad) caused by OpenMaker?
- What has been the most significant change caused by OpenMaker in your opinion?
- What is working well with OpenMaker?
- What is not working so well with OpenMaker?
- Is there anything else about OpenMaker you would like to talk about?

During interviews, LES Enablers are asked to clarify, reflect, and expand on the data they have shared in the CRM and through their personal experience of working on OpenMaker, in order to highlight key changes (outcomes/impacts) caused by the OpenMaker project.

4.1.6 Piloting Support Scheme (PSS)

As part of WP3 PlusValue will feed into the PSS Impact Guidelines, to ensure that impact dimensions are included in the assessment of funding applications and reporting on impact for funded projects.

During the PSS open call for partnerships, the LES's running the calls will collect relevant data on:

- Number of people informed of the CSS call for proposals
- Number of LES Users applying for funding
- Number of LES Users' projects granted funding (20,000 EUR per project)
- Number of LES Users' projects that are multi-stakeholder partnerships
- Number of LES Users' projects that fully deliver proof of concepts (TLR3)
- Number of LES Users' projects that proceed towards "ready to market" commercial products/processes
- Number of investors participating in the final presentation of prototypes

- This data can be used to show if the PSS has affected change, created outputs/outcomes/impact on any of the following impact areas:
 - Skills
 - Networks
 - Business Innovation
 - Other (to emerge from the research)

4.2 WP2 DIGITAL SOCIAL PLATFORM: SOCIAL MEDIA IMPACT ANALYSIS

WP2 will develop a Digital Social Platform which, through Social Media Analysis, can be used to measure and assess OpenMaker's impact based on a range of data including the following:

- Community Size
 - Number of people who filled in the onboarding survey and signed a membership agreement.
 - Number of Makers
 - Number of Manufacturers
- Community Demography
 - Demographic information (gender, age, location etc...) of members shared via surveys.
- Participation
 - Number of people who attend events, contests, and other activities organized by LES teams.
- Social Media Interactions
 - Number of engagements (comments, likes, shares etc...) of members in social media platforms (Facebook, Twitter, Instagram, Slack, Google+, specialist forums, etc...)
Makers will advise us on the most commonly used and important social media platforms for their community. In addition, LESs can help create new channels to amalgamate information, facilitate engagement, and provide an interface (or hub) for data collection e.g. creating a new Slack channel for OpenMaker. The aim is to leverage existing social media platforms instead of trying to artificially create completely new ones.
- Social Network
 - Visualization of connectivity of members by social media engagements (follow, likes, mentions).

- The number of times a particular member is mentioned.
- The number of times a member's post is liked or retweeted.
- The number of people who follow a member / by other members.
- The dynamics of the network, how it changes.
- Identification of communities and measure of their interactions with time.
- We hope to see new connections – both inter and intra community connections - based on engagement factors. If we increase connections (among the two communities) through OpenMaker then we have an impact on collaboration, creativity, co-working, openness, etc.
- Social Network Connectivity Metrics
 - Valuable metrics extracted from the social graph structure, such as diameter, degree, and betweenness.
 - Here we can extract new data from the network on 'Influencers' as key nodes in the OpenMaker network (densely connected) for generating outputs and outcomes for impact (e.g. knowledge sharing, collaboration, etc.).
- Content analysis
 - Examine the content to discover frequently used terms and phrases and track how they change over time since communities evolve to adopt similar ways of expressing themselves.
 - Depending on the content of the data, we can carry out content analysis for multiple outcomes and impact, such as new products, processes, technology, business models, social networks, etc. However, this depends on the context and will adapted on a case by case basis (e.g. depending on LES, user data, etc.)
- WP2 will explore the possibility to include a module in the DSP for continuous question and response data collection from online users through an ongoing **Lime Survey**, which focuses on gathering data on User's trust, values, and memes. The survey will be promoted as a tool for matching makers/manufacturers online (following the same method used by online dating software for example) and distributed to engage Users as part of the Piloting Support Scheme through the OpenMaker website.
- LES members will be given the opportunity to leave additional comments and feedback through their private area on the Digital Social Platform (DSP). This possibility could be left open for the entire duration of the project, to give LES Users the opportunity to have a

continuous communication channel with the LES/community management. This could be valuable to have LES User's spontaneous feedback. The amount of feedback is not the main goal, but rather the content, since feedback is expected only "if there is something to say". LES Users will be reminded of this feedback possibility (via the newsletter, etc) so that they are aware it exists.

- Taken together, the aim is to collect static data (point in time, snapshot, overview) with dynamic data (evolution, change over time). This data can be used to assess OpenMaker's impact in relation to:
 - Skills
 - Networking
 - Business Innovation
 - Other (to emerge from research)

4.3 WP4 OUTREACH AND EXPLOITATION

WP4 will monitor quantitative data on the outputs/outcomes of outreach and exploitation activities including:

- Total number of people attending OpenMaker events
- Number of policy makers attending OM events
- Number of local/national policy makers attending OM events
- Number of EU policy makers attending OM events
- Number of policy makers providing feedback on OM White Paper
- Number of scientific papers published
- Number of readers, hits/shares for published papers
- Number of international conferences participated in
- Number of new research projects/partnerships on OM
- Number of people reached by OpenMaker activities (online/offline total) by stakeholder type if possible
- Videos: OpenMaker on Air (20 inspiring videos, 18 minute each, of true success stories that have a strong impact on a broad audience); OpenMaker video channel with at least 50 mini-clips (Video data e.g. stories, testimonials, experiences can be used to show if we have affected change, created outputs/outcomes/impact on Users in their own words)



Taken together, data from WP4 on outreach and exploitation can be used to show how OpenMaker has an impact on:

- Skills
- Networking
- Business Innovation
- Other (to emerge from research)

5. SUPPORTING LES

Our aim is to provide LES Enablers with the methodological approach to teach, measure, and account for social impact as they foster new collaborations, partnerships, and businesses between makers and manufacturers. We have held a dedicated workshop for LES Enablers (in February 2017) to provide them with the training and tools to (i) monitor impact and (ii) stimulate impact, including:

- Tools for facilitating LES impact (meeting, workshop, seminar, matching events/activities, online activities)
- Tools for evaluating impact – how to use the shared Impact Framework (Section 3) and how to implement the data collection strategies (Section 4).
- Linking to impact through digital interactions and Social Network Analysis (WP2).
- Linking to impact through Communication & Dissemination activities (WP4).

We are providing LES's with on-going support on Impact throughout the OpenMaker project.

6. CONCLUSIONS

Impact Evaluation V2 provides the overall Impact Strategy for the OpenMaker Consortium. We have provided an introduction to impact assessment in the context of the project. We show our methodology, based on an adapted Social Return On Investment (SROI) approach that focuses on OpenMaker impact at 3 inter-related scales of LES Beneficiaries, Individual LESs, and the global open manufacturing community. The concrete example of Fairphone helps to illustrate the importance of impact in the open manufacturing field. We have presented our impact framework, which can be used, tested, and refined through the OpenMaker project. We specify our data collection approach for (i) LESs including onboarding forms, semi-structured interviews (with LES Users and Enablers), and feedback cards; (ii) Digital Social Platform. We have linked the impact to outreach and exploitation activities. In this way, we embed our impact strategy within and across Work Packages 1 (local enabling spaces), 2 (digital social platform), and 4 (outreach and exploitation) to maximise the impact creation and measurement potential for the OpenMaker project. The content of the document includes feedback and comments from Consortium Partners on an earlier draft, as well as from our Impact Training with LESs held in Florence, Italy, on 28-30th March 2017. The impact strategy will be implemented through the OpenMaker project activities, and used to create the mid-term and final impact reports for the project.