

S.I.M.P.L.E.

**Social Impact Measurement Plan,
Learning and Empowerment**

ANALYSIS QUESTIONNAIRE

**IO1 – TRAINING PROGRAMME FOR SUSTAINABILITY AND
SOCIAL BUSINESS INNOVATION**



PARTICIPATION FORMS

(participant's demographic data)

PARTICIPANT NUMBER	
REPRESENTATIVE	<input type="checkbox"/> training agent <input type="checkbox"/> SMEs representative
AGE	<input type="checkbox"/> less than 30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> over 51
GENDER	<input type="checkbox"/> female <input type="checkbox"/> male
EDUCATION	<input type="checkbox"/> secondary <input type="checkbox"/> higher <input type="checkbox"/> N/A
LANGUAGES SPOKEN	
YEARS OF PROFESSIONAL EXPERIENCE	<input type="checkbox"/> less than 5 <input type="checkbox"/> 6-10 <input type="checkbox"/> 11-20 <input type="checkbox"/> over 21



BUSINESS PROFILE

Due to COVID-19 implications, please estimate all values required on average of the last 3 years

CORPORATE STATUS	<input type="checkbox"/> Corporation <input type="checkbox"/> Partnership (general or limited) <input type="checkbox"/> Limited liability company <input type="checkbox"/> Co-operative <input type="checkbox"/> Sole Proprietorship
INDUSTRY/SECTOR OF BUSINESS ACTIVITY	
YEARS OF BUSINESS OPERATION	
TURNOVER (in Euros) Average of the last 3 years	
EXPORTS as % of TOTAL TURNOVER Average of the last 3 years	
PROFITABILITY TREND Average of the last 3 years	<input type="checkbox"/> Upward <input type="checkbox"/> Stable <input type="checkbox"/> Downward
NUMBER OF EMPLOYEES Average of the last 3 years	<input type="checkbox"/> less than 10 employees <input type="checkbox"/> 11-50 <input type="checkbox"/> 51-150 <input type="checkbox"/> more than 150 employees
BUSINESS EXECUTIVES as % of EMPLOYEES	
FAMILY MEMBERS as % of BUSINESS EXECUTIVES	
HIGHLY QUALIFIED PERSONNEL as % of EMPLOYEES	



Experience and perception of sustainability and social business innovation

Sustainability is a very broad concept and generally it means avoidance of the depletion of natural resources in order to maintain an ecological balance, whether to reverse climate change, create more inclusive societies, or alleviate poverty. Sustainable is something that can be continued or a practice that maintains a condition without harming the environment. An example of sustainable is the practice of reduce, reuse and recycle.

Social business innovation can be understood as company's activities which are undertaken with the respect of environment/community. The World Economic Forum describes it "as the application of innovative, practical, sustainable, business-like approaches that achieve positive social and/or environmental change."

Social Impact Companies are organizations that prioritize doing work that consciously, systemically and sustainably serves or attempts to solve a local or global community need. The goal of **Social Impact companies** differs from the typical **Corporate Social Responsibility (CSR)** approach in that making or supporting positive social change is prioritized in all of a social impact company's work, while CSR tends to be a secondary organizational value.

Semi-structured Interview

1. Please, share your experience of sustainability

Points to stimulate the respondents/interviewees:

are you aware of Corporate Social Responsibility practice and/or Business Social Impact?

what makes a company socially responsible?

why, to your opinion, companies should be involved in social innovation?

what actions have you undertaken or are you planning to undertake to upgrade your business social impact?

do you consider the potential environmental impact in your business supply, production process, marketing and distribution ?

have you tried to reduce your firm's environmental impact?

does your firm supply clear and accurate environmental information on its products, services and activities to customers, suppliers, local community, etc?



has your company ever made a social contribution to the local community?

does your company offer training opportunities to people from the local community?

does your company try to purchase locally? ...to employ locally? ... to maintain and upgrade local embeddedness?

are your employees encouraged to participate in local community activities (e.g. providing employee time and expertise, or other practical help)?

does your enterprise give regular financial support to (targeted) local community activities and projects? ...

does your company develop innovation plans addressing social needs?

...

2. Which factors support sustainability the most in your opinion?

Points to stimulate the respondents/interviewees:

open dialogue with the local community on adverse, controversial or sensitive issues that involve the company

local community's awareness of sustainability issues

stakeholders' awareness of social business innovation

institutional support (education and initiatives) of sustainability practices and social business innovation

policy intervention and initiatives

existence of necessary infrastructures

company's availability of appropriate skills and necessary expertise

...

3. Which factors limit sustainability the most in your opinion?(YES)

Points to stimulate the respondents/interviewees:

the absence of all the above (see section 2)

the prioritisation of profit over social impact

the lack of financial resources

the company's inadequacy of human resources

...



4. Which skills and competences are needed to become sustainable in your opinion?

Points to stimulate the respondents/interviewees:

Social/environmental awareness

Plan and develop Innovation

Social/communication skills and technological competence

...

See in Questions – Q 2

5. To what extend sustainability can support the social business innovation in the companies in your opinion?

Points to stimulate the respondents/interviewees:

Improve intangible assets such as know-how etc.

Attract competence and talent

Increase community awareness and involvement in business plans

...

6. To what extend sustainability can limit the social business innovation of companies in your opinion?

Points to stimulate the respondents/interviewees:

Failing to achieve sustainable effectiveness of a new product, or service

Failing to achieve positive implications at a broader social level

...



7. How can companies benefit the most in implementing social business innovation in your opinion?

Points to stimulate the respondents/interviewees:

See in Questions – Q 4

8. Which skills and competences are needed to support social business innovation in your opinion?

Points to stimulate the respondents/interviewees:

See in Questions – Q 3



Questions

1.

Which factors affect social business innovation the most in your opinion? Please, rank them from the most (5) to the least important (1)	Rank
customers	
providers	
suppliers	
internal human resources - <i>The capacities of the company itself in terms of personnel, competitive capacities, management, organization, etc.</i>	
environment	
local community	
<i>size of the company</i>	
<i>the possession of valuable intangible assets such as brands, patents, know-how, etc.</i>	
<i>Policy initiatives and motives, institutional support ...</i>	

2.

Which skills and competences are needed to become sustainable in your opinion? Please, rank them from the most (5) to the least important (1)	Rank
appropriate communications.	
Ability to Engage with Stakeholders	
Ability to Plan, Develop Strategy and Manage Projects	
Understand the main ethical and good corporate governance issues faced by an organisation and, if relevant, its supply chain, and what it's policy should be in relation to those issues.	
Understand the corporate responsibility and sustainability agenda	
Understand the main social issues, including wellbeing, inclusion and diversity, labour and human rights, and their relevance to the organisation, domestically and internationally.	
Be ahead of the rest of the market competition.	
Understand the principal social, environmental and economic impacts of an organisation's products and services throughout their life cycle.	
Integration of responsible, sustainable company policy in all its processes.	



Follow and uphold relevant organisational or industry-specific codes of conduct.	
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3.

Which skills and competences are needed to support social business innovation in your opinion? Please, rank them from the most (5) to the least important (1)	Rank
Setting short- and medium-term objectives and their subsequent achievement.	
Ability to inspire the team, ability to inspire others	
Creativity	
Storytelling in presenting ideas	
Identifying business opportunities	
Staying goal-oriented	
Flexibility in adapting to changing condition	
Strategic thinking	
Combine ideas from different areas	
Analytical approach in understanding needs, processes and challenges	

4.

What is the impact on the company by engaging in social business innovation? Please, rank them from the most (5) to the least important (1)	Rank
Gain advantage over competitors	
Enhance brand value	
Positive public recognition	
Benefit employee recruitment/retention	
Attract talent	
Reduce costs by minimising environmental impact/increasing contribution to the community	
New business opportunities/Reinforce impact programs	
Additional cost to business	
Risk of failure to enhance reputation/being 'socially irresponsible'	
Lack of focus /missed opportunities	



5.

What policy interventions and initiatives enhance social business innovation, in your opinion? Please, rank them from the most (5) to the least important (1)	Rank
Targeted education programs and qualifications	
Training programs to raise awareness and upgrade competencies	
Fiscal support policies	
Other initiatives ???to expand ...	