GLOSSARY

Term	Meaning
Activities	The actions, tasks and work a project or organisation carries out to create its outputs and outcomes, and achieve its aims. Can also be called processes.
Attribution	An assessment of how much change was caused by people, projects and organisations, and how much by whom.
Baseline	Information about the situation that a project or organisation is trying to change, showing what it is like before it intervenes.
Benchmark	A standard of achievement that an organisation or project (or others like it) has already achieved, which they can compare current achievement to or use to set a target.
Counterfactual/ Deadweight	An assessment of how much change would have happened for beneficiaries without your work.
Evaluation	Using information from monitoring and elsewhere to judge the performance of an organisation or project.
Hard outcomes	Outcomes that are clear and obvious, or which involve an external change in people's behaviour or circumstances (e.g. securing a job).
Indicator	Well-defined information which shows whether or not something is happening.
Intermediate (or interim) outcomes	Smaller changes that happen as steps on the way to other outcome/s. They are often changes that need to happen before the final, desired outcome can be reached.
Impact	Broad or longer-term effects of a project or organisation's work. This can include effects on people who are direct users of a project or organisation's work, effects on those who are not direct users, or effects on a wider field such as government policy.
Impact practice	Activities that an organisation does to understand and improve its impact. This can include planning desired impact, planning how to measure it, collecting information about it, making sense of that information, communicating it and learning from it.
Overall aim or goal	Describes why the organisation exists and the broad effect it wants to have. It summarises the difference that an organisation wants to make.
Outcomes	The changes, benefits, learning or other effects that result from what the project or organisation makes, offers or provides.
Outputs	Products, services or facilities that result from an organisation's or project's activities. For example, workshops, leaflets, case work sessions or a brokerage service.
Pilot	A way of testing out the effectiveness of a new system by applying it to a small group and getting feedback on the process.
Self-evaluation	When an organisation uses its internal expertise to carry out its own evaluation.
Shared measurement	Shared measurement involves organisations working on similar issues, and towards similar goals, reaching a common understanding of what to measure, and collaboratively developing the tools to do so.

Soft outcomes	Outcomes that are less easy to observe or measure, or which involve some form of change inside people, such as a change in attitude or a change in the way they see themselves.
SROI	Social Return on Investment (SROI) is a framework for understanding, measuring and managing outcomes and impacts. It is based on involving stakeholders in determining the relevant outcomes and puts financial values on the significant changes identified by stakeholders.
Stakeholders	The people or groups who have an interest in the activities of an organisation. This can include staff, volunteers, users, customers, suppliers, trustees, funders, commissioners, donors, purchasers, investors, supporters or members.
Targets	A defined level of achievement which a project or organisation sets itself to achieve in a specific period of time.
Theory of change	A diagram that depicts an organisation or project's 'story,' logically linking outputs, outcomes and impact. It shows how change happens in the short, medium and long term to achieve the intended impact. Theory of change is often associated with some sort of visual map, but could also be set out as a set of tables or charts.
User satisfaction	What users think of activities, products or services. For example, the location, opening hours or how helpful workers are.