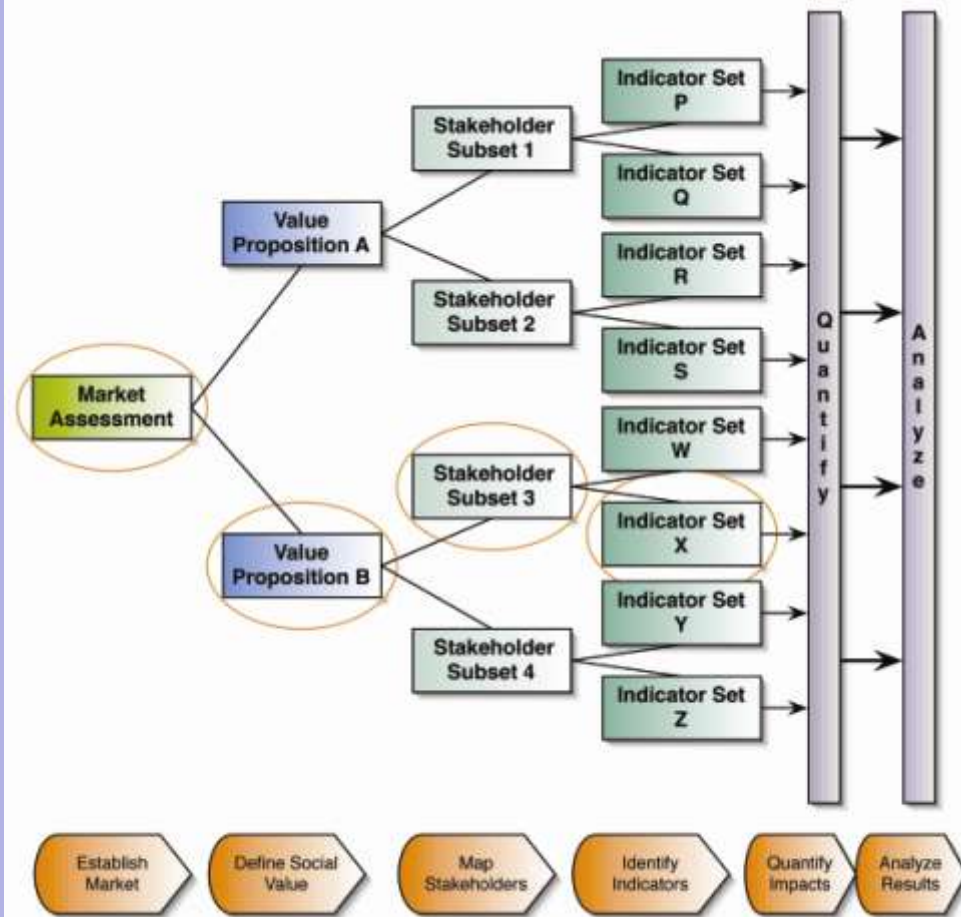## ECOframe and Beyond: *Managing to Impact*

International Institute for Peace through Tourism
October, 2008

An Impact Management Approach

for

Sustainable Operations

and

Investments

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measure manage communicate

ECOframe: *Managing to Impact*

The boxes with orange circles represent an example path through the ECOFrame process.

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Part I: Measurement

Are you having an impact?

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Are you having an impact?

Measurement

Not everything that counts can be counted, and not everything that can be counted counts.

~Albert Einstein

Change

Market

Goals

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Are you having an impact?

Stakeholders

Proximity

Influence

Power

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Are you having an impact?

Indicators

Economic | Social | Socio-economic | Environ-mental | Financial

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Can you have *more* impact?

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Can you have *more* impact?

Integrate | Results Analysis
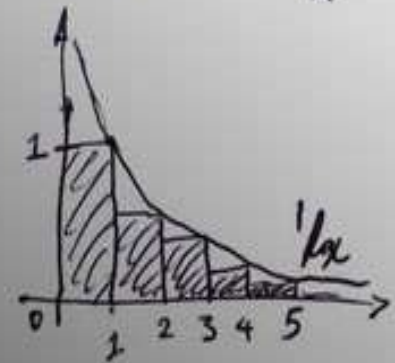
Can you have *more* impact?

Integrate | Resource Optimization

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Can you have *more* impact?

Emphasize

Refine | Alter

Close

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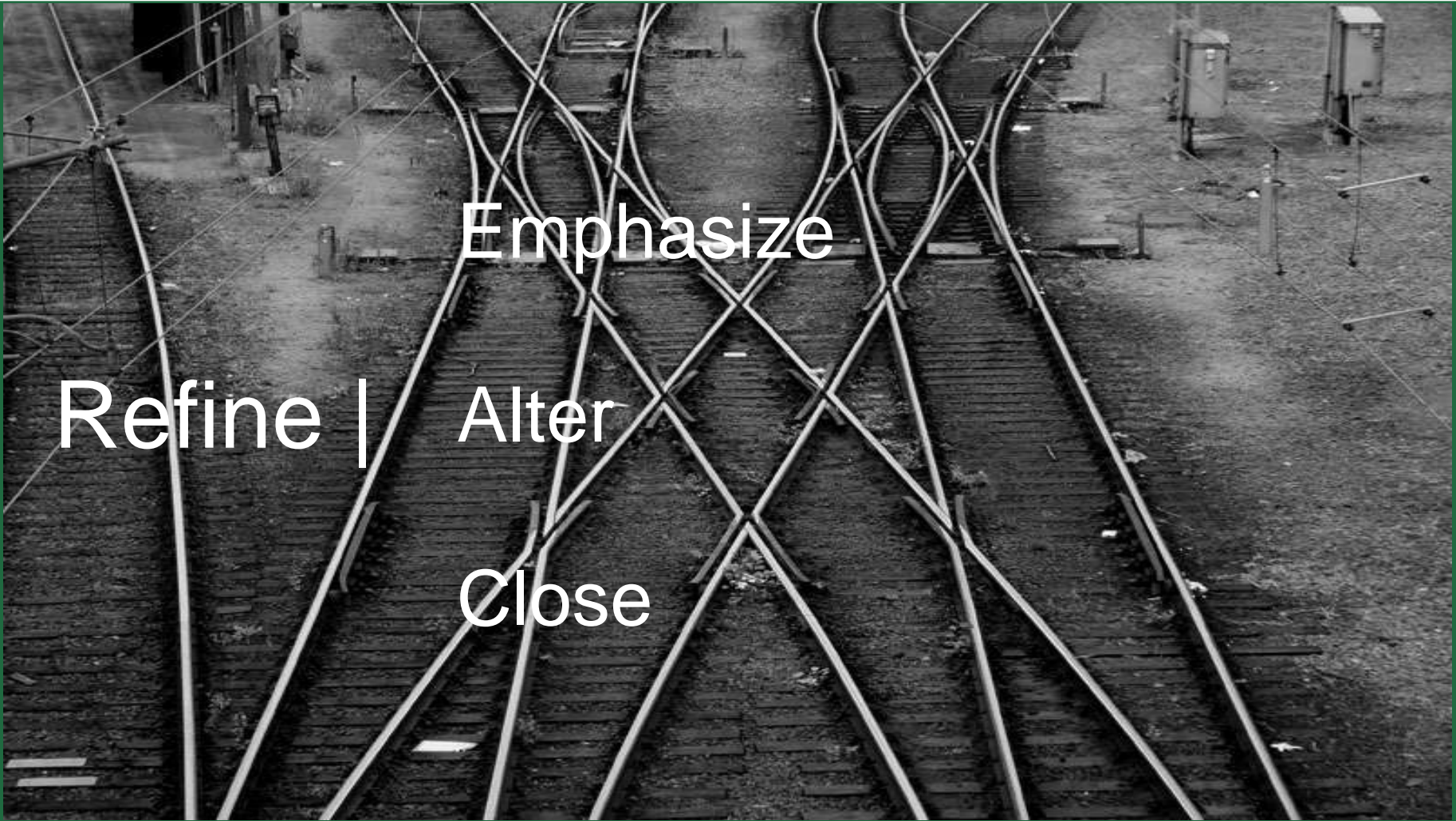
Who knows about your impact?

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Who knows about your impact?

Internal Stakeholders

Management

Staff

Guests

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Who knows about your impact?

External Stakeholders

Communities   Funders   Investors

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Who knows about your impact?

Influencers

Industry Associations

Government Agencies

Media

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Summary |

Clarify goals

Assess value

Improve impact

Tell a story

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Contact

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