



Bridging between business and the local community

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Co-funded by
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ABOUT SOCIAL IMPACT MANAGER

Few programmes in Europe are focused on the link between corporate social responsibility (CSR) and community development. The Social Impact Manager (SIM) project proposes a complementary and innovative approach to CSR emphasising the social impact dimension of a company that intends to expand the link with its community of people and stakeholders.

The role of a SIM is characterised by the ability to facilitate collaboration between companies and their local communities, fostering community resilience. The main aim of the SIM project is to empower European companies to assume a more significant role in addressing contemporary societal issues. SIMs, equipped with specialised training and expertise, will excel in nurturing alliances and partnerships within their communities and devising and implementing sustainable solutions tailored to local challenges.

The Social Impact Manager is:

- A company's **point of reference** for all activities related to where the company is located.
- Responsible for **building a workplace and a community** where everyone can find greater satisfaction.
- Is considered **the bridging figure** between corporate responsibility initiatives targeting local communities and the corporate business strategy
- Engaged in **monitoring and assessing the impact** of the company's actions on the local community and in relating the sustainability actions to the business strategy of the company.

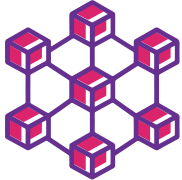


WHO BENEFITS?



Businesses

The SME community for whom SIM brings a multidisciplinary boost to the sustainability and societal impact of their business.



Local communities

Will benefit from new societal challenge solutions to become more resilient at a community level.



Educational institutions

(Universities, VET and education providers) that lack SIM-focused curricula and skills offering are empowered to offer skills development in the emerging profession of the Social Impact Manager.



Chambers of Commerce and business associations

Gain a new skill base to help solve societal challenges and encourage resilience at a community level.



Civil society actors

Will benefit from a new profession putting the spotlight on and developing solutions for societal challenges. A new professional approach will strengthen their work.



Media organisations

Newly skilled SIM professionals will provide interesting content.



European and global networks

Already established organisations will benefit from content and expanding their groups.

OUR KEY ACTIVITIES

4 Main Phases:

SIM will be developed through four main phases and tested in five different EU countries: Italy, Austria, Greece, Croatia and France.

Phase	Time	Activities	Output
ENGAGE Mapping and research activity aimed at assessing the needs of companies and local communities and an engagement strategy, creating local SIM networks.	May-Sep. 2023	Mapping methodology for companies and communities	Research methodology, including engagement criteria
	Sep.-May 2024	Engagement of companies and communities	Surveys, Focus Groups, Interviews & Participatory Workshops
DESIGN Listing skills, methods and learning outcomes of the SIM CV and co-designing the education programmes to be launched in five European countries.	May-Nov 2024	Design of SIM Educational Programme Guide	SIM Educational Programme Guide
	Dec 2024-Feb 2025	Tailoring of the SIM Programme at a local level	Course Guides
EMPOWER Partners plan to deliver the SIM Educational programme targeting young and adult professionals and aim to build their capacities to work with companies in generating community engagement initiatives at a local level.	Jan-Aug 2025	Delivery of SIM Programmes	Programme Guide, online lessons, individual practical work for each participant
	Sep-Nov 2025	Organisation of the International SIM School	Peer networking and knowledge sharing.
EVALUATE & EXPLOIT Assessing the impact of SIM at different scales, and nurturing partnerships and alliances with local and EU stakeholders to ensure replication and transferability.	Nov 2025-Feb 2026	Evaluate the impact of the SIM Programme	Impact Assessment Reports
	May 2025-Apr 2026	Pave the way for SIM exploitation, transferability and replication	Upscaling Plan, Replication Workshops and Final Conference

WE WILL DELIVER

The SIM Education Programme reaches across:

5 countries (Italy, Austria, Greece, Croatia & France)

150 learners

50 European companies

Other major project results include:

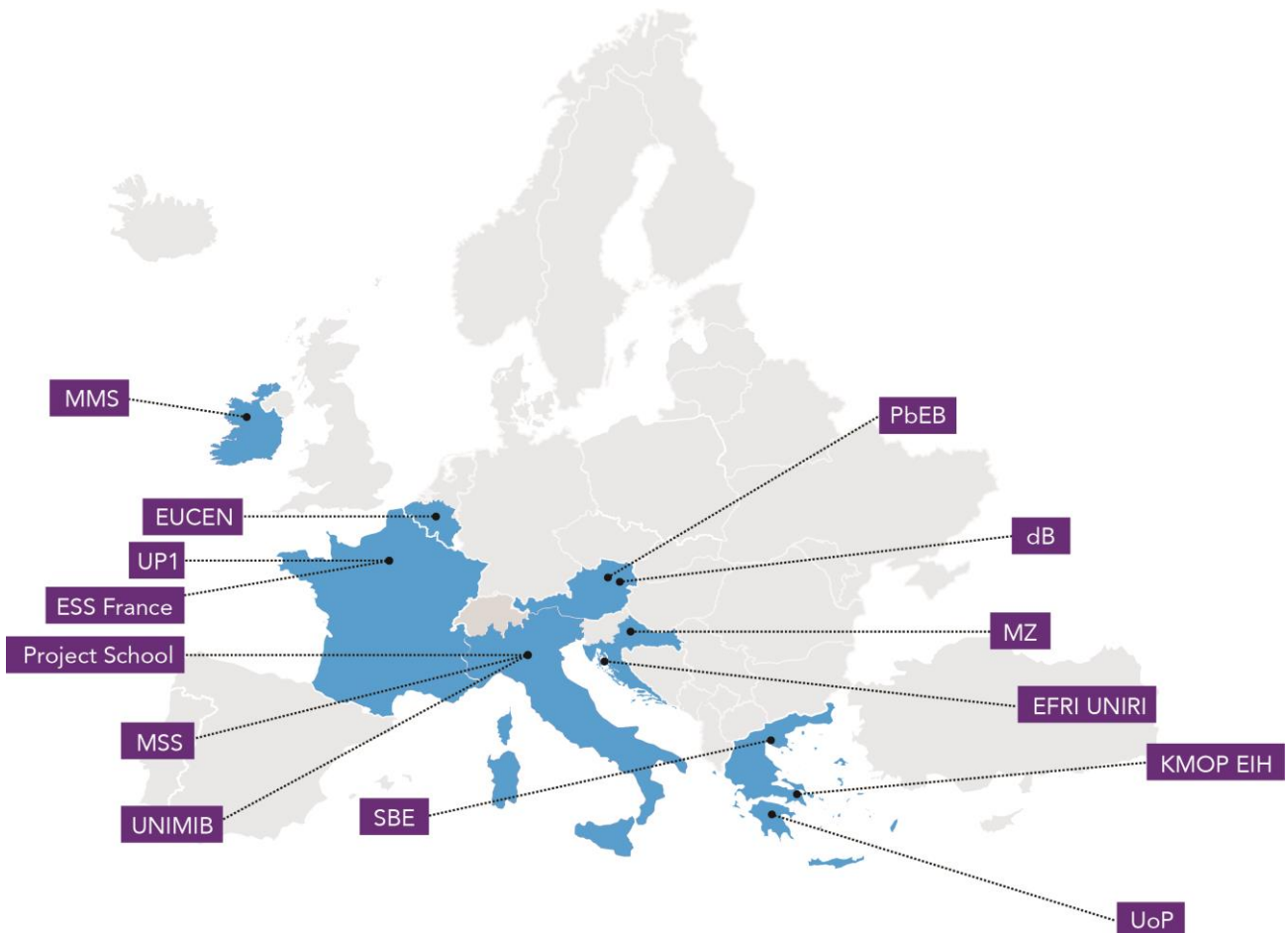
A Report on the link between CSR & Community Development

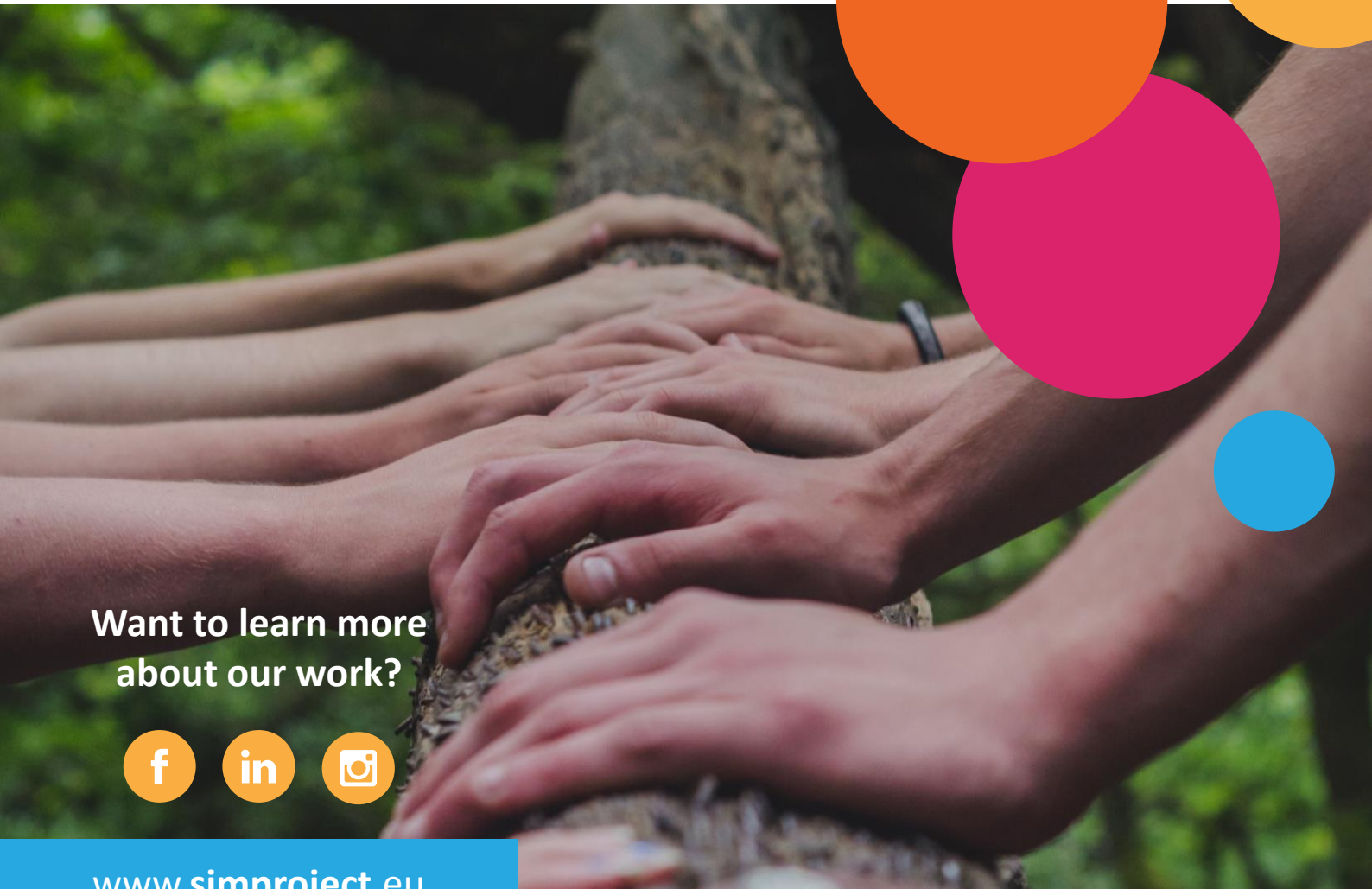
5 Local Hackathons

An International **SIM School**

15 Social Impact Initiatives

OUR PARTNER NETWORK





Want to learn more about our work?



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