



IMPACT
HUB

Social Impact Performance Report

Climathon

Waikato

July 2023





Measuring and Maximising Social Impact

1.

Explaining the Huber Social Wellbeing Framework

2.

The Social Impact Model

3.

The Social Impact Measurement Results



Explaining the Huber Social Wellbeing Framework



Although we all face different challenges, the goal for each of us is the same; **wellbeing.**

Wellbeing measures your satisfaction with life.

It is a state of being, not an emotion. It requires the capability and opportunity to be in the best position to fulfil your potential and live a life of value.





Measuring Social Impact in Terms of Wellbeing

To measure the effectiveness of program we measure the 'shift' in:

- 1. Subjective Wellbeing; and
- 2. The program outcomes achieved to create that shift in wellbeing.





Climathon Social Impact Model



Social Impact Model

The Social Impact Model includes a Theory of Change and the metrics used to measure each level of impact. A Theory of Change outlines how a program intends to achieve its overall impact.

Through measuring each level of impact, Climathon can use a data-driven approach to demonstrate what works and what is needed to maximise impact and outcomes.

THEORY OF CHANGE

METRICS

1. Impact

Climathon seeks to improve the wellbeing of participants by:

- Mitigating feelings of disengagement or disempowerment
- Relieving feelings of sadness and overwhelm related to climate change issues.
- Inspiring and empowering people to take climate action
- Alleviating feelings of frustration & apathy related to climate change issues

Subjective Wellbeing.

This is ascertained using the globally recognised Satisfaction with Life Scale.

2. Outcomes

Climathon seeks to grow the number of people who actively participate in climate change action, and provide them with:

Self-assessed level of capability and access to opportunity across the following Huber Social Wellbeing Measurement Framework factors.

Hope

- Hope for the future (individual)
- Hope for the planet
- Hope for humanity (species)

Empowerment

- Agency (I can do something)
- Knowledge (I have a roadmap)
- New Skills (co-design, collaboration, pitching)
- Feelings of motivation

Inspiration

- Knowledge of climate change action in the region
- Inspired by others
- Belief in community action
- Understanding of shared values

Connection

- New connections (knowing who the experts are, and who to approach for help)
- New friendships (team members, speakers, experts, judges)



Social Impact Model

Continued.

	THEORY OF CHANGE	METRICS
3. Outputs	<p><i>The Climathon Waikato Ideathon was a full day event which took place at the Gallagher Centre at the University of Waikato in Hamilton.</i></p> <p><i>Outputs included:</i></p> <ul style="list-style-type: none"> • Events • Participants in attendance • Teams formed • Ideas pitched • Prizes & support offered 	<ul style="list-style-type: none"> # of events # of participants # of teams formed # of ideas pitched \$ amount in prize money # ventures supported
4. Activities	<p><i>The Climathon Ideathon planning involved a wide range of activities, with the event including the below activities:</i></p> <ul style="list-style-type: none"> • Stakeholder engagement • Relationship development with: <ul style="list-style-type: none"> ○ Participants & Teams ○ Stakeholders ○ Supporters ○ Partners ○ Speakers, Judges & Experts Media • Event Marketing • Ticket Sales • Event organisation 	<ul style="list-style-type: none"> # of Stakeholders engaged # of new relationships formed # of participants taking part # of media articles written
5. Resources	<p><i>A wide range of resources will be called upon during the course of the Climathon including:</i></p> <ul style="list-style-type: none"> • Funders • Stakeholders • Supporters & Collaborators • Judges, experts, speakers, facilitators • Event Venues • Programme Assets • Surveys • Newsletters & Media articles • Impact Hub Waikato Team • Event franchise guidance (global) 	<ul style="list-style-type: none"> \$ from Funders # of Stakeholders involved & connected # of Supporters, collaborators, judges, experts etc. # of programme resources # of surveys completed



Social Impact Measurement **Results**

Climathon 2023

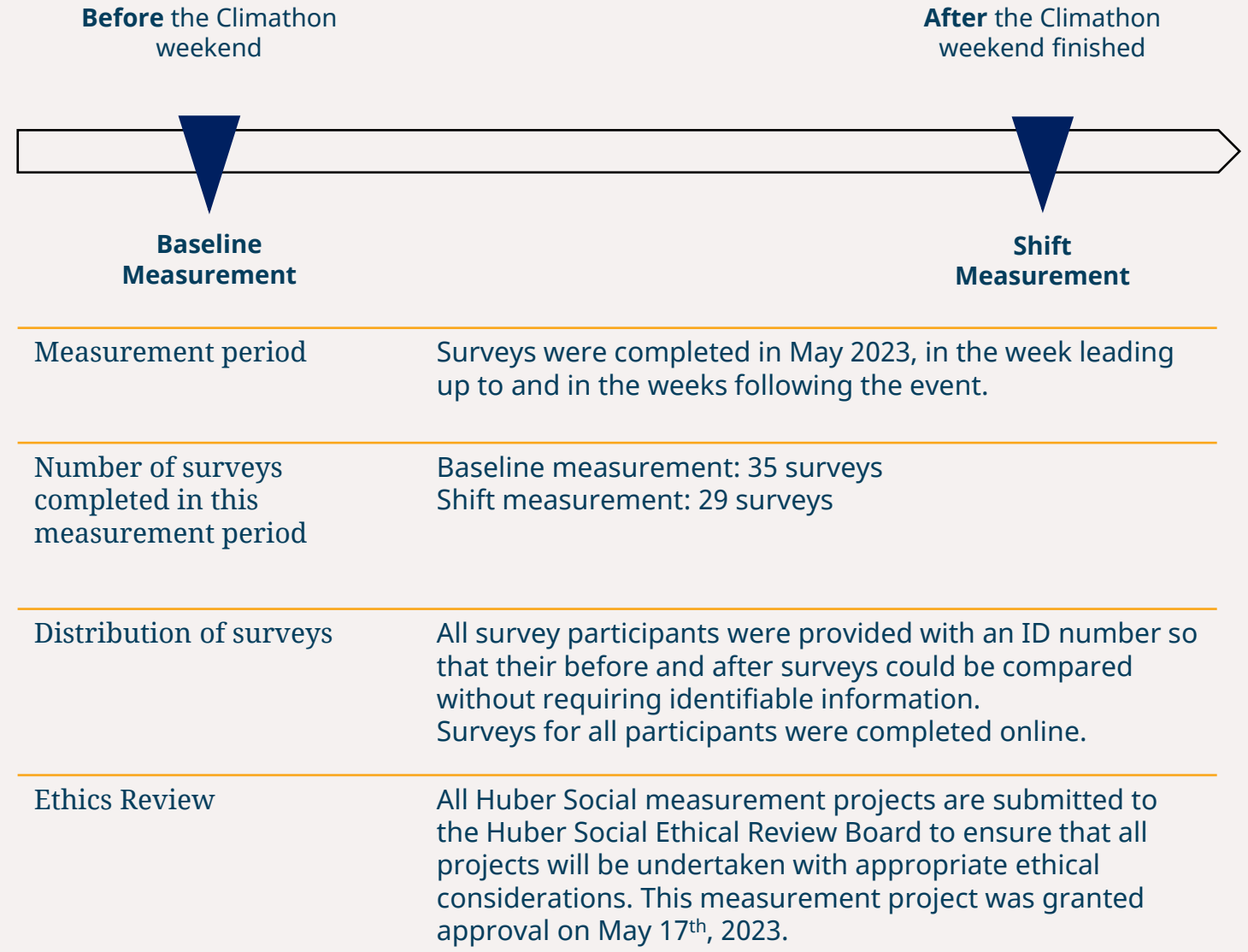


The Measurement Activities

To provide Impact Hub with these findings all programme participants were asked to complete two surveys, a baseline survey before the Climathon and a shift survey after.

Analysis was then completed, comparing the results of these two surveys. This included responses from the 26 participants who completed both the before and after surveys.

Given the small sample size, these results should be considered indicative. A larger dataset will strengthen the rigour of findings and provide deeper insights into the impact Climathon has on participants.





Summary of Results

Wellbeing

The Climathon had a positive impact on the overall wellbeing of participants who completed the programme, with their satisfaction with life increasing +6% on average.

This is an impressive result considering the relatively short span of the programme (one weekend).

Programme Outcomes

The biggest areas of impact related to the connections the programme built between participants, and there were positive shifts across all target outcomes.

Knowing who to approach regarding climate change ideas rose 43%, while the making of new connections with other climate-conscious people rose by 37%.

Although the programme saw these significant positive shifts, analysis indicated that participants remained worried about climate change issues.

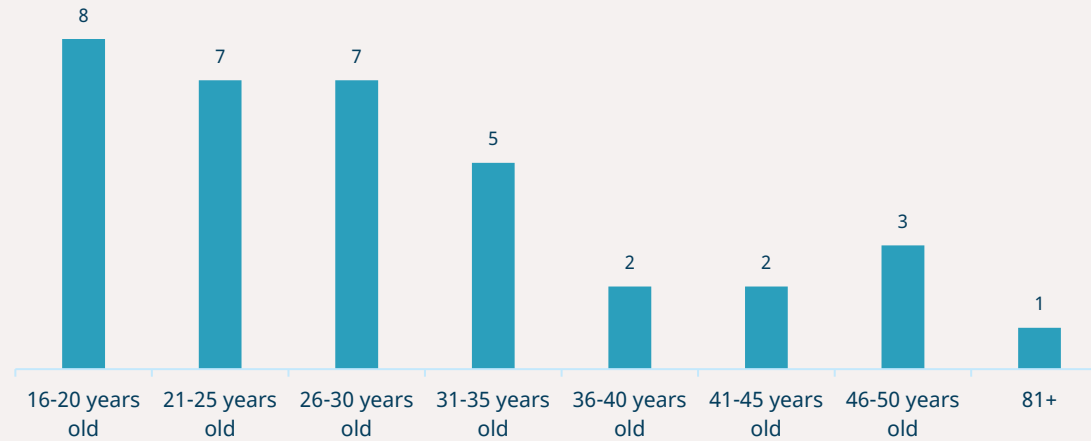
In the face of wider climate concerns, Impact Hub was still able to make meaningful headway in participants' feelings of connection with likeminded people, empowerment to take climate action, and hope and inspiration for the future.



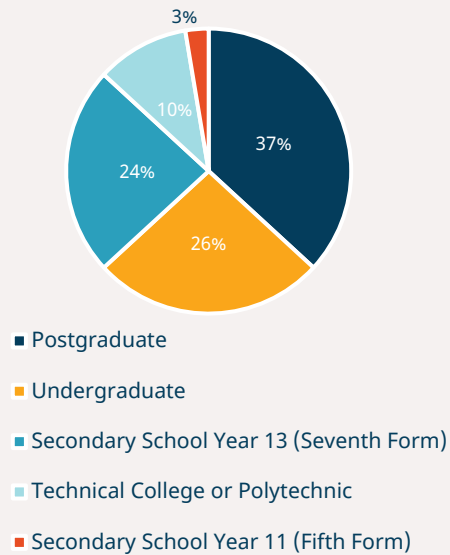
A Description of the Survey Participants

- 77% of participants were 35 years old or younger, and the 16-to-20-year segment was the largest group.
- The above is reflected in level of education attained, with the same proportion of residents having attained their highest level of education at Secondary School (24%). 37% of participants have post-graduate education.
- Almost half of respondents identified as a student (47%).

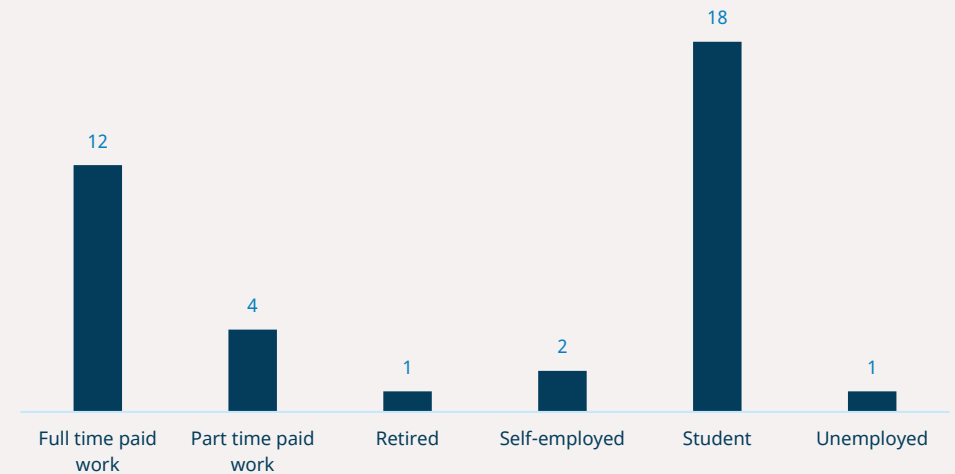
Age of Participants *n* = 35



Level of Education Attained *n* = 38



Employment Status *n* = 38

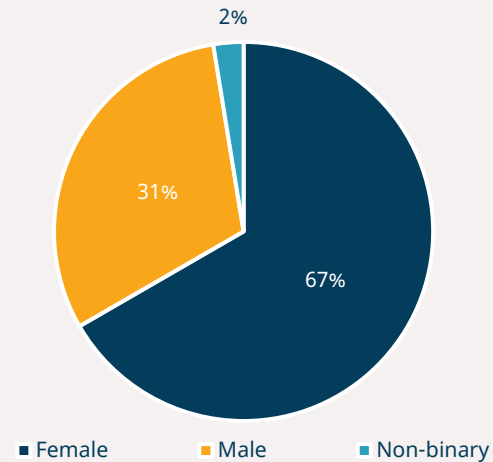




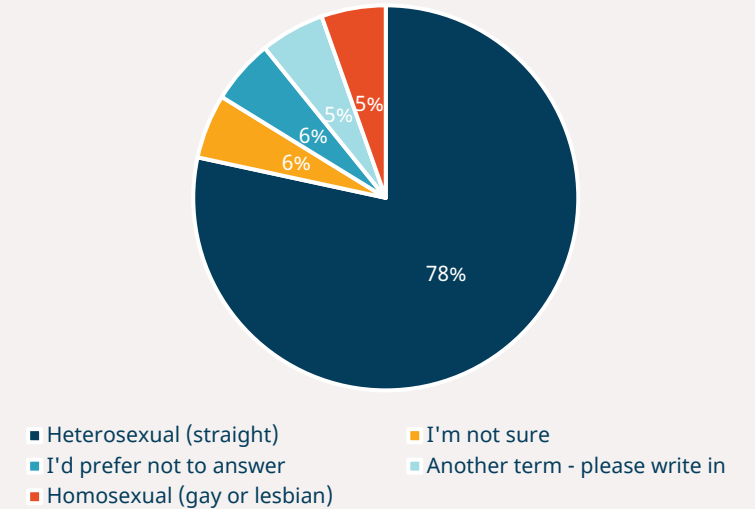
A Description of the Survey Participants

- There is a higher proportion of females amongst respondents (67%).
- 78% of respondents identify as heterosexual.
- Over half of respondents are renting a space (58%). 20% own their own home and 15% do not pay rent and are living with family or a partner.
- The majority of respondents have remained living in one place over the past year with roughly one-third of respondents having lived in two places (29%).
- 14% of respondents identify with Māori cultural heritage, 9% with Chinese cultural heritage, 9% with Samoan cultural heritage, and 47% identify as New Zealand European.

Participant Gender n = 39

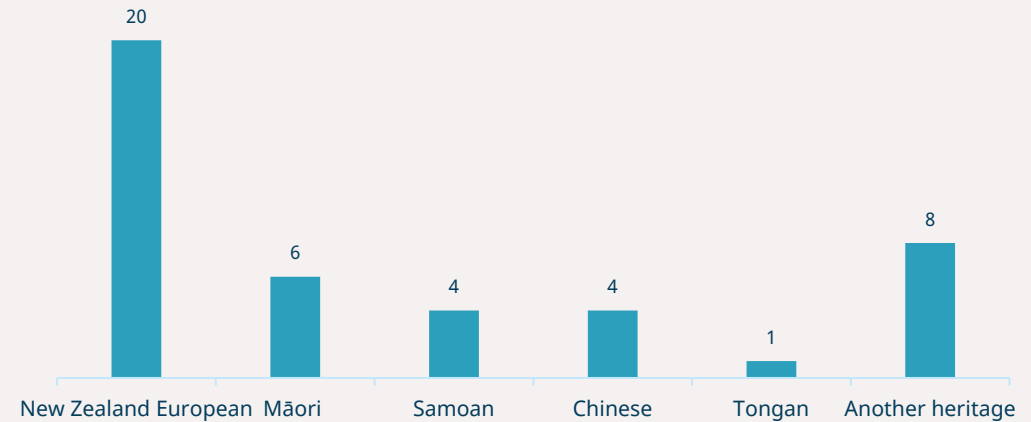


Sexual Identity n = 37



Cultural Heritage

n = 43 (participants can choose more than one cultural heritage)





Climathon and **Wellbeing**





Average Shift in Wellbeing

The wellbeing metric measures an individual's satisfaction with life.*

The results compare the subjective wellbeing score for programme participants prior to commencing the Climathon and upon completion of the programme.

Wellbeing of Climathon Programme participants increased by an average of

+6%

a commendable shift considering the length of the programme.**

Impact Hub has clearly provided an experience that positively engaged participants.

** Using the globally recognised Satisfaction with Life Scale: Ed Diener, Robert A. Emmons, Randy J. Larsen and Sharon Griffin as noted in the 1985 article in the Journal of Personality Assessment.)*

***Statistical confidence in this finding is 94%.*



Predictors of Wellbeing

Huber Social has also analysed the wellbeing data to determine which factors, either demographic or programme outcomes, have a meaningful correlation with overall wellbeing. These are called predictors of wellbeing.

Only three programme factors were found to have a meaningful and statistically significant relationship with wellbeing. This may be a function of the small dataset, or it may be the case that the factors measured are not strongly aligned with wellbeing for the cohort. Future measurement can expand the dataset to offer more insights.

Importantly, all three factors went up significantly after the Climathon weekend, indicating the programme is well-targeted to the participant group.

Certain indicators relating to inspiration and empowerment outcomes were identified as having a meaningful relationship with overall wellbeing.



Inspiration

I know what actions my community is taking towards climate change

r = 0.378 – significant weak correlation



Empowerment

I feel confident in introducing my ideas to others

r = 0.347 – significant weak correlation

and

I know how to work with others to come up with new ways of addressing climate change

r = 0.285 – significant weak correlation

A positive change in this factor is statistically more likely to accompany an increase in overall wellbeing, as compared to needs which do not have a strong association with wellbeing.

For more details about predictors of wellbeing, see annex 2.



Climathon Program Outcomes


The Ask

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GROW NETWORK

WEB DESIGN

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CLIMATE HUB Climathon

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Climathon Builds Connection

Analysis was conducted to determine the biggest areas of impact on Climathon participants. The factors on this slide and following slides saw the biggest shifts across all factors measured.

This shows that the biggest areas of impact on participants was in forging connections with other people in the climate action community.

The statistical confidence in these positive shifts are all $\geq 95\%$, meaning we can have a high-level of confidence that these differences are unlikely to be due to chance or coincidence.

Climathon Programme participants increased their knowledge of who to approach to support their climate change ideas by

+43%

+37%

Increase in feeling that lately participants have made new connections with people who act on climate change



Climathon Builds Empowerment

Supporting the positive shifts in connection from the previous slide, there were additional significant positive shifts relating to empowerment in sharing ideas and working with others.

These shifts indicate the Climathon was successful in its target outcomes to increase agency, knowledge, new skills and feelings of motivation.

"I was proud of my group contributions and surprised myself with being able to speak publicly, as well as learning from group members and other teams."
- Climathon participant



+ 32%

Empowered to share

I feel confident in introducing my ideas to others



+ 17%

Empowerment

I know how to work with others towards acting on climate change



+ 17%

Empowerment

I know how to work with others to come up with new ways of addressing climate change



Climathon Builds Inspiration and Hope

There were also sizeable positive shifts in factors relating to Inspiration and Hope. Climathon participants felt more inspired by their community and felt more hope for the future and the planet.

Furthermore, factors across all outcomes saw significant positive shifts.

There were no statistically significant negative shifts across all outcomes.



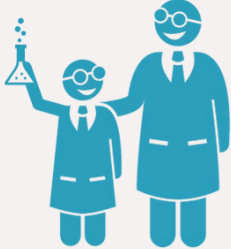
+ 32%

Inspiration from community
I know what actions my community is taking towards climate change



+ 22%

Hope in the future
I believe people will be able to solve problems caused by climate change



+ 8%

Hope in solutions
I believe scientists will be able to find ways to solve problems caused by climate change

These positive shifts indicate the Climathon programme has made a meaningful contribution to its target outcomes.

A photograph of two men sitting at a table in a dimly lit room, possibly a restaurant or event space. The man on the left has a long grey beard and is wearing a dark shirt. The man on the right has curly hair and is wearing a white t-shirt. They appear to be in conversation. The background is blurred, showing other people and tables.

“I had validation of what the problems are and understood the ideas of others on how to mitigate climate change based on their experience and expertise. It was lovely meeting people with different lifestyles and how we can network to build friendships and possibly **work together to address climate change.”**

- Climathon programme participant (not pictured)



Prior to the Climathon, participants were looking for solutions to climate change issues

These are the existing areas of strength for participants prior to the Climathon (base scores), which remained high at the end of the programme (shift scores).

Factors that are high-scoring at baseline are unlikely to see further large positive shifts as there is less room for improvement.

This suggests that the Climathon programme attracts people who are in some ways already committed to its core goals, despite having worries or concerns around climate action seen on the challenges slide.

These shifts were not statistically significant, meaning we cannot rule out chance from affecting the results.

Capability Factor	Baseline Score (Out of 7)	Shift Score (Out of 7)
Inspiration <i>If everyone works together, we can solve problems caused by climate change</i>	6.31	6.00
Hope <i>I am willing to take actions to help solve problems caused by climate change</i>	6.20	6.03
Empowerment <i>I know that there are things that I can do to help solve problems caused by climate change</i>	6.00	5.83
Hope <i>Even when some people give up, I know there will be others who will continue to try to solve problems caused by climate change</i>	5.80	6.10
Inspiration <i>I am inspired by others taking actions towards climate change</i>	5.77	6.03
Hope <i>I believe good things will happen in my future</i>	5.54	5.59



People are still worried about the **big picture**

While large shifts were seen for certain Connection, Empowerment, Hope and Inspiration factors, there were still some low-scoring indicators for participants coming out of the Climathon weekend.

Participants continue to feel concern around addressing climate change issues and experience feelings of hopelessness when it comes to taking meaningful action towards solutions.

The Impact Hub could consider how future programmes can specifically address these low-scoring indicators.

Capability Factor	Shift Score (Out of 7)
Empowerment for Climate Action <i>Climate change is beyond my control, so I won't even bother trying to solve problems caused by climate change</i>	2.52
Hope for the Future <i>Climate change is so complex we will not be able to solve problems that it causes</i>	3.12
Hope for Change <i>The actions I can take are too small to help solve problems caused by climate change</i>	3.28



Climathon Open Feedback





Participants Value the Climathon

The following capture participants' responses to the question:

In your own words, how did the Climathon impact your wellbeing?

Themes found in the programme feedback included newfound connection, inspiration and purpose, as well as comments around reflection and wanting to see real-world impacts from the Climathon.

*"I felt a renewed sense of **purpose and hope.**"*

*"It was awesome to know there are so many people focused in this space and that **I am not alone in wanting change.**"*

*"I came into the Climathon feeling slightly overwhelmed with the situation that we are facing with climate change but this event has made me aware of **so many passionate people** about the topic and has left **me feeling inspired to make changes in my own life** to reduce my impact on climate change."*

*"I felt happy about the new connections and the **passion and bravery I witnessed** for transformative, seemingly unpopular, change. I felt tired the next day because I could not sleep - there was a lot to reflect on. **Reflection is an important aspect** that we need to make some time for so that our wellbeing is enhanced."*

*"I loved being involved, and making connections, but I'm not sure about impact potential - **how many of these ideas will actually come to fruition and make a difference?** Hence my lower wellbeing feelings. "*



Participants Value the Climathon

Continued.

*"It **gave me some hope** that the younger generations are engaged to tackle climate change."*

*"I just have to say, the Climathon was such an incredible experience! I can't even put into words how much I enjoyed it. **The best part was definitely the people I met and the connections I made.** Everyone was so friendly and supportive, and I could feel the positive energy in the hall. The mentor and experts who were there to help us with our ideas were simply amazing. They provided invaluable guidance and pushed us to think. **I learned so much from them,** not just about the specific challenges we were addressing, but also about how to think critically and approach problem-solving in a more focused way. **It was like a crash course in innovation and sustainable thinking!** And let me tell you, **the organization of the event was top-notch.** Everything ran smoothly, from the registration process to the schedule and logistics.*

*The organizers truly created an environment that fostered creativity and collaboration. **I felt like I was part of something bigger,** something meaningful. Looking back, I can confidently say that the Climathon had a significant impact on me. Not only did I gain new skills and knowledge, but I also built a network of like-minded individuals. **It's so empowering to know that there are people out there who are just as motivated as I am to combat climate change.** I'm immensely grateful for the opportunity to be a part of the Climathon. A heartfelt thanks to everyone involved in making the Climathon such a remarkable event!"*



Next Steps

Discuss with Nanise





Annex 1. Transparency Reporting Page

To ensure the integrity of findings always, Huber Social includes a Transparency Page for every project. This ensures both the rigour of evidence and rigour of analysis is clear for each project across every stage of the data lifecycle.

Phase	Questions on the Treatment of the Data	Points allocated	Yes or No	
Design	SAMPLE	Everyone in the program included in the measurement	2	Y
		OR Survey sample population designed to be representative of group	1	-
	BASELINE	Control group (independent of the intervention)	3	-
		Group baseline measured (pre-intervention)	2	Y
		Baseline inferred from time in program (e.g. 1 vs. 3 years)	1	-
	EXCLUSIONS	Details of people specifically excluded from the measurement: <i>N/A</i>		
Data Collection	DISTRIBUTION	Online surveys		Y
		OR hardcopy surveys		-
		Subjects supervised by Huber Social consultant	1	Y
	DATA SOURCES	Translation or guidance provided		-
		Data Mining of other sources	1	-
		Data included from previous years/measurements	1	-



Annex 1. Transparency Reporting Page

Continued.

Phase	Questions on the Treatment of the Data			Points allocated	Yes or No	
Cleaning	CLEANING	Partial responses removed or no partial responses			1	Y
		Details of any responses removed: <i>25 partial responses removed</i>				
Analysis	SHIFT MEASUREMENT	Calculated on time in program				N
		Calculated on group average			1	N
	Calculated based on individual scores			2	Y	
	TEST APPLIED	Basic analysis				Y
		Statistical Correlation Test			2	Y
Multiple Regression or Lasso Regression Test			3			
Reporting	REPORTING	Client received Social Performance Report (improve)			1	Y
		Client published Outcomes Report (prove)			2	-
		Client published full Social Impact Report			3	-
LOW: 1-9 MED 10-14 HIGH 15-19				RIGUOUR SCORE	11	MED



Annex 2. Predictors of Wellbeing

Further detail about what is meant by a 'Predictor of Wellbeing.'

To inform how Impact Hub can best support the wellbeing of participants, correlation analysis is used to identify which factors measured have a significant relationship with participants' overall wellbeing; these are known as predictors of wellbeing.

The stronger the relationship between an outcome and overall wellbeing, the more confidence there is that a change in the outcome will correspond with a change in wellbeing.

Relationship strength is based on both the statistical significance (p-value) and beta coefficient value (r). The p-value describes the confidence that the relationship identified between the predictive outcome and wellbeing is true, rather than produced due to sampling error or chance. The beta coefficient (r) describes how closely each outcome and wellbeing are likely to move together in relation to each other.

For the purposes of this study, a strong relationship between an outcome and overall wellbeing is defined as any outcome with a beta coefficient value greater than 0.5; a moderate relationship is between 0.499 and 0.4; a weak relationship less than 0.4. Even though a relationship may be weak, there is still a significant association between the outcome and overall wellbeing.

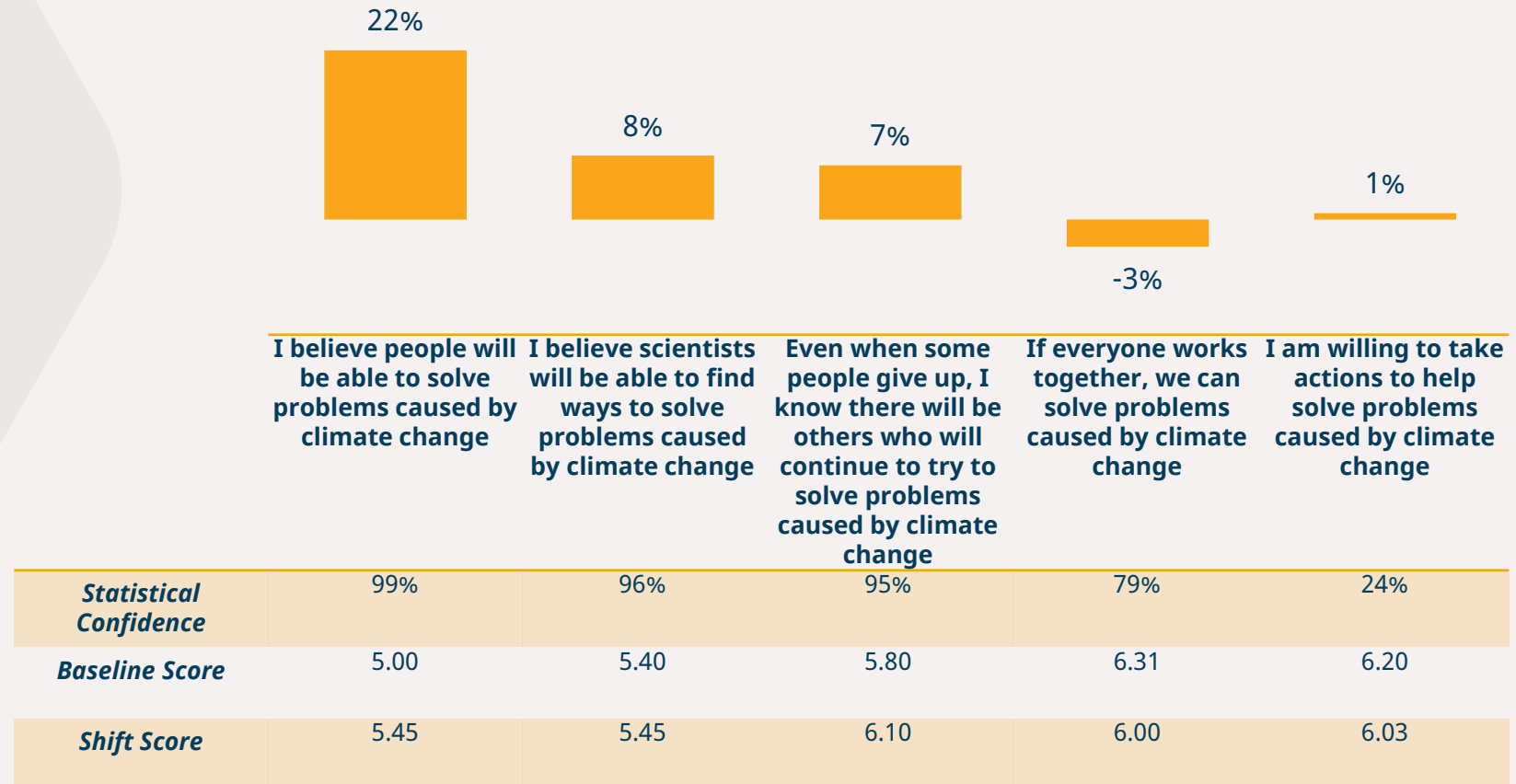


Annex 3. Quantitative Findings

All 19 of the factors measured are listed across the following graphs and tables.

The graph illustrates the percentage shift between baseline and shift responses. The statistical confidence shows how confident we can be that the shift is not due to chance (over 95% is considered statistically significant). Baseline and shift scores are the average scores (on a scale from 1 – 7) for each factor.

Climathon Programme Outcomes

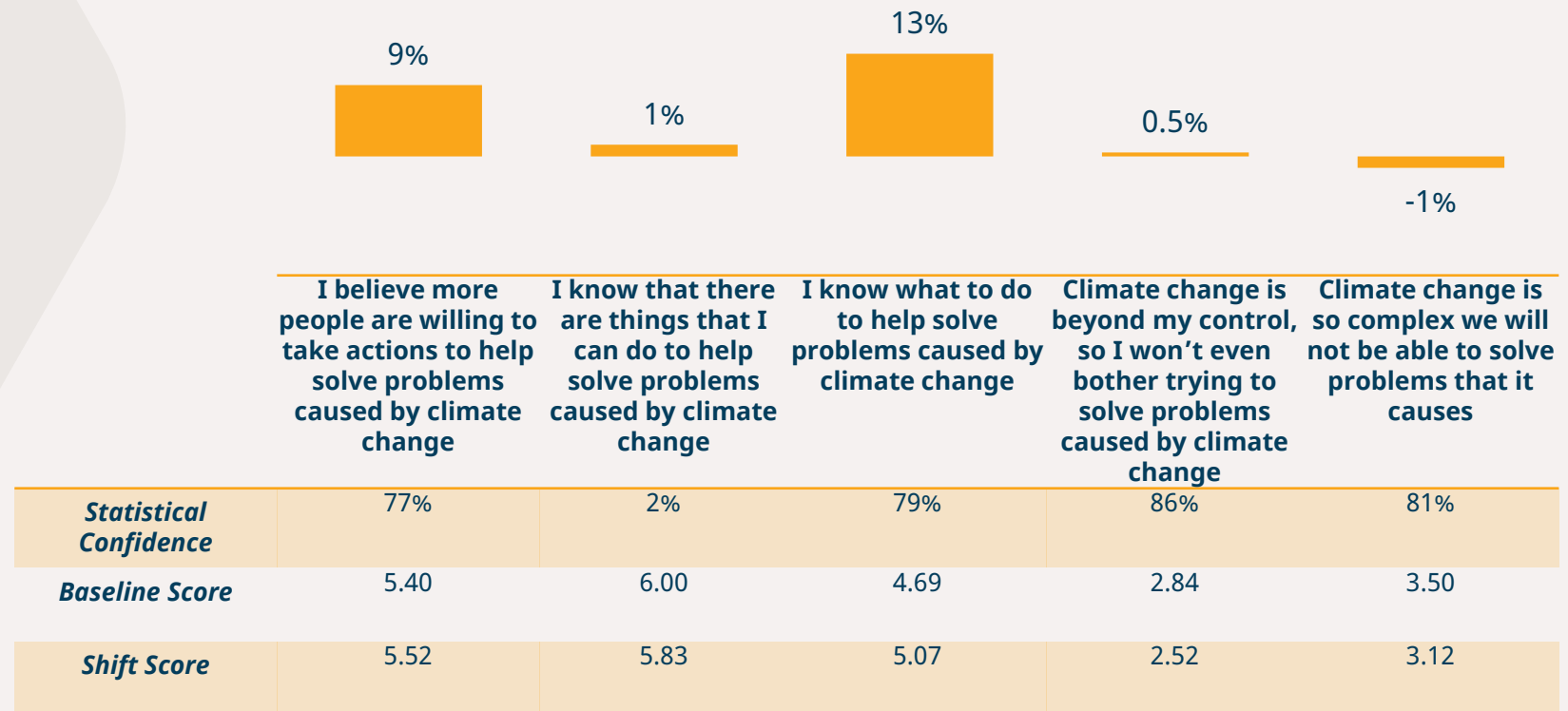




Annex 3. Quantitative Findings

Continued.

Climathon Programme Outcomes

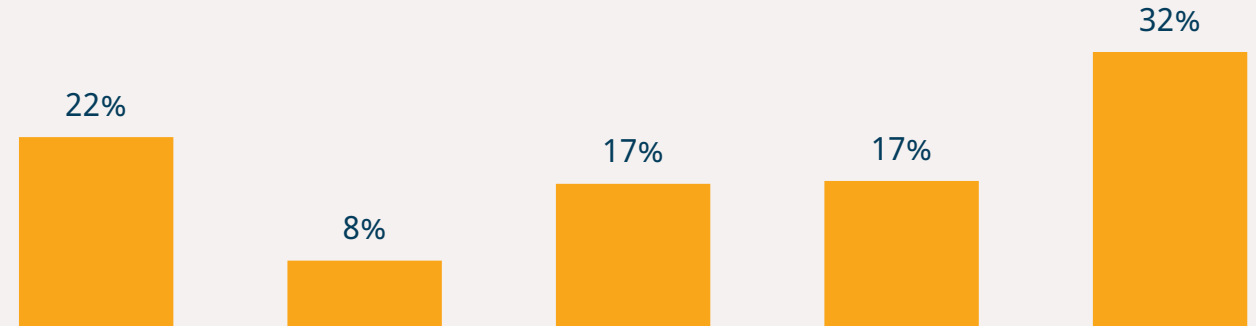




Annex 3. Quantitative Findings

Continued.

Climathon Programme Outcomes



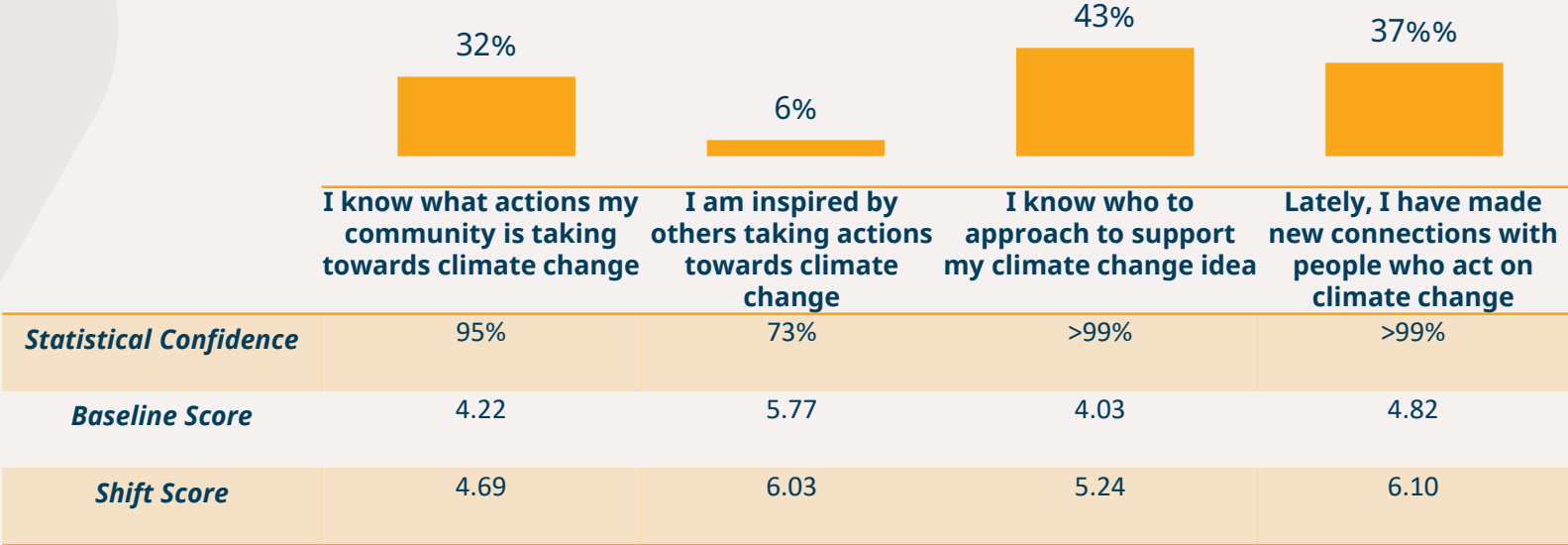
	The actions I can take are too small to help solve problems caused by climate change	I believe good things will happen in my future	I know how to work with others to come up with new ways of addressing climate change	I know how to work with others towards acting on climate change	I feel confident in introducing my ideas to others
Statistical Confidence	65%	84%	96%	98%	>99%
Baseline Score	3.52	5.54	5.03	4.83	4.86
Shift Score	3.28	5.59	5.55	5.31	5.48



Annex 3. Quantitative Findings

Continued.

Climathon Programme Outcomes





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