



STONE SOUP CONSULTING

CASE STUDY: ASTA Tourism -

Capacity Building for Social Impact Evaluation

Organisation name: ASTA – Associação Sócio-Terapêutica de Almeida Portugal, 2019/2020

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CASE STUDY

The challenge

- Ensure that the organisation and its staff understands the impact evaluation lifecycle and is able to implement instruments of impact evaluation.
- Develop Theory of Change, co-created together with key stakeholders.
- Develop indicators and data collection methods, as well as an impact plan.



The process

The process consisted of:

- Assessment of current evaluation instruments.
- Theory of Change workshops and focus groups.
- Capacity building sessions and co-creation of outputs related to indicators, data collection methods, data analysis and impact reporting.



The process was implemented mostly through online workshops and mentoring sessions, *in situ* workshops, and working collaboratively on documents.

The initial workshops and focus groups involved a wide range of internal and external stakeholders. Once these were completed, Stone Soup worked with a smaller team within ASTA, from the staff.



The results

- The organisation and staff understood the impact evaluation cycle.
- ASTA has a general Theory of Change and impact indicators
- The organisation has an impact evaluation system for its tourism-related project – Projeto Contigo
- The client now has an impact plan ready to be implemented, including a Theory of Change validated by all key stakeholders, indicators and data collection methods.
- ASTA reflected on the impact they wish to create in society in a participative way

“Stone Soup consultants bring a human element to the consultancy work. It made the experience special.”

The future

The organisation now has to implement Projeto Contigo and its impact evaluation system and make adjustments to the system based on implementation.

The main challenge will be to understand the impact cycle and deal with the complexity of the data collection analysis.