

# Impact Measurement and Management Guide and Toolkit – executive summary

## Overview

WorldSkills Competitions are prestigious global events that bring together skilled young people from around the world to compete in various trades, skills, and technologies for showcasing and inspiring world-class standards in Technical and Vocational Education and Training (TVET). Together with skills competitions held at regional (e.g. Europe, Africa, Americas, and Asia), national, and local levels, they are promoting skills development, excellence, and raising the profile of TVET. The competitions also help prepare young people for future jobs and develop the global workforce.

Measuring the impact of WorldSkills Competitions is crucial because it directly aligns with WorldSkills International's (WSI) mission to promote skills excellence and elevate the status of TVET globally. By evaluating the outcomes of these competitions, WSI and its Members can demonstrate the value and effectiveness of its efforts to key audiences, including governments, educators, industry partners, and the young people themselves.

The Impact Measurement and Management (IMM) Guide and Toolkit for WorldSkills Competitions are developed to provide guidance and tools to measure the impact primarily of the WorldSkills Competitions which are at the international level. However, the guidance and tools can be applied and adapted to measure the impact of regional, national, and local skills competitions. These are the first resources created as part of WSI's IMM Development Project, which started in November 2023.

## A note on the scope of The IMM Guide and Toolkit for WorldSkills Competitions

It's important to note that while the theory and methods included in the IMM Guide can be applied and adapted to measure the impact of other programs and activities, these resources in the IMM Toolkit are designed based on the framing of the WorldSkills Competition with outcomes that are common at/can be adapted to various levels of skills competitions. They don't consider all other events and activities that happen in WorldSkills. For example:

- These resources do not help measure specifically on what happens during the training phase.
- For Members, these resources aim to capture the impact following the competitions within a reasonable timeframe, but they don't help measure how Members benefit from WorldSkills all year round.

Some changes, like Competitors feeling more confident or Members being able to improve their national TVET systems, can happen given the overall experience before and after the competitions or over a long time. While the resources can provide indications of the potential impacts for some specific outcomes that cross over both the pre- and post- competition periods, to accurately measure long-term changes, especially on the national level, would require different methods.

The IMM Development Project will continue to work collaboratively with the WorldSkills community to map out outcomes and impact at national, regional, and international levels, taking into consideration other key activities and the longer-term outcomes experienced by target audiences.

## Introduction to the IMM Development Project

The IMM Development Project is a long-term effort that is based on the WorldSkills Vision 2025 Strategic Plan, especially its focus on Research. This project also connects with and supports the Impact focus area of the

upcoming WorldSkills Vision 2035 Strategic Plan, showing a strong commitment to improving and using evidence-based practices.

The main goal of the IMM Development Project is to create a shared strategy, framework, language, and toolkits that help WorldSkills Members measure and manage their impact. By regularly measuring common results, WorldSkills wants to build a strong evidence base that shows its global influence. This project also supports the work of the WorldSkills Global Research Council, which aims to show the impact, value, and benefits of developing skills excellence around the world.

## The IMM Guide and Toolkit for WorldSkills Competitions

The IMM Guide explains the theory and methods, while the IMM Toolkit provides practical tools and templates to help Members put it into practice. Together, they offer a clear structure for WSI and its Members to measure the impact of local, national, regional, and international competitions, as well as related activities on specific target audiences.

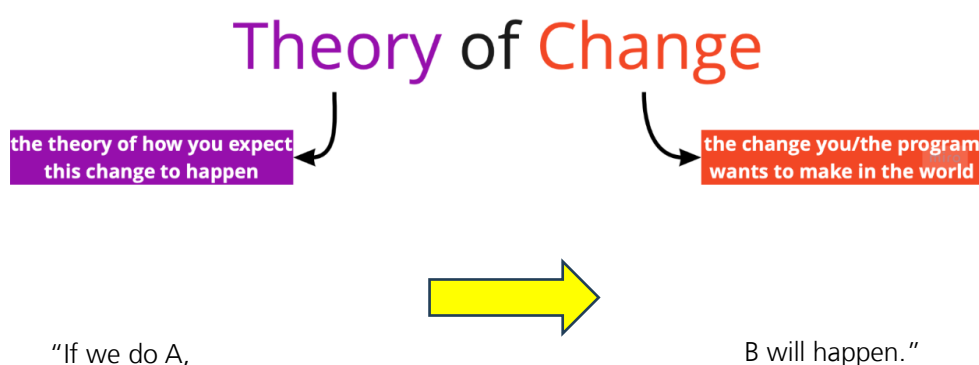
WorldSkills Lyon 2024 provides a testing ground for these new tools. While WSI and Members run many programmes to promote skills, skills competitions are the core activities. This is why these resources can benefit the entire WorldSkills community, making the development and continuous improvement of this guide and toolkit a top priority.

There is a lot of information about outputs, such as the number of Competitors, Experts, and visitors in the past Competition reports. However, this doesn't provide evidence to show how these participants change as a result of their involvement, and how it leads to greater impacts which contribute to systemic changes.

The IMM Guide and Toolkit for WorldSkills Competitions aim to help fill this gap by offering guidance and tools to collect valuable data on these important outcomes. It also provides standard indicators for key outputs, allowing WSI and its Members to report in a consistent way at a global level.

The guide explains the purpose of the toolkit, gives an overview of various levels of skills competitions, and highlights why measuring impact is essential. It introduces key ideas about impact measurement, such as the differences between outputs, outcomes, and impacts, and the Impact Measurement and Management Cycle.

The guide also describes the Theory of Change model, which helps organizations understand how their activities lead to desired results.



It outlines specific outcomes and indicators to measure impact for five target audience groups: Competitors, Experts, Members, Partners and Sponsors, and visitors. Additionally, the guide offers detailed advice on how to collect and analyse data and how to report on the impact of competitions. The toolkit includes practical tools, templates, and indicators to help ensure consistent measurement across various competitions.

These resources are based on the current advice, guidelines, and best practices for measuring impact. They include feedback from Champions, Experts, Members, Global Partners and Sponsors, WSI staff, and WSI Board members. This feedback was collected through interviews, workshops held in person and online, and consultation sessions from December 2023 to August 2024.

## Creating a unified framework for impact measurement and building a global evidence base

By sharing the IMM Guide and Toolkit as resources for Members, WSI aims to create a unified framework for measuring and managing the impact of competitions at national, regional, and international levels.

To show how WorldSkills Competitions affect people globally, all Members need to measure the same things using the same questions. This helps collect data that can be compared and combined. By doing this, we can see how competitions make a difference in different countries and regions and learn what works best.

Members are encouraged to start using the main survey questions from the IMM Toolkit and include them in their planning and reporting. This helps get information that matters locally and globally. WSI will collect this data yearly, add it all together, and show the results for the whole world. Doing this regularly will help WSI and Members prove how valuable skills competitions are, which can lead to more support for WorldSkills.

## WorldSkills Impact Measurement Progression Model

Members have different levels of readiness and capacity for IMM. The WorldSkills Impact Measurement Progression Model helps Members improve how they measure impact. It starts with simple data collection and moves to more complex methods. The model has different levels:

1. *Basic*: Collecting simple data about what happened
2. *Intermediate*: Looking at short-term changes
3. *Advanced*: Using different methods to understand deeper impacts
4. *Expert*: Calculating the financial value of social impacts

The IMM Guide and Toolkit for WorldSkills Competitions focus on the first three levels for measuring how competitions make a difference. As Members get better at measuring impact, they can move up to higher levels.

Members can use the checklist for each level to assess their current stage in the impact measurement journey for competitions.

**Level 1: Basic**
**Level 2: Intermediate**
**Level 3: Advanced**
**Level 4: Expert**
**Which activities are you currently implementing for measuring the impact of your competitions?**

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| <ul style="list-style-type: none"> <li>• Collect quantitative data on basic outputs</li> <li>• Gather diversity data</li> <li>• Use administrative records</li> <li>• Utilize registration databases</li> <li>• Implement simple surveys for diversity data</li> </ul> | <ul style="list-style-type: none"> <li>• Collect quantitative data on outcomes</li> <li>• Conduct pre-event surveys</li> <li>• Conduct post-event surveys</li> <li>• Perform follow-up surveys or assessments</li> <li>• Apply basic statistical analysis</li> </ul> | <ul style="list-style-type: none"> <li>• Integrate qualitative methods (interviews, case studies, focus groups)</li> <li>• Track longitudinal data on career progression</li> <li>• Use mixed-methods approach</li> <li>• Perform thematic analysis of qualitative data</li> <li>• Implement longitudinal tracking tools</li> </ul> | <ul style="list-style-type: none"> <li>• Expand data collection to include economic and social impact indicators</li> <li>• Conduct SROI (Social Return on Investment) analysis</li> <li>• Use triangulation of data sources</li> <li>• Apply advanced statistical methods</li> <li>• Perform economic modelling</li> </ul> |
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Members may wish to answer this follow-up question to consider their next steps in progressing along the impact measurement journey: *Which activities are you ready to implement to advance your impact measurement practices?*

## In conclusion

By implementing this comprehensive IMM Guide and Toolkit, WSI and its Members can build a robust evidence base to showcase the global impact of skills competitions. This will enable tracking progress over time, strategically improving initiatives, and maximizing positive outcomes in skills development and promotion worldwide.