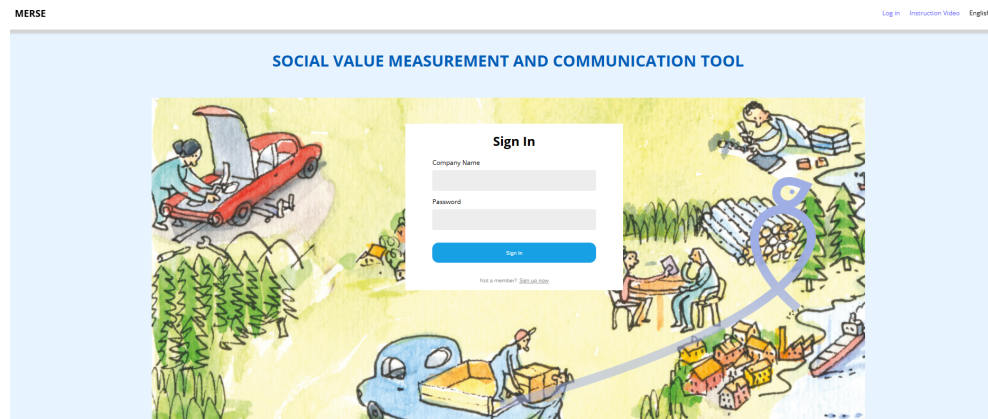


Instructions to the MERSE Social value measurement and communication tool

Below we briefly present how to use the tool.

1) Home page

You will see this login page when you enter the website.



You sign in with company name and a password (no character restrictions). If you do not already have a company registered, chose the ‘*Not a member? Sign up now*’ button to create an account. Enter your company name and password and confirm your password one more time. Then you got a messenger, *Company created*. Press OK, and then you can click ‘*Sign in*’. Note! You need to remember your account since there is no ‘*forgotten password feature*’.

2) Dashboard

When you have signed in you will see this page and the work can start.



From this dashboard, you will see a couple of things. The first is your company info. Here you write about what the company is doing in broad terms. You will

also see the different types of activities and surveys that are ongoing or finished. The dashboard has four navigator buttons that will take you to Surveys, Activities, Report and to Gamma (where you find your created reports). When clicking on any of the navigation buttons, the marker will scroll down depending on what navigation button you have pressed to. Activities will take you to activities and so on and so forth. You can always go back and for example edit the company information by clicking the edit button up at the top of the company info.

3) Information about your company

Start answers the questions about your company

Company Info ×

Save

Upload Image (Max. 2mb)

What is your company doing, and your goals?

what are you doing? what are your goals?

Who are you targeting?

Targets...

What are you solving?

what are you solving and how?

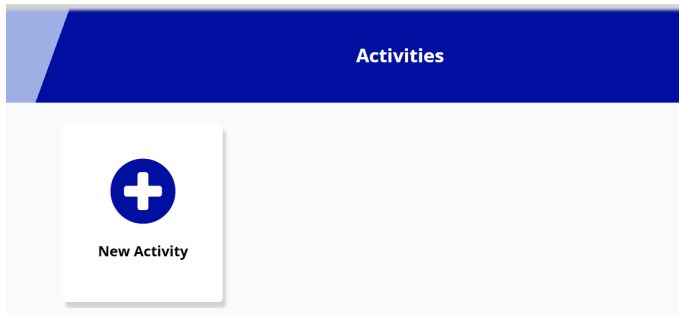
What are your agenda 2030 goals? ⓘ

No Poverty	No Hunger	Good Health and well-being	Quality Education for all	Equality	Clean water and sanitation for all
Sustainable energy for all	Decent working conditions and economic growth	Sustainable Industry, Innovation and Infrastructure	Reduced Inequality	Sustainable cities and communities	Sustainable consumption and production
Combating climate change	Oceans and marine resources	Ecosystems and biodiversity	Peaceful and inclusive societies	Implementation and global partnership	

When opening this dialogue, you will get some questions that you need to answer. The questions are: *What is your company doing and what goals do you have? What are you solving? Who are you targeting?* These are free form text, and you can just edit those whenever you want. You can then select what agenda 2030 goals you are trying to solve.: The agenda 2030 are clickable buttons so just choose which ones you want to relate to your company. If you want to change you can also unselect one of them, or add a new one. Note that you can upload your own images (maximum size 2 MB). Remember to **Save!**

4) Activities

From activities you can create new ones, edit ongoing ones, or view past activities.



If you create a new activity, there are different things that should be filled in: Title of the activity, type, dates for the activities, number of participants, and a description of the activity. You can choose agenda 2030 goals that fit the activity. Images that belong to the activity can be uploaded.

Activity ×

Title
Activity name...

Type ⓘ
Activity type

Select dates
 →

Number of Participants

Description

Cover
No cover image

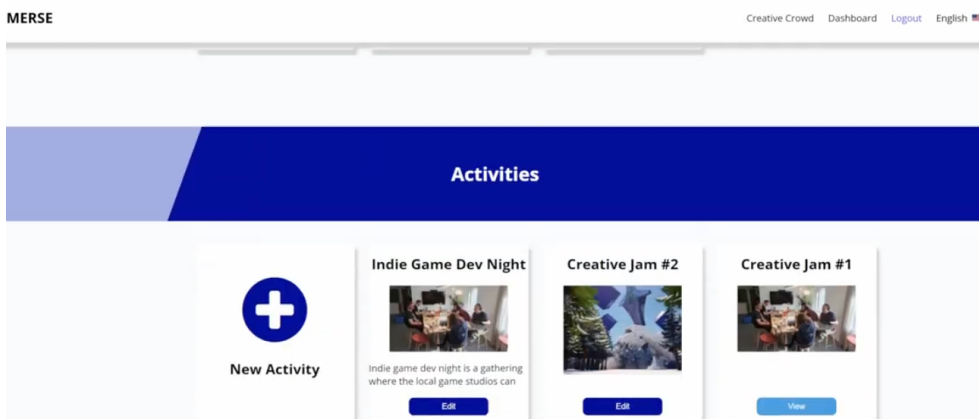
Agenda 2030 ⓘ

No Poverty	Zero Hunger	Good Health and well-being	Quality Education for all	Equality	Clean water and sanitation for all
Affordable and clean energy for all	Decent work and economic growth	Sustainable industry, innovation and infrastructure	Reduced Inequality	Sustainable cities and communities	Sustainable consumption and production
Climate action	Oceans and marine resources	Ecosystems and biodiversity	Peaceful and equitable societies	Partnership for sustainable development	

Surveys ⓘ

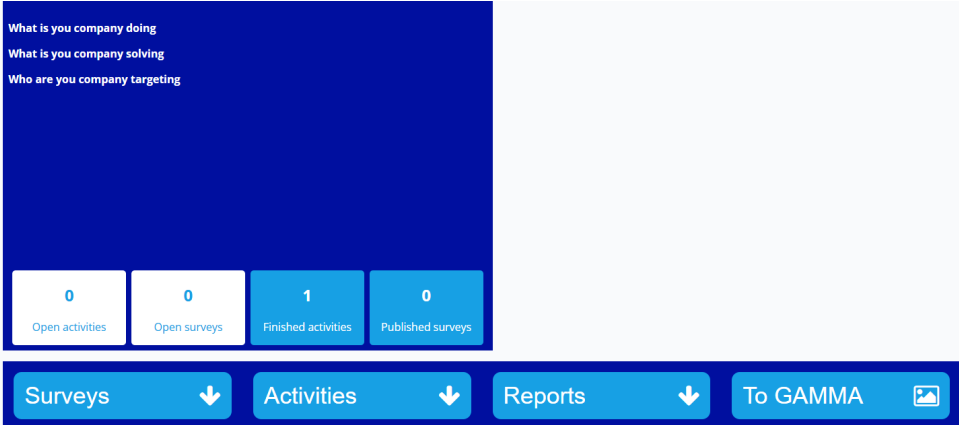
You can also link surveys to the activity. If you have created surveys, they will appear in the box on the right (we'll get to that in a moment). **Do not set as finished as long as the activities are ongoing, just remember to Save**

When you have created activities, you will see them at the dashboard, like this:



You can always edit the activity, as long as you not have pressed 'Set as finished'.

5) Surveys



What is your company doing
What is your company solving
Who are your company targeting

0	0	1	0
Open activities	Open surveys	Finished activities	Published surveys

Surveys Activities Reports To GAMMA

If you click on the navigation bar to go to surveys or scroll all the way down, you will get to surveys.

Press the plus button to create a new one.



Surveys

Title	Responses	Published	Open
			

Start by giving the survey a name:

Från 185.7.62.58:

Create new survey.

OK

Avbryt

Then press *Edit* and start developing your questions.

Surveys				
Title	Responses	Published	Open	
Survey Test	0	x	x	Edit

There is information about how you can do this. Press *Show info*.

Edit Survey

Save


Add Question

Back

Survey Information

Each question is a rating question from 1 to 5, arranged like below.

Question title
Strongly disagree
1
2
3
4
5
Strongly agree

You can create new questions by pressing the button in the column to the left.
 You can remove questions by pressing the  icon to the right of the question.

Suggestions for questions related to social impact

- To what extent did the event contribute to positive outcomes for society?
- How much did the event inspire positive change in the community?
- To what degree did the event increase your understanding of important societal issues?
- How motivated did the event make you to engage in societal or community activities?
- To what extent do you think the topics discussed at the event can have a positive impact on society?
- How relevant did you find the content of the event to societal needs or challenges?
- To what degree did the event create concrete opportunities for contributing to society?
- How much did the event influence your own thoughts or behaviors towards societal benefit?

Publish

Delete

Here you find information about how the questions are structured. All questions of this pilot tool are one to five rating questions. So, you need to write your questions in a rating style. See the suggestions on how questions can be formatted and some topics that can be of interest. If you need, you can click back button to go back to these suggestions and copy them. Press *Add Question* and create new ones. You can add as many questions as you like. Remember to save!

Edit Survey
×


Save


Add Question


Show Info

Title

Survey Test

- To what extent did the event contribute to positive outcomes for society? 

- How much did the event inspire positive change in the community? 

Question Text 

When you are finished, the new survey is added to your list. You can edit it as long as it are not published.

But the survey does not have any answers since it has not been published yet. It is still in edit mode so that you can add more questions. When you are finished, you

want to publish it so that people can answer it. That is super easy. Just hit the *Publish button*. It will then say; *Are you sure that you want to publish this survey?*

Från 185.7.62.58:

Are you sure that you want to publish this survey?



As soon as you publish it you do not have the ability to edit it anymore.

Surveys				
Title	Responses	Published	Open	
Survey Test	0	✓	✓	View

The survey is now published and open(see the two green marks), but do not yet have any answers.

6) Send the survey out to participants

Chose the *View button*, and you will see this:

View Survey

[End Survey](#) **Survey Test** ⓘ

Click here to copy link: 185.7.62.58/survey/31

Number of responses: 0

Question	Answers (1=low, 5=high)	Average
No responses made yet.		

Important in this view – do not chose End Survey – it will close down the survey.

The blue link is the address of the survey that will be sent out to participants. Copy the link and send it to your participants.

If you copy the link to your dashboard and open it, you will see the questions of the survey.

Survey Test

- To what extent did the event contribute to positive outcomes for society? *

Strongly disagree 1 2 3 4 5 Strongly agree

- How much did the event inspire positive change in the community? *

Strongly disagree 1 2 3 4 5 Strongly agree

In this position you can also answer the questions.

When finished press *Complete*.

Complete

Then the replayers will get this message

Thank you for completing the survey

When people have answered the survey, you get information about that from your dashboard.

Surveys				
Title	Responses	Published	Open	
Survey Test	1	✓	✓	View

If you now go inside and view the survey you get this information:

View Survey

[End Survey](#)

Survey Test ^①

Click here to copy link: 185.7.62.58/survey/31

Number of responses: 1

Question	Answers (1=low, 5=high)	Average
- To what extent did the event contribute to positive outcomes for society?	3	3.00
- How much did the event inspire positive change in the community?	5	5.00
	2	2.00

So as more people answer this survey you will see information about that. When you don't need any more responses for this survey then you can click *End Survey*. But please note that if you end the survey, you cannot start it again.

When you have created a couple of surveys, you get an overview of them. You can see the title of the survey, whether it is published or if it is still open for changes, and any number of responses to said survey. From this view, you can create new surveys, edit not yet published surveys, or finish surveys if all answers is collected.

Surveys				
Title	Responses	Published	Open	
Test Survey	0	✗	✗	Edit
New test	0	✓	✓	View
Survey 1	2	✓	✗	View



As long as you not have published a survey, it is still editable (two red cross). When you have published a survey (but not set it as finished/end survey) you will see two green check marks that means that the survey is published and open for answers. If you view surveys with two green marks, you will also find the link to the survey. When you have got all answers on a survey, and chose *End survey*, then you will see one green mark, as it is published, and one red cross, since it is no longer possible to answer it.

7) Link surveys to activities

When you have created a survey, you can link it to activities. Go back to Activities and add the new survey to the activity.

Activity



Save

Activity finished

Upload Cover (Max. 2mb)

Title
Activity name...

Type ⓘ
Activity type

Select dates
yyyy-mm-dd → yyyy-mm-dd

Number of Participants
0

Description

Cover
No cover image

Agenda 2030 ⓘ

No Poverty	No Hunger	Good Health and well-being	Good Education for all	Equality	Clean water and sanitation for all
Sustainable energy for all	Decent work, economic growth and innovation	Sustainable industry, innovation and infrastructure	Reduced Inequality	Sustainable cities and communities	Sustainable consumption and production
Combating climate change	Oceans and marine resources	Terrestrial and marine biodiversity	Peaceful and inclusive societies	Implementation and global partnership	

Surveys ⓘ

Survey Test

These are now linked and will show up in the report later on. **Remember to save!**

8) Upload images

You can upload own image to Activities and Reports. Please note that the maximum size of the images cannot be over 2 megabytes. To upload an image you press this upload cover.

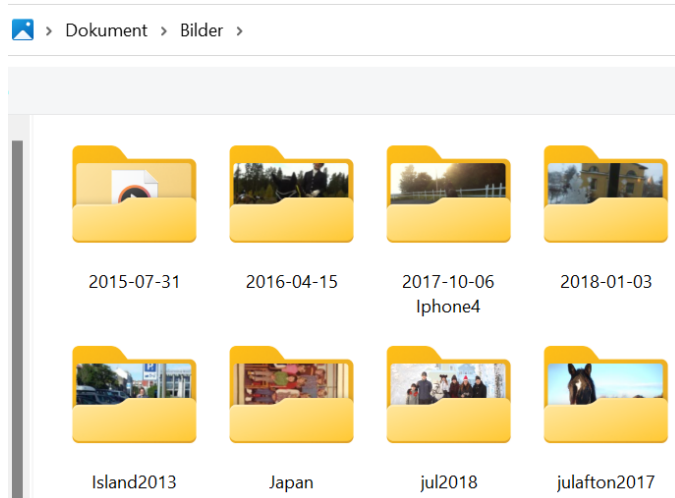
Activity

Save

Activity finished

Upload Cover (Max. 2mb)

Navigate to the place on your computer where you have your pictures and chose image.



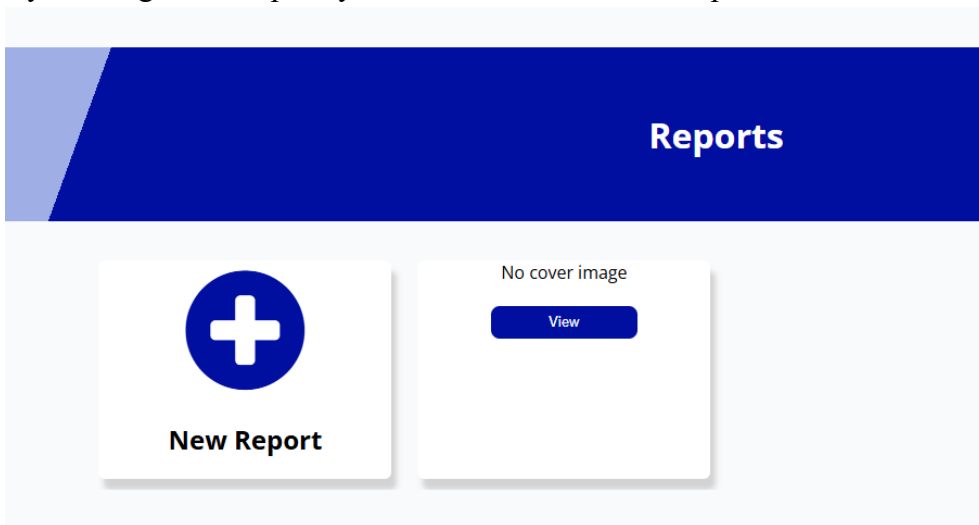
Remember to save!

9) Reports

When you have *Company info*, *Activities* and *Surveys* all set, you can go into reports.



By clicking a new report, you can describe what this report will entail.



Choose a name for the report.

Report ✕

Save

Upload Cover (Max. 2mb)

Generate Summary

Name

Report name...

Select dates

aaaa - mm - dd → aaaa - mm - dd

Description

Surveys

Survey Test

Cover

No cover image



Activities

Agenda 2030

No Poverty	No Hunger	Good Health and well-being	Good Education for all	Equality	Clean water and sanitation for all
Sustainable energy for all	Decent working conditions and economic growth	Sustainable industry, innovation and infrastructure	Reduced inequality	Sustainable cities and communities	Sustainable consumption and production
Combating climate change	Oceans and marine resources	Ecosystems and biodiversity	Peaceful and inclusive societies	Implementation and global partnership	

Then select over which period you want this report to entail.

Select dates

åååå - mm - dd  → åååå - mm - dd 

januari 2026 ▾ ↑ ↓

må	ti	on	to	fr	lö	sö
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

Rensa I dag

Describe what the report is going to show.

Description

Add those surveys, activities and agendas that are going to be correlated to this report. When you add an activity, it will automatically select all the agendas and surveys that are connected to an activity. You can add more if you want. You can also deselect ones that came with certain activities.

Remember to save!

10) Generate Summary

When all choices are made, you shall generate a summary.

Report

Save

Upload Cover (Max. 2mb)

Generate Summary

This tool will then take all the information from your company information, your activities and surveys that you have connected to this report and summarize that

into a single document. You can change number of words if you want, otherwise, click ‘*Create Summary*’: This usually takes a couple of seconds.

Report

Create Summary Select a word count for your summary and then press "Create Summary".

Create Presentation

Word Count
400

The next picture is like this one:

Report

Create Summary

Create Presentation

Word Count
600

Company profile (highlighted)
Creative Crowd is a small, innovative company that positions itself at the intersection of emerging technology and cross-sector collaboration. The organization emphasizes finding use cases where technological and social elements meet, frequently using gamification as a method to engage users and create solutions. Its stated mission is to "ride the wave of new technology and the combination of sectors," focusing on practical cases that improve everyday life for public and private actors. The company serves primarily small to mid-size businesses and targets the northern region of Sweden. Creative Crowd frames its work around social impact and practical problem solving for municipalities, social sectors and private companies, aiming to apply creative, technology-driven approaches to everyday challenges.

Activities overview
The dataset contains a single recorded activity:
- Title: New activity
- Type: Tutorial
- Date: 2025-11-10 (start and end on the same day)
- Description: "This is a tutorial on activities."
- Agendas associated with the activity: Quality Education
- Surveys linked: a survey labeled "Tutorial"
- Attendees: 1

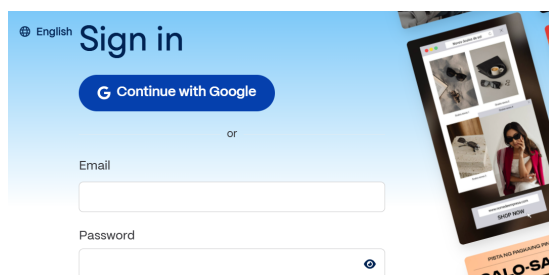
This activity is a one-day tutorial classified under "Tutorial." It is explicitly connected to the SDG-related agenda of Quality Education and registered with a single attendee. The activity's entry links to a survey labeled "Tutorial," suggesting feedback collection following the session.

Survey results (broad summary)
Two survey question-response entries are present in the dataset (one empty survey object appears first, followed by a populated object). The populated survey includes responses to two

The summary is now complete and automatically copied to your clipboard. However, all text is editable and if you want to edit it, you then will need to highlight the text and copy it again, manually afterwards. So read the text and see if something looks weird or strange. If you need to edit it, do so. Then click ‘*Create presentation*’.

11) Presentations in Gamma

When clicking on ‘*Create Presentation*’ the tool will take you to the Gamma website which will create your presentations and visuals. To this website you need to log in with an account.

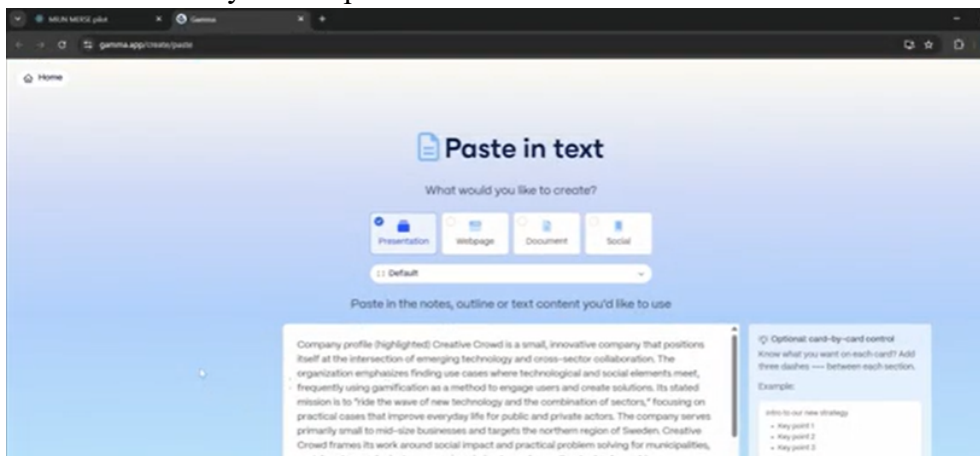


If you do not already have an account, you need to get one. It is easy, just follow the instructions from Gamma. The accounts are free up to a degree. Please read the descriptions for pricing if you have any questions about what is on each tier.

Once logged in you will end up in this place:



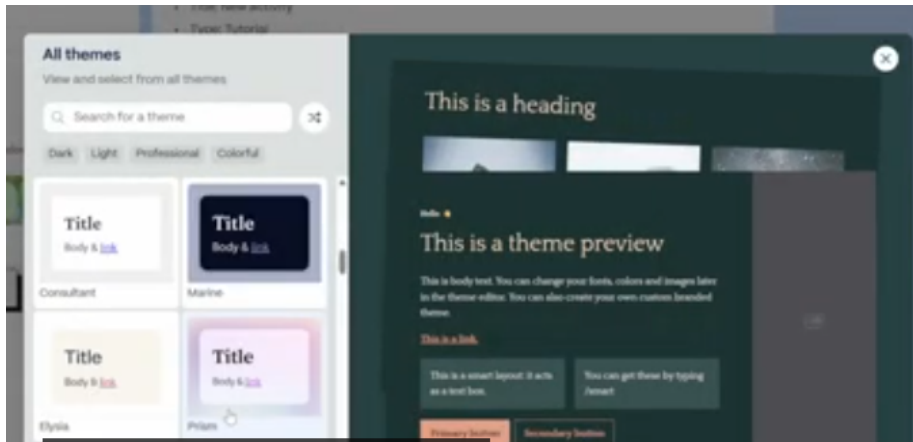
So here you can just press **Ctrl + V** or right click and paste. All your information from the summary is now pasted in here.



If it is not, you can just go back to the summary and copy the text again and paste it. From this stage, you can now create a presentation, a web page, a regular document or any social media post. You just select what kind of page style you want, for example a *Presentation*. You can change the text if you want, but do not need to do that. At the bottom you choose to generate the content from notes or an outline, summarize a long text, or preserve this text entirely. In this example of a presentation we select the *summary of a text or document*. This can be changed later on, if needed.

At the top left of this page, you can see the questions that you just have answered. You can choose to preserve it exactly or change it. Then you can say how much text you want. *Do I want it to be minimal, concise, detailed or extensive?*

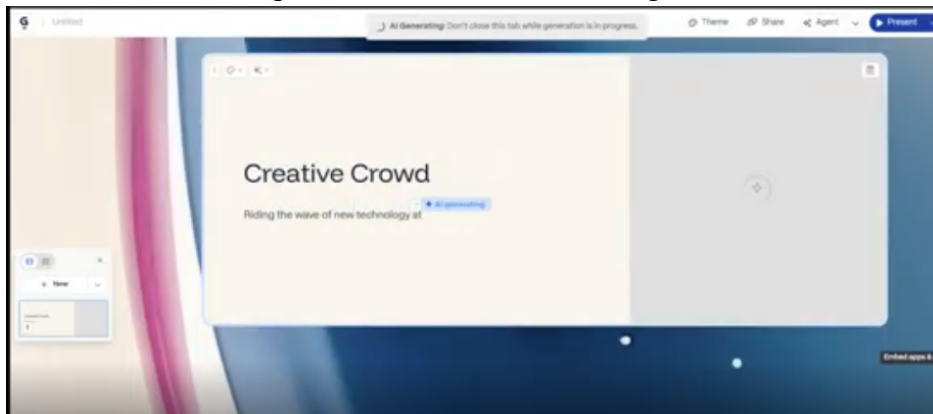
If you want to change the output language, that is possible, see choice at the left. It is also possible to change theme.



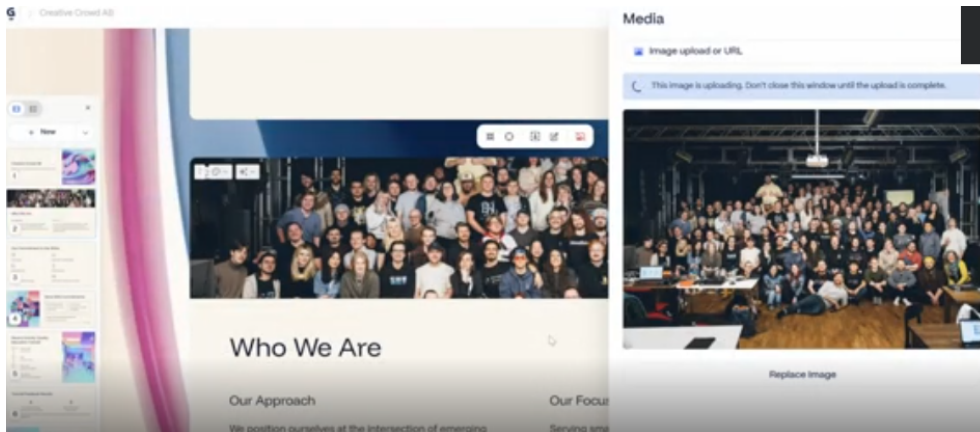
Choose what you want the report to look like. And then you can also change sources. For example if you want other images. If not, AI images are going to be used. All these options are modular meaning that you can change them later on if you want. Feel free to play around till you find something that fits your company style.

At the top you can choose to either let the prompt be free form or you can define a card by card structure. The tool automatically asks if you want to split it, but it is also possible to keep it in free form. In the example presentation below, we change the number of cards to seven. Then we are ready to click 'Generate'.

We now have a nice presentation that can be changed if we want to.

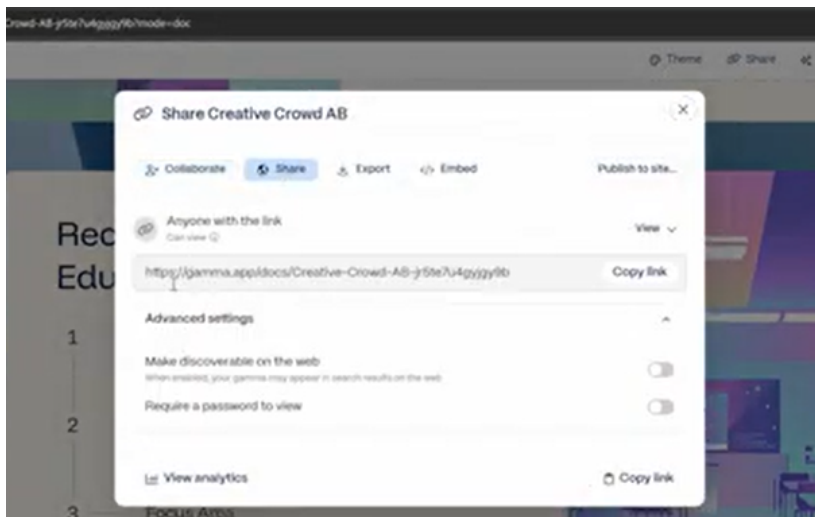


When the presentation are ready, you still can go and add or edit any text. Everything in the report is editable. If you want to change an image, you select which image you want to change and double-click on it. This will take you to a guide where you can easily change the image. You can also change the style.



From here on you can use this website to directly present or you can share this with a link so anyone else can present it. You can even embed or export this as PDF, a PowerPoint or any other type that you want.

If you want to save the presentation on your own computer, then click *Share* and then choose *Export*. Choose in what format you want to save it.



If you go back to the dashboard of the MERSE social value measurement and communication tool, and press 'To Gamma', all your reports are saved and available.



Good luck with the tool!