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MERSE

Social value measurement and communication tool: A communication model for SE

Lack of clarity about social impact and long-term savings in society has for a long time limited social enterprises' sustainability. Assessing and communicating social values is repeatedly highlighted as a central challenge in the field of social entrepreneurship and it is important from various perspectives. It's about being able to attract users and financiers, but also to identify need for change in the own company. Despite that various evaluation tools already exist on the market, the adaptation to small social enterprises in rural areas is poor and therefore difficult to use for those ventures.

MERSE has developed a simplified online tool with the intention of better helping small social enterprises to measure and communicate the social value of their operations. In this report we present the background to the tool, how the tool was developed, as well as evaluations of the tool from small social enterprises in Finland, Iceland, Ireland, Norway and Sweden. In the report you will learn how social value can be assessed and communicated in a feasible way, even for small social enterprises.

MERSE, 2023-2026

 **Region
Västernorrland**

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1. Why measure social value?

Measuring performance and impact is often a major challenge in social entrepreneurship. In traditional businesses, results are usually calculated by comparing revenues and costs over a certain period. In social enterprises, however, value is often created through long-term benefits for society, such as reduced costs for healthcare, social services, or unemployment in the future. These kinds of effects are much harder to measure.

Social enterprises do not only benefit the people who directly use their services. Their activities often create positive effects for many other groups in society, such as public authorities, taxpayers, and local communities. This means that their work generates benefits that go far beyond the immediate transaction.

Even though many people agree that social entrepreneurship creates important value, it is often unclear how much value is actually created in measurable terms. This lack of clarity makes it harder for social enterprises to attract funding and to establish themselves in the market. For this reason, interest in finding ways to measure social impact has grown in recent years – not only to show outsiders what difference social enterprises make, but also to help them improve and maximize their positive impact.

2. The need for new tools to measure and communicate social value

Previous research shows that many different ideas and tools have been suggested for how social enterprises can measure the value they create. Even so, only a small number of social enterprises actually measure their social impact in practice. There is also limited evidence that the existing tools are widely used in everyday work.

Because of this, the need for clear and practical ways to assess social impact is still very high and continues to grow. Many organizations and decision-makers want methods that can show what difference social enterprises really make.

One of the main challenges in developing such methods is finding the right balance between being practical and being trustworthy. The method has to be simple enough to use without too much time or resources, but at the same time detailed enough to give meaningful and reliable results.

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To meet this need, MERSE has developed a simplified online tool. The goal is to help small social enterprises measure and communicate the social value they create. This makes it easier for them to attract funding, improve their impact, and build long-term sustainability.

3. Theoretical background

Many frameworks for measuring social performance are based on a logic model that was originally developed in the late 1960s. Figure 1 shows the key components of the model and how they are connected in a chain from resources to long-term social change.

Inputs	→	Activities	→	Outputs <i>Results immediate</i>	→	Outcomes <i>Results medium- and long-term</i>	→	Impacts <i>Results effects on root causes sustained significant change</i>
<ul style="list-style-type: none"> • funds • equipment and supplies • knowledge and technical expertise 		<ul style="list-style-type: none"> • basic needs delivery, such as food and shelter • service delivery, such as job training and counseling • infrastructure construction, such as transportation 		<ul style="list-style-type: none"> • people fed, housed or treated • people trained or educated • roads built and goods transported to market 		<ul style="list-style-type: none"> • improved quality of life, health, educational • increased incomes <p><i>(measured or individuals)</i></p>		<ul style="list-style-type: none"> • sustained drop in poverty (or obesity, illiteracy, etc.) • improvements in human development indicators <p><i>(measured in terms of communities, populations, or ecosystems)</i></p>

Figure 1. Logic model, and key components, for measuring social performance

Source: Processed from Ebrahim and Rangan (2014, p. 121)

The model starts with resources needed to do the work, such as money, time, staff, and materials. These are called inputs. Then come the activities, what the organization actually does, like running programs, offering services, or providing training. These activities are meant to create value. Next are outputs, which are the direct and measurable results of the activities. This can be things like how many people took part, how many products were sold, how many jobs were created, or how many lessons were given. Outcomes describe the changes that happen because of the activities. These can be economic, social, or environmental changes, and they can be both positive and negative. They can also happen at different levels, for example: at the municipal level: less need for financial support, at the company level: higher profits, at the individual level: more money to live on. Impact is the final step. It means the part of the outcomes that can truly be linked to the organization's own activities, not to other outside factors.

There is a logical chain between inputs, activities, and outputs. Social enterprises first plan what resources they need and what staff they require. Then they organize their work so they can offer services or support to their target group. The goal is to reach and help a certain number of people. Activities lead fairly directly to outputs, which are easy to count. Measuring outcomes is harder, because it means

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judging whether the activities have actually led to lasting improvements in people's lives. Connecting those outcomes to long-term impacts on society is even more difficult, since many other factors also influence what happens, and these are often outside the control of the organization.

When developing the MERSE tool for measuring and communicating social value, we start from the idea that the logic model is a useful way for social value assessment. However, instead of focusing mainly on very long-term effects, we suggest that social enterprises should focus on what they actually can measure. Activities and outputs are fully within the control of each social enterprise. They know what they do and what they produce, so these parts are realistic to follow up, measure, and communicate to others. Outcomes require some effort to measure but are still possible to assess to a certain degree. Measuring impact, in the sense of long-term changes in society, is much harder. These changes are influenced by many factors that are outside the control of any single organization. For most small social enterprises, this level of measurement is simply not realistic. For this reason, we encourage social enterprises to communicate what they can measure, instead of trying to measure what is almost impossible to capture. This idea, to focus on the measurable, has guided the development of the MERSE tool.

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4. The development of the MERSE social value and communication tool

The work with the tool started at the beginning of January 2025 and ended at the end of the year. Table 1 shows an overview of the process.

Table 1. Overview of the process

Schedule	Activity	Aim and result
Period 4-5 (2501-2512)	Jointly developed solution: Impact measurement tool	Impact measurement tool developed and taken up by local stakeholder organizations.
January - April 2025	Review of previous research, existing models and tools for measuring social value. Meetings MIUN & Ruralia, Developing the first draft of a measurement tool	First draft Measurement tool, presented in Mikkeli, Finland.
Mai 7, 2025	Workshop – <i>Assessment and communication tool</i> , with all project partners from Finland, Iceland, Ireland, Norway and Sweden.	Project partners gave input and suggestions for changes to the first draft.
Mai-June 2025	Processing the suggestions for changes.	Produce material to Creative Crowd, the organization that has developed the digital measurement and communication tool.
June-October 2025	Meetings with Creative Crowd. Production of the digital tool	Presentation of the criteria for the tool and reconciliations. First version of the digital tool
October 22, 2025	Webinar: First presentation of the Social value assessment and communication tool for small social entrepreneurs and other stakeholders.	Presentation of why a tool is needed and demonstration of the tool. Workshop that gave input to Creative Crowd in order to finalise the first version of the tool.
November 4, 2025	The first version of the digital tool was tested by MIUN.	Some bugs in the tool were identified and solved before the first piloting round. (Background, pop-ups, surveys, etc.).
November 27, 2025	Workshop and demonstration of the tool to the facilitators, led by Coompanion and KBT. Test period for the Social Enterprise Measurement and Communication Tool.	Guidance on how to use the tool. First evaluation of the tool was sent out (evaluation period: 27/11-5/12).
December 10, 2025	Meeting with Creative Crowd, Review of the evaluation.	Development of the tool after evaluation from the facilitators.
December 10–17, 2025	New round by Creative Crowd.	Tool improvements
December 17 – January 23	Second evaluation	Final evaluation of the digital tool. Provide examples of reports from end users.

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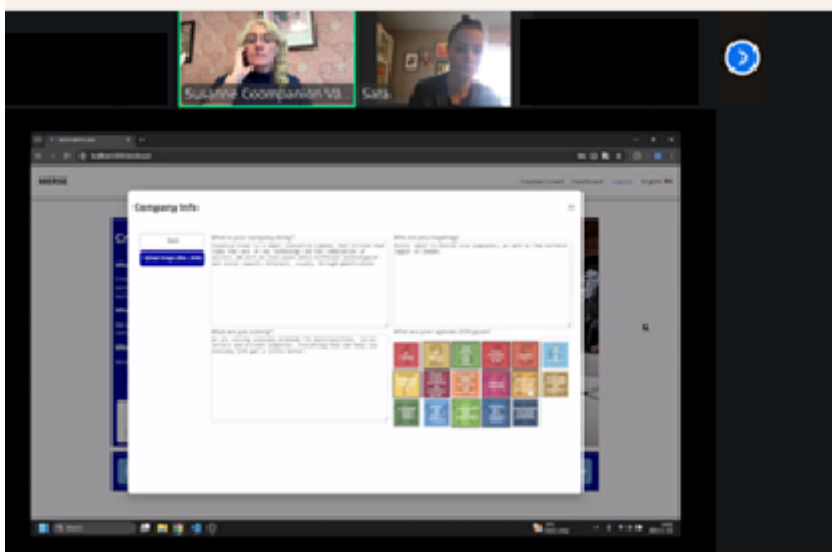
The work with the digital tool began with a theoretical review of previous research on models and tools for measuring social value. This was carried out in the spring of 2025 by MIUN and Ruralia. In connection with a physical project meeting in Finland, a workshop was held where the other project participants from Finland, Iceland, Ireland, Norway and Sweden were able to give their views on the developed concept.

After the meeting in Finland, MIUN and Ruralia continued developing a basis for the digital tool. In June 2025 materials were presented for Creative Crowd, the organization that received the contract to create the digital tool. Then frequent meetings and reconciliations were carried out with Creative Crowd, during the period June – October.

At the end of October, the first version was ready to be presented. This was done at a webinar, October 22. The product developer from Creative Crowd demonstrated the digital tool and during the workshop, the participants were given the opportunity to discuss the tool. Opinions that arose during the webinar were used to further develop the tool.

At the beginning of November, the link to the first public version was sent to Mid Sweden University, who tested the tool. Some minor bugs needed to be fixed before they were made available to the facilitators.

A first online workshop, led by Coompanion and KBT, was held on November 27 with facilitators from all countries. The link to the digital tool, together with an instructional video, had been sent out to all participants prior to the workshop. During the workshop, the leaders went through step by step how the tool worked and also showed reports that could be generated using an AI-integrated tool.



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After the workshop, the participants received a survey aimed at further developing the digital measurement tool.

Since not all facilitators were able to attend in November, additional guidance was offered in each country during the period December - January.

A final evaluation was carried out at the beginning of January 2026 where the facilitators also were asked to submit examples of the reports that the MERSE measurement tool generated.

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5. An overview of the Social value measurement and communication tool

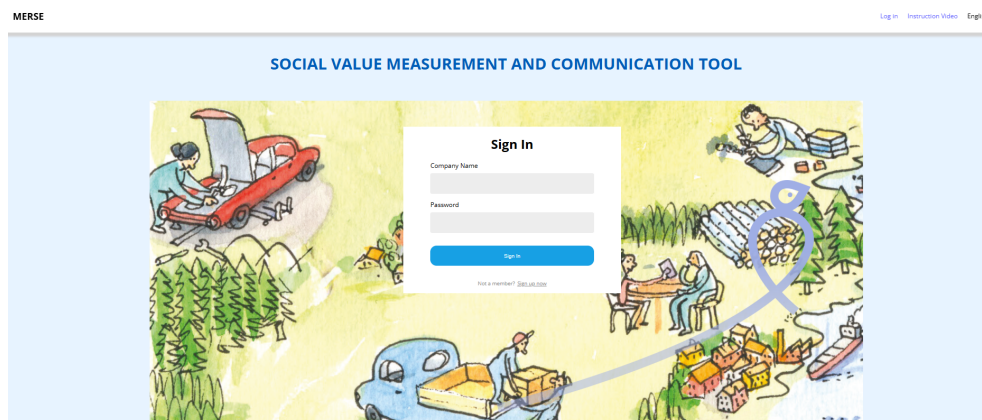
The aim of the MERSE Social value measurement and communication tool is to help small social enterprises to 1) demonstrate their value to other stakeholders, 2) improve their impact and 3) enhance their sustainability. A key priority in the development process was to ensure that the tool is user-friendly, even for very small social enterprises. In addition, the tool is designed to generate informative reports that can be used both internally and externally to communicate results and impacts.

Link to the online tool: <http://185.7.62.58>

Below we briefly present the tool (also see the instructions video at: https://drive.google.com/file/d/1F1Clu_d9gLL2Dcfgd-aNXJ5RbNp86F-q/view)

1) Home page

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

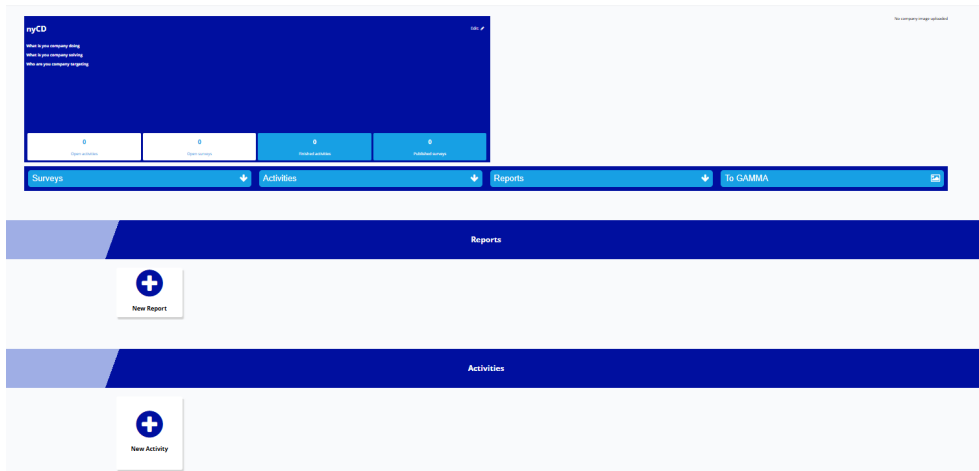


You sign in with company name and a password (no character restrictions). If you do not already have a company registered, chose the ‘*Not a member? Sign up now*’ button to create an account. Enter your company name and password and confirm your password one more time. Then you got a messenger, *Company 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.

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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	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	Gender and marine resources	Ecology 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?*

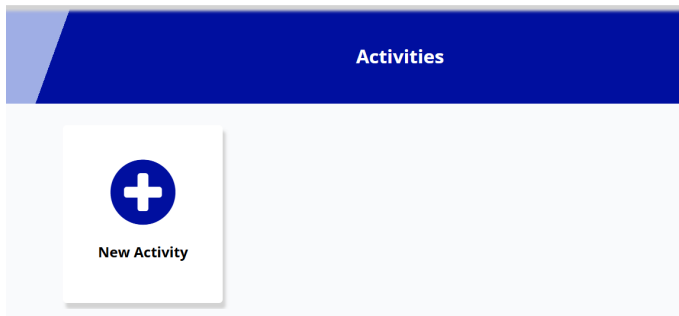
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What are you solving? Who are you targeting? These are free form text, and you can just edit those whenever you want.

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 ⓘ

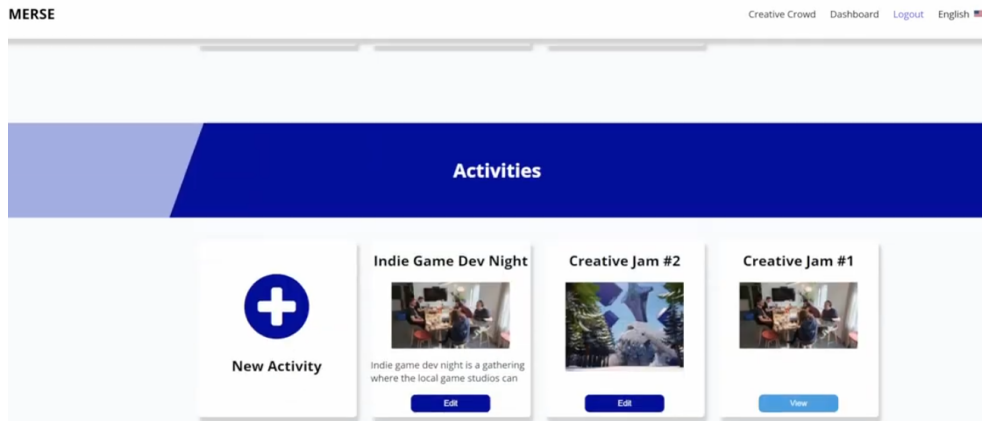
No Poverty	No Hunger	Good Health and Well-being	Good Education for all	Equality	Clean water and sanitation for all
Affordable and clean energy	Decent work and economic growth	Sustainable cities and infrastructure	Reduced Inequality	Sustainable consumption and production	Sustainable consumption and production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

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**

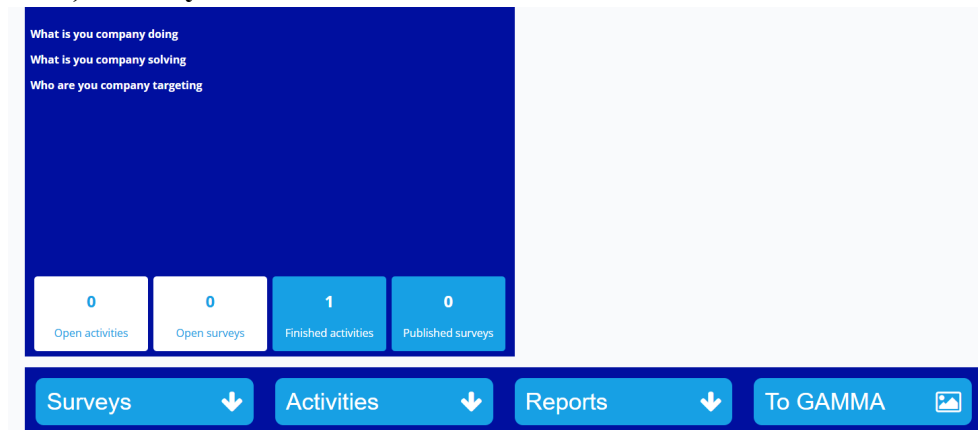
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When you have created activities, you will see them at the dashboard, like this:



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

5) Surveys



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.



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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.

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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 ×

Title

 ✖
 ✖
 ✖

When you are finished, the new survey is added to your list. You can edit it as long as it is 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	✓	✓

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:

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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? *

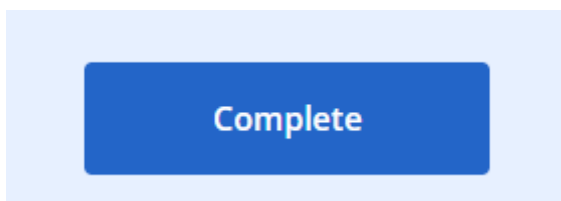
Strongly disagree 1 2 3 4 5 Strongly agree

- 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*.

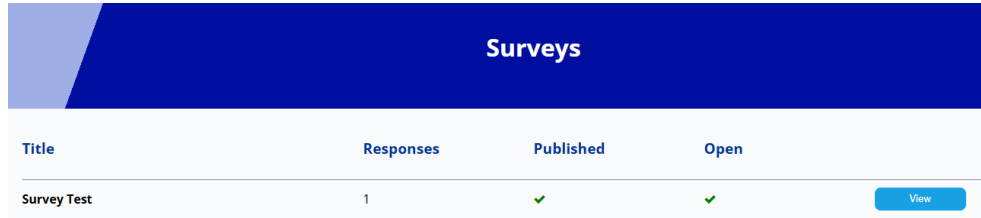


Then the replayers will get this message

Thank you for completing the survey

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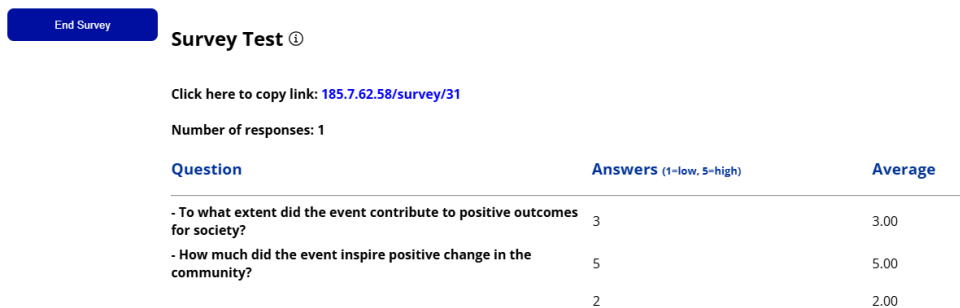
When people have answered the survey, you get information about that from your dashboard.



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** ⓘ

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.



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



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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 ×

Title
Activity name...

Type ⓘ
Activity type

Select dates
 áááá - mm - dd → áááá - 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 and economic growth	Sustainable industry, innovation and infrastructure	Reduced inequality	Sustainable cities and communities	Sustainable consumption and production
Combating climate change	Clean and nature resources	Ecosystems and biodiversity	Peace and justice societies	Industrialization 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

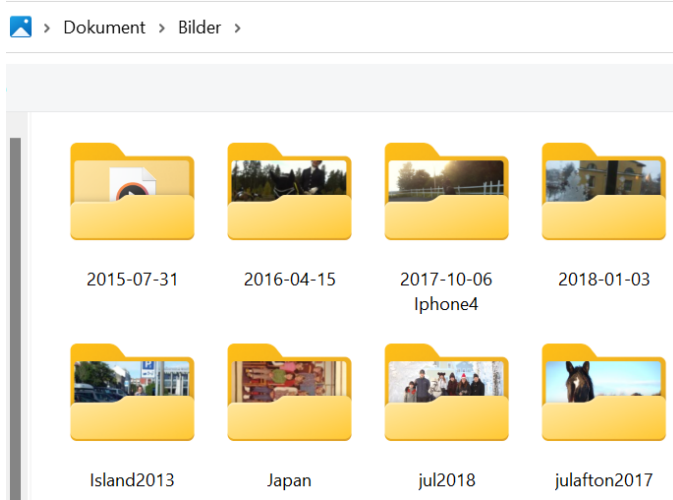
Save

Activity finished

Upload Cover (Max. 2mb)

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



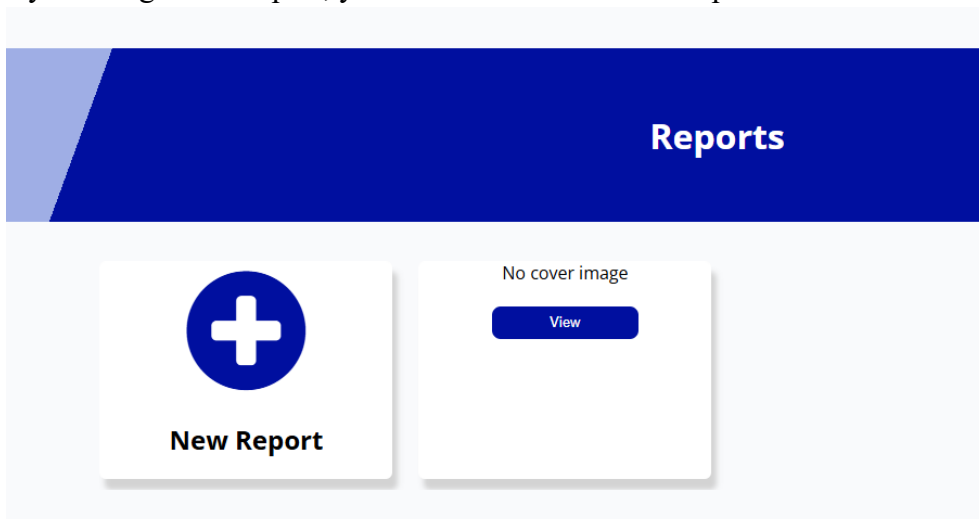
Remember to save!

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.



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Choose a name for the report.

Report ×

Name

Report name...

Select dates

åååå - mm - dd → åååå - 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	Ecological 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.

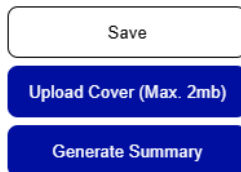
Remember to save!

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10) Generate Summary

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

Report



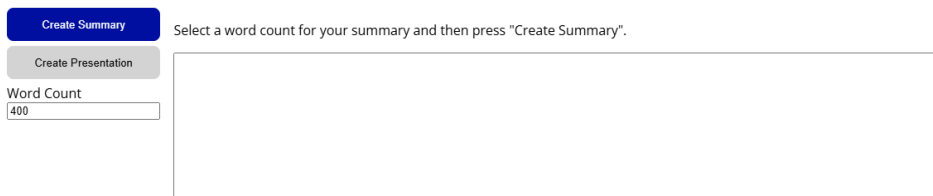
Save

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

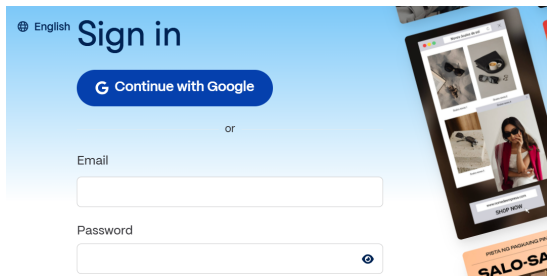
This activity is a one-day tutorial classified under "Tutorial." It is explicitly connected to

The 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*’.

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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.

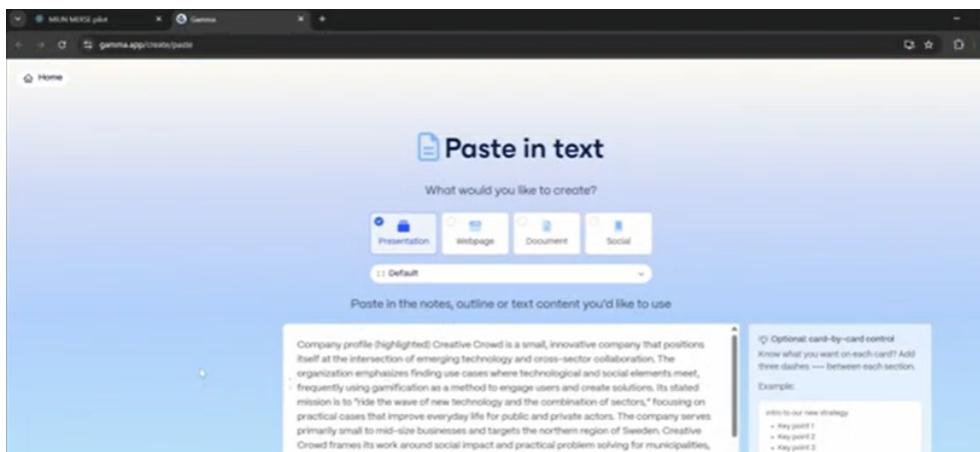


If you do not already have an account, you need to get one. It is easy, just follow the instructions from Gamma. The accounts are free up to a degree. Please read the descriptions for pricing if you have any questions about what is on each tier.

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.

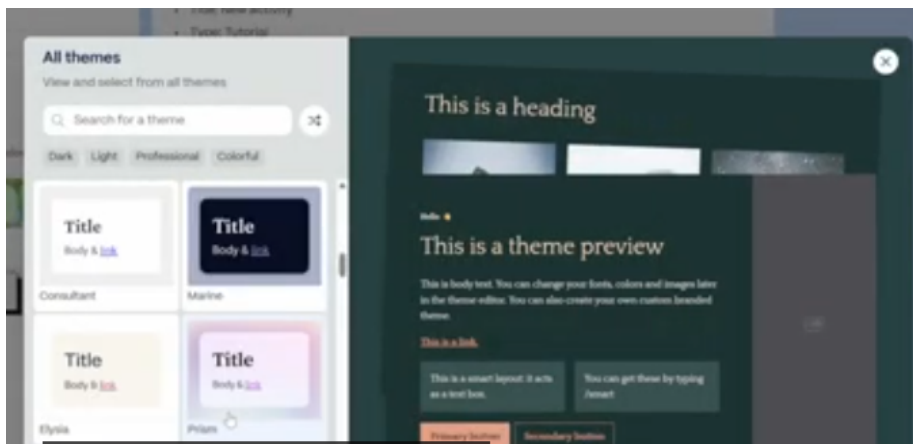


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If it is not, you can just go back to the summary and copy the text again and paste it. From this stage, you can now create a presentation, a web page, a regular document or any social media post. You just select what kind of page style you want, for 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, 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.

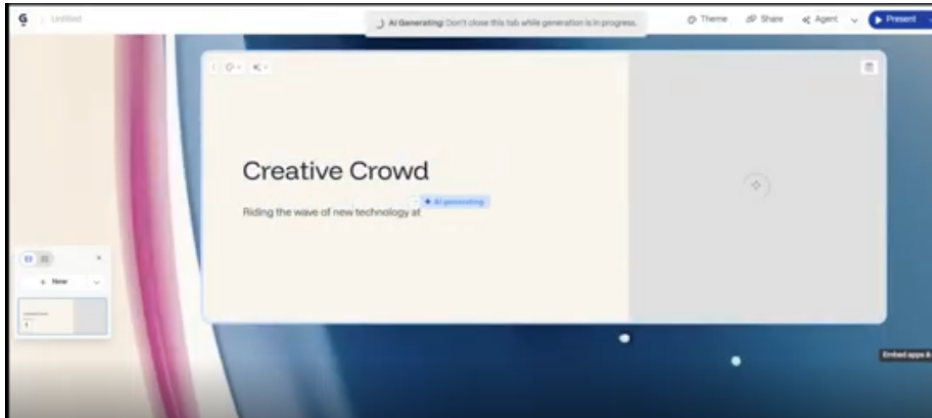


Choose what you want the report to look like. And then you can also change sources. For example, if you want other images. If not, AI images are going to be used. All these options are modular meaning that you can change them later on if you want. Feel free to play around till you find something that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

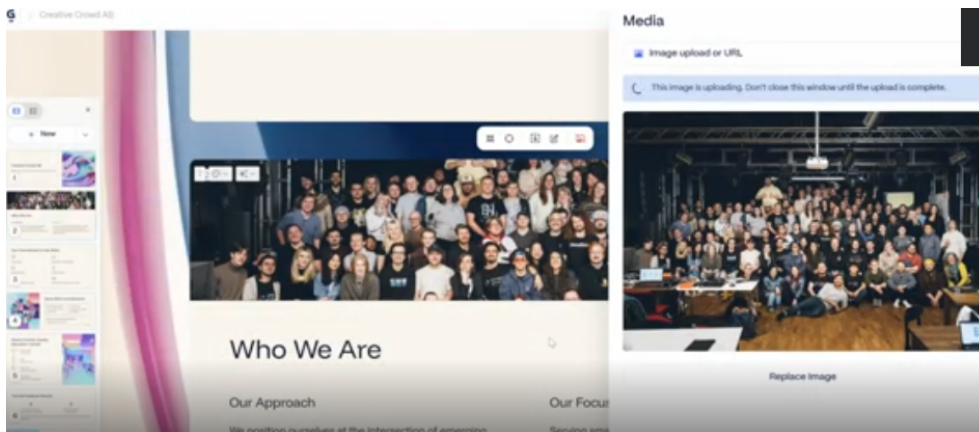
At the top you can choose to either let the prompt be free form or you can define a card-by-card structure. The tool automatically asks if you want to split it, but it is also possible to keep it in free form. In the example presentation below, we change the number of cards to seven. Then we are ready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

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



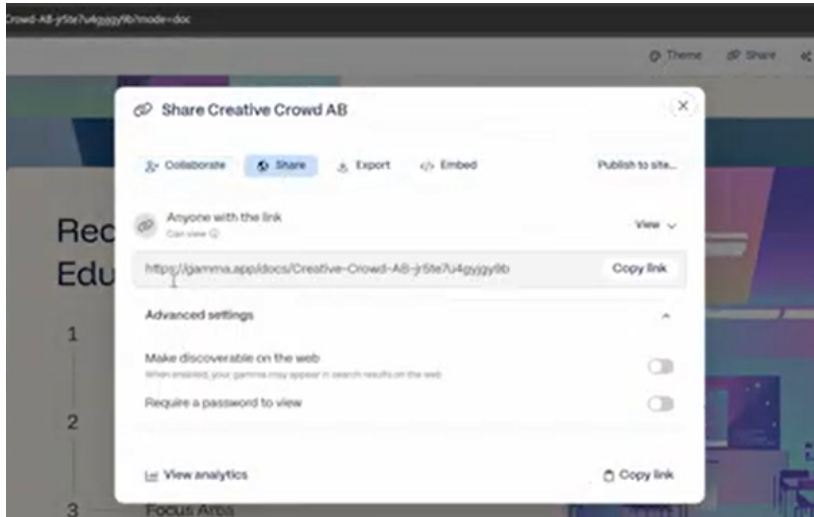
When the presentation are ready, you still can go and add or edit any text. Everything in the report is editable. If you want to change an image, you select which image you want to change and double-click on it. This will take you to a guide where you can easily change the image. You can also change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

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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.



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6. The evaluation of the tool

6.1 Results from the first evaluation

After the workshop, November 27, a first evaluation was carried out with questions on the following themes: A: Ease of Use, B: Functionality and Performance, C: Value and Impact, D: Overall Experience and Future Use. The survey was sent out to 24 participants and answered by 9. The results from the evaluation are shown below, in Table 2.

Table 2. Evaluation 1

Questions:		Mean value
A: Ease of Use		
1	It was easy to understand how to use the tool.	3,4
2	The process of entering information about the organization was clear and straightforward.	4,0
3	Navigating between different sections of the tool was intuitive.	2,8
B: Functionality & Performance		
4	The tool worked smoothly without technical problems.	2,6
5	The features provided met our organization's needs.	3,0
C: Value & Impact		
6	The tool helped us communicate our social value more clearly.	4,0
7	The generated report accurately represents our organization's social impact.	4,0
8	The final report will be useful for communicating with our stakeholders (e.g., funders, partners, community).	4,75
D: Overall Experience & Future Use		
9	Overall, I am satisfied with the tool.	2,75
10	I would recommend this tool to other social enterprises.	3,6

Note: In total 8 people, from five countries, answered the first questionnaire

The first evaluation of the digital tool shows that users are generally satisfied with it, but that some technical issues arose and that the ease of use and functionality of the tool could be improved (see open answers below).

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Open answers - A: Ease of use

“Logging in is straightforward, and the company information section is clear and easy to navigate” (E3, Finland).

“I think that the video we watched could provide the information in a step by step format and stress the importance of setting the questions to reflect the values etc of the users own organization” (E1, Ireland).

“It would be beneficial if the tool included built-in short guidance or tooltips explaining the purpose and functions of each section” (E4, Finland).

“Missing a back button on all pages” (E5, Sweden).

“Creating activities and surveys is easy” (E4, Finland).

“How do I distribute surveys to participants?” (E5, Sweden).

“The purpose of the Report feature is somewhat unclear at first, especially if the tutorial video has not been viewed. The tutorial video would be more user-friendly if it were bookmarked according to the topics (e.g., creating a survey, creating an activity, creating a report). (E4, Finland).

Open answers - B: Functionality and Performance

“The front page login box is not optimal, the margins on the box are incorrect and the image on the login page would need to be replaced” (E5, Sweden).

“Missing a “forgot password” function, and that you can enter e-mail in login (E6, Norway).

“The button for ‘Set as finished’ is too obvious, I understood that I click it when I am done editing” (E7, Iceland).

“Agenda 20-30: The text is very small!” (E6, Norway).

“I am not happy that the questions need to be answered with a scale and not just options that I will create” (E7, Iceland).

“Suggested impact-related questions are a valuable addition that supports the user well” (E3, Finland).

“I confuse together activity and surveys – I think the order should be surveys on the left, then activity in the middle and reports to the right (like when we read and indicates the order we work on them)” (E7, Iceland).

“I fail to understand how to share the surveys that I would use it to generate. The tool will be very useful when it is up and running” (E1, Ireland).

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“Surveys: Is it possible to delete or archive surveys you don't need (e.g. test surveys)” (E6, Norway).

“Photos are limited to 2MB, most pics will be taken on a smartphone and they are normally 3-5MB in size. As a result, I was not able to test this function” (E2, Ireland).

“Report, cover image: An error message should appear if you try to load too big images” (E6, Norway).

“The Gamma component with many choices may feel confusing for users who have not watched the tutorial video” (E4, Finland).

“In Gamma it was a little bit difficult to save or download the report” (E8, Sweden).

Open answers – C: Value and Impact

“I am satisfied with the tool” (Ireland E1).

Open answers – D: Overall experience and Future use

“I would recommend the tool to other social enterprises but would also need to share the video explaining how to set it up. I think the video is the key to people getting the information as to maximize the tools value” (E1, Ireland).

The open answers raised important areas for improvement and highlighted that the instructional video, that belongs to the tool, is a key function for being able to use the tool. An instruction manual has therefore been created as a complement to the video.

6.2 Revision of the digital tool

Since the first evaluation aimed to improve the digital tool, a meeting was held with Creative Crowd after the evaluation was performed. All points were discussed and the following improvement was addressed:

- The home page was updated with a new design
- A link to the instructional video in the navigation bar for easy access was added.
- A shortcut button on the overview page that leads to the GAMMA page where you see your presentations was added
- The page looking strange on other browsers was resolved.
- "Goals" were added to the company's questions.
- Ability to delete surveys was resolved.
- Survey links removed after you have completed the survey.
- Updated the logos at the bottom according to new instructions.

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- Added info icons that you can hover over to get additional information. (These have been spread out at the points where most people have expressed that more information is needed).
- Changed the order of the navigation buttons on the overview page to better reflect the work order.
- Work regarding the backend, database, and server involves a risk (as changes there can easily create a cascade of other problems). We chose to focus on resolving feedback that did not risk the platform.

6.3 Final evaluation of the Social value Measurement and communication tool

In mid-December, Creative crowd sent out an updated version of the digital tool for measuring and communicating social value. The 12 facilitators were now given an additional assignment to test and evaluate the tool. A five point scale was used, from 1 (Strongly disagree) to 5 (Strongly agree) Local support was offered from each country to ensure that all functions were tested and evaluated. A new evaluation form was also attached to the new link. The facilitators were asked to attach examples of the report that the digital tool generated. We got 6 answers to the second evaluation, and 2 examples of reports from the tool.

Table 3. Results from the final evaluation

Questions:		Mean value
1	I need a tool to measure and communicate social value.	2,2
2	The MERSE tool helps me measure and communicate social value.	2,5
3	The final report is useful for communicating with our stakeholders (e.g., funders, partners, community).	3,8
4	I would recommend this tool to other social enterprises.	3,3

Note: In total 6 of the 12 facilitators answered the final questionnaire

The second evaluation shows, somewhat unexpectedly, that the need for a measuring tool was relatively low. This contradicts previous research in the area. However, the variation among the answers was large. Three of the respondents answered that they not at all needed a measurement tool while one answered that they very much needed it.

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Comments from the second evaluation:

The users were in general satisfied with the tool, but some technical issues still aroused, indicating that the ease of use and functionality of the tool could be improved (see open answers below).

Sending the survey link to a mobile phone is difficult – it would be really good if the link opened the survey directly without having to copy and paste it into a web browser. Gamma seems really good,

Using the tool is complicated, and therefore it would be helpful if the user instructions were visible on the pages to be filled in.

It is difficult to understand which sections need to be completed before it is possible to proceed to the Gamma section of the tool.

The Save button could be more visible, with some color since it is very important. I get a bit confused with the surveys and activities, wondering why it needs to be separated. But of course it is if you have different surveys in one activity or different languages. But then I wonder if you want to make a survey and connect it more than one activity then is it possible to divide the answers depending on what activity people were participating in.

The results of the final evaluation show that MERSE has created a useful tool for small rural social enterprises that facilitate the measurement and communication of their social value. It is important that also support organizations have knowledge about how to use the tool so that they can support social enterprises in this work.

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7. Summary

Small social enterprises are especially important in rural areas, where they often provide goods and services that the local community depends on. However, research shows that many social enterprises struggle to make a profit and to survive in the long run. One main reason is that it is often unclear what value they create. MERSE has therefore developed a simple online tool to help social enterprises explain and show their value more clearly. This is important for several reasons. Like traditional businesses, social enterprises see problems in society as opportunities to do something new. But unlike regular companies, their main goal is usually not to make money for themselves, but to create value for others. Because of this, social enterprises often cannot rely only on payments from their main target group. Instead, they need support from others, such as public actors, funders, or donors. This makes sense, since their work often benefits society as a whole. But if they cannot clearly show what value they create, it is hard to convince others to support them. That is why measuring and explaining social value is so important.

Another reason is that measurement can help social enterprises become better at what they do. By collecting and using data about their results, they can learn what works and what does not, and in that way increase their positive impact and their chances of long-term survival.

To really improve their effectiveness, social enterprises also need support that is adapted to their special situation. Research shows that having access to help with impact measurement makes it much more likely that social enterprises will actually measure their impact. At the same time, studies also show that many organizations that offer business support still lack enough knowledge about social enterprises and their needs. If this does not improve, there is a risk that social impact measurement will only work well in certain contexts and not be useful for everyone.

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