How to take an ethical approach to IMM

inFocus

inFocus IMM Guides

When conducting impact measurement and management (IMM) it is important to take an ethical approach and protect anyone impacted by your IMM activities. At inFocus we follow seven ethical principles when conducting IMM: do no harm, honesty and fairness, data protection, reciprocity, confidentiality and anonymity, informed consent, and inclusion. Below, we have included some steps you can take across the learning cycle to conduct IMM ethnically.

Have you accessed the CIM course yet? Would you like to really accelerate your IMM journey? If so, CLICK HERE.

Have you explored Impact CoPiloting? Do you need additional support and expert IMM advice? If so, CLICK HERE.

- Consider to what extent you can take a participatory approach to IMM, involving stakeholders at different stages across the IMM process.
- Involve stakeholders in checking the relevance of indicators and if collecting data is appropriate in the local context.
- When developing indicators, check that the voices of different stakeholders are being reflected.
- Consider data collection methods that will include different stakeholders and/or provide benefit back to participants (e.g. that they have fun or learn).
- When selecting a sample consider whether participation will put participants at any risk and whether data should be collected confidentially or anonymously.
- Take care to avoid questions in data collection tools that may cause offence/distress/damage to reputation.
- Train data collectors to avoid respondent bias and to follow ethical guidelines.
- Ensure that data collection tools are fully introduced to participants, that they understand what the data is for, and that they give informed consent.
- Develop a data protection policy and data protection procedures and ensure they are respected and followed.
- Put in place processes to ensure that data is checked before it is analysed to check accuracy.
- Ensure that findings and learnings (including negative results) are reported openly and honestly to stakeholders.
- Ensure that all stakeholders involved in IMM are accurately represented in results.
- Make participants fully aware of the learning generated from the IMM and the actions taken as a result.