Your socio-economic footprint

The existence of your business or organisation undoubtedly triggers a positive dynamic in the rest of the economy and in society. You create employment and value added, you contribute to local community projects, you purchase products and services from other companies, employees spend their income in the economy ... In this way, economic and societal spill overs are generated.

You might find yourself asking...

How can we **highlight the socio-economic importance of our organisation** for the region with attractive visuals in our communications?

What are the **economic and tax returns** of the **activities or events** we have organised? How can we **quantify the multiplier effects** of the grants received or the investments made?

How can we **strengthen the support for our investment plans** with figures on the socio-economic return that our organisation will bring to its environment?

Which activities need fine-tuning to **increase** the societal impact of our project? How can we **demonstrate this impact in an objective way** to our investors or government?

IDEA Consult maps the impact of...

| 01 | Sectors & Organisations |
| 02 | Investment projects |
| 03 | Events & Venues |
| 04 | Knowledge Institutions |

We have done this for:

- Hybrid sectors
- Private companies

- De Lijn
- Luminus

- Tomorrowland
- Gentse Feesten
- Flemish Agency for Tourism

- imec
- Flemish Institute for the Sea (VLIZ)
- Flemish Institute for Technological Research (VITO)
What we offer

IDEA Consult has developed a unique method to calculate your socio-economic footprint, with a view to your strategy and communication of tomorrow.

✓ We **quantify** the **economic impact** of your organisation or business activity and calculate its effect on **employment, value added and turnover**. We do not limit ourselves to your organisation but also look at the effects in the **value chain**, the **region** and in **wider society**.

✓ **Based on the specific objectives of your organisation or project**, we map the **societal impact** in an **objective** and **transparent** manner, in **co-creation** with your organisation and its stakeholders.

✓ We provide **ready-made figures** and **visual tools** that you can use immediately in your internal and external communications. We tailor our work specifically to your organisation, offering a range of possibilities, from a simple **quick scan** or a **coaching trajectory** to a **detailed micro-approach**.

Based on a tailored impact framework, linking your organisation’s objectives, activities, and expected impacts, IDEA Consult maps your impact on:

1. **Economy**
   - Quantification of impact on turnover, value added and employment as well as fiscal returns in your region, value chain, ecosystem... and insight into specific economic effects for individual companies

2. **Society**
   - Intelligence on and quantification of impact on behaviour of specific target groups in society

3. **Ecosystem**
   - Mapping of the networks, connections and interactions in your surrounding ecosystem

4. **Science & Technology**
   - Demonstration of the impact on knowledge creation, acquisition and exploitation as well as on innovation

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