

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

Hybrid sectors
Private companies

We have done this for:

EARTO
European Commission
Flemish Agency for
Entrepreneurship & Innovation



02

Investment projects

De Lijn
Luminus



03

Events & Venues

Tomorrowland
Gentse Feesten
Flemish Agency for Tourism



04

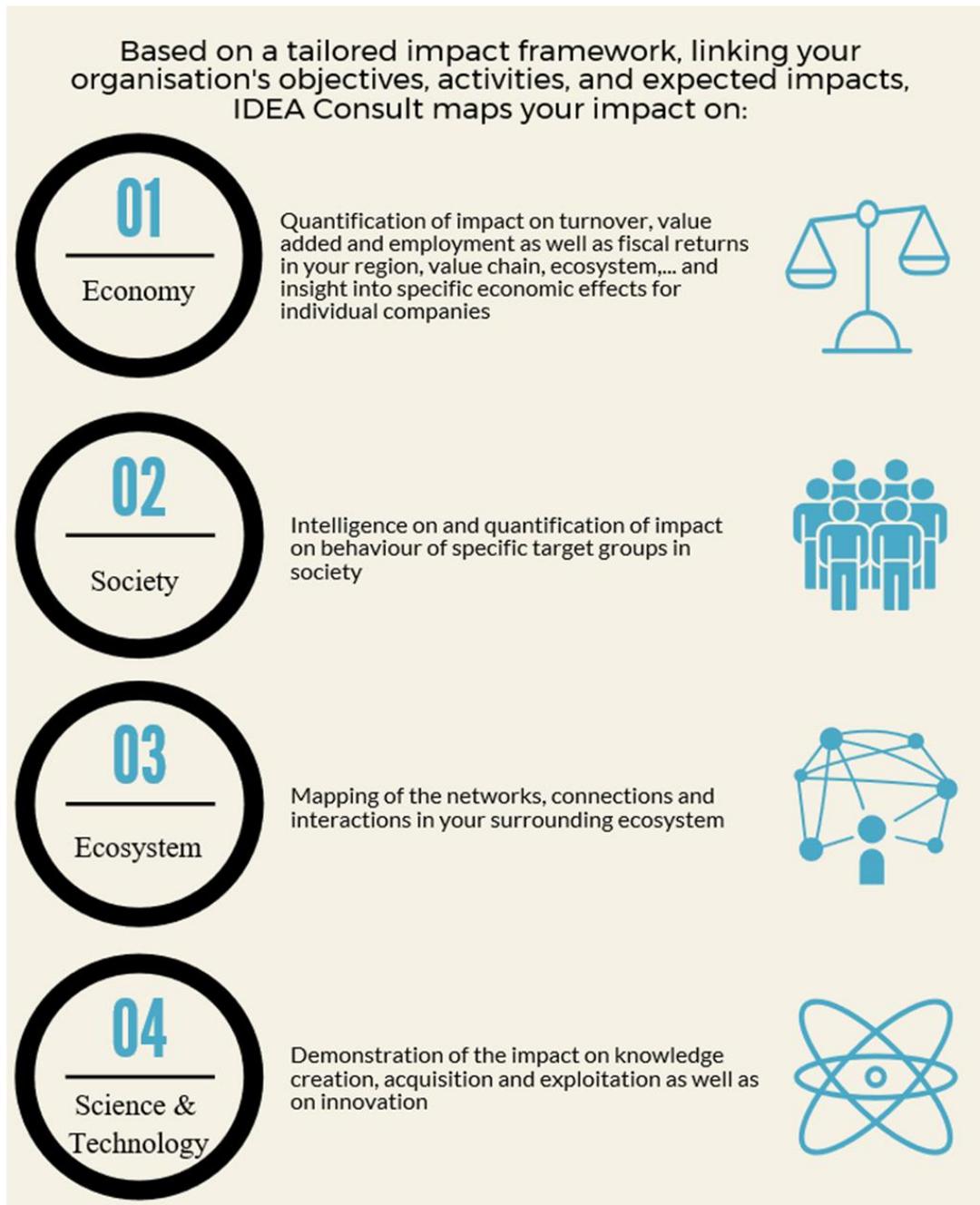
Knowledge Institutions

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**.



Contact persons:



Kristof Mertens
Senior Expert
+32 2 282 17 14



Miriam Van Hoed
Senior Expert
+32 2 282 17 14