

*For Immediate Release: September 7, 2016*



*AEA Contact: John Gargani, 2016 President  
[president2016@eval.org](mailto:president2016@eval.org)*

*SVI Contact: Jonpaul Lowles, Communications  
and National Networks Coordinator  
[jonpaul.lowles@socialvalueint.org](mailto:jonpaul.lowles@socialvalueint.org)*

## **Advancing Social Impact Measurement to be the Focus at the Inaugural 2016 Impact Convergence Event**

Washington, D.C. — The American Evaluation Association and Social Value International are joining forces to present Impact Convergence 2016 (IMPCON), a collaborative effort to address social impact measurement on an international scale. IMPCON will take place October 24-26, 2016 at The Carter Center in Atlanta, Georgia and will focus on advancing the state of the art of impact measurement in the fields of impact investing, social entrepreneurship, corporate social responsibility, and social finance.

"The world of business is changing, as more people are using private capital to create public good. With the ability to measure and understand the impact you're having, comes the ability to use that information to create a larger and more positive impact," explains John Gargani, President of the American Evaluation Association. "IMPCON 2016 is an unprecedented opportunity for the evaluation profession (with over a century of professional practice) and the growing social value sector to come together to learn from each other and promote a better world."

Over the course of the three-day convergence, leading professionals, entrepreneurs, associations, corporations, and government agencies will engage with speakers from the GIIN, Social Finance US, Rockefeller Philanthropy Advisors, and other leading organizations in a series of events, culminating in an action agenda designed to advance the state of the art of impact measurement. After the convergence, this agenda will be executed by cross-sector teams under the leadership of steward organizations.

IMPCON will also offer sessions and workshops that discuss metrics and standards, explore case studies, and delve into specific impact-related topics including the intersection of impact measurement and government, linking impact reporting to financial reporting, and understanding social impact and social value reports.

"IMPCON 2016 is an opportunity to bring Social Value International's global membership expertise on Social Value alongside the American Evaluation Association's global membership expertise on evaluation to promote, listen and learn from the sharing of our successes, our failures and the invaluable knowledge gained at our local levels," said Social Value International CEO Jeremy Nicholls. "In doing so we will all contribute to making as much positive social impact as possible on an international scale and take a huge step towards changing the way society accounts for value."

David Pritchard is an IMPCON organizer and founding member of Social Value US. "Given the significant social and environmental challenges that the world faces today," David said, "it is imperative that organizations in the private, public, and non-profit/NGO sectors get better at understanding the social and environmental impact of what we do. IMPCON 2016 provides a great opportunity for us to take a big step forward towards that goal."

View the agenda at <http://impactconvergence.org/#agenda>.

**IMPACT CONVERGENCE**  
ADVANCING SOCIAL IMPACT MEASUREMENT FOR ALL

October 24-26 | Atlanta, Georgia | [ImpactConvergence.org](http://ImpactConvergence.org)

*For Immediate Release: September 7, 2016*



*AEA Contact: John Gargani, 2016 President  
[president2016@eval.org](mailto:president2016@eval.org)*

*SVI Contact: Jonpaul Lowles, Communications  
and National Networks Coordinator  
[jonpaul.lowles@socialvalueint.org](mailto:jonpaul.lowles@socialvalueint.org)*

**###**

### **About Social Value International**

Social Value International is the global network focused on social impact and social value. Our members share a common goal: to change the way society accounts for value. This pioneering community contains members from 45 countries, drawn from a huge range of different sectors and disciplines. Our goal at Social Value International is to support, connect, and represent our members through training, knowledge-sharing and networking. For more information, visit <http://socialvalueint.org/>.

### **About AEA**

The American Evaluation Association (AEA) is an international professional association, and with 7,000 members, it is the largest in its field. Evaluation involves assessing the strengths and weaknesses of programs, policies, personnel, products and organizations to improve their effectiveness. AEA's mission is to improve evaluation practices and methods worldwide, to increase evaluation use, promote evaluation as a profession and support the contribution of evaluation to the generation of theory and knowledge about effective human action. For more information about AEA, visit [www.eval.org](http://www.eval.org).

**IMPACTCONVERGENCE**  
ADVANCING SOCIAL IMPACT MEASUREMENT FOR ALL

October 24-26 | Atlanta, Georgia | [ImpactConvergence.org](http://ImpactConvergence.org)