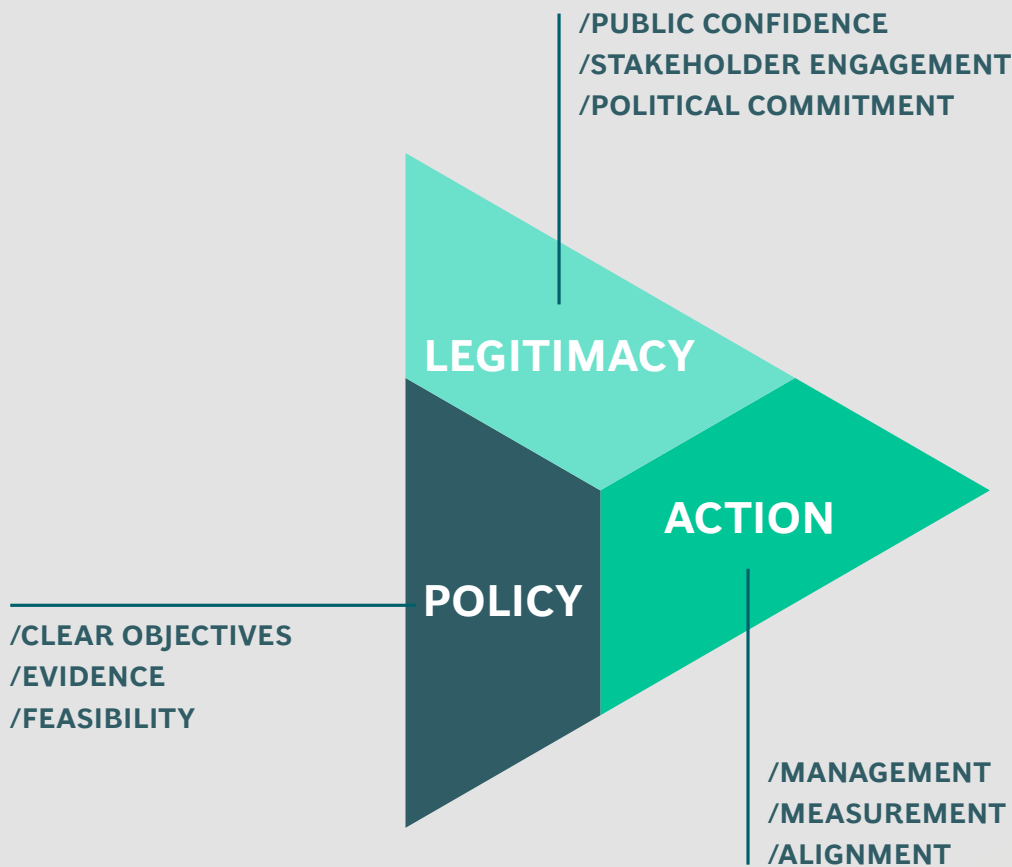




# Centre for Public Impact

A BCG FOUNDATION



# A Rubric for Assessing Public Impact

*Applying the Public Impact  
Fundamentals to the real world*

*This work may be cited as: A Rubric for Assessing Public Impact, (2017) Centre for Public Impact*

# Applying the Rubric

The Public Impact Fundamentals - Legitimacy, Policy and Action - are underpinned by a rubric that allows users to quickly assess their performance against each of the nine elements. The purpose of the rubric is to provide practitioners with a way of understanding what each element entails and identify areas where they are performing well or could improve. **We have used this rubric to assess all of our case studies on our Public Impact Observatory and have found that stronger performance on each of the elements contributes to a higher chance of achieving the initiative's objectives.**

Each element of the Fundamentals can be rated from weak to strong. When attempting to evaluate a policy against the rubric, it is helpful to first identify a precise initiative or programme as this will help answer ensuing questions.

It is worth noting that the concepts below are subjective and creating a scale that will ensure universal agreement on appropriate scores is a difficult task. We did not set out to create an objective criteria that provides an inflexible way to conclusively measure performance on each element. Instead, what the rubric provides is a vocabulary that allows for a structured basis to discuss an initiative, providing some guidance on how to evaluate its performance.

What follows is a description of each of the grades for each element. Use the example sources listed underneath the rubric to help you identify where your initiative falls.

## LEGITIMACY

PUBLIC CONFIDENCE  
STAKEHOLDER ENGAGEMENT  
POLITICAL COMMITMENT

## POLICY

CLEAR OBJECTIVES  
EVIDENCE  
FEASIBILITY

## ACTION

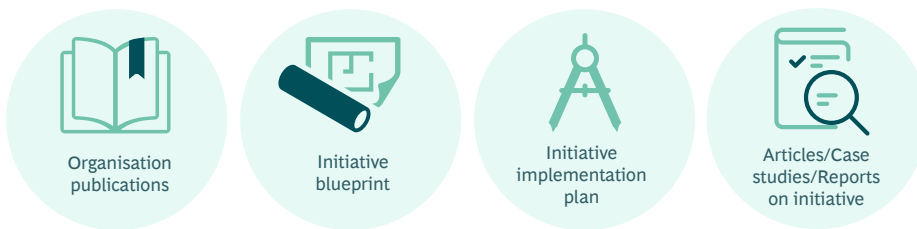
MANAGEMENT  
MEASUREMENT  
ALIGNMENT

# Policy

## Clear objectives



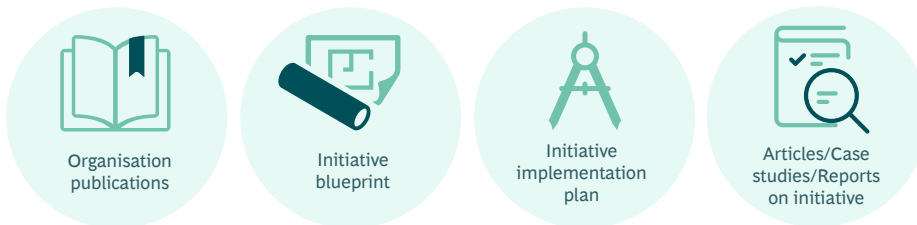
The type of sources one would typically require to evaluate this element are:



## Strength of evidence



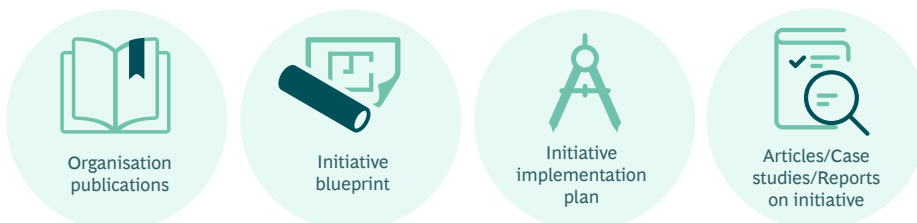
The type of sources used to evaluate this element are:



## Feasibility



The type of sources required to evaluate this element are:



# Legitimacy

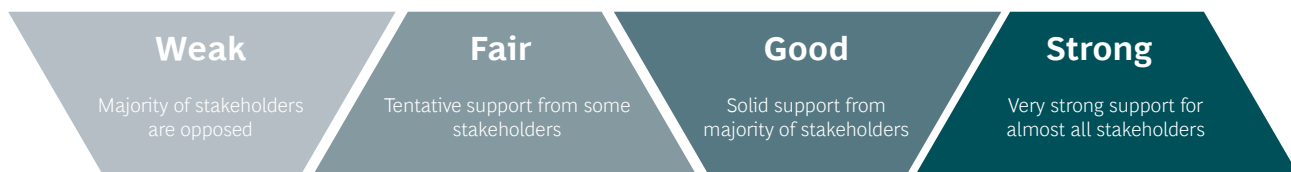
## Political commitment



The type of sources used to evaluate this element are:



## Stakeholder engagement



The type of sources one would typically require to evaluate this element are:



## Public confidence

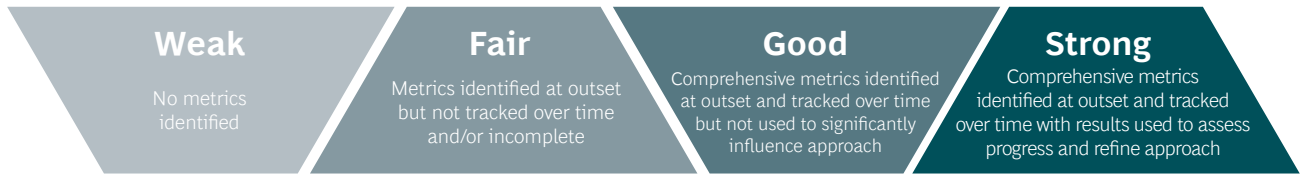


The type of sources required to evaluate this element are:

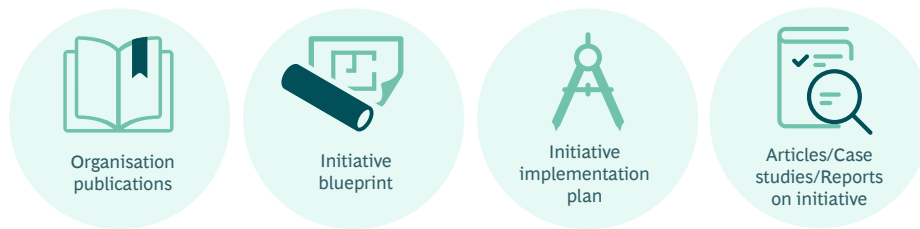


# Action

## Measurement



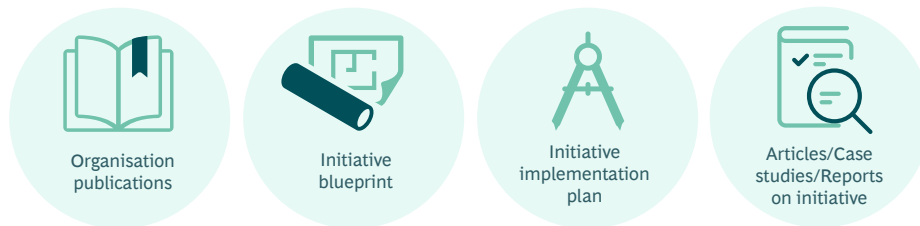
The type of sources required to evaluate this element are:



## Alignment



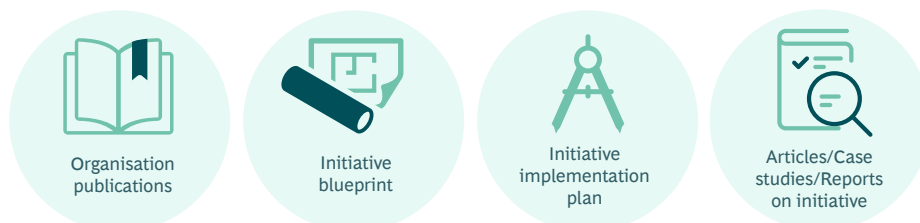
The type of sources required to evaluate this element are:



## Management



The type of sources one would typically require to evaluate this element are:





Centre for  
Public Impact  
A BCG FOUNDATION

## LEGITIMACY

PUBLIC CONFIDENCE  
STAKEHOLDER ENGAGEMENT  
POLITICAL COMMITMENT

## POLICY

CLEAR OBJECTIVES  
EVIDENCE  
FEASIBILITY

## ACTION

MANAGEMENT  
MEASUREMENT  
ALIGNMENT

*The Centre for Public Impact is a global not-for-profit foundation, funded by The Boston Consulting Group, dedicated to improving the positive impact of governments.*

.....  
**Contact:**

[info@centreforpublicimpact.org](mailto:info@centreforpublicimpact.org)  
[centreforpublicimpact.org](http://centreforpublicimpact.org)

February 2017  
© The Centre for Public Impact 2017

## Join the conversation

Follow us [@CPI\\_foundation](https://twitter.com/CPI_foundation)

