



LITTLE BLUE RESEARCH CASE STUDY

Socio-economic impact valuation of events

Client: Informa

Client size: 11,000+ employees

Little Blue Research supported Informa, a leading international intelligence, events and scholarly research group, to design a methodology for determining the socio-economic value of events and their legacy to different stakeholder groups.

Service: Impact & dependency

Capital: NATURAL | SOCIAL | PRODUCED

Assessment location: Global

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Case study details

Client need

Informa required technical support to design a socio-economic impact framework to understand the social, environmental and economic impact of their events. The project was undertaken in a phased approach from scoping through to the development of a framework to measure the impact of any of Informa's events.

The challenge

- Designing a framework to measure the socio-economic value of events.
- Developing valuation methods for measuring the value of networking, lead development and continuing professional development.
- Developing & updating methods to determine the carbon and waste footprint of events in different cities.
- Scaling up the framework to use across different events.

Outputs and results

- ✓ Scoping assessment of indicators for one pilot event.
- ✓ Framework to measure events across limited jurisdictions.
- ✓ Pilot impact report(s) for four pilot events focused on current values, lessons learnt and next steps.
- ✓ Social indicators for measurement across events in three jurisdictions.
- ✓ Fully functioning corporate framework to measure the impact of any Informa event.
- ✓ A technical methodology with associated model and guidance documentation.



What happened next

The methodology was scaled up allowing Informa to estimate local impacts across various global locations. The framework has been used to generate impact-based metrics for the [Informa's sustainability reporting](#) since 2019.

The work on the impact of networking is featured as a case study in the [Social and Human Capital Protocol](#).



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