



# DEMONSTRATING IMPACT: UNVEILING THE CONTRIBUTION OF A DUTCH WISE TO MARGINALIZED PEOPLE'S WELL-BEING

Efstathia Sdrolia  
 e.sdrolia@student.rug.nl

## INTRODUCTION

Given that the existing literature frequently emphasizes WISEs' ability to empower people and communities, it falls short of explaining in detail how these businesses uniquely help marginalized groups. There is a gap caused by the lack of empirical data and comprehensive examination of the methods by which WISEs can successfully demonstrate their contribution to the well-being of underprivileged communities.

**How can WISEs demonstrate their contribution to marginalized groups' well-being?**

## RESULTS

- all well-being categories are realized to some degree
- reported feelings of increased self-confidence, the feeling of dignity and pride or general happiness, and the feeling of fitting in in society shape another category: **emotional well-being**
- reported contribution to the well-being of the beneficiaries and their neighbourhoods shapes the category of **societal well-being**
- the **importance of measuring** the impact was recognized and linked to access to finance and demonstrating benefits beyond work
- **challenges of measuring** reported are the legislation on privacy, the nature of social impact, and the integration of different impacts
- the reported **external factors** that affect the organization's ability to generate benefits for the beneficiaries and the society are the dependency on the government and the political environment

## THEORETICAL FRAMEWORK

**Material well-being** – having the resources to meet basic needs  
**Occupational well-being** – a sense of enjoyment of what we do each day  
**Social well-being** – having relationships and a supportive social network  
**Community well-being** – involvement in community activities  
**Physical well-being** – good health and a safe living environment.  
 (Gibson-Graham, Cameron, & Healy, 2013)

## METHODOLOGY

qualitative single case-study  
 data collection: 6 semi-structured online interviews with executives and staff working for and with the beneficiary groups

## DISCUSSION AND CONCLUSION

- Emotional well-being is **the most subjective form of well-being** realized
- It is also heavily contributed to the simple provision of employment that is recognized as a form of **legitimization**
- There is a need for **better collaboration** with the government
- The **well-being Scorecard** can be used to assess the aforementioned categories of well-being

## CONTRIBUTIONS

- enhances the understanding of WISEs and the different benefits they generate for the targeted groups and society
- expands knowledge of practices and interventions focused on aiding them
- contributes to the measurement of well-being outcomes by suggesting the six categories of well-being as a reference point for assessing
- informs practices and strategies of WISEs on providing help to vulnerable groups
- can inform governments and policy-makers on support initiatives and policies regarding WISEs