

Social Impact Evaluation in the Housing Sector

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Abstract : The social enterprise sector can be characterized as organizations that aim to solve social problems with financial sustainability and using market mechanisms. This sector has shown an increasing interest worldwide. Despite the growth and relevance of the sector, there is still a gap regarding the assessment of the social impact resulting from the initiatives of the organizations in this field. A number of metrics have been designed worldwide to evaluate the impact of social enterprises (e.g., IRIS, GIIRS, BACO), as well as some ad hoc studies that have been carried out, mainly in the microcredit sector, but there is still a gap to be filled in the development of research in social impact evaluation. Therefore, this research seeks to evaluate the social impact of two social enterprises (Terra Nova and Vivenda) in the area of housing in Brazil. To evaluate these impacts and their dimensions, we conducted an exploratory research, through three focus groups, thirty in-depth interviews and a survey with beneficiaries of both organizations. The results allowed us to evaluate how the two organizations were able to create a deep social impact in the populations served. Terra Nova has a more collective perspective, with a clear benefit of social inclusion and improvement of the community's infrastructure, while Vivenda has a more individualized perspective, improving self-esteem, sociability and family coexistence.

Keywords : Brazil, housing, social enterprise, social impact evaluation

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