

Campfire events

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**ImpactMapper is changing the
way the world tracks impact**

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Special thanks

To **Alexandra Pittman**, Founder
and CEO, ImpactMapper,

Norway

and

Sandra Fernholz, an impact
manager with extensive
experience in innovation and
sustainability, **Germany**

for

making an interview and
providing valuable insights for
the content of PILLARS
Magazine.

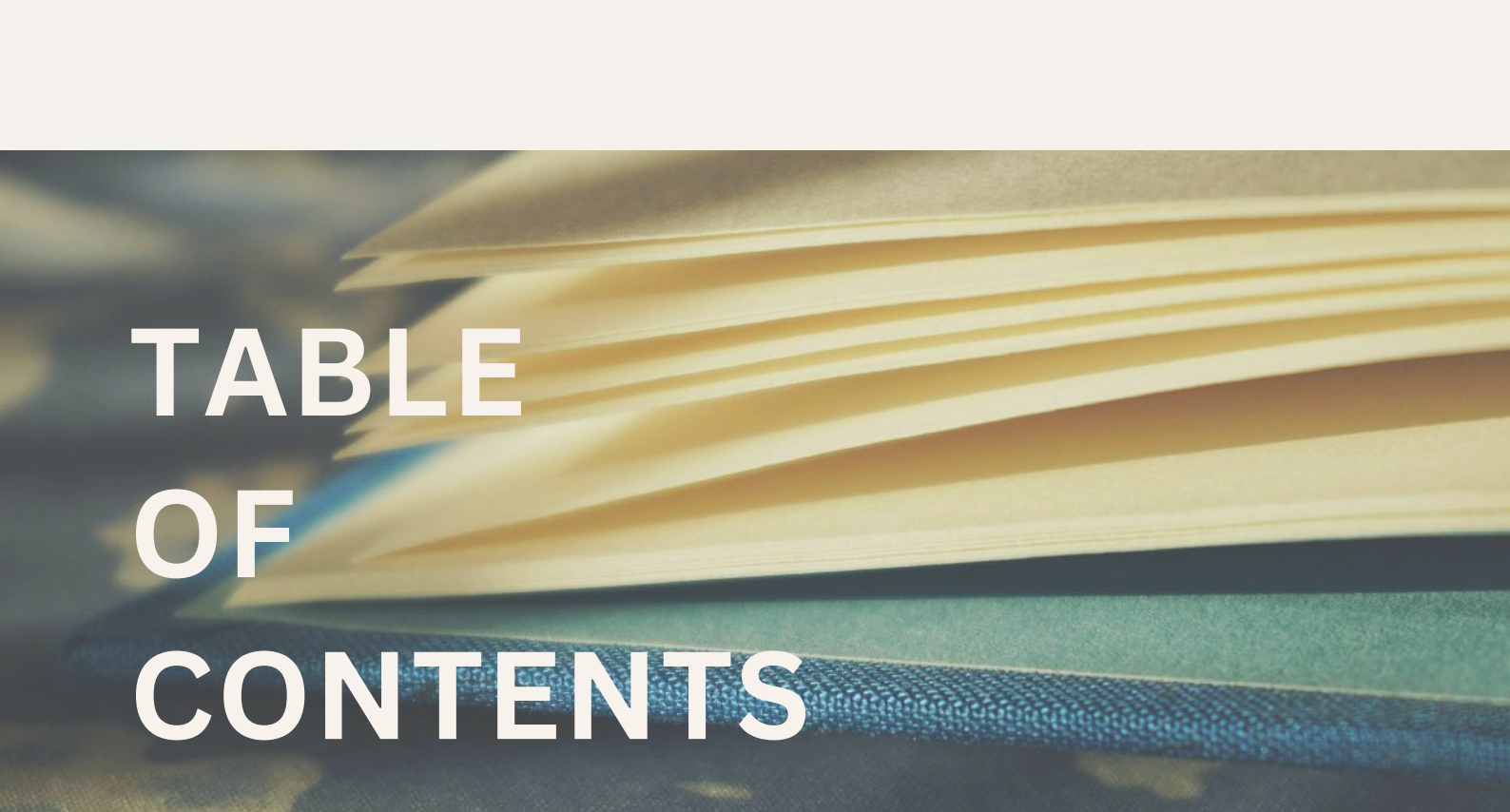


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FROM THE EDITOR



Dear Reader,

welcome to PILLARS, an Erasmus+ Knowledge Alliance, about supporting the emerging profession of impact managers. Our mission is to co-create the impact management domain, design innovative digital tools, develop methodological guidelines, and build a vibrant community of practice.

As part of our journey, we are engaging with practitioners who navigate the bliss and challenges of impact management in their professional lives. Our conversations with these experts will be featured in a series of PILLARS' e-magazines, each highlighting a unique professional experience in a journey. Here's what you can look forward to in each issue:

- **Executive Briefing:** An overview of our conversation with the featured guest.
- **Key Issues and Ideas:** Insightful and thought-provoking discussions.
- **Thoughts to Take Away:** Memorable quotes from our guest and recommendations.
- **The Four PILLARS:** Insights into policy, projects, processes, and professional skills within the impact management domain.

Additionally, we will provide definitions of impact, impact management, and the role of impact managers, enriched by the experiences of our guests. For those seeking further inspiration, a podcast will also be available.

We hope our issues will serve as valuable resources for anyone looking to embrace both the tangible and intangible aspects of impact management.

Thank you for joining us on this journey,

Anna Bessant

ABOUT PILLARS:

Project settings



PILLARS is Erasmus+ KA of six industry and six educational partners, who started their journey in January 2025. Being a 3-year EU project (2025-2027), PILLARS partners are committed to designing, developing, piloting, and evaluating a set of practical instruments to help organisations work towards sustainable impact. We aims to build a methodological foundation for impact managers, addressing the following questions:

- How do we actually **measure impact** of what we have delivered, looking into the **past** activities?
- How can we build on **collective intelligence** to deliver **impact** for our **current activities**?
- How can we **capture signals and megatrends** to mutually anticipate **future impact**?
- How can stakeholder co-creation be used to influence and **articulate policy** that will shape **holistic impact performance**?
- What **skills** are required to understand, plan and realize impact as part of projects, processes, and the emerging profession of impact managers?

The innovativeness of PILLARS is in acknowledging ‘impact manager’ as an emerging profession, which requires structure, relevant skillset, demands necessary training and needs dedicated digital tools.



PILLARS Activities:

Joining #PactforSkills

This issue of the PILLARS magazine is part of our ongoing contribution to **the EU Pact for Skills**, where we're working to support the emerging profession of impact managers. The Pact brings together organisations across Europe to strengthen skills for the green and digital transitions—and we're proud to be part of that effort.

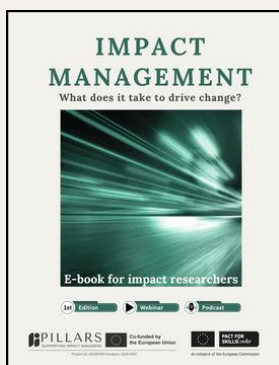
For us, this means creating spaces where impact managers, researchers, and institutions can reflect, exchange, and grow together. Whether it's through interviews, articles, or shared tools, we hope the content in this magazine helps build a stronger sense of community and shared practice.



We know that impact work is complex, very challenging, and always evolving. That's why we focus on real questions, practical insights, and personal interviews with professionals. By connecting people across sectors and roles, we aim to support not just individual learning, but collective knowledge.

Materials supporting the **#PactforSkills**

Here's a selection of resources developed by the PILLARS KA to support impact managers in building their skills and practice.



E-Book: For researchers, framing impact

A structured exploration of the impact manager's role. This edition is written in an **academic** style and grounded in **analysis**. It offers conceptual clarity through summaries, tables, and bullet points – ideal for **researchers, students**, and those learning the professionalisation of impact work.



E-Magazines: For practitioners, exploring impact

A series of themed magazine issues offering practical insights, interviews, and real-world reflections from across the impact field. Designed to foster dialogue and share tools, each edition supports peer learning and helps build a shared understanding of impact in action. Previous issue can be found following this [link](#).



Podcasts: Experts voices on impact

Short conversations sharing insights, stories, and reflections on impact management, created as audio companions to our e-magazine issues. Designed as dialogues between two professionals, these podcasts encourage reflection and help expand the conversation around impact work.



This issue is based on

**The ImpactMapper,
challenging the status
quo of transforming
tracking, measuring
and communicating
social impact**

IN FOCUS



Alexandra Pittman

Named an '**innovative tech founder**' by Entrepreneur Magazine, Alexandra Pittman, PhD, stands at the forefront of impact tracking and storytelling for social justice, human rights, and sustainability. As the Founder and CEO of **ImpactMapper**, she and her team have developed a groundbreaking software tool empowering donors, nonprofits, corporates, and impact investors to track, visualise and optimise their social impact funding and activities. She is also the Founder of Havn Hus, a retreat centre for impact leaders and change-makers in the Norwegian fjords.

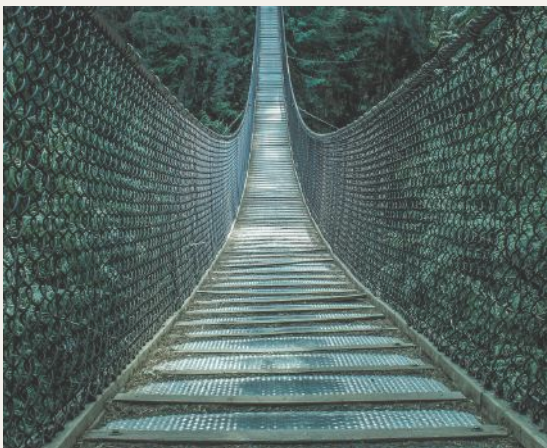
Throughout her dynamic career, Alexandra has cultivated partnerships and advised global influencers and change-makers, including teams at UNDP, Spotlight Initiative, UNFPA, IKEA, Chanel Foundation, Cartier Women's Initiative, Meta, Malala Fund, Oxfam, Porticus, Winthrop Rockefeller Fund, to name a few. Her strategic guidance has helped organisations crystallise their values, articulate their goals, and more effectively track and communicate their impact stories and data. Alexandra received her PhD from Boston College in Sociology and Cultural Psychology and an EdM from Harvard University in International Education Policy. She also held a Senior Research Fellow position at Harvard University's Hauser Center for Nonprofits.

KEY DEFINITIONS

from Alexandra Pittman



Impact the larger, longer-term strategic change that occurs in a given community, context, or institution, resulting from activities, outputs, and outcomes.



Impact management involves systematically measuring, analysing, and learning from qualitative and quantitative data to understand and improve an organisation's contribution to achieving its strategic, longer-term goals.



An **Impact manager** is an increasingly institutionalised role within an institution that, ideally, connects data across all organisational levels to inform decision-making, ensure the organisation stays on track with its strategic goals, and realises its full potential.

The background is a complex, abstract composition. It features numerous thin, glowing lines in shades of blue and white, which radiate from various points, creating a sense of dynamic energy and connectivity. These lines form a network-like structure. Superimposed on this network are several human silhouettes. Some are sharp and clearly defined, while others are blurred, suggesting movement or a focus on the central figure. The overall color palette is dominated by cool blues and whites, with a warm, golden-yellow glow emanating from the lower right quadrant, where the lines are more densely packed and brighter. The lighting creates a hazy, ethereal atmosphere, typical of digital art or data visualization.

Make it easier

make it digital



Designing Impact:

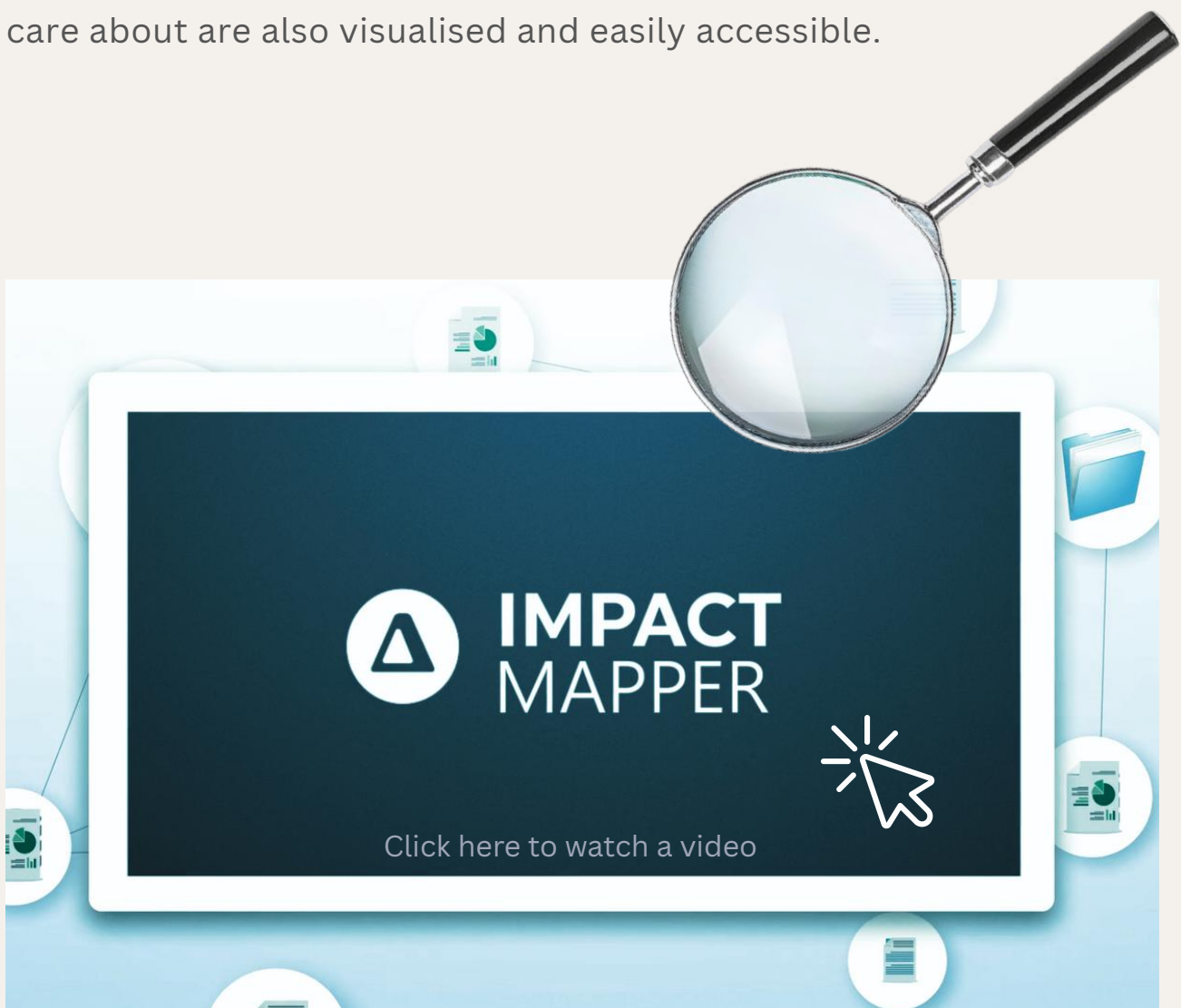
From data to deliberate change making

Alexandra Pittman, the Founder and CEO of **Impact Mapper**, a software platform designed to help organisations, particularly in the social justice and philanthropic sectors, **measure and manage their impact**. Alexandra explains that traditional quantitative metrics alone are insufficient for understanding complex social change, highlighting the **crucial role of qualitative data and storytelling**. She discusses how Impact Mapper emerged from a need for a mixed-methods analysis tool, integrating financial data with qualitative and quantitative insights and offering features for **data collection, coding, visualisation, impact reporting, and institutional memory**.

This Special Issue further explores the definition of "impact" within the context of a "theory of change," distinguishing between **attribution and contribution** in measuring outcomes. Alexandra also addresses common challenges organisations face in impact measurement, emphasising the importance of a **strategic "what to measure" approach** and fostering a **"learning mindset"** throughout an organisation to effectively utilise data for improvement and decision-making.

Visual data overview

Using ImpactMapper tool, all your projects or portfolio related data are instantly visualised in maps showing how, where, and what work you do. Summary data on the outcomes and key priority issues you care about are also visualised and easily accessible.



Impact Mapper business and platform: a story to tell



IMPACT AT CORE

How impact becomes the foundation of your business model

Alexandra Pittman's journey to founding Impact Mapper began with her work as a consultant in 2005, where she assisted UN agencies, foundations, and international organisations like Oxfam International in measuring issues related to gender equality, women's rights, and social justice. Her role involved helping them measure the impact of their funding portfolios over time.

Through this extensive consulting work, a significant challenge became "apparent": understanding long-term change processes in social justice fields was not as simple as relying solely on quantitative metrics.



Alexandra realised that while organisations were sitting on vast amounts of rich textual data – from grantee reports to interviews and evaluations – this qualitative information was too often not systematically analysed across time, countries, or regions. For ten years, she ran a consulting firm that involved manually analysing these text documents, creating taxonomies to **code the text, and quantifying trends, often requiring her to juggle four different software tools: NVivo for qualitative analysis, SPSS for quantitative and financial analysis, SurveyMonkey for data collection, and Tableau for visualisation.** As Alexandra stated, ImpactMapper emerged because:



*"I had to use four software tools. I was doing the best I could, but it was not an efficient analysis process, and colleagues in philanthropy and nonprofit space did not have the time for this sort of comprehensive analysis across software products, so that is **how ImpactMapper emerged. It was out of this need.**"*



Alexandra observed a critical gap in the philanthropic sector:

*"We're actually missing out as a sector on what social change actually looks like, because we're measuring primarily through **quantitative metrics**. And yet there's a whole world, especially when it comes to social change, that you really can't understand it with just a metric, a quantitative number and a metric. You really need **qualitative data** to tell the whole story."*

It was from this profound need that **Impact Mapper** emerged.



Starting with a small idea in 2015, Alexandra began **building a software** to combine funding information with an **analysis of change** stories and results, bringing together quantitative, financial, and storytelling data. She engaged ten different foundations as paying beta testers, who provided crucial feedback that helped the company grow and develop new features, including detailed funding analysis, a survey and data collection tool, a robust qualitative analysis tool, and a charting tool. This collaborative approach with communities in human and women's rights, social justice, philanthropy, and evaluation, ultimately **shaped Impact Mapper** into a **software tool designed to make mixed-methods analysis** and impact tracking easily accessible and a consulting firm that supports the development of impact frameworks and impact reports and trains teams on effective qualitative data use and impact storytelling.

A hand is shown from the bottom left, palm up, holding a large, glowing cluster of various icons. The icons are arranged in a roughly circular shape and include symbols for communication (speech bubble, heart, envelope, game controller), settings (gear), search (magnifying glass), media (film strip, music note), productivity (calendar, shopping cart), and other functions (Wi-Fi, phone, sun, power button, alarm clock, globe, quote, camera, person). The background is a soft, out-of-focus grey.

40+ features

for better impact reporting & tracking

18

SEPTEMBER 2025 | ISSUE NO 06

A hand is shown from the bottom left, palm up, holding a large, glowing cluster of various icons. The icons are arranged in a roughly circular shape and include symbols for communication (speech bubble, heart, envelope, game controller), settings (gear), search (magnifying glass), media (film strip, music note), productivity (calendar, shopping cart), and other functions (Wi-Fi, phone, sun, power button, alarm clock, globe, quote, camera, person). The background is a soft, out-of-focus grey.

40+ features

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SEPTEMBER 2025 | ISSUE NO 06

Why use software for impact tracking like ImpactMapper?

IMPACT TOOL

Using **software for impact management is crucial** because it addresses the significant **limitations of manual systems**, introduces rigour, and enables a deeper, more efficient understanding of an organisation's impact.

Here's why software is essential for impact management:

- **Overcoming Manual System Limitations and Errors:** Manual tools like Excel, often used by organisations without dedicated software, are prone to error. When multiple people are involved in an Excel database, it's hard to track changes, and "knowledge [is] lost," making it difficult to understand calculations or data origins over time. Manual qualitative coding in Excel can be a "nightmare," taking immense time and being difficult to process effectively.
- **Enabling Systematic and Rigorous Analysis:** Specialised software helps to "systematise and to process information much more efficiently". It ensures a "systematic and rigorous system of analysis that you can trust," which is paramount in any research or evaluation process. This significantly reduces the high level of error present in "old school systems."

- **Centralising Diverse Data Types:** A robust software tool can standardise quantitative and financial information in one place, collect original survey data, and allow for the effective coding of qualitative and open-ended data. This capability allows organisations to bring together funding information, financial and quantitative analysis, and storytelling data, providing a holistic view.
- **Facilitating True Mixed-Methods Analysis:** Unlike many software programs that treat qualitative analysis merely as a "quote pull-out system," specialised impact software, such as ImpactMapper, allows for robust qualitative analysis that is "central" to understanding "what change actually looks like". It moves beyond numbers to help understand the "nuanced level" of what is happening in a community and allows for the coding of qualitative data to align with taxonomies and theories of change.
- **Powerful Longitudinal and Cross-Source Analysis:** Software, such as ImpactMapper, allows for analysing data "across data sources in one platform" and "over time in ways that are really powerful at the click of a button". This capability means you can "see insights you never would have seen" with manual methods. For example, if the same tags are used, data from surveys and PDFs/Word documents can be charted together.



- **Building Institutional Memory and Transparency:** Manual systems lead to "knowledge lost" because it's difficult to search and find specific information from past reports. Software, such as ImpactMapper enables "institutional memory in an effective way" by making data "accessible and usable" and allowing users to "search and find topics very quickly from past reports". This transparency means that "people don't know what data is being collected... across the organisation most often," can be overcome, fostering better internal awareness and collaboration.
- **Supporting Communication and Learning:** The ImpactMapper software can also manage stories for different communications and marketing purposes, making it easy to access specific narratives (e.g., all stories on land rights). More broadly, by making data easily accessible and analysable, software supports an organisational "learning mindset," where data is viewed as an "asset" for understanding performance, identifying opportunities, and improving. It's important to note, however, that software is not a standalone solution for learning a strong impact framework and data culture must be in place before adopting software.





What do organisations struggle with as part of impact management? And what is "impact" in this context?

Organisations frequently struggle with what and how to **measure their impact**. A significant issue is that many organisations are **overwhelmed** by the sheer volume of data they possess, often having "**too much data**" without knowing how to effectively use, process, or analyse it. This leads to **frustration** because they don't understand what they are learning from the data. The root cause of this struggle is often a failure to take a strategic step back and define their theory of change or strategy of change. Without a **clear strategy, data collection becomes haphazard and unhelpful**, as organisations fail to identify what is most important and aligned with their vision, mission, and current strategy. Other key challenges include:

- **Lack of systematisation in data analysis and prone to error:** Many organisations, especially those not using specialised software, rely on tools like Excel to house their data, which introduces a high margin for error when it comes to creating, cleaning, and analysing datasets, and especially qualitative data. This includes difficulties tracking changes, losing knowledge, and struggling with effective data processing and analysis, particularly when analysing data over extended periods.

- **Ineffective qualitative data analysis:** Qualitative data, which is crucial for understanding the nuanced context of social change, is often underutilized. It's frequently treated merely as data to go to grab a few good quotes or stories, rather than a central element for understanding change processes and their impact.
- **Siloed impact functions and lack of a learning mindset:** Impact managers or data functions within organisations can become isolated, not being fully integrated across all organizational functions, including executive leadership and the board. This prevents data from being optimally used for decision-making and continuous improvement. Many organisations also lack a "learning mindset," viewing data as a mere "box-ticking exercise" rather than an asset for understanding performance, identifying opportunities, and adapting behaviours.
- **Misconceptions about software:** There's often an assumption that implementing software alone will solve impact measurement problems. However, software is only truly effective if organisations first undertake the "hard work" of developing a strong impact framework, defining clear theories of change, establishing the right metrics, and collecting and analysing data correctly.
- **Lack of internal transparency:** Organisations often face challenges because different departments or units are unaware of the data being collected by others, hindering collaboration and comprehensive understanding across the organisation.

In this context, impact is described as the larger, longer-term strategic change that occurs. It can be either positive or negative and happens in a given community, context, or institution. Alexandra explains impact within a "theory of change" rubric, positioning it as the end of the line in a results chain. It is considered a longer-term outcome that results from other

activities, outputs, and intermediate outcomes. This means that impact is typically further removed from the organisation's direct actions, with more factors at play influencing its occurrence. For example:

- In the context of **training programs**, activities would be holding a training on law and policy reform and effective advocacy strategies, outputs would be the number of people trained, and an outcome could be participants using that knowledge to create their own local training school to affect change in a given context and the development of campaigns to advocate for a local law reform. The **impact would then be a much larger change**, such as that school reaching 200,000 more people, leading to local legislation reform through advocacy skills learned and campaigns that were created.
- In a more straightforward example like **immunisation programs**, the activity is giving immunisations, an output is the number of immunizations given in a community, an outcome is improved health and the number of people who have prevented getting that disease, and an impact is a **population-level or community-level** reduction in that disease.

It is crucial to **distinguish between attribution and contribution when discussing impact**, especially in social justice fields, where multiple actors and factors influence outcomes. Organisations working in these areas often work from a contribution perspective rather than an attribution perspective, acknowledging their role in facilitating change rather than being wholly responsible for all outcomes and the ultimate impact. Even for large entities engaged in social or environmental changes, it's important to recognise their role as a stakeholder facilitating a process with communities and other interconnected stakeholders, rather than directly attributing the end change to themselves.



Quotes “...”

This quote provides a crucial warning against **viewing technology as a silver bullet** without foundational strategic work. In any industry, adopting new software for CRM, ERP, project management, or analytics can fail if the organization hasn't first defined its processes, objectives, and measurement frameworks. A strong "framework" or clear strategy is paramount. For a retail business, implementing a new inventory management system will be ineffective if their supply chain processes are chaotic and their key performance indicators are undefined. This principle reinforces that **technology is an enabler, not a substitute, for strategic planning and disciplined data management practices.**

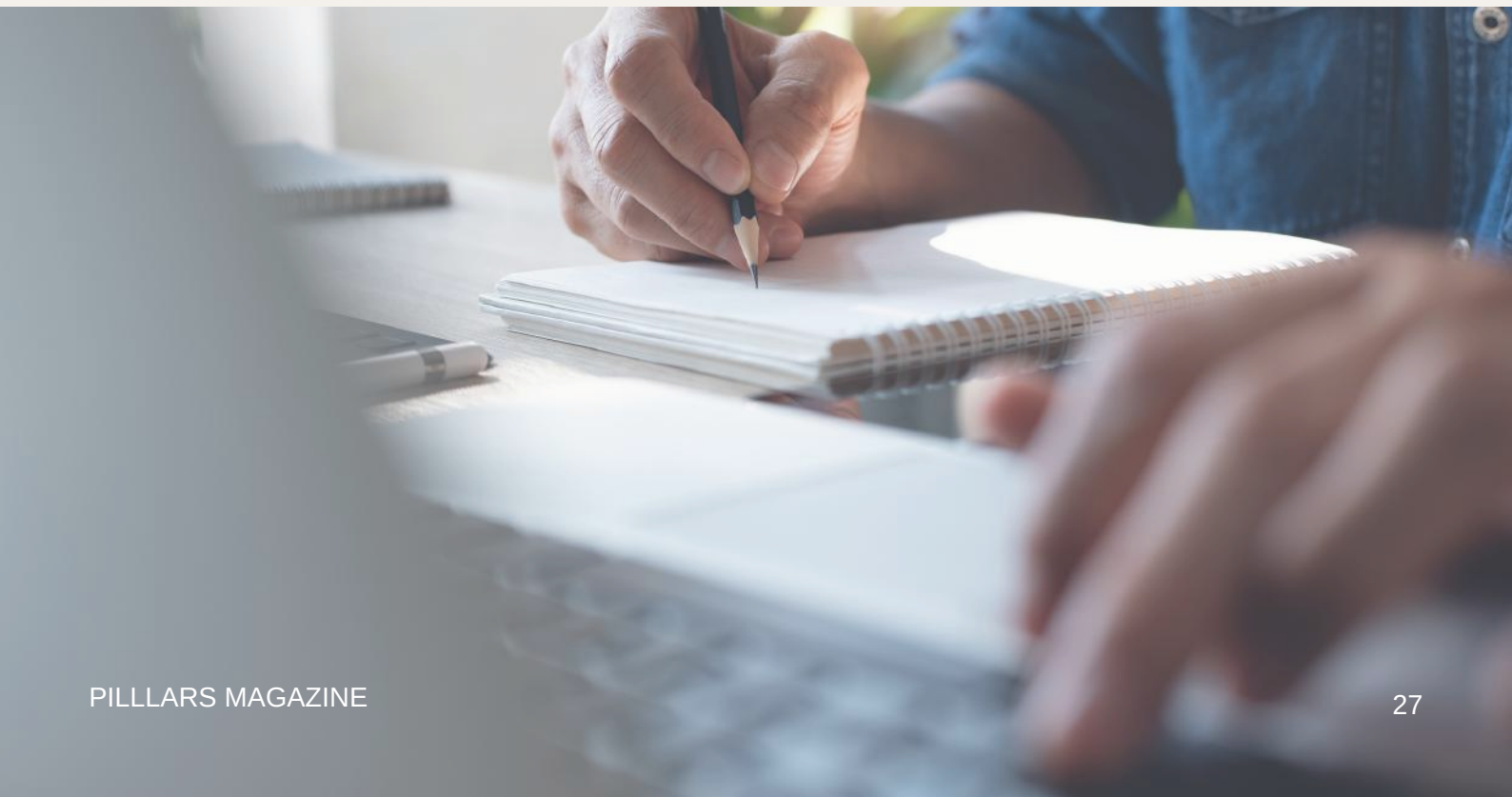
"Software is amazing, but it's not going to solve all my problems... it's not useful if you don't do the work, the hard work... that's the initial process of developing that theory of change and getting the right metrics, collecting data in the right way and analysing it in the right way. So it's all these steps ahead of time, and that's why we really do underline and underscore the importance of getting a really strong framework impact and learning framework in place before you jump onto a software program."



Quotes “...”

This quote emphasises the **cultural shift required for effective data utilisation**. It's not enough to collect data or even analyse it; the organisation must foster a "learning mindset" where data is seen as an "asset" for continuous improvement, rather than merely a "box-ticking exercise". This means integrating data functions across "every function in an organisation," from leadership to frontline staff, and using insights to "change behaviours". For a manufacturing company, this could mean using production data to refine processes and reduce waste, rather than just reporting output numbers. In service industries, it means using customer feedback not just for performance reviews but to adapt service delivery. This highlights that **organisational culture and the integration of data into daily decision-making are as important as the data itself**.

"I really think it's important to have a learning mindset in an organisation... to also institutionalising data cultures, and the culture of learning within an organisation..."



Quotes “...”

This quote highlights a universal challenge: the **lack of strategic clarity before engaging in data collection and analysis**. In any industry – from manufacturing to healthcare, finance to education – organisations often accumulate vast amounts of data ("too much data") without a clear understanding of what questions they need to answer or what specific changes they aim to achieve. Without a defined "theory of change" or "strategy of change," data efforts become "haphazard" and "not super helpful," leading to frustration and wasted resources. This principle applies to defining business objectives, product development goals, customer satisfaction metrics, or operational efficiencies. Establishing a clear strategy ensures that measurement efforts are purposeful and directly tied to desired outcomes.

"The biggest thing that people struggle with is what to measure and how to measure it... The reason why is that people aren't actually taking that strategic step back to think what is our theory of change? What is our strategy for change?"



Quotes “...”

While the original context is social change, the emphasis on mixed-methods analysis and the critical role of qualitative data is profoundly important across all sectors. Quantitative metrics provide "comparable" data and tell "how many" or "how much," but they often miss the "why" and "how". For instance, a tech company might track user engagement (quantitative), but qualitative feedback from user interviews can reveal the specific frustrations or delightful experiences that explain those numbers. A service delivery organization might measure the number of services delivered, but stories from beneficiaries can explain the true impact and nuances of those services. In business, understanding customer sentiment, employee morale, or market trends requires moving beyond mere numbers to grasp the underlying context and human experience.

"We're actually missing out as a sector on what change actually looks like, because we're measuring primarily through quantitative metrics... You really need qualitative data. You need to understand the context. You need to understand a much more nuanced level underneath what is happening in a given community or context. And that is why qualitative data is central..."



What's next for me?

Key takeaways, as PILLARS building blocks, are continued from [Issue 1](#)

[Issue 2](#)

[Issue 3](#)

[Issue 4](#)

[Issue 5](#)



22. Prioritise strategic clarity with a defined theory of change

Organisations frequently struggle with "what to measure and how to measure it" because they fail to take a **step back and define their theory of change or strategy of change**. This foundational step is crucial for identifying what is most important to learn about, ensuring data collection is aligned with the organisation's vision, mission, and current strategy. Without this strategic clarity, data collection can become "haphazard" and "not super helpful," leading to frustration. A clear strategy ensures that the "metrics side of things falls into place" effectively

23. Embrace mixed-methods of analysis, valuing qualitative data

To gain a true understanding of social change, organisations must move beyond a primary reliance on quantitative metrics alone. Alexandra emphasises that **qualitative data is "central" for comprehending the "nuanced level" of what is happening in a given community or context**. Organisations often miss out on "what change actually looks like" when they only measure through numbers. Qualitative information, such as grantee reports, interviews, and evaluations, provides invaluable insights into change processes, including unexpected outcomes, offering both beautiful stories and aggregatable metrics when analysed effectively

24. Implement dedicated software for systematic data management



Organisations often rely on manual tools like Excel, which can create significant inefficiencies when trying to analyse data over time. Specialised software, like Impact Mapper, helps to **systematise and process information much more efficiently**, ensuring a "mixed methods and systematic and rigorous system of analysis that you can trust". Such tools centralize quantitative and financial data, enable robust qualitative coding beyond mere "quote pull-out systems," and allow for powerful insights by analysing data across different sources and over time.

25. Cultivate a learning mindset and integrated data culture



Effective impact management requires a "learning mindset," where data is seen as an "asset" to understand performance, identify opportunities, and improve, rather than just a "box-ticking exercise". Impact data functions should not be "siloeed", but instead integrated across "every function in an organisation," from executive leadership to program officers. This fosters institutional memory, promotes internal transparency regarding collected data, and ensures that insights are used to inform decision-making and adapt behaviours for continuous improvement.

26. Develop a robust impact and learning framework before adopting software

While software is essential, it is crucial to understand that it is **not a magic solution that solves all impact problems on its own**. Organisations must first undertake the "hard work" of developing a "**really strong framework impact framework and data and learning culture**". This "initial process" involves clearly articulating a theory of change, establishing the right metrics, and ensuring data is collected and analysed correctly.



More on impact



Embrace the full spectrum of change:

Beyond metrics to meaningful contribution



- **Challenge conventional thinking:** Many organisations "miss out on what change actually looks like" by measuring "primarily through quantitative metrics". While numbers are valuable for comparison and reach, they often fail to capture the "nuanced level" of what is truly happening in a community or context.

- **Unlock deeper insights with qualitative data:** To genuinely understand social change, **qualitative data is "central"**. This includes rich information from grantee reports, interviews, and evaluations, which reveals the "why" and "how" of change processes, including unexpected outcomes.
- **Recognise your role as a contributor, not sole attributor:** Especially in complex areas like social justice, human rights, or environmental justice initiatives, change results from a "range of different actors and factors at play". Organisations, including large corporates, are often "**facilitating a process to happen**" with **communities and other stakeholders**, rather than being wholly responsible for the ultimate "end change". Understanding and articulating your "unique role" within this multi-stakeholder ecosystem is key to telling the complete and honest story of impact.

Transform data into your organisation's learning engine and institutional memory

- **Break down data silos for transparency and efficiency:**

Many organisations suffer from "too much data" they don't know how to use, often housed in manual systems like Excel that introduce "a lot of room for error," "knowledge lost," and make analysis "a mess" over time.

- Shift from "box-ticking" to a "learning mindset": Impact management is not merely

about generating reports; it's about seeing **data as an "asset" to understand "how we're doing" and "how to improve"**. Organisations that excel foster an "institutionalised data culture" and a "culture of learning," where data informs decision-making and prompts behavioural changes across all functions.

- **Leverage systematic tools for collective insight:** Adopting specialised software helps "systematize and to process information much more efficiently", providing a "rigorous system of analysis that you can trust". This allows for **transparency, easy access to data across departments**, and the ability to "search and find topics very quickly from past reports," building robust institutional memory that prevents constant re-learning or reliance on individual "brains". This integration ensures data is "accessible and usable" for everyone, from leadership to program officers, informing different levels of need.





What is ImpactMapper's future focus?

ImpactMapper is currently building responsible AI tools to take qualitative analysis to the **next level for impact reporting**. Tools are being built to be able to search all documents uploaded in the software, ask questions to gain deeper insights about the data, and to automate qualitative coding and make manual qualitative analysis much faster. These tools will be available at the end of 2025.

In addition, another future product focus of ImpactMapper, as articulated by Alexandra, is on the field of nature and **biodiversity and measuring its impact**. Alexandra expresses a strong desire to either **carve out a dedicated space within ImpactMapper or establish a "sister company"** specifically focused on this area. Alexandra views the health of the planet as one of the most pressing and urgent issues of our time, necessitating more resources.

Alexandra's vision for this expansion includes leveraging Impact Mapper's existing strengths, such as **impact reporting** and **storytelling**, and combining them with emerging technologies like **satellite mapping** and **DNA mapping for biodiversity**. The aim is to develop a product specifically designed for this sector that can **demonstrate impact to investors and be utilised for advocacy to attract more capital and funding** for these critical initiatives.



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We would like to acknowledge the use of AI, **NotebookLM** tool in particular. Certain sections were generated or enhanced through its capabilities, and then all content was reviewed and refined by PILLARS team to ensure accuracy and quality.



We would like to kindly thank **Alexandra Pittman**, Founder and CEO of ImpactMapper for her professional input into the content of this Special issue.





GET MORE INSPIRATIONS

To listen to the interview in a form of interactive podcast as a conversational discussion, please click [here](#).

The podcast with two hosts has been created by AI using notebooklm software.

This podcast features **Alexandra Pittman**, founder of Impact Mapper, a platform that helps organisations measure social and environmental impact. Drawing from years of consulting, Alexandra saw a gap: too much focus on numbers, not enough on the deeper story of change. Impact Mapper blends financial data with qualitative insights to offer a more complete picture. The conversation explores how organisations define impact, common challenges like data overload, and **the importance of building a learning culture around measurement**.

...and in previous issues



Emanuel Valpaços, Public Health doctor and HIA specialist, shares how health **impact assessments** shape decisions in urban planning and industry. His reflections highlight the value of multidisciplinary teams, strategic thinking, and **data-driven approaches** to managing impact in **complex organisational settings**.

Pedro Sá, CFO of a Portuguese biotech company explores his **understanding of impact**, how it's managed within the company and biotech group. His focus is on a **holistic view of stakeholder impact**, critical thinking, and the ability to build bridges and foster collaboration across different departments and within the wider ecosystem.



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interviewed for the next
PILLARS E-Magazine issue