# Multi-Stakeholder Impact Reporting for Partnership Programmes

Client: UNDP - Magic Bus India Foundation Partnership
Report link [here](#).

---

**AT A GLANCE**

**Challenge:** Communicate complex youth livelihood programme outcomes to institutional funder (UNDP) while showcasing grassroots impact

**Approach:** Comprehensive stakeholder interviews, data synthesis, human-centred storytelling, combined with quantitative results

**Result:** Knowledge report demonstrating partnership value through data-driven narratives and compelling participant journeys

---

## The Challenge

Magic Bus India Foundation partnered with UNDP to implement a COVID-19 livelihood recovery programme for marginalised youth. This partnership created a unique communications challenge that many CSR programmes face:

- Needed to satisfy institutional funders' (UNDP) requirements for rigorous data and measurable outcomes
- Had to communicate the programme theory of change and multiple intervention layers clearly
- Required human-centred storytelling to demonstrate real impact beyond statistics
- Must serve multiple audiences - UNDP, Magic Bus stakeholders, potential future partners, beneficiaries
- Balancing celebration of success with honest acknowledgement of challenges and learnings

This mirrors what corporate CSR teams face: how do you communicate impact in ways that satisfy both data-driven stakeholders (boards, investors, regulators) and emotionally-driven audiences (employees, communities, media)?

## The Approach

I authored a comprehensive knowledge report titled 'Drive to Thrive - Restoring Resilience One Job at a Time' that balanced rigorous impact reporting with compelling human stories:

### Deep Stakeholder Engagement

- Engaged with programme staff to understand implementation challenges and learnings
- Collaborated with the M&E team to access and interpret quantitative programme data
- Aligned with UNDP brand guidelines and Magic Bus leadership on key messages and reporting priorities

### Strategic Content Architecture
- Structured report to lead with outcomes, then explain approach, then share stories
- Integrated data visualisations make complex metrics accessible
- Wove participant narratives throughout to humanise statistics
- Created an executive summary for time-constrained stakeholders alongside a detailed analysis

### Impact Storytelling Excellence
- Captured both tangible outcomes (jobs secured, income increased) and intangible shifts (confidence, agency, hope)
- Showcased diversity of impact across different demographic groups and geographies
- Connected individual stories to the programme theory of change and systemic outcomes

### Design & Production Management
- Collaborated with a designer to create a visually compelling report that enhanced readability
- Ensured brand consistency across Magic Bus and UNDP visual identities
- Managed entire production process from concept to final publication


### The Results

The knowledge report successfully served multiple strategic purposes:

- **Funder Accountability:** Demonstrated clear ROI to UNDP through quantitative outcomes and qualitative impact
- **Partnership Validation:** Showcased the value of collaboration between the institutional funder and the grassroots implementation organisation
- **Thought Leadership:** Positioned Magic Bus as an expert in youth livelihood programming with evidence-based insights
- **Stakeholder Engagement:** Created shareable content for diverse audiences from board members to frontline staff
- **Knowledge Capture:** Documented learnings and best practices for organisational knowledge management

**Conclusion**

**This project demonstrates critical capabilities corporate CSR teams need:**

- **Multi-Stakeholder Balance:** Satisfying data requirements of boards/funders while creating emotionally compelling content for employees and external audiences
- **Data + Stories Integration:** Combining quantitative impact metrics with human narratives - essential for comprehensive CSR reporting
- **Partnership Communications:** Demonstrating collaborative value when CSR programmes involve NGO implementation partners
- **Complex Programme Translation:** Making sophisticated programme theories accessible to non-expert audiences
- **Strategic Content Creation:** Producing reports that serve accountability, engagement, and positioning purposes simultaneously