

# Create Impact with DI's Social Impact Assessment

The Social Impact Assessment Tool is designed to help destination organizations measure and enhance inclusivity both in the workplace and within the community. By participating in the assessment annually, destinations can identify strengths and opportunities for growth, benchmark their performance against industry best practices and track year-over-year progress in social impact.

## How to Participate

**Appoint a Champion:** Choose an individual within your organization to lead discussions and coordinate responses on behalf of your entire team.

**Complete the Assessment:** Identify responses to questions by reflecting on the last 12 months, ensuring a comprehensive understanding of current state. Input responses into the tool's online platform.

**Review Your Results:** Upon completing the assessment, results will be immediately available. Select results package and download scorecard to compare against industry benchmarks.

**Create Impact Through Accountability:** Review areas with lower scores and identify opportunities for growth, share findings internally and develop a course of action to shape next steps.

## Year-Round Participation Starts in 2025



In 2025, the Social Impact Assessment Tool will be available year-round, offering more flexibility for destinations to participate and immediate access to results upon completion. Early participation is encouraged to help build a more robust benchmark that will shape industry-wide standards for inclusion.

## Measure Progress Annually



Participate in the assessment each year to track progress, measure improvements, and demonstrate the ongoing value of your inclusion initiatives. Easily copy your assessment responses from previous years for efficiency. With year-over-year benchmarking, you'll gain insights into how your destination is evolving and where further action is needed.

## Ready to Get Started?

Returning Users: Log in at <https://si.destinationsinternational.org>

New Users: Contact [inclusion@destinationsinternational.org](mailto:inclusion@destinationsinternational.org)

Learn More: <https://destinationsinternational.org/social-impact-assessment-tool>