

Collective impact starts with shared goals

Social skate projects may look different around the world, but many are working towards the same vision: healthier, more inclusive, and more connected communities.

Shared frameworks don't replace local approaches, they help organizations learn from one another, strengthen their work, and understand the bigger picture of the movement we're all building together.



**Social Skate
Summit**

The most meaningful outcomes are the hardest to measure

Some of the greatest changes happen beneath the surface. Confidence, belonging, trust, courage, cooperation, the ability to ask for help...

These are often the outcomes that matter most to participants, yet they can't be captured by attendance figures or spreadsheets alone. Good impact measurement makes space for both stories and statistics.



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Measure impact to learn, not just to report

Data shouldn't exist simply to satisfy funders. When collected thoughtfully, it becomes a tool for reflection, learning, and continuous improvement.

Understanding participants' experiences helps projects make better decisions, strengthen their programs, and create even greater impact over time.



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Collaboration is social skateboarding's greatest strength

Unlike many sectors driven by competition, social skateboarding has built a culture of openness, knowledge sharing, and mutual support.

Projects regularly exchange ideas, resources, challenges, and successes – recognising that when one community grows stronger, the entire movement benefits.



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Our movement is stronger when we tell our story together

One project can change lives. Hundreds of projects, working towards shared outcomes and collecting shared evidence, can change how the world sees skateboarding.

By demonstrating the collective impact of social skateboarding, we can build greater recognition, stronger partnerships, and more support for skateboarding as a powerful tool for social change.



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