



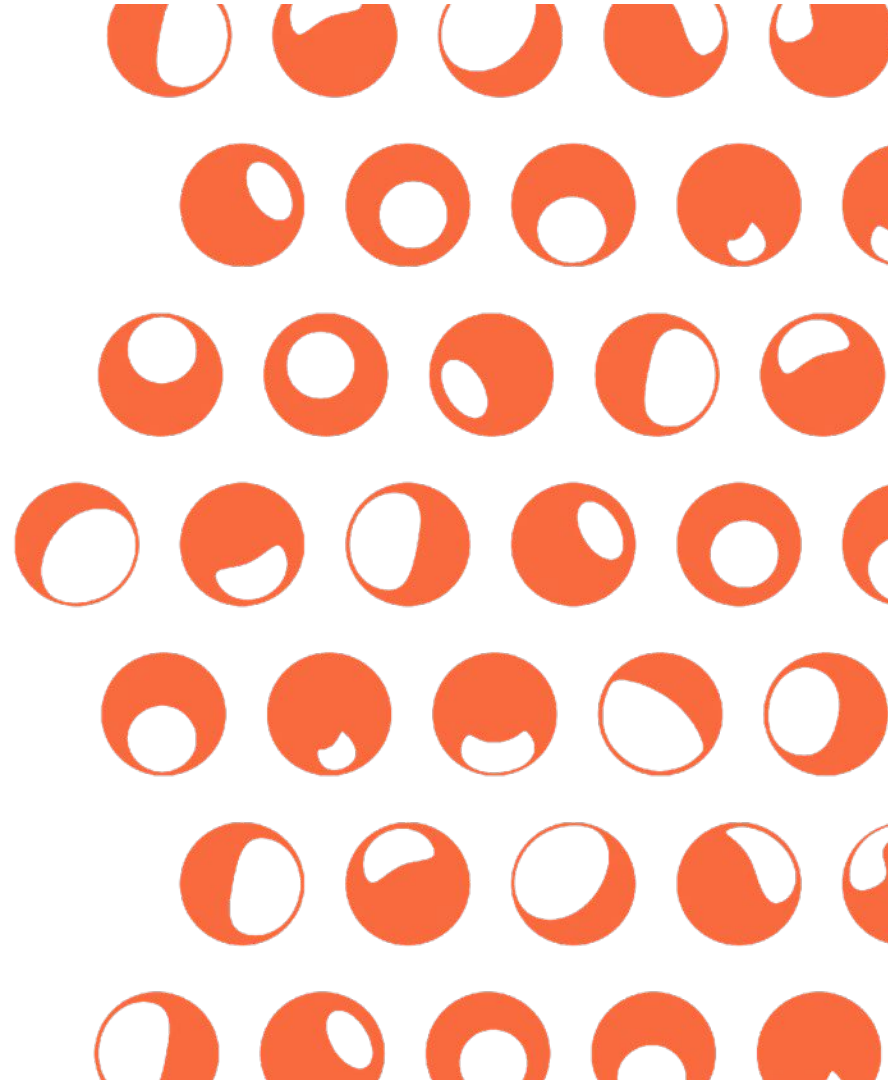
**COHERENT  
DIGITAL**

# **Impact Tracking in the Wild:**

Using Grey Literature to Uncover Real-World Impact

June 4, 2025

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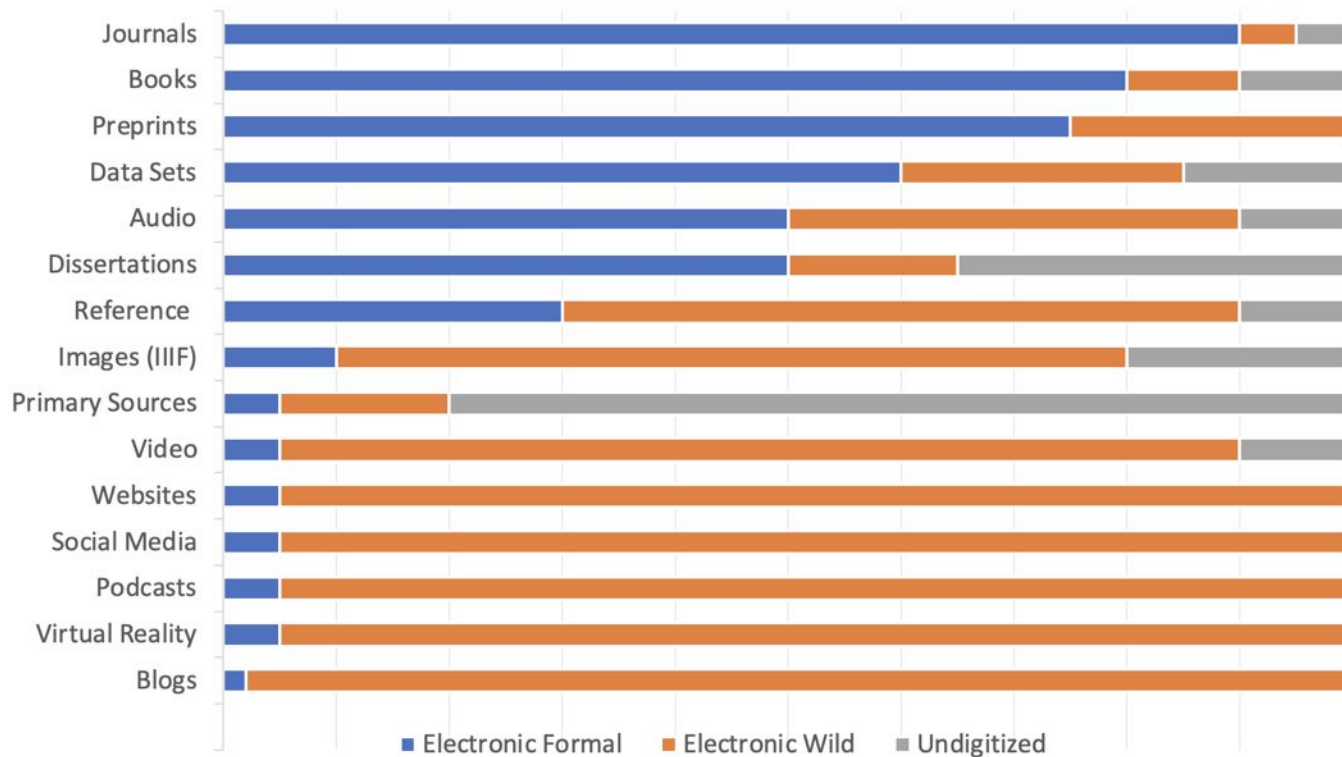


**What makes Coherent different?**

**We Tame Wild Content  
and Make it Useful**



# What's Tame? What's Wild?



# How We Tame Wild Content

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## Capture

We **collect diverse and hard-to-find wild content**—scattered across sectors, regions, and formats.

## Enrich

We **add structure** with metadata, organizational tagging, and classification.

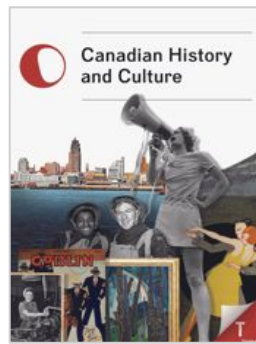
## Surface

We **make it discoverable** through curated collections, filters, and rich search capabilities.

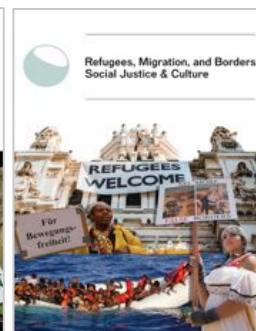
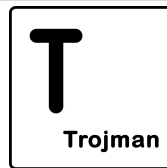
## Deliver

We provide **tools for preservation, citation, etc.**

# Related Collections



Canada Commons



Social Justice and Culture

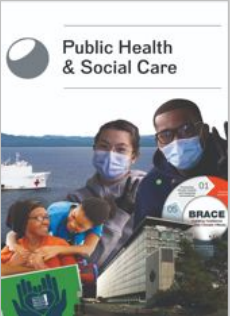
# Grey Literature



Policy Commons



Applied Science Commons



# Unmatched Coverage Across Grey Literature

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**Policy Commons and Applied Science Commons deliver the broadest and most comprehensive view of policy and applied science outputs—capturing what others miss.**

## Long Tail Coverage of Organizations

We bring together reports from a **wider array of think tanks, IGOs, NGOs, nonprofits, cities, hospitals, and corporations than any other platform—revealing the full spectrum of actors driving policy change today.**

## Unparalleled Local Coverage

Our collection of **local government materials and long-tail local organizations** surfaces unique insights and decisions at the city and regional level—**the testbed where policy and innovation meet real-world impact.**

## Extensive Global Reach

We spotlight **voices from the Global South** and underrepresented regions—bringing forward new evidence and perspectives that drive policy innovation and **reveal global impact.**

## Distinctive Applied Science Collection

Our Applied Science Commons goes **beyond policy grey literature**—capturing breakthrough research from hospitals, companies, and research centers that fuels practical solutions and accelerates policy impact.

# Content Coverage Comparison

Organization Type	Coherent Digital Documents (2015-Present)*	Coherent Digital Organizations Covered**	Coherent Digital Coverage	Closest Competitor's Coverage	How we compare
IGOs	1.1M+	396	++++	+++	We have <b>more IGO content</b> with deeper indexing.
NGOs	550k+	6,428	++++	+	We cover <b>far more NGOs</b>
Think Tanks	800k+	1,046 Think Tanks 17,925 Including Research Institutes, etc.	+++	++	We capture a <b>long tail</b> of organizations, including <b>think tanks, research institutes, nonprofits, and foundations.</b>
Hospitals & Corporations***	750k+	3,122 Hospitals, 849 Corporations, etc.	++	-	We look beyond policy to <b>applied sciences</b> including <b>hospitals and corporations.</b>
Government	6.3M+	8,517	++	+++	Competition has more, but many are administrative documents of low value.
Total	10M+	40,967	++	+++	<b>More comprehensive coverage of non-governmental grey literature.</b>
Local Government	2.7M+	4600 organizations from 3600 governments	++++	+	We cover <b>more cities of all sizes.</b>
Global Coverage	210 countries	4500+ in Global South	++	++	We cover documents from <b>more countries, with a focus on the Global South.</b>

# Where Policy is Influenced and Shaped

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## How do ideas gain traction?

Some organizations define the problem space and shape the agenda, guiding how ideas move from theory to practice.

# Where Policy is Influenced and Shaped





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## How do ideas gain traction?

Org Type	Examples	Purpose & Outputs	Impact & Influence
IGOs	 <p>The examples section contains two logos. The top logo is for the OECD, featuring a blue globe with two green arrows pointing right and the letters 'OECD' below it. The bottom logo is for the World Health Organization, featuring a blue globe with a white caduceus and the text 'World Health Organization' below it.</p>	<p>Coordinate global norms and policy standards; produce benchmarks and comparative reports across countries. Produces guidelines, statistical and research reports, working papers</p>	<p><b>Impact:</b> Standard-setting, regulatory alignment, cross-border uptake <b>Influence:</b> Governments, NGOs, think tanks <b>Shaped by:</b> Experts, consensus</p>




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Think Tanks	 	Shape policy debates and advise governments; produce briefs, testimony, and reports.	<b>Impact:</b> Agenda-setting, legislative traction, media uptake <b>Influence:</b> IGOs, governments, corporations <b>Shaped by:</b> Research centers, funders









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Research Centers		Conduct applied research and method development; release working papers and studies	<b>Impact:</b> Evidence translation, policy refinement, method innovation <b>Influence:</b> Think tanks, IGOs, hospitals, governments <b>Shaped by:</b> Academia, funders

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Foundations	 	Fund programs and systems change; document strategy in roadmaps and impact reports.	<b>Impact:</b> Systems change, pilot replication, funding alignment <b>Influence:</b> NGOs, nonprofits, research centers <b>Shaped by:</b> Donors, community needs

# Where Policy is Influenced and Shaped

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**But ideas alone don't change systems...**

# Where Impact is Delivered and Reported

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## Where does policy become practice?


Real-world impact goes beyond government reports. It's in field reports, clinical guidelines, and ESG disclosures—documents that reveal what works, where, and for whom.

**We track more of these documents than anyone else—bringing hidden impact to light.**

# Where Impact is Delivered and Reported



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## Where does policy become practice?

Org Type	Examples	Purpose & Outputs	Impact & Influence
NGOs		Front line aid and assistance, advocacy, monitoring rights. Publish reports, advocacy briefs, surveys, evaluations	<b>Impact:</b> Field impact, policy pressure, holding people to account <b>Influence:</b> Nonprofits, funders, governments, media <b>Shaped by:</b> IGOs, communities, foundations, funders




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Nonprofits		Provide community services and advocacy. Produce grant deliverables, guides, and case studies	<b>Impact:</b> Local outcomes, equity gains, model replication <b>Influence:</b> NGOs, governments <b>Shaped by:</b> Foundations, funders, communities





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Hospitals		Provide care, conduct clinical research. Publish clinical guidelines, CHNA reports, dashboards	<b>Impact:</b> Practice improvement, population health, clinical standards <b>Influence:</b> Research centers, governments, communities <b>Shaped by:</b> R&D, government policy, communities, funders

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Corporations		Develop products, influence market standards. Produce in ESG reports, R&D summaries, white papers, financial reports, case studies	<b>Impact:</b> Sustainability metrics, market signaling, shaping regulation <b>Influence:</b> Hospitals, think tanks, governments <b>Shaped by:</b> Government policy, science

# Mentions Are Just the Start

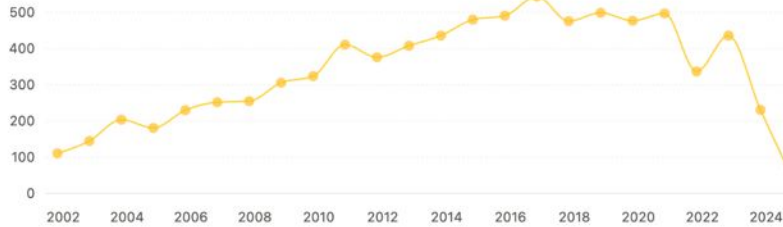
SU

Syracuse University

Impact Data

All Mentions →

Mentions by Year



Mentions by Country



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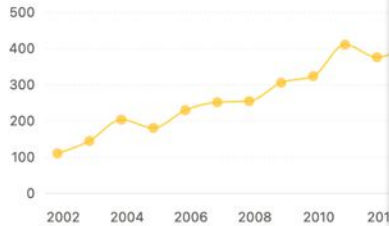
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Impact Data

All Mentions →

Mentions by Year



Government

9,191 results

Research Center

2,172 results

NGO

1,744 results

Nonprofit

941 results

Think Tank

630 results

Hospital

624 results

Higher Education

466 results

IGO

365 results

Other

332 results

Foundation

320 results

Corporation

52 results

Other

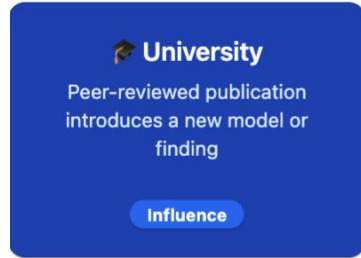
35 results

# From Research → Influence → Impact

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## Real-World Impact Requires the Full-Citation Picture

**Scenario Example 1:** How academic research drives global policy impact

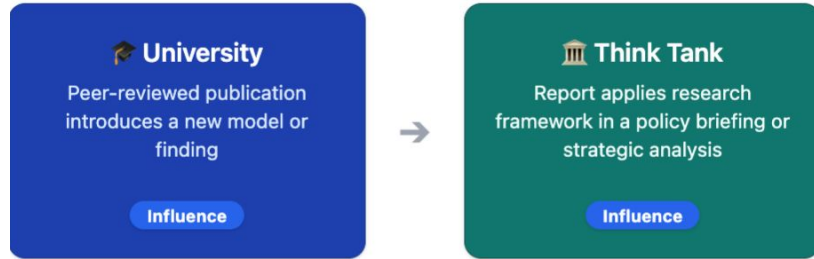


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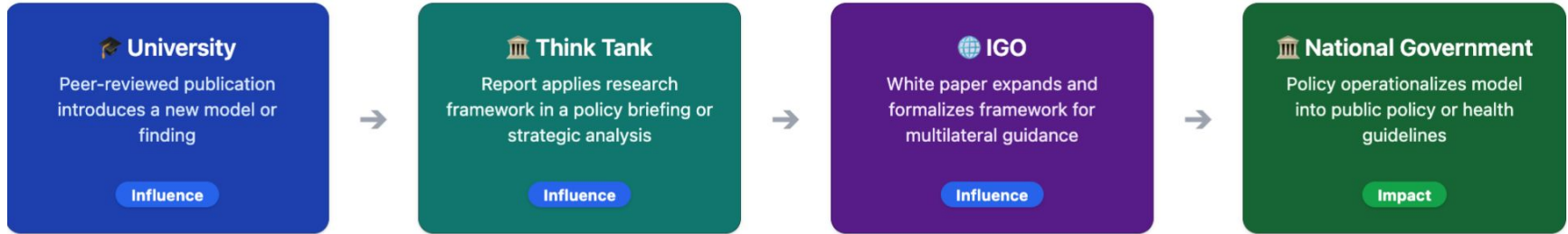
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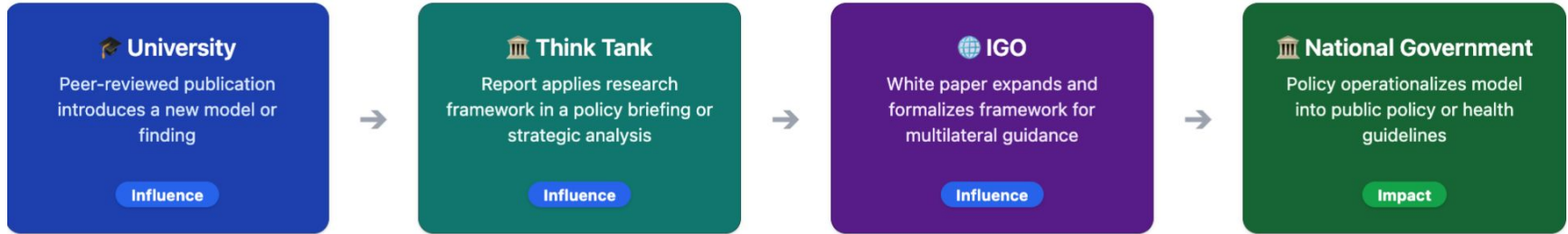
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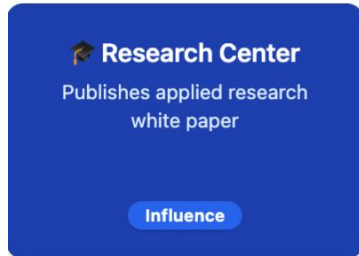
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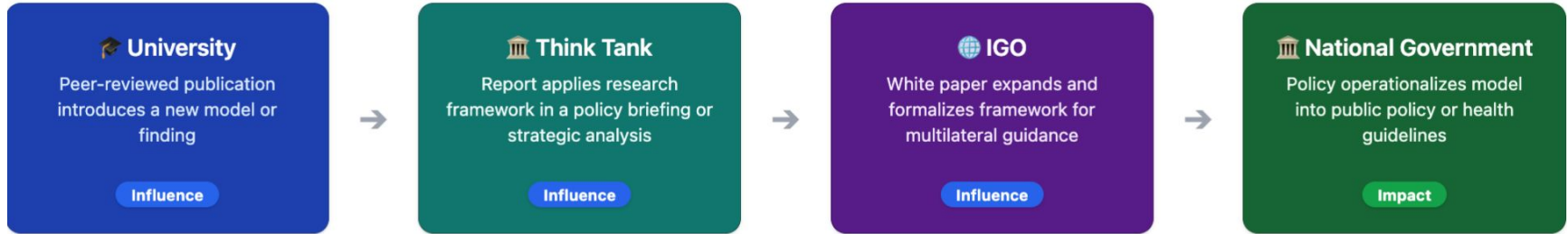
**Scenario Example 2:** How applied research shapes local implementation



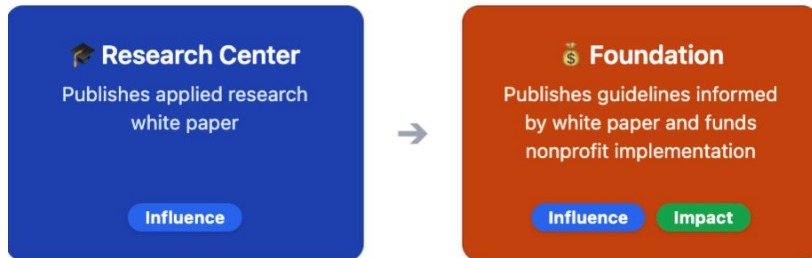
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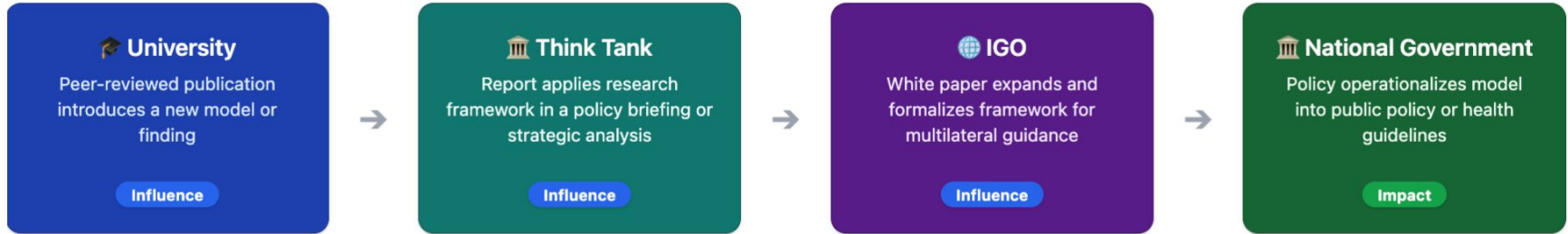
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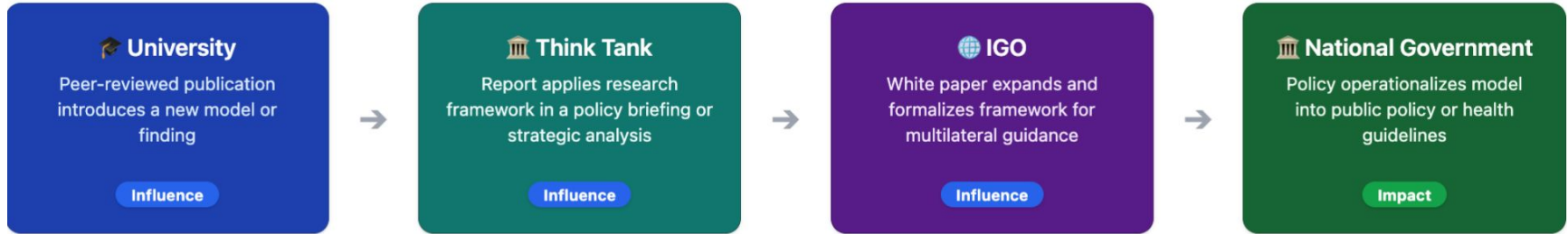
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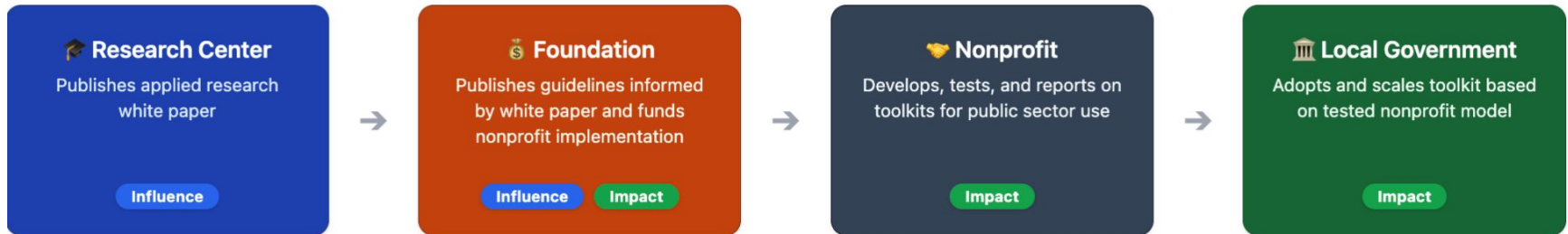
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# What Story Could You Tell?

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 What grey literature do you wish you could track?

 What's one influence chain you would spotlight?

 What's one real-world outcome that's hard to prove?

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