



Social Impact Assessment (SIA)

Guidelines

2014

Berkeley, CA





- Review of SIA
 - Define, Quantify and Track
 - In Depth Review of Define
 - Theory of Change
 - Impact Value Chain
 - In Depth Review of Quantify and Track
- Sanergy Case (SIA winner 2011)
- FasoProt Case (SIA winner 2012)

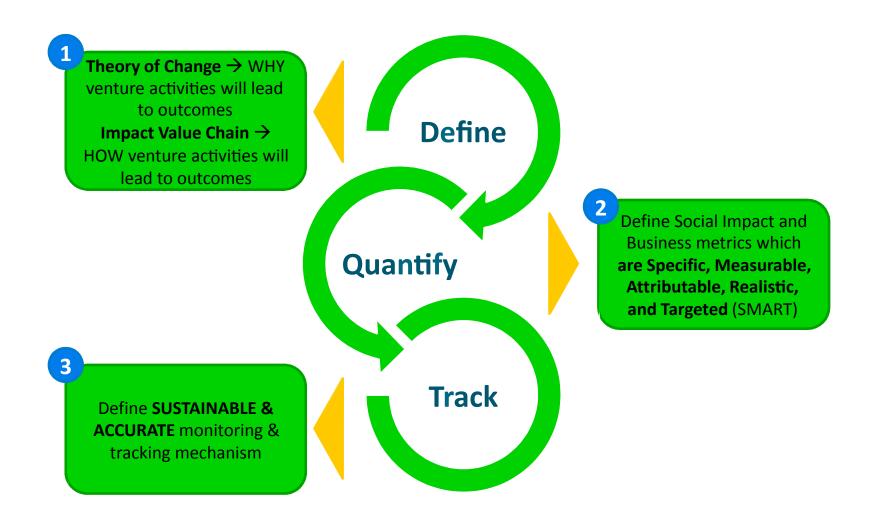




- Review of SIA
 - Define, Quantify and Track
 - o In Depth Review of Define
 - Theory of Change
 - Impact Value Chain
 - In Depth Review of Quantify and Track
- Sanergy Case (SIA winner 2011)
- FasoProt Case (SIA winner 2012)



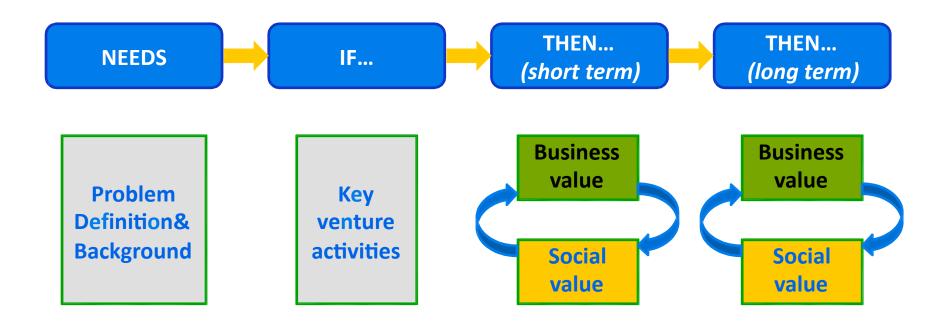
SIA Framework





Theory of Change – WHY?

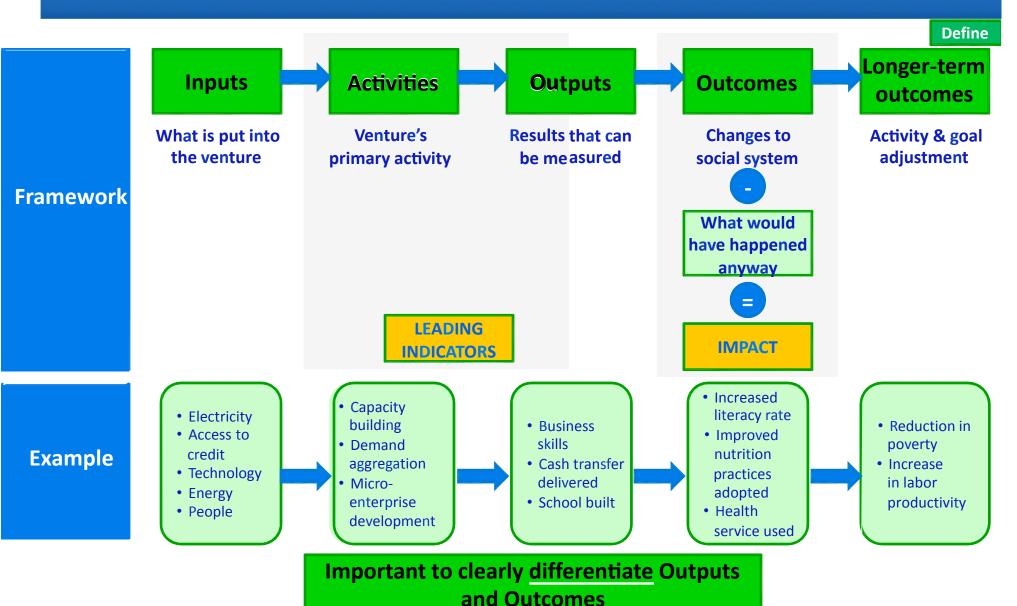
Define



Theory of change should be <u>easily</u> understood even by those who are not familiar with the business



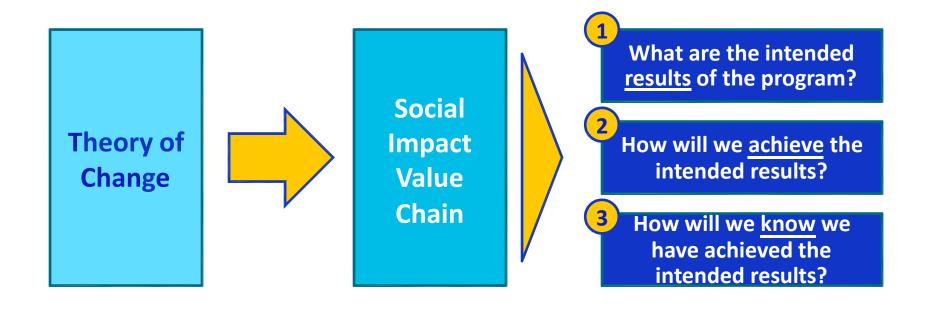
Impact Value Chain – HOW?





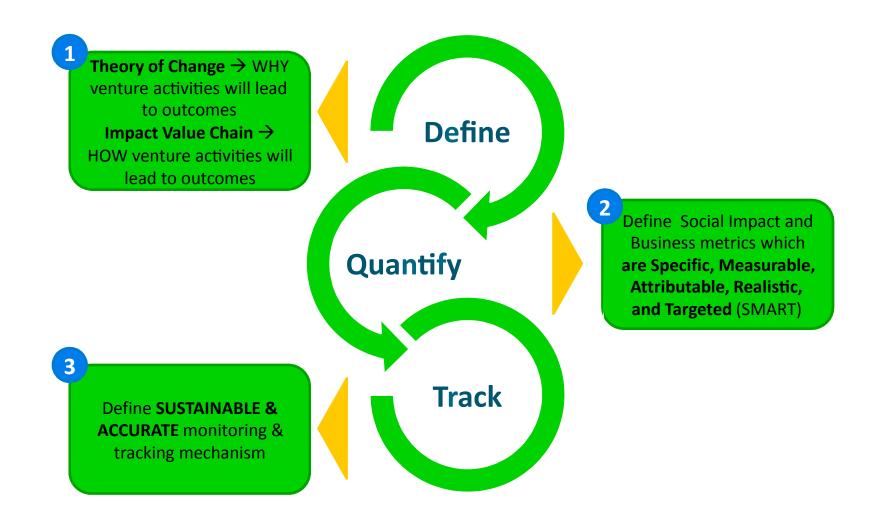
Define Social Impact Value Chain

Define





SIA Framework





SMART Metrics

Quantify & Track

_	c.		• -	•		
I)	efi	n	ıt	ı	റ	n
_					u	

Examples of metrics (which one more SMART?)

	ecit	r•
nc	וואנ	\Box

Measure as closely as possible what you want to know.

- Outcome: Increase in literacy
- Metrics: Number of students graduated from school in area A vs. % literacy rate

Measurable

Be clear about how it will be measured – specific.

 Metrics: Number of mothers in village A using product X vs. product usability

Attributable

Logically and closely linked to a program's efforts / activities.

• **Effort**: Weekly money collection

 Metrics: Percent of mothers repaid the money in <7 days by agent A vs. net margin

Realistic

Data obtainable at reasonable cost, frequency and accuracy.

 Metrics: Improved sanitary level in Africa vs. number of households having proper sanitation in area A

Targeted

Specific to the program's target group / customer.

Metrics : Number of toilets sold to franchisers in area A vs. total toilets sold

SIA Overview – Case Studies

- Review of SIA
 - Define, Quantify and Track
 - In Depth Review of Define
 - Theory of Change
 - Impact Value Chain
 - In Depth Review of Quantify and Track
- Sanergy Case (SIA winner 2011)
- FasoProt Case (SIA winner 2012)



Sanergy: SIA Case





Sanergy aims to permanently reduce sanitation-related disease among residents of Africa's slums by making sanitation accessible, affordable, and sustainable.

- A dense network of microfranchised small-scale sanitation centers located in every block of the slums.
- A low-cost containerized waste collection infrastructure to easily transport the waste.
- A centralized processing facility that efficiently converts the waste into electricity, which is sold to the national grid, and high quality organic fertilizer.





Sanergy: Theory of Change



THEN... THEN... **NEEDS** IF... (short term) (long term) **Business value: Business value:** Slum dwellers will • 8 million people in Revenue from Dominant the slums of Kenya, seek hygienic toilet rent toilet and and 2.6 billion sanitation facilities Revenue from bioenergy • The facilities will be worldwide, lack biogas provider in priced at a level that access to basic electricity Kenya sanitation is affordable to slum dwellers Resulting diarrheal • The facilities will be disease kills nearly 1.6 million children sufficient in number **Social value:** Social value: each year and geographic The incidence **Improve** distribution for • Kenya alone has 10 of sanitationmortality rate million people living residents to rely on related Improve living in its slums, 80% of hygienic sanitation disease will standard whom lack access to facilities Reduce decrease • The facilities' basic sanitation poverty operators earn a

sustainable income



Sanergy: Impact Value Chain



Inputs

Capital | Appropriate technology | Innovative business models

Activities

Sanitation marketing | Toilet fabrication, sales, & installation | Business & operations training | Waste collection | Waste processing

Outputs

Hygienic sanitation facilities | Income for residents of slums | Saleable byproducts of waste processing

Outcomes

Reduced sanitation-related disease | Increased healthy, productive time and earning potential | Increased income among sanitation infrastructure operators & staff | Reduced gender-based violence | Reduced water pollution | Reduced methane and carbon dioxide emissions



Sanergy: SMART Metrics



Specific

Measurable

Attributable

Realistic

Targeted

Output metrics

- # of people using Sanergy Sanitation Center.
- Income earned by toilet and Sanergy staff.
- Cumulative human waste collected and processed into saleable byproducts.

Outcome metrics

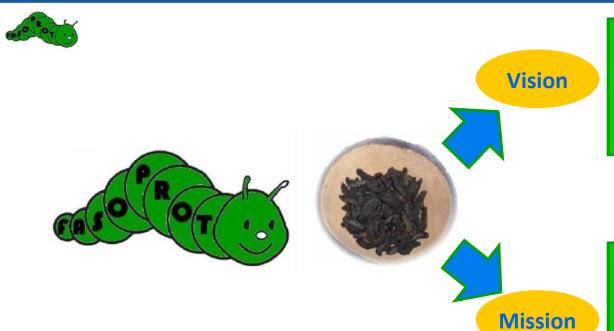
- Provide \$158.09 of annual social benefit to each toilet customer.
- Create profitable small businesses for toilet operators and good jobs, providing at least \$1200 of annual economic benefit to each franchisee and employee.
- Create \$696.45 of annual carbon emission reduction.

SIA Overview – Case Studies

- Review of SIA
 - Define, Quantify and Track
 - In Depth Review of Define
 - Theory of Change
 - Impact Value Chain
 - In Depth Review of Quantify and Track
- Sanergy Case (SIA winner 2011)
- FasoProt Case (SIA winner 2012)



FasoProt: SIA Case



To become a major stakeholder in reducing poverty and in improving the nutrition of women and children through agribusiness based on local resources in Africa.

To offer **shea caterpillar** as a **highly nutritious** processed food supplement to improve the **health and food security** of local people.





FasoProt: Theory of Change



NEEDS IF... THEN... (short term) THEN... (long term)

- 35% of children under five (1 million) suffer from chronic malnutrition in Burkina Faso.
- A major cause of infant mortality, responsible for 50% of deaths.
- About 43.9% of the population lives below the level of poverty.

- If low income
 Africans gain access
 to affordable
 caterpillar-enriched
 products.
- If the rural population gets involved in the caterpillar business.
- If caterpillars provide revenues.

Business value: • Revenue from

whole-seller
• Break-even in
3 years

- Social value:
- Malnutrition will be reduced and health will be improved
- Preservation of natural resources

Business value:

 Dominant market share

Social value:

- Improved nutrition
- Reduction of infant mortality and health costs



FasoProt: Impact Value Chain



Inputs Activities Outputs Outcomes Shea caterpillars Communicate 15,000 mothers Improve Additional and children will malnutrition and train rural be clients in the nutrition Reduce poverty women to Operation and produce 4th year management caterpillars Engage at least 2,000 lowteam Aggregate caterpillar supply income women and develop fair in the collection trade market for and initial caterpillars preparation of • Dry and process the caterpillars Increase income caterpillars by 50% Give incentive to preserve shea trees Create 32 wellpaid jobs



FasoProt: SMART Metrics

Specific

Measurable

Attributable

Realistic

Targeted

Output metrics

 Number of people exp. increase in standard of living due to FasoProt

- Number of children with improved nutritional situation
- Number of workers with improved economic situation

Measurement

 Evaluated by income provided by caterpillars compared with the initial income the women had

 Evaluated by the savings made by preventing instead of treating severe malnutrition

 Evaluated by calculating the number of jobs created in a country where 77% of the population is unemployed