



Social Impact Assessment (SIA)

Guidelines

2014

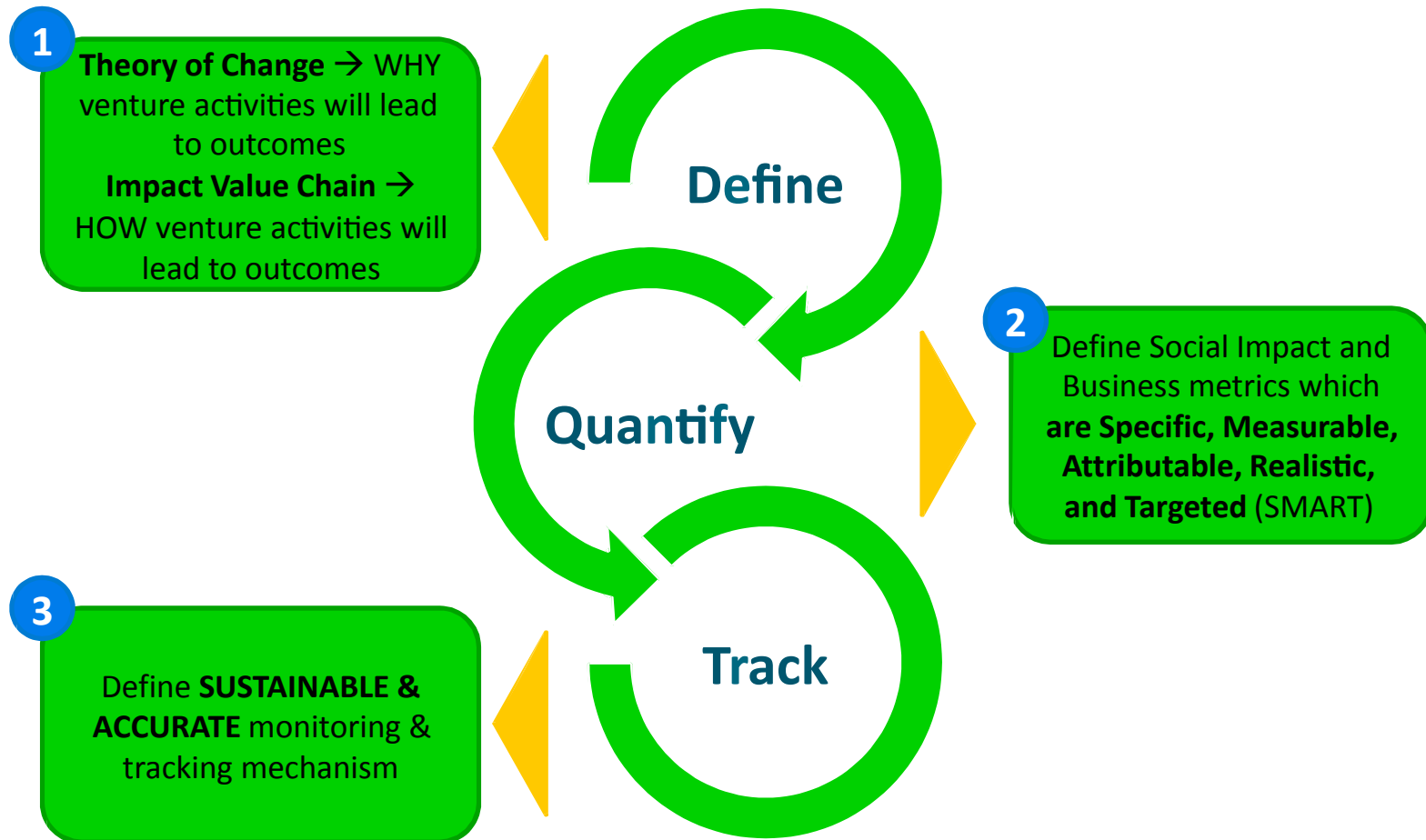
Berkeley, CA

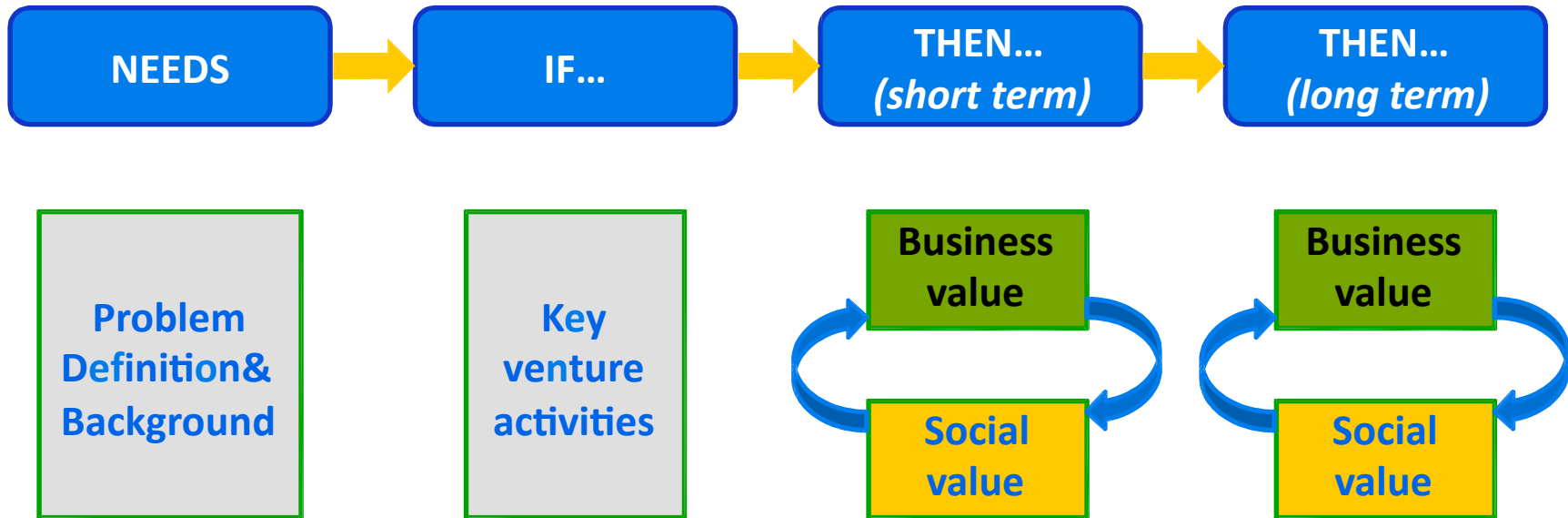


- **Review of SIA**
 - Define, Quantify and Track
 - In Depth Review of Define
 - Theory of Change
 - Impact Value Chain
 - In Depth Review of Quantify and Track
- **Sanergy Case (SIA winner 2011)**
- **FasoProt Case (SIA winner 2012)**



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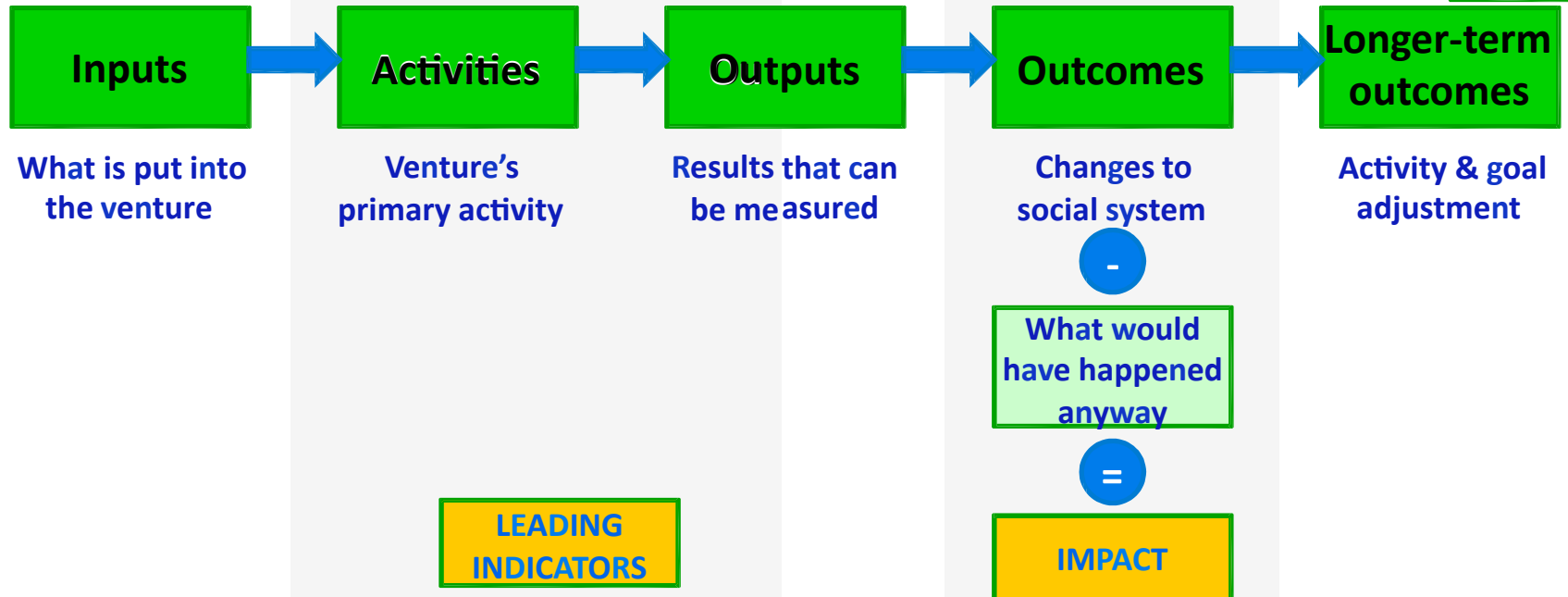


Theory of change should be easily understood even by those who are not familiar with the business

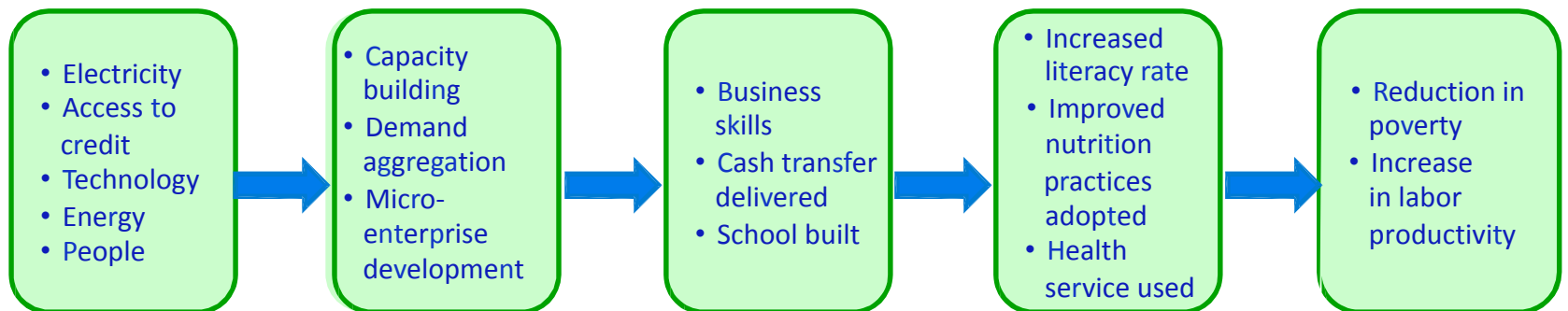


Define

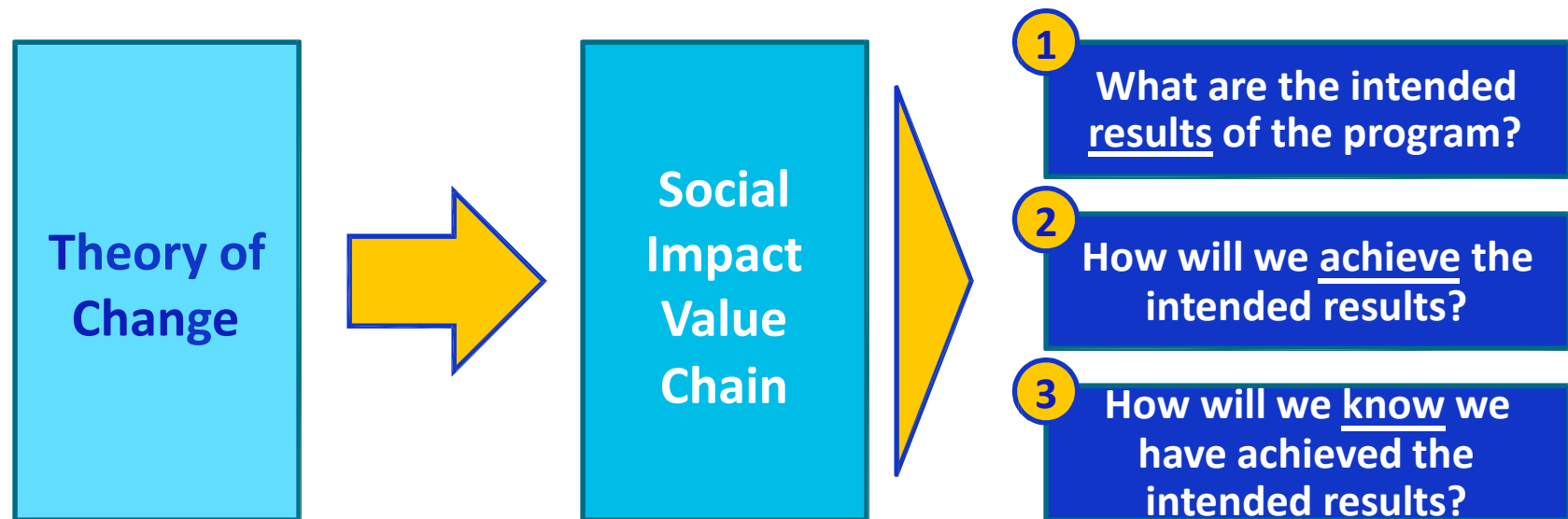
Framework

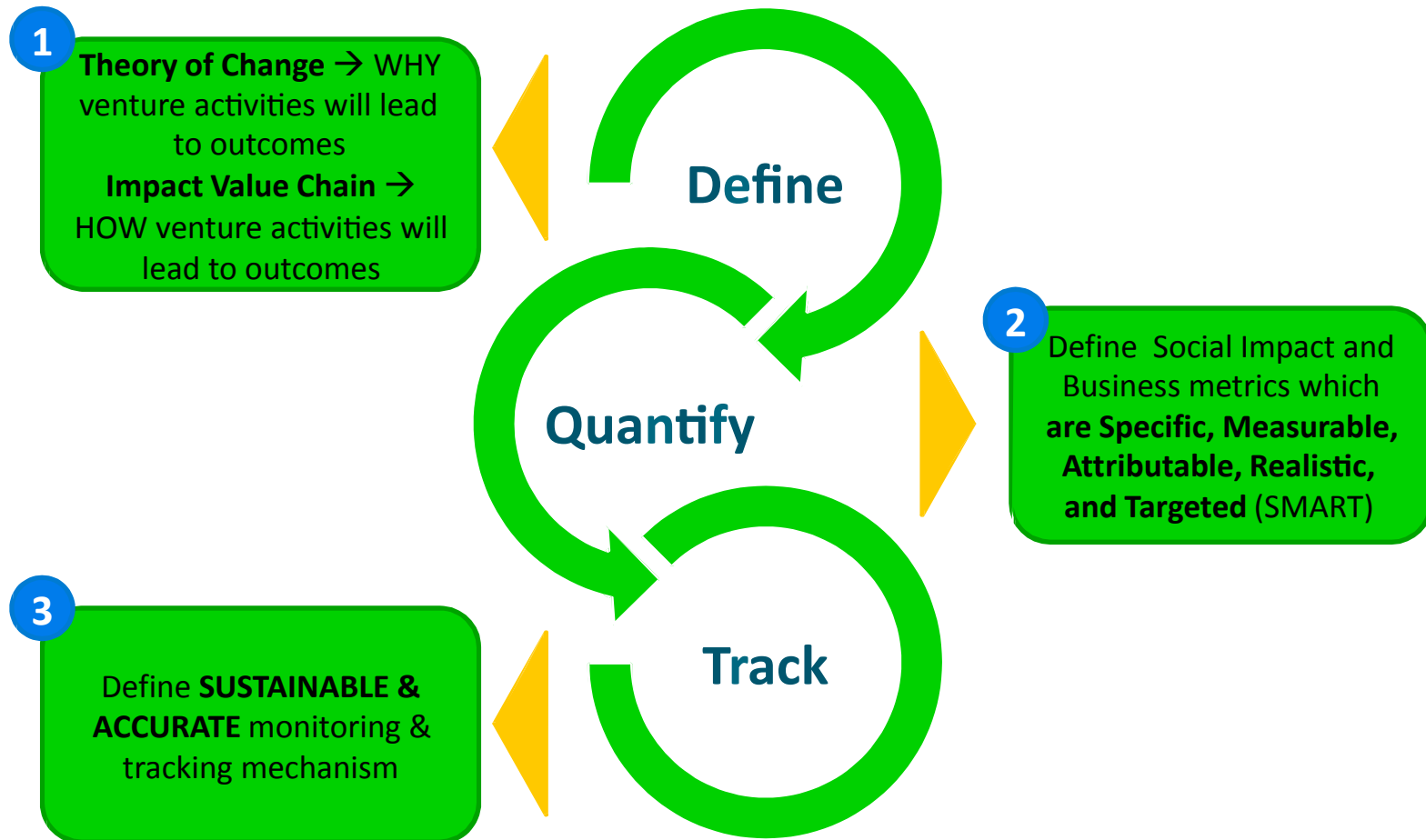


Example



Important to clearly differentiate Outputs and Outcomes







Definition

Examples of metrics (which one more SMART?)

Specific

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

Atributable

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



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

1

A dense network of micro-franchised small-scale sanitation centers located in every block of the slums.

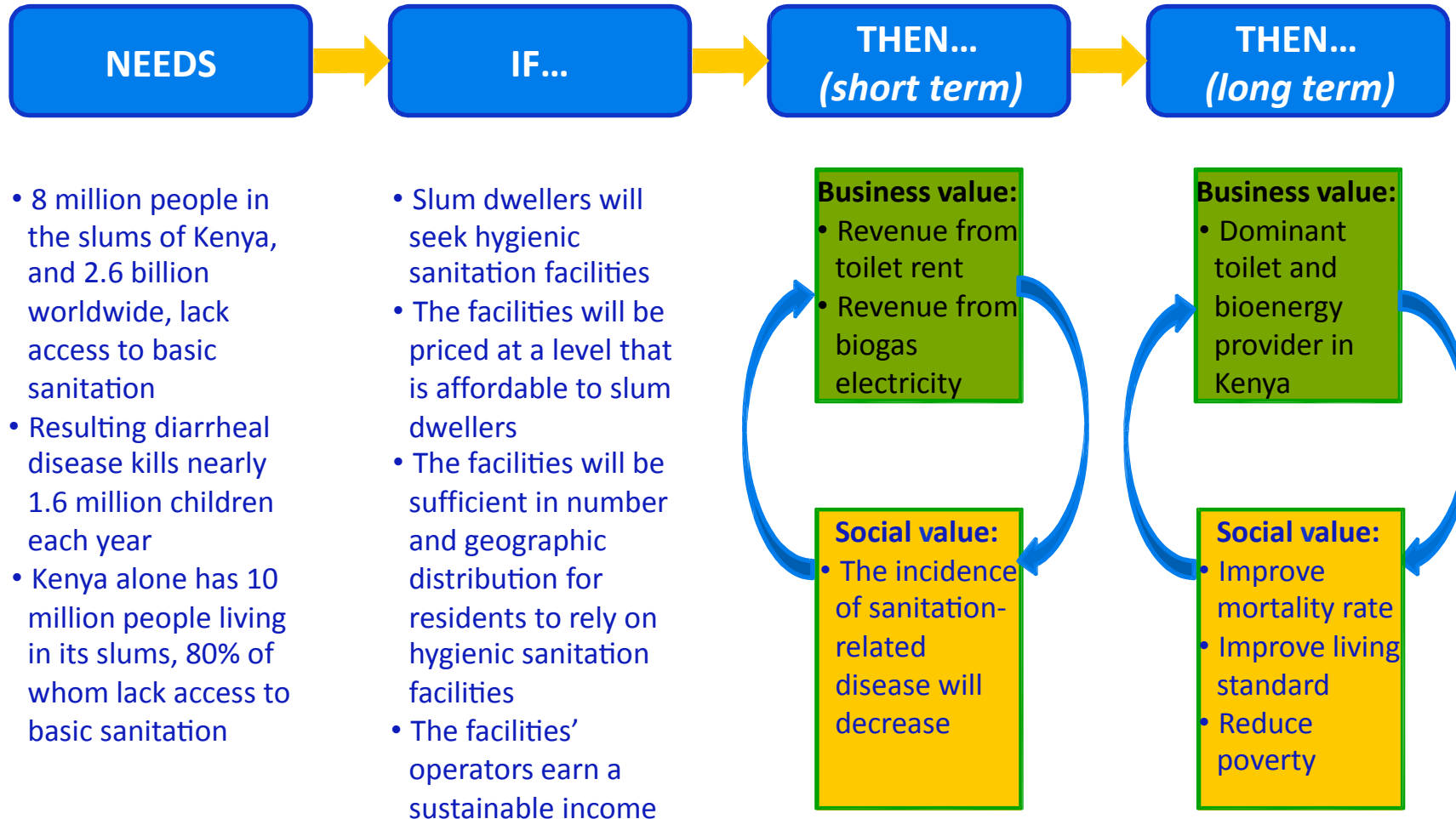
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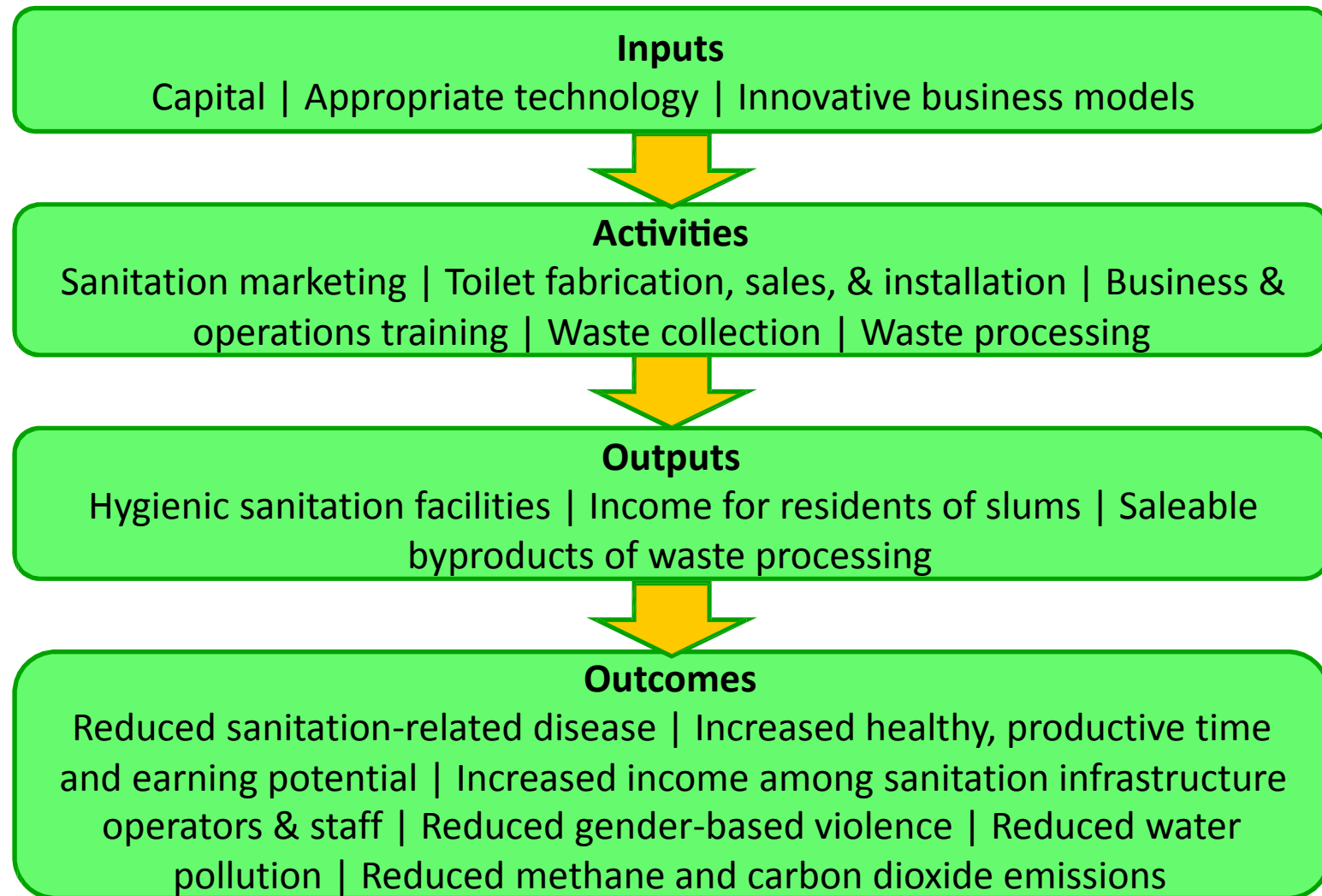
A low-cost containerized waste collection infrastructure to easily transport the waste.

3

A centralized processing facility that efficiently converts the waste into electricity, which is sold to the national grid, and high quality organic fertilizer.









Specific

Measurable

Atttributable

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.



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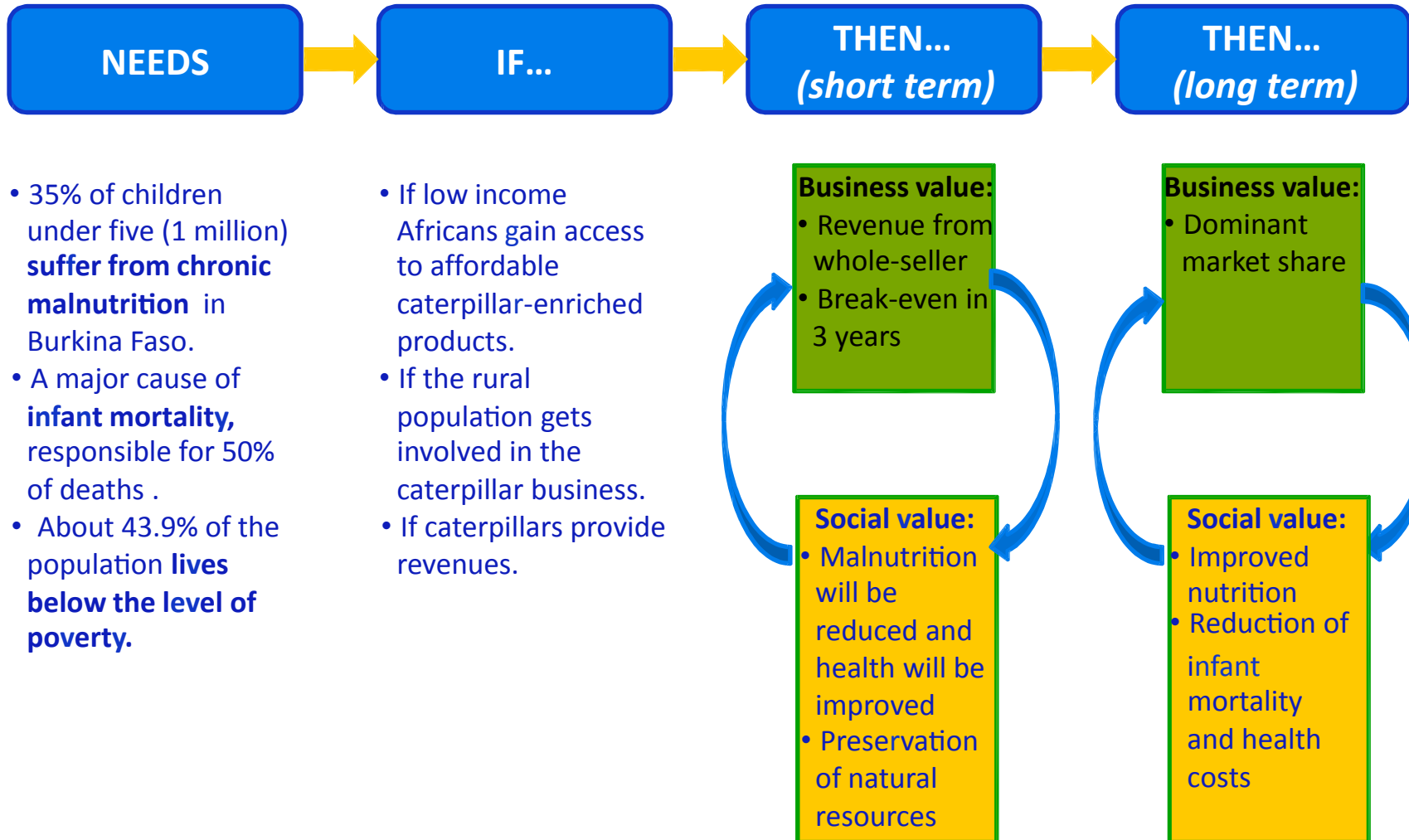
Vision

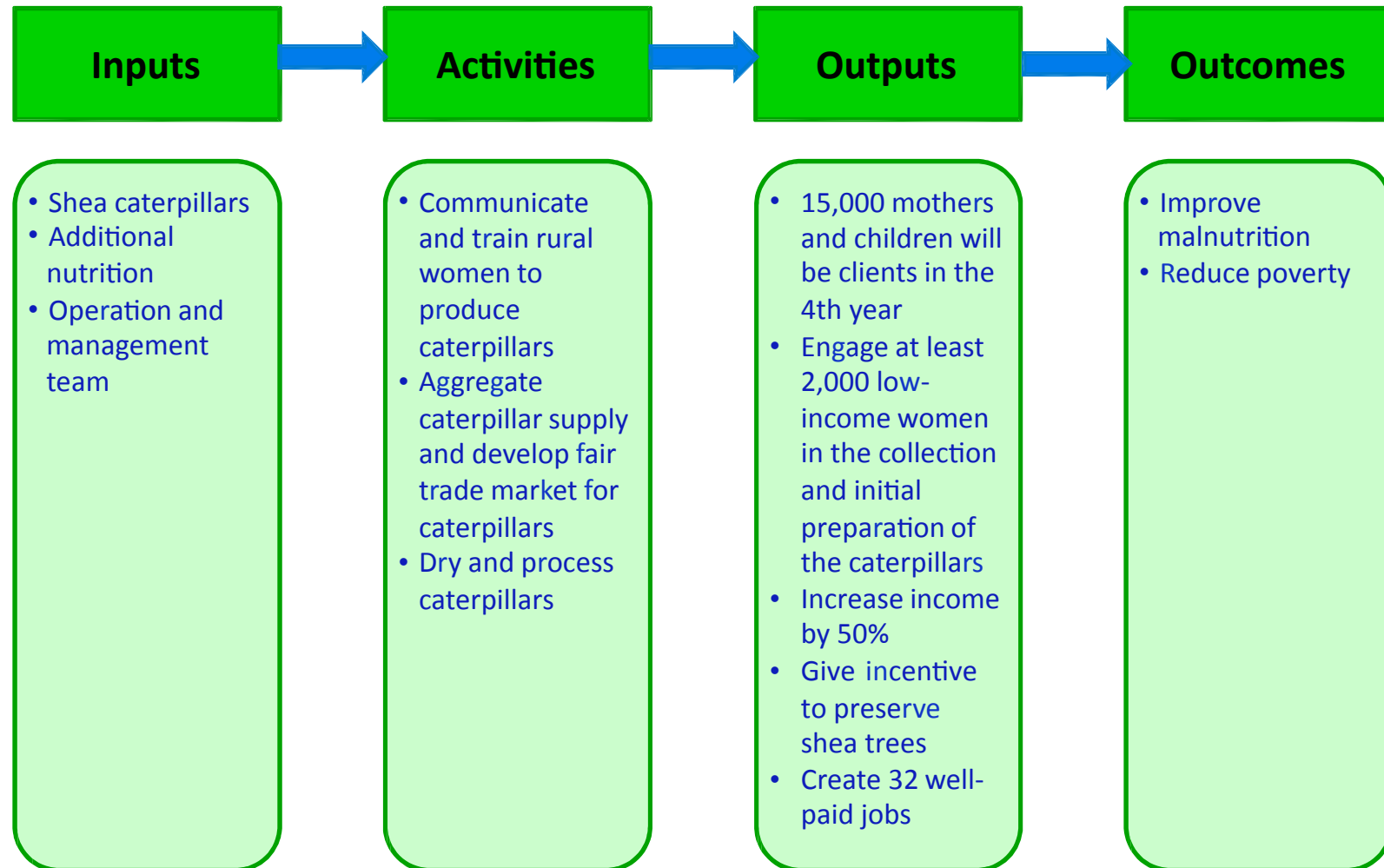
To become a major stakeholder in **reducing poverty** and in **improving the nutrition of women and children** through **agribusiness** based on local resources in Africa.

Mission

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









Specific

Measurable

Atributable

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