



- Blended Value Approach
- Process of Measuring Social Impact
- Examples From the Field

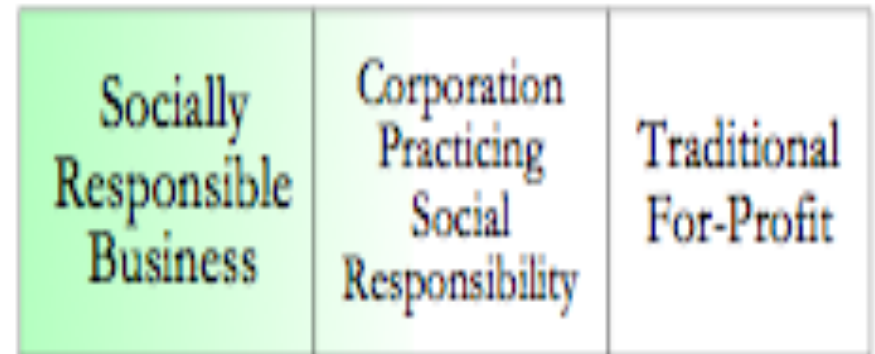
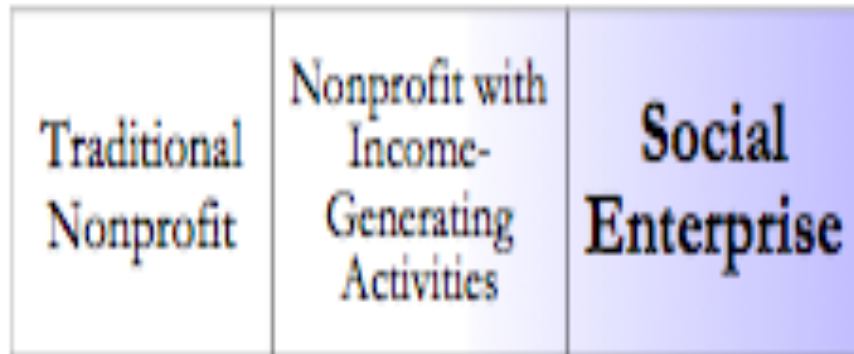


*“There is an idea that values are divided between the financial and the societal, but this is a fundamentally wrong way to view how we create value. Value is whole. The world is not divided into corporate bad guys and social heroes.”*

# Sustainability Equilibrium

Social Sustainability

Economic Sustainability

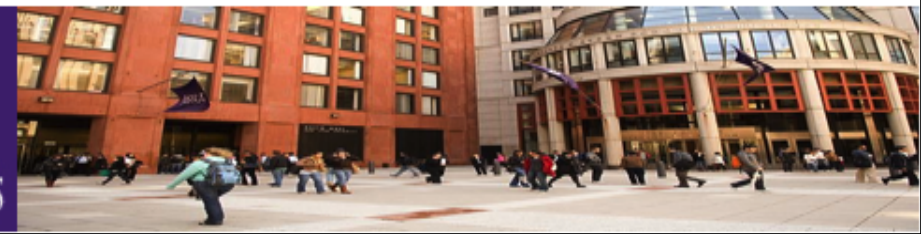


← Purpose: Social Value Creation

Purpose: Economic Value Creation →

Sustainability Strategy: →  
Commercial methods  
support social programs

← Sustainability Strategy:  
"Doing well by doing good."





# Merging Two Perspectives Blending Values





# Measuring Social Impact

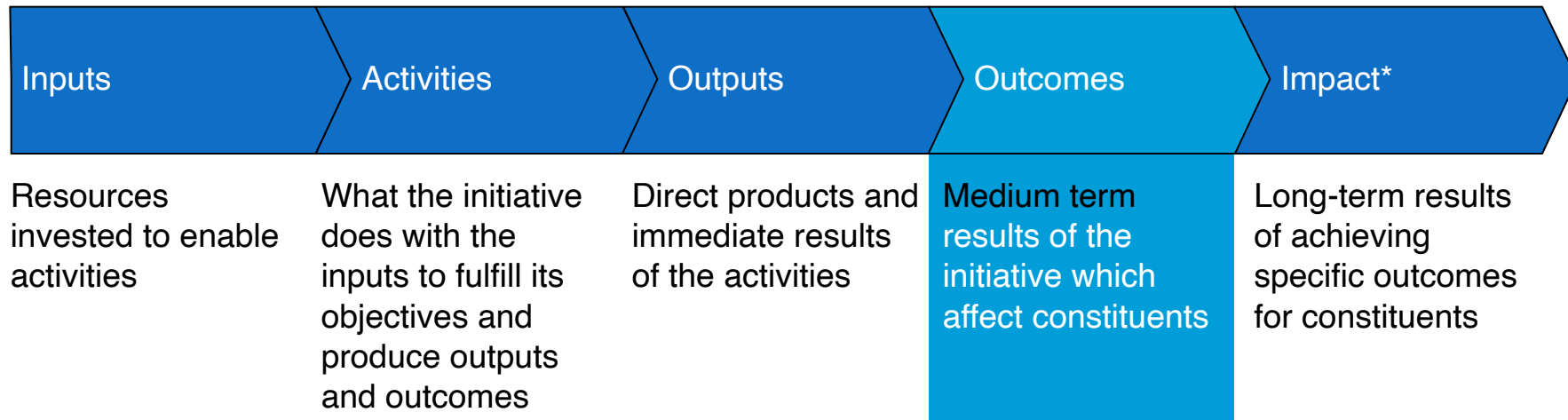
## 3-Step Approach

- 1. Define Your Social Value Proposition  
Theory of Change and Social Impact Value Chain
- 2. Quantify Your Social Value  
Top 3-4 measurable social outcomes, to be tracked
- 3. Communicate/Sell! Your Social Value  
Using tools/platforms similar to TRASI

# 1. Theory of Change Examples

- **Habitat for Humanity** – Providing families with simple, decent, affordable housing will break the cycle of generational poverty.
- **VisionSpring** – Delivering affordable corrective eyewear to the 1 billion people in the developing world who need it and can not get it will raise the standard of living in those countries through enhanced educational and employment opportunities for the wearers.
- **Charter schools** – Offering parents & students choice in public schools creates competition, which will spur innovation and lead to higher performing schools and better educational outcomes.

# Developing Your Own Value Chain - Impact



- Assessing outcomes allows real-time learning that can guide improvements while an initiative is underway
- Outcomes provide action-oriented proxies for impact
- Outcomes are easier and more affordable to track than impact measures



# Social Outcomes

## Environment

- Improved quality of water, air, living conditions
- Financial savings by eliminating need for future environmental cleanup
- Increased preservation of biodiversity by responsible product sourcing

## Health

- Improved quality of life due to improved disease outcomes or living conditions
- Improved life expectancy due to disease prevention measures

## Education

- Improved job opportunities resulting from completion of high school/college
- Decreased cost to society of crime associated with poor school attendance or poor socialization

## 2. Quantify Your Social Value

Top 3-4 measurable social outcomes, to be tracked

- Solar Panel Retailer – believes that deriving energy from solar power is cleaner and less harmful for the environment may define its social indicators as:
  - # of solar panels installed per fiscal year
  - % of panels installed that replace other forms of energy
  - Savings in air emissions related to non-solar power energy generation per sale

# 3. Communicate/Sell

- Why?
  - Increases transparency, legitimacy
    - Shows the metrics you used evaluate a venture's effectiveness in achieving desired social impact
  - Facilitates planning and communication with socially minded investors
    - Stimulates and facilitates capital flow
    - Attracts a broader range of investors to the market





# Examples From the Field



Pazamamos



# Strategic Canvas

Outcomes & Impact					
Mission	Target Community	Products and Services	Costs and Pricing	Culture	People
	Clients				Decision Making
Vision	Donors		Financial Sustainability	Leadership	Processes
Board of Directors					



## Value Proposition for Communities

For vulnerable communities affected by violence, we target the root of social problems through psychosocial and artistic mentoring, workshops, and interventions which aim to strengthen civic culture **by eliminating the social acceptance of violence** and **motivating planning for a better future**.

### Value Proposition

### Outcomes

### Indicators

Eliminate social acceptance of violence

Youth acquire new socialization skills

Number of youth able to resolve conflicts in a non-violent way

Number of youth capable of self-regulating their behaviour

Youth learn importance of fostering peaceful coexistence

Number of youth involved in extracurricular activities within communities

Number of youth reported not belonging to a gang

Motivate planning for a better future

Youth are empowered to recognize own capabilities

Number of youth envisioning a future as a law-abiding citizen

Number of youth taking everyday actions to realize their life plans

madécasse



MADAGASCAR

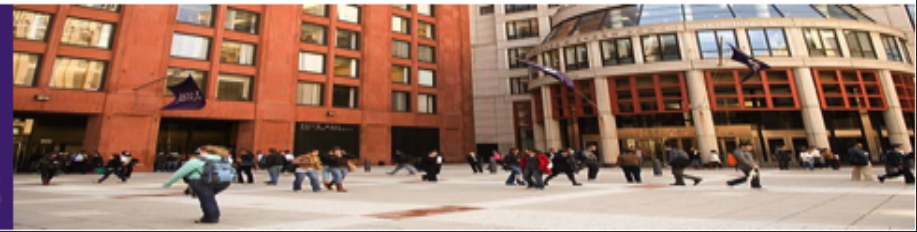
Seventy percent of the world's cocoa comes from West Africa, but less than 1% of the world's chocolate is made there.

FAST COMPANY

*For building a bean-to-bar chocolate company in one of the poorest countries in the world*

NYU STERN

NEW YORK UNIVERSITY · LEONARD N. STERN SCHOOL OF BUSINESS



# Social Impact

## FAIR TRADE (GOOD)



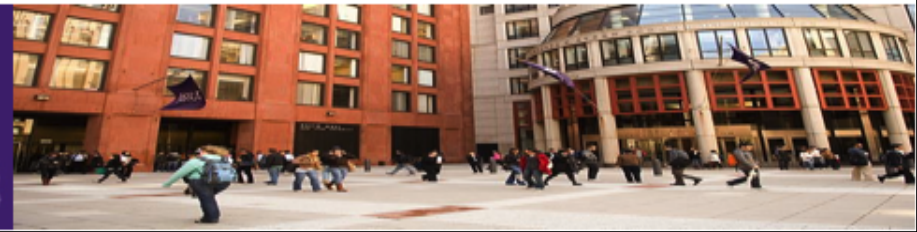
1. Cocoa purchased from farmers
2. Cocoa shipped out of country

## MADÉCASSE MODEL (BETTER)



1. Cocoa purchased from farmers above fair trade price
2. Other investments in local ingredients, infrastructure
3. Chocolate made locally
4. Wrappers printed locally
5. Chocolate hand wrapped locally
6. Finished chocolate bars shipped out of country

More money invested in more communities up and down the entire value chain





## Habitat Conservation

- Native species of birds and lemurs
- Indigenous hardwoods
- Sustainable Farming Practices



## Creating Biodiversity

- Cocoa grown alongside local wildlife
- Fruit trees
- Edible Plants

## Natural Farming

- No herbicides or pesticides
- Diverse tree plantings
- Diverse soil

*We Win.  
Madagascar Wins.  
The World Wins.*



# But How They Quantify?

- - # of farmers in cooperatives
- - # of dependents in cooperatives
- - increase in acres of "forest farm" land created
- - # of workers employed at factory, wrapping production
- - # of stores carrying the product (increased visibility and availability)
- - amount of money from the purchase of a chocolate bar that is circulating in the Madagascar economy

# To Date....

- 4 cooperatives with over 120 farmers and 500 dependents have increased production, income and business acumen and technical knowhow
- Additional forest preservation in 2 at-risk natural reserves
- This will double every 12-18 months most likely as we grow
- Increases in manufacturing in Madagascar
- Increases in production and promotion of US artisans using our product to create confections and value added specialty products (a caramel maker using Madecasse chocolate for example)

# MPOWERD's Mission

MPOWERD, a benefit corporation, seeks to *reduce global energy poverty* through the development and manufacture of affordable, environmentally-friendly lighting and power products.

# Luci: A Solution to Energy Poverty



Luci, MPOWERD's first product, is an inflatable, water-resistant bright LED solar lantern with three settings – dim, bright and emergency flashing.

Weight: 4.5 oz | 5" diameter, 4" height, 1" height collapsed | 2 year minimum lifespan | Retains 50% of charge for 2 years if inactive



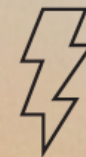
15 OVERALL  
SQ FT  
LIGHTING



6-12 HRS  
OF LIGHT



1 YEAR  
WARRANTY



8 HRS  
CHARGE  
TIME



# LUCI's 5 Areas of Impact

## Promote economic empowerment

Families can spend less time and money on fuel and more time on their businesses

## Improve education

Children use Luci to study at night safely indoors, and spend less time collecting fuel and more time in school

## Ensure safety of young girls and women

Women and girls carry Luci to walk outside and night

## Improve health and quality of life

Families no longer breathe in toxic fumes emitted from burning biomass or kerosene indoors for light

## Protect the environment

Reduce CO<sub>2</sub> emissions and empower individuals to promote environmentally sustainable materials

# Measuring Impact



Partnering with global organizations and research firms to evaluate the benefits and challenges of Luci as a development intervention, and to document Luci's impact in the areas of:

- Self-reported health outcomes
- Household spending on fuel
- Hours spent on education
- Perceptions of community safety
- Environmental sustainability







13 year old Amina Ibrahim Abdallah, a refugee in the UNHCR camp Doro Mabaan, South Sudan, does her school homework by the glow of Luci. She fled her village six months ago with her parents because of heavy fighting and lack of food.





# Luci's Global Connections





# Solar light-prints instead of carbon footprints....



[www.mpowerd.com](http://www.mpowerd.com)

Facebook: [facebook.com/  
MPOWERDInc](https://facebook.com/MPOWERDInc)

Twitter: [@MPOWERDInc](https://twitter.com/MPOWERDInc)

YouTube: [youtube.com/  
MPOWERDInc](https://youtube.com/MPOWERDInc)

# Social Entrepreneurship – Entrepreneurship That Has An Impact!



Other Resources

[www.foundationcenter.org/trasi](http://www.foundationcenter.org/trasi)