



# **Gender Tools: Social Impact**

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**Social Impact Measurement Framework  
for the Clean Cooking Sector**

# Why Measure Social Impact?



- Important to understand the range of impacts created by your product/service
- Understanding these impacts can help implementers improve their programming
  - Data from users can inform implementers:
    - How to improve design
    - How to market products/services
    - How to improve education about product/service use
  - Data from employees/entrepreneurs can inform implementers:
    - How to create more equitable environments
    - How to tailor trainings and mentoring support
    - How to empower employees/entrepreneurs
- Helpful when reporting impacts to diverse audiences
- Attract new funders/investors

# Why Create a Global Social Impact Measurement System?



- 1) Clean cooking implementers, researchers, and investors in **alignment** about how to define the social impact created by the clean cooking sector
- 2) Clean cooking implementers have **clear guidance on how to collect and use social impact data** (e.g. indicators & measurement tools). They can use this information to:
  - Monitor progress and improve their business model
  - Promote their work and attract funding
  - Compare themselves to other clean cooking companies
- 3) Creation of a **centralized data capture, management and analysis system**
- 4) The clean cooking sector can **aggregate its social impacts at the global level**. This information can be used to:
  - Drive more attention and funding to the field
  - Attract new investors and implementers as diverse audiences are aware of the social impact potential of the clean cooking sector

# Process for Defining, Measuring and Reporting on Social Impact

- Map and define relevant social impacts
- Select key domains of social impact for measurement
- Draft indicators
- Select/create measurement methodologies
- Field test indicators and measurement methodologies
- Develop a data capture and management system
- Pilot M&E system
- Modify and adjust
- Roll out

← Current phase

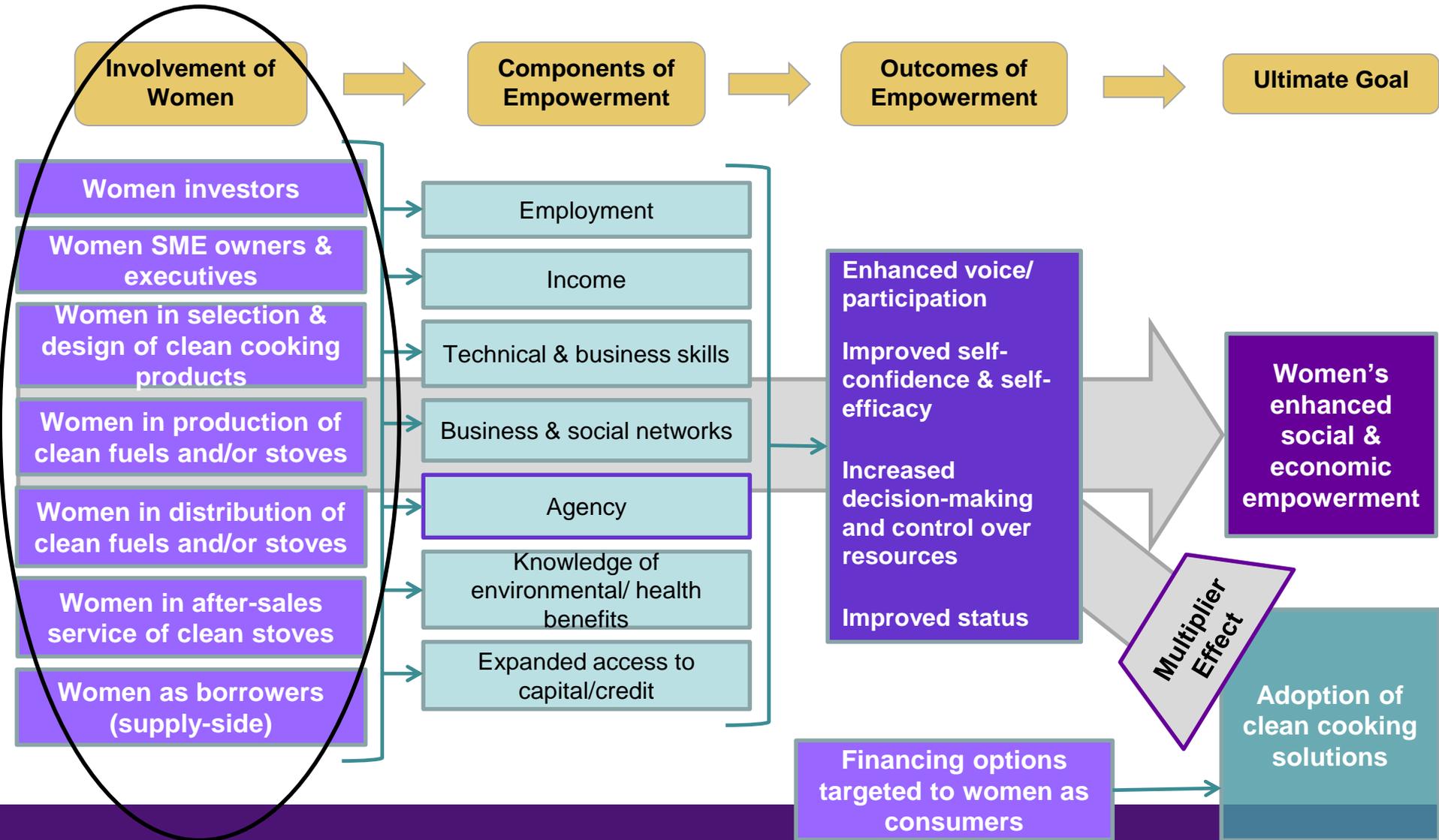


# Pathways of Social Impact

- **PATHWAY 1:** How involvement in the clean cooking value chain expands livelihoods opportunities for women and men
  - How involvement of **women** in the clean cooking value chain enhances **women's social and economic empowerment**
- **PATHWAY 2:** How adoption of clean cooking solutions translates into improvements in **households' social & economic well-being**

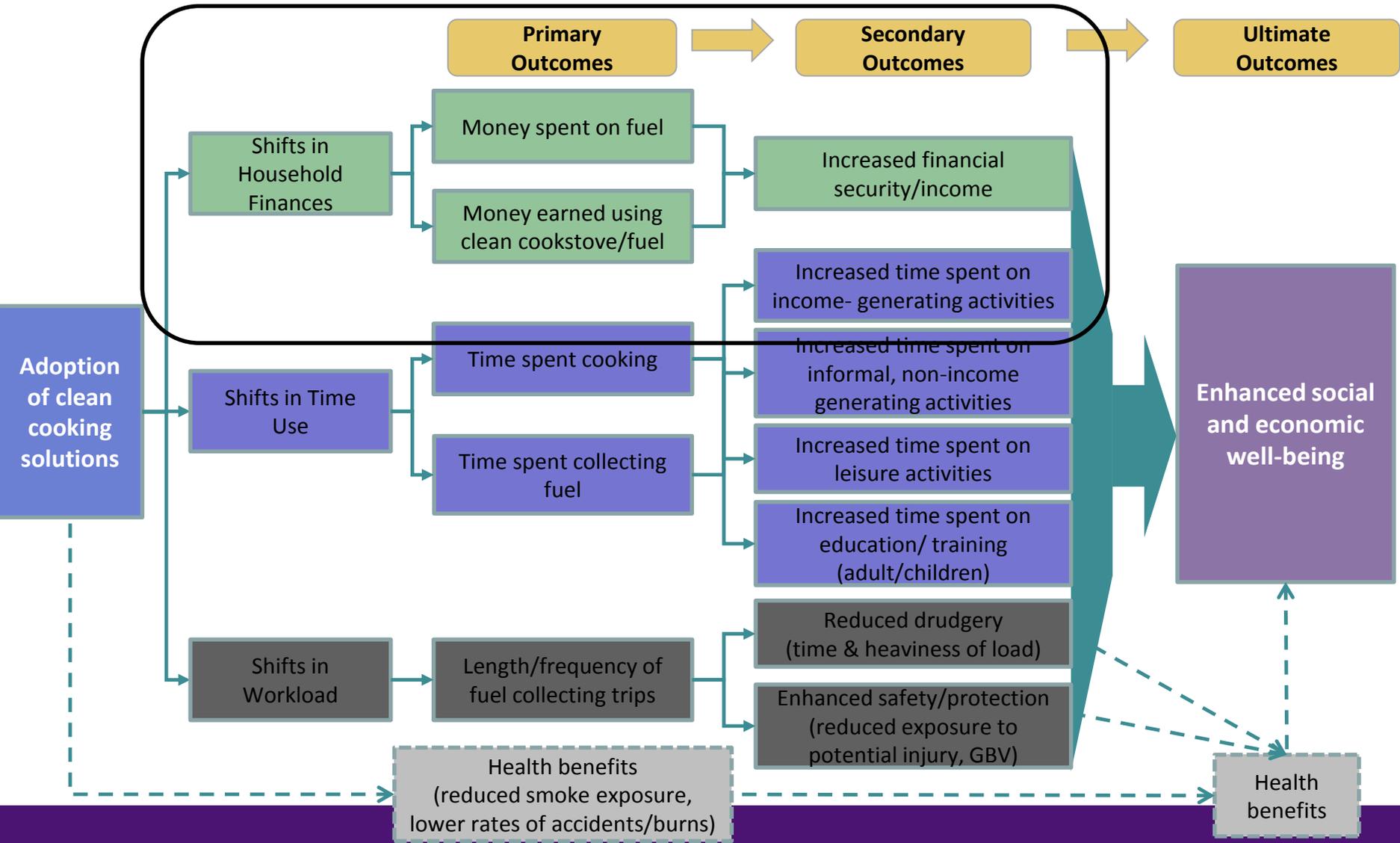
# Social Impact Conceptual Framework:

How involvement of **women** in the clean cooking value chain enhances **women's social and economic empowerment**



# Social Impact Conceptual Framework:

How **adoption** of clean cooking solutions translates into improvements in **households' social & economic well-being**



# Key Domains of Social Impact



## Enterprise Level

<b>Livelihoods</b>	<b>Jobs</b>
	<b>Quality of jobs created</b>
	Full-time/ part-time
	Permanent/ temporary
	Management level
	Area within the value chain
	Geographic location
	<b>Income non-management staff (full-time/ part-time)</b>
	<b>Income management staff</b>
	<b>Women-owned</b>

## Employee/ Entrepreneur Level

<b>Social &amp; Economic Empowerment</b>	<b>Income</b>
	<b>Access to financial services</b>
	<b>Access to credit</b>
	<b>Business skills</b>
	<b>Empowerment/leadership skills</b>
	<b>Mentoring</b>
	<b>Access to networks</b>
	<b>Agency</b>
	Decision-making & control over resources/ assets
	Voice/ communications skills
	Status
	Self-confidence/ self-efficacy

# Key Domains of Social Impact



## Customer Level

<b>Household Finances</b>	Fuel expenditure	
	Income through productive use of cookstove	
<b>Time Use</b>	Time spent on fuel collection	
	Time spent on cooking	
<b>Household Social &amp; Economic Well-being</b>	Status within the family/community	
	Workload	
		Safety/protection
		Drudgery

# Social Impact Measurement Framework



Tool	Timing
<b>Enterprise Survey</b>	Annually
<b>Employee/Entrepreneur Survey</b>	<u>Baseline</u> : when the person is newly hired/newly engaged with the enterprise  <u>Follow-up</u> : after 6 months or 1 year
<b>Customer Survey</b>	<u>Baseline</u> : soon after purchase of the product/service  <u>Follow-up</u> : 6 months or 1 year after purchase of the product/service

# Customer Level Survey

## Modules of the Survey:

- Personal Information
- Household Information
- Fuel Expenditure
- Fuel Collection
  - Time Use
  - Drudgery
  - Safety
- Cooking
  - Time Use
  - Drudgery
  - Safety
- Income earned through productive use of clean cooking product
- Status
- Customer Satisfaction



# Customer Level Indicators



- **Time use (fuel collection)**
  - Average change in number of hours spent on fuel collection annually  
*(disaggregated by sex)*
    - Total change in number of hours spent on fuel collection annually
  - Top uses of saved time (if time required is less)  
*(disaggregated by sex)*
- **Drudgery (fuel collection)**
  - Average change in experienced drudgery *(disaggregated by sex)*
    - Average change in weight of fuel carried annually
    - Average change in distance traveled for fuel collection annually
  - Percentage of respondents who reported a positive change in level of effort associated with fuel collection  
*(disaggregated by sex)*

# Fuel Collection

**Fuel Collection:** Now I want to ask you a few questions related to your fuel collection.

**What types of fuel do you/your household collect?**

Ask the respondent whether they use the fuel type, if yes, ask the rest of the questions in that row, and then move on to the next fuel type.

After completing one section, ask:

**Is the amount of time required to collect fuel different in different seasons?**

If the respondent answers YES, fill in the names of the different seasons (D1j, D2j), the number of months in that season, and then ask about collection of relevant fuels for each season, then move on to the next season. If it is not different, simply fill out the first section (D1) below.

	D1j. Name of the season and # of months in this season	Fuel type	D1. Yes/No	D1a. How frequently do you collect the fuel?		Approximately how much do you collect per fuel collection trip?			D1f. Approximately how far do you travel per fuel collection trip? (Km)**	D1g. Who mostly gathers the fuel?*	D1h. How much time do they spend on each collection trip? (in minutes)	D1i. How is the fuel normally collected? 1=head/back, 2= bike, 3= donkey cart, 4=donkey w/o cart 5=other 98-don't know
				D1a.# of times	D1b. Per # of months	D1c. Quantity	D1d. Unit (bundle, sack, bunch)	D1e. Kg per unit**				
		<b>EXAMPLE</b>	Y	3 times	1 month	1	bundle	20kg	3	1, 3	60 min	1
Season 1		1 Wood										
		2 Animal Dung										
		3 Agricultural Waste										
		4 Charcoal/Coal										
		5 Other-specify:										
	<b>D2i.</b>	<b>Fuel type</b>	<b>D2.</b>	<b>D2a.</b>	<b>D2b.</b>	<b>D2c.</b>	<b>D2d.</b>	<b>D2e.</b>	<b>D2f.</b>	<b>D2g.</b>	<b>D2h.</b>	<b>D2i.</b>
Season 2		1 Wood										
		2 Animal Dung										
		3 Agricultural Waste										
		4 Charcoal/Coal										
		5 Other-specify:										

\* Note: Here, school-going children below the age of 15 years are referred to as boys and girls, and above 15 years old are referred as men and women

\*\*The units for weight and distance can be calculated according to the local context.

# Fuel Collection Drudgery

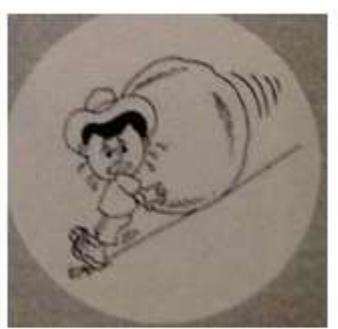
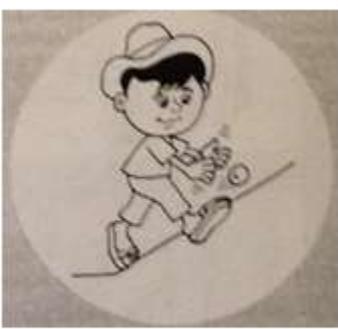
## Fuel Collection Drudgery

**D9.**  
**Post only**

Now I want you to think about the level of effort required for fuel collection. I am going to ask you to use the pictures below to tell me about this level of effort. They represent a task that requires no effort up to a task that requires an extreme amount of effort.

Please first point to the picture that matches the amount of effort you spent on fuel collection before you had the [clean cooking project]/ when you were cooking with the old method. Then point to the picture that matches the amount of effort you spend on fuel collection now that you are using the [clean cooking product].

*Write the name of the cooking methods below the pictures that the respondent points to. Include both the old cooking method and the [clean cooking product].*



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A young boy with a joyful expression is giving a thumbs up with both hands. He is wearing a white short-sleeved shirt, a red tie, and a red and black plaid vest. The background is slightly blurred, showing a red floor and the lower legs of other people. The text 'Thank You!' is overlaid on the left side of the image.

**Thank You!**