



Improve Your Triple Bottom Line: Social Impact

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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 M&E 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**

Key Domains of Social Impact



Enterprise Level

Livelihoods	Jobs					
	Income non-management staff (full-time/ part-time)					
	Income management staff					
	Quality of jobs created					
	<table border="1"> <tr> <td>Full-time/ part-time</td> </tr> <tr> <td>Permanent/ temporary</td> </tr> <tr> <td>Management level</td> </tr> <tr> <td>Area within the value chain</td> </tr> <tr> <td>Geographic location</td> </tr> </table>	Full-time/ part-time	Permanent/ temporary	Management level	Area within the value chain	Geographic location
	Full-time/ part-time					
	Permanent/ temporary					
	Management level					
	Area within the value chain					
	Geographic location					
Women-owned						

Employee/ Entrepreneur Level

Social & Economic Empowerment	Income				
	Access to financial services				
	Access to credit				
	Business skills				
	Empowerment/leadership skills				
	Mentoring				
	Access to networks				
	Agency				
	<table border="1"> <tr> <td>Decision-making & control over resources/ assets</td> </tr> <tr> <td>Voice/ communications skills</td> </tr> <tr> <td>Status</td> </tr> <tr> <td>Self-confidence/ self-efficacy</td> </tr> </table>	Decision-making & control over resources/ assets	Voice/ communications skills	Status	Self-confidence/ self-efficacy
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	Voice/ communications skills				
	Status				
Self-confidence/ self-efficacy					

Key Domains of Social Impact



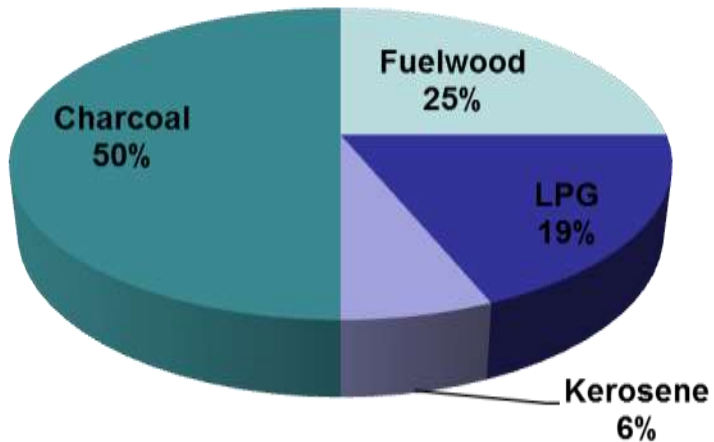
Customer Level

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

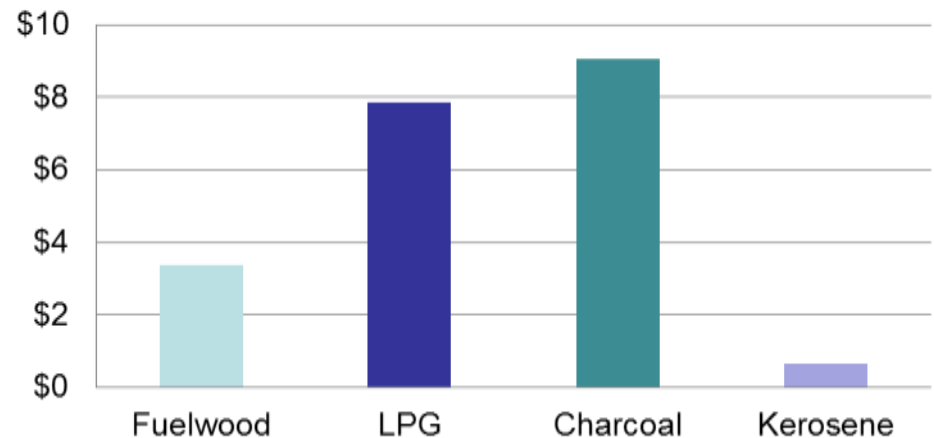
Summary from EcoZoom Pilot

Fuel Expenditure

Type of Fuel Purchased



Average Monthly Fuel Expenditure per household that purchased this fuel



Summary from EcoZoom Pilot



Time Use

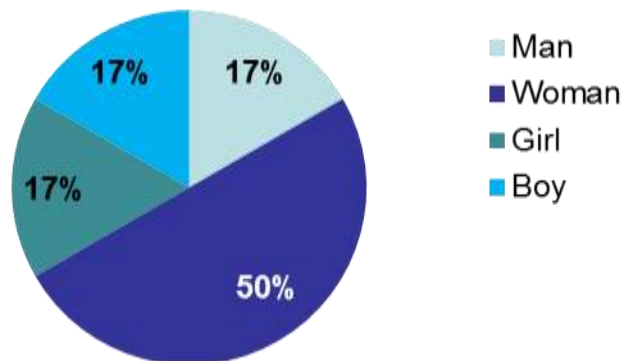
Fuel Collection:

- On average, customers are collecting fuel **2.8 times/month**- spending **64 min** and traveling **1.3km**

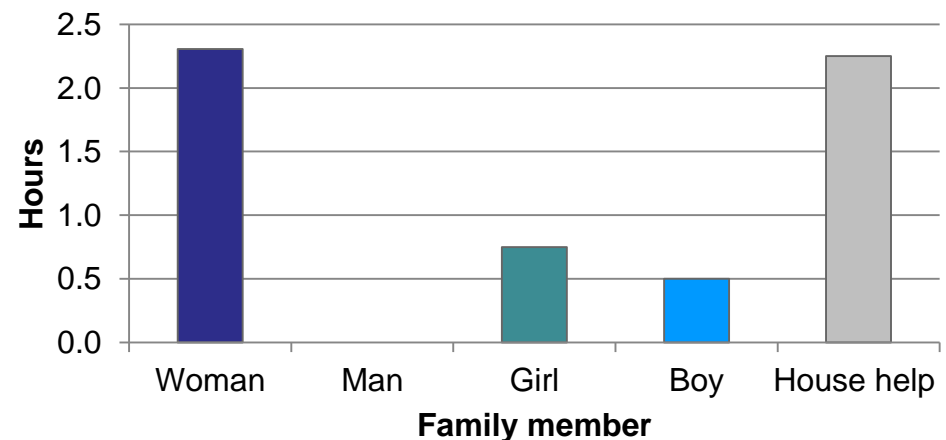
Time Use

Cooking:

Who is responsible for fuel collection?



Average time spend on cooking



Initial signs of Change with EcoZoom

Time Use

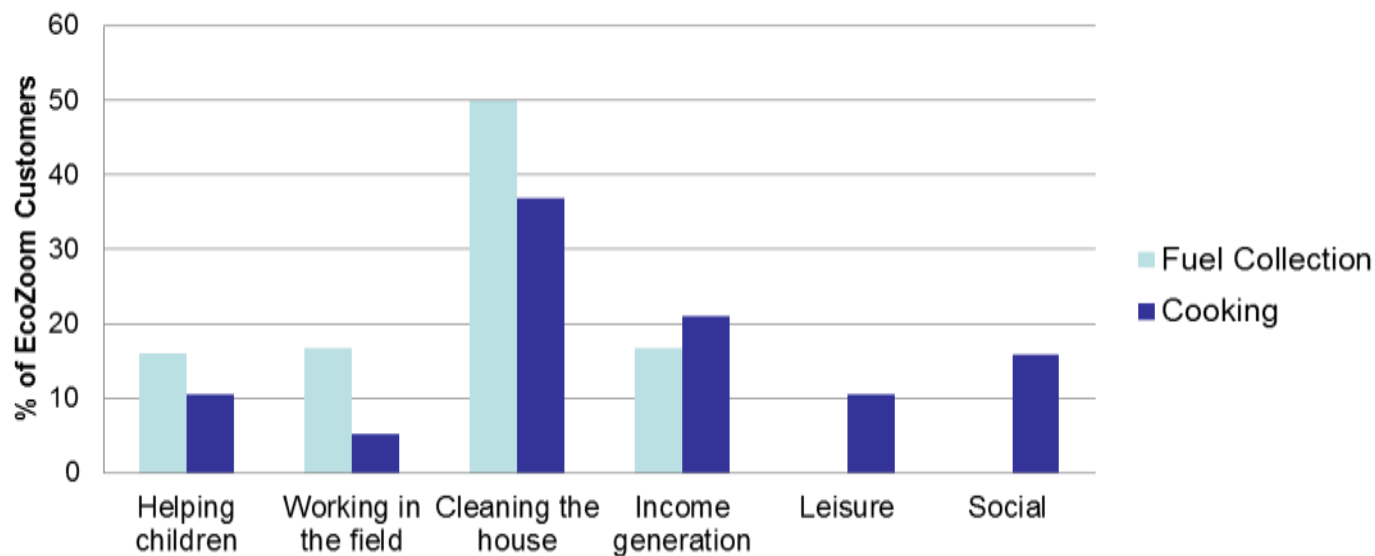
Fuel Collection:

- **100%** of customers reported spending less time on fuel collection now that they have the EcoZoom stove

Cooking

- **100%** of customers reported spending less time on cooking compared to previously

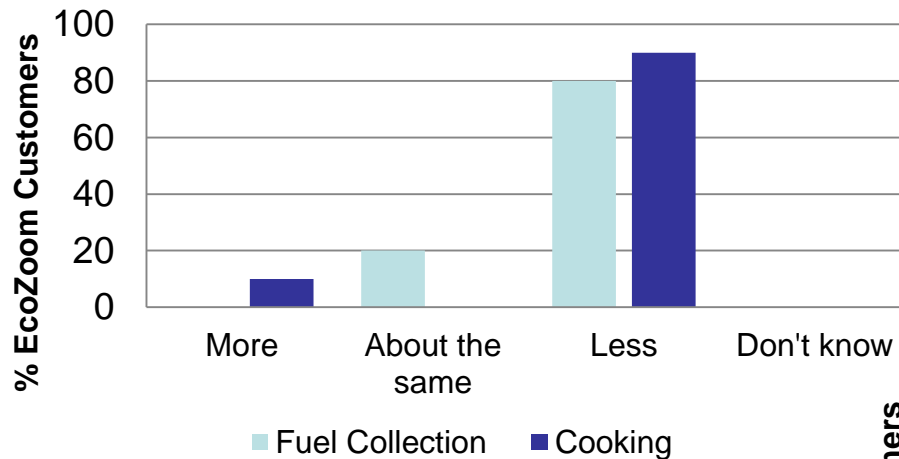
Usage of Time Saved



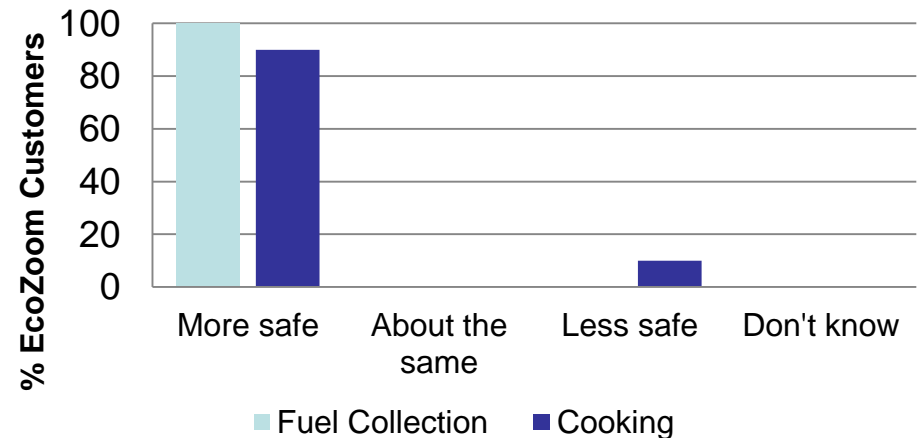
Initial signs of Change with EcoZoom

Drudgery & Safety

Perceptions of Drudgery



Perceptions of Safety



Field Testing Challenges

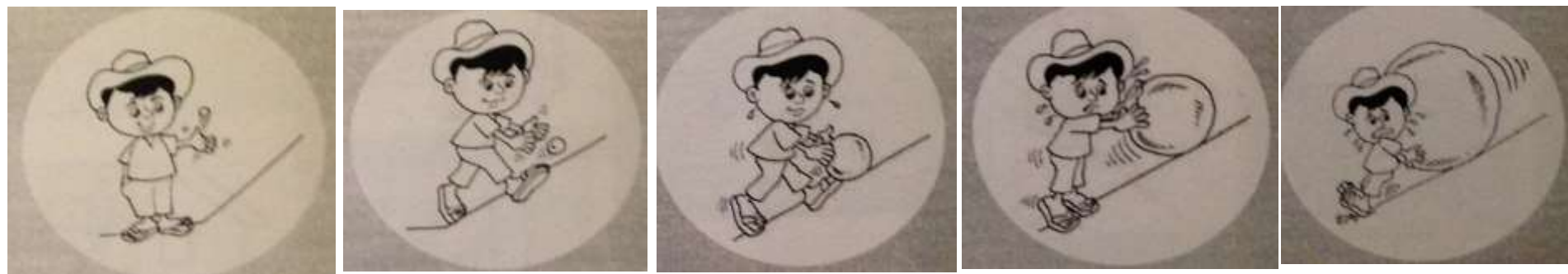
Customer Survey

- Time use
- Fuel collection
 - Seasonal
 - Difficult to collect (weight/distance)
 - Drudgery
 - Sensitivity of asking about safety risks
- Adoption/ usage

Employee/ Entrepreneur Survey

- Indicators (multi-dimensional/intrinsic)
- Sensitivity of employer collecting data from employees/ entrepreneurs

CULTURAL CONTEXT



Think of a ladder with 10 steps representing where people stand in society. At the top of the ladder are the people who are the best off – those who have the most money, the most knowledge, and the most respected jobs. At the bottom of are the people who are worst off – those who have the least money, least knowledge, and the least respected jobs or no job. The higher up you are on this ladder, the closer you are to people at the very top and the lower you are, the closer you are to the bottom. Where would you place yourself on this ladder?

10
9
8
7
6
5
4
3
2
1



Next Steps

- Finalize methods and indicators
- Develop data capture & management systems
- Pilot M&E system
- Modify and adjust
- Roll out





Thank you!