

Webinar #2: Enhancing Poverty Alleviation Performance: Amplifying the Voice of Local Stakeholders

Presenters:

- Heather Esper, Program Manager for Impact Assessment- William Davidson Institute
- Yaquta Kanchwala Fatehi, Research Associate- Impact Assessment- William Davidson Institute
- Kat Harrison, Director of Research & Impact, SolarAid

This webinar is part of a larger series **“Assessing Multidimensional Poverty Impacts: Techniques that are Easy-to-Implement and Customizable”**.

Schedule of events:

- Webinar #3: Enhancing Poverty Alleviation Performance: Quantifying Changes Experienced by Local Stakeholders – JULY 18, 10 AM-11 AM EDT
- Impact Assessment Hands-on Workshop: OCTOBER 22-24, 2014, Ann Arbor, MI

Register at:

<http://wdi.umich.edu/research/bop/webinar2014>



William Davidson Institute

AT THE UNIVERSITY OF MICHIGAN



1. Quick recap from webinar 1
2. Today's objectives
3. Qualitative methodologies
4. Guest speaker – SolarAid
5. Questions and answers
6. References
7. Annex

Main takeaways from webinar 1

Multidimensional view of poverty reduction includes (Link: <http://youtu.be/7g825zjC5Y4>)

1. Voice of all local stakeholders
2. Outcome indicators on multiple dimensions of well-being
3. Positive and negative impacts



Base of the Pyramid Impact Assessment Framework (BoP IAF)

	Buyers	Sellers	Community
Economic Well-Being			
Capability Well-Being			
Relationship Well-Being			

Benefits of the BoP IAF

Holistic

- Multidimensional poverty
- Positive and negative impacts
- Multiple stakeholders

Interactive

- Voice of all stakeholders
- Customizable to a venture

Systematic

- Comparison across ventures

Actionable

- Business model improvements
- Information for future evaluations

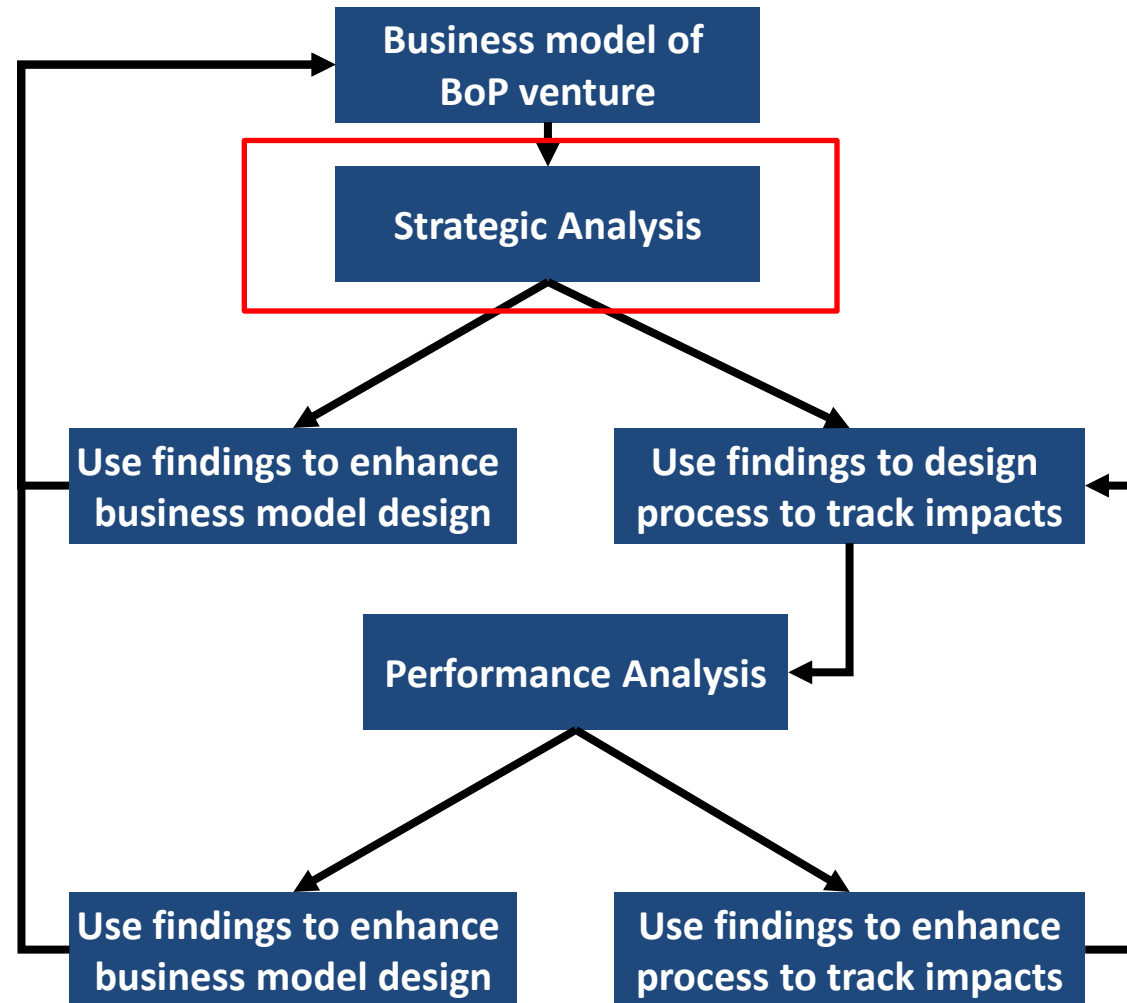
Methodology to holistically capture multidimensional poverty outcomes

Strategic Analysis- Qualitative

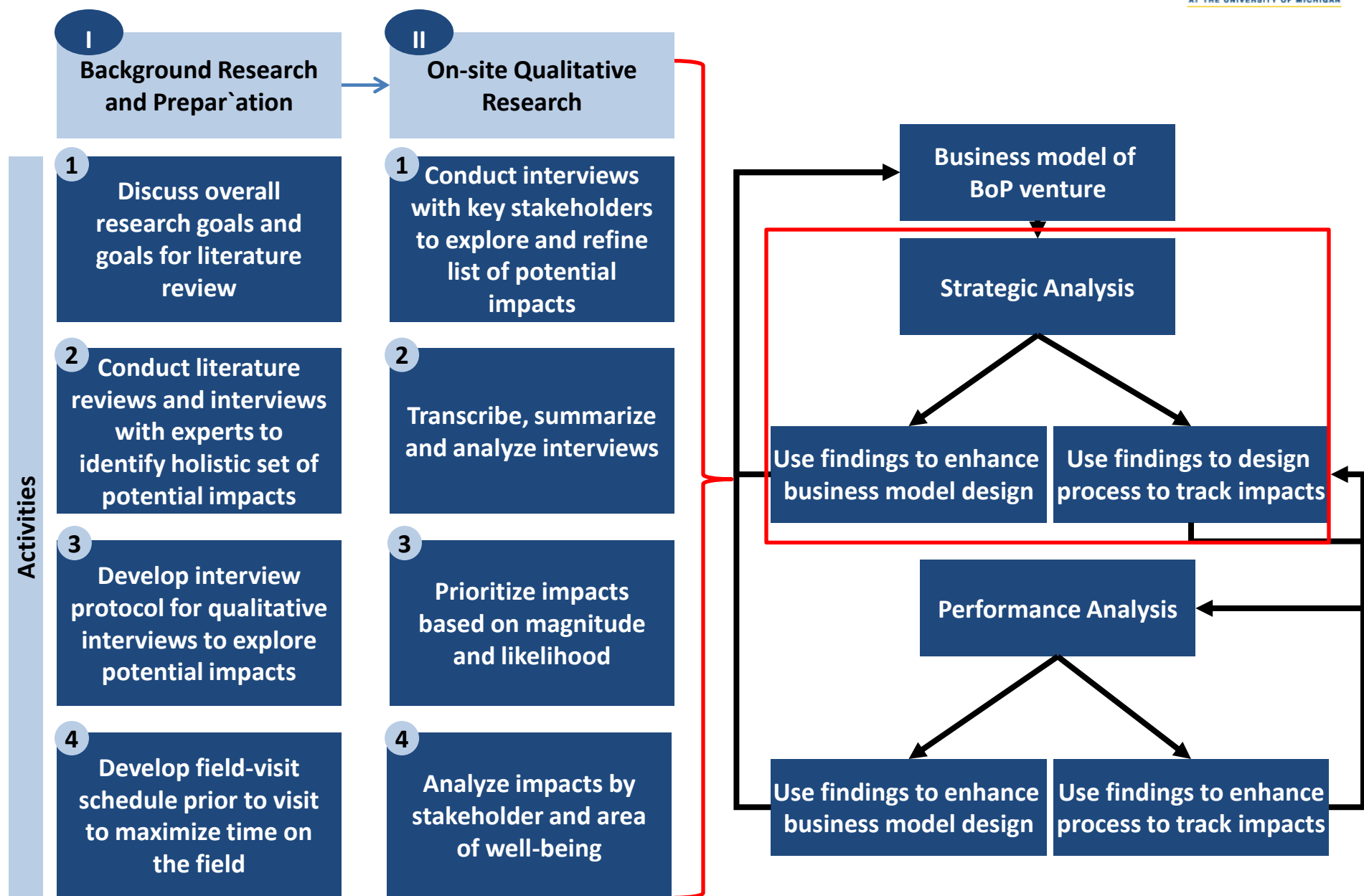
- Magnitude/likelihood

Performance Analysis – Quantitative

- Research Design
- Sample Selection
- Sample Size
- Survey Development
- Data Collection
- Data Analysis
- Reporting and Continued Enhancement



Key activities during the Strategic Analysis Phase



‘Focusing on the Next Generation: An Exploration of Enterprise Impacts on Child Poverty’.

- Damage caused by poverty during early childhood can transcend into adulthood and onto the next generation (UNICEF 2012).
- Many economists argue that money spent on this phase is the most powerful investment a country can make (Irwin et al 2007).



Social enterprises included in the study

Sell Products to the BoP



Sell Services to the BoP



Source from the BoP



Social enterprises selected work in different sectors and geographies

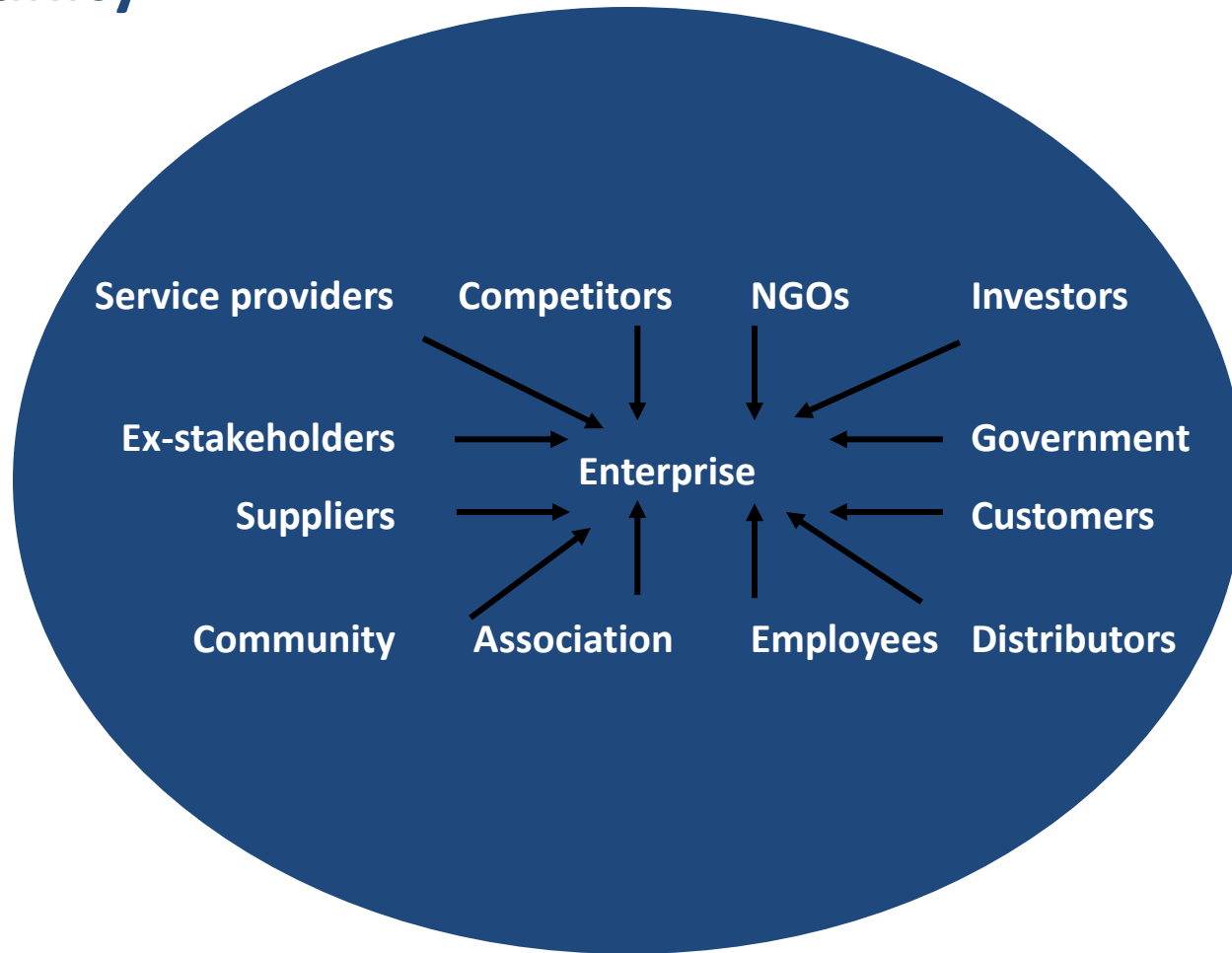
Direct and indirect pathways of change



Populating the BoP Impact Assessment Framework

	Children of				
	Customers	Producers	Distributors	Employees	Community
Economic Well-Being	←..... Δ Income Δ Income stability Δ Savings Δ Debt Δ Risk →				
Capability Well-Being	←..... Δ Physical health Δ Psychological health Δ Knowledge Δ Self-confidence Δ Aspirations →				
Relationship Well-Being	←..... Δ Interactions Δ Support Δ School adaptability Δ Social networks Δ Home environment Δ Local environment →				

Conversations with all stakeholders including the community



Variety of stakeholders interviewed to allow for triangulation of impacts

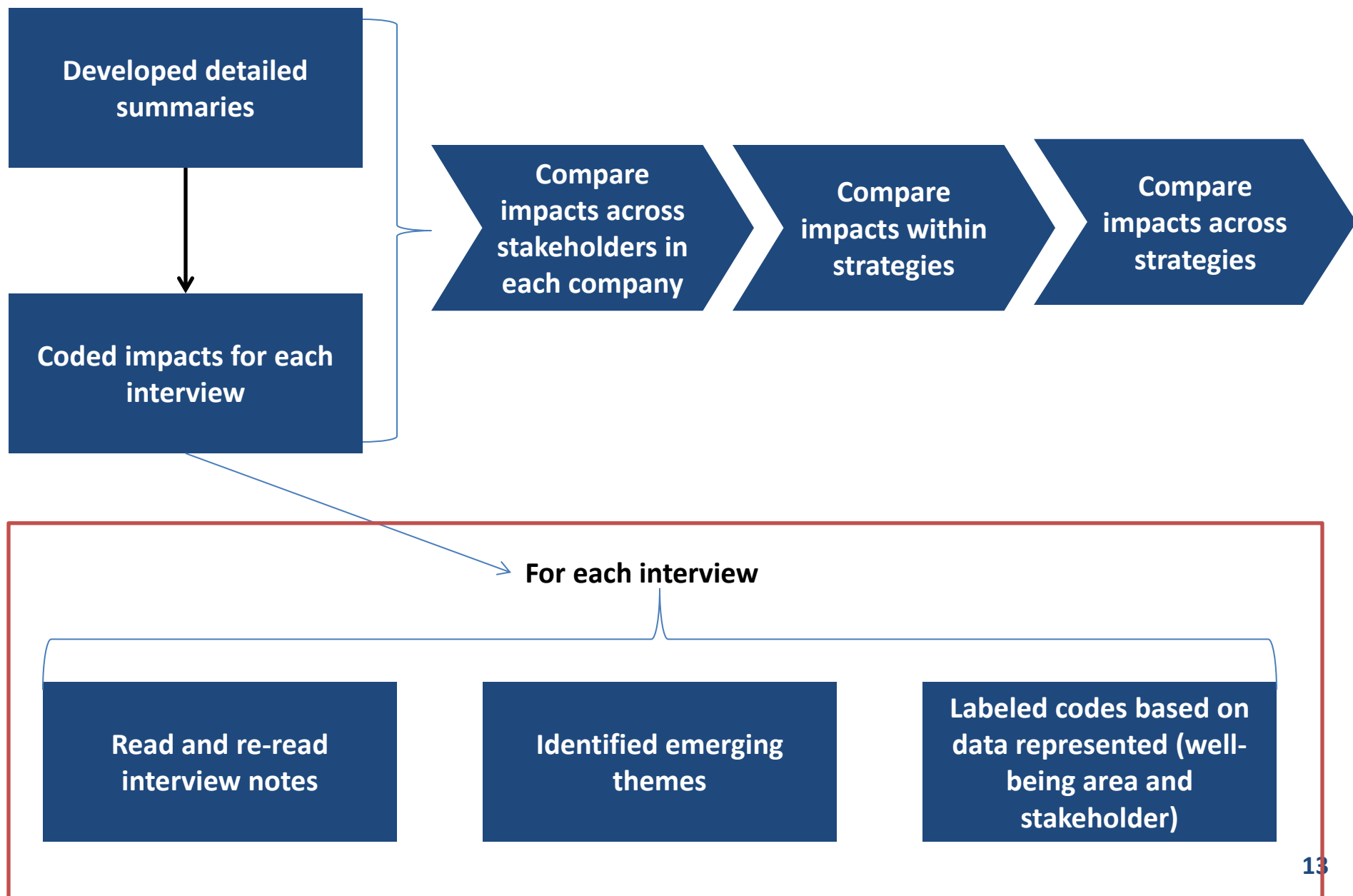
Our interviewee list

Venture	Stakeholders interviewed (and number of interviewees)
Patrimonio Hoy	Customers (19) Employees (17) External organizations (7) Non-participants (2)
SunnyMoney	Customers (15) Non-customers (22) Distributors (6) Employees (3) External organizations (29)
Sanergy	Customers (5) Distributors (6) Employees (6) Non-customers (5) External organizations (4)
Penda Health	Customers (25) Employees (7) Non-patients (12) External organizations (8)
Villa Andina	Producers (9) Non-VA producers (6) Employees (4) External organizations (12)
Honey Care Africa	Producers (7) Non-Honey Care producers (2) Employees (3) External organizations (6) Honey consumers (3) Honey sellers (3)

Qualitative interview checklist

Checklist	Purpose of activity
Face-to-face, in-depth, qualitative, semi-structured interviews with key stakeholders	Refine potential impacts Open-ended question and follow-up probes - Compare current well-being of children to status prior to venture engagement - Compare well-being to others in the community - Sensitive questions at the end of interview - Consider positive and negative impacts
Informed consent	Ethics of data collection
Recorded interviews	Re-visit recordings, transcribe notes
Collected documents and images	Observational techniques
Translators used where required	Language boundary (watch for “lost in translation”, leading)
Reviewed data regularly	Capture emerging patterns, priorities, and attain saturation
Questions adapted with increasing number of interviews with same stakeholder group	Capture new changes in well-being, test hypothesis, and probe more deeply

Data analysis conducted in study



Children of				
Biz Model 1: Sell products to the BoP				
Customers	Producers	Distributors	Employees	Community

Economic Well-Being	
Capability Well-Being	
Relationship Well-Being	

Children of				
Biz Model 2: Sell services to the BoP				
Customers	Producers	Distributors	Employees	Community

Economic Well-Being	
Capability Well-Being	
Relationship Well-Being	

Children of				
Biz Model 3: Source from the BoP				
Customers	Producers	Distributors	Employees	Community

Economic Well-Being	
Capability Well-Being	
Relationship Well-Being	

Finding:

All business models create potential for negative economic impacts for children.

Implication for Managers:

Explore methods to provide access to additional support during the payment period or when expenses are incurred to comply with venture requirements.

	Children of				
	Biz Model 1: Sell products to the BoP				
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Economic Well-Being					
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	Biz Model 2: Sell services to the BoP				
	Customers	Producers	Distributors	Employees	Community
Economic Well-Being					
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	Children of				
	Biz Model 3: Source from the BoP				
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Relationship Well-Being					

Finding:

Children of distributors experience the largest magnitude and number of positive impacts compared to those of other stakeholders.

Implication for Managers:

Strategize between creating impacts for the largest group of stakeholders or deepening impact for the smallest group.

Finding:

Children of caregivers who work with a venture experience additional capability and relationship well-being impacts compared to other stakeholders' children.

Implication for Managers:

- Strengthen networks for distributors, producers, and employees by enabling regular conversations
- Help identify high-quality child support options.

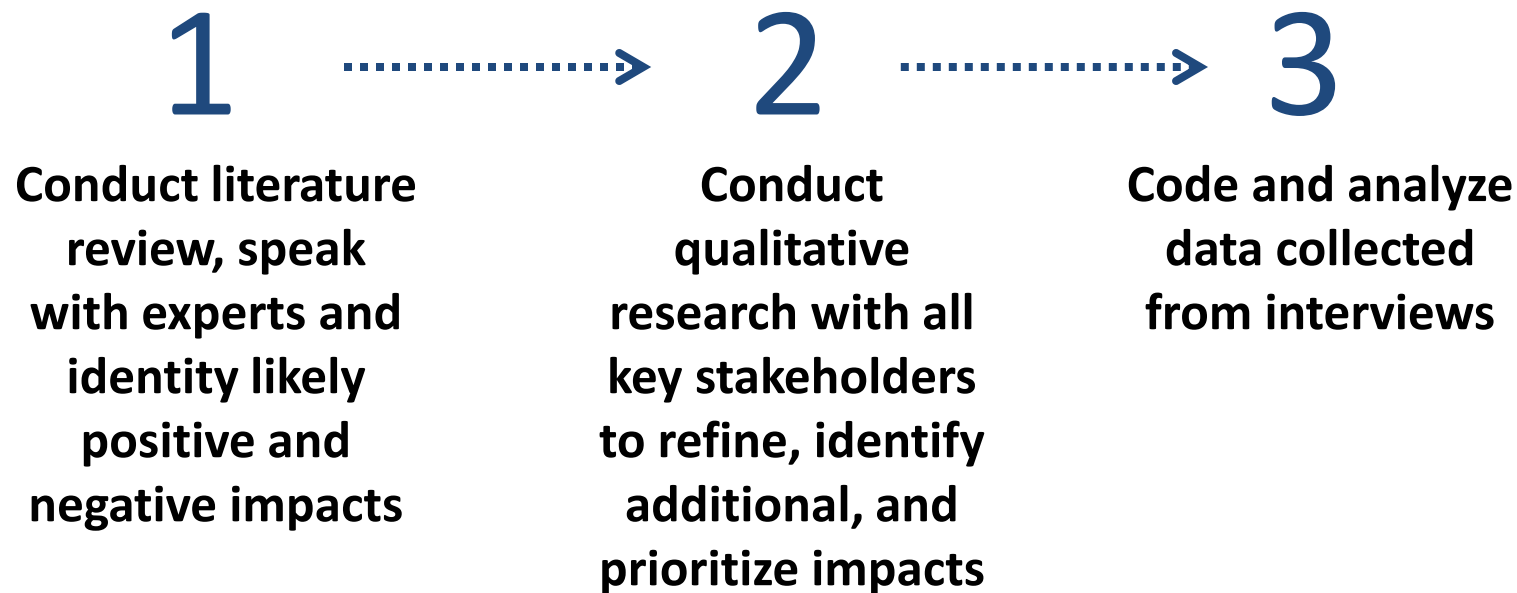
Finding:

Ventures that sell services to the BoP have the largest impact on children in the broader community due to the “network effect”, marketing campaigns, and when they positively impact a public good.

Implication For Managers:

Investors with limited resources with missions to benefit largest number rather than create deepest impacts for customers may want to identify service-selling ventures.

The 1-2-3 of qualitative methodology in impact assessment





Enhancing Poverty Alleviation Performance: the SolarAid/SunnyMoney experience



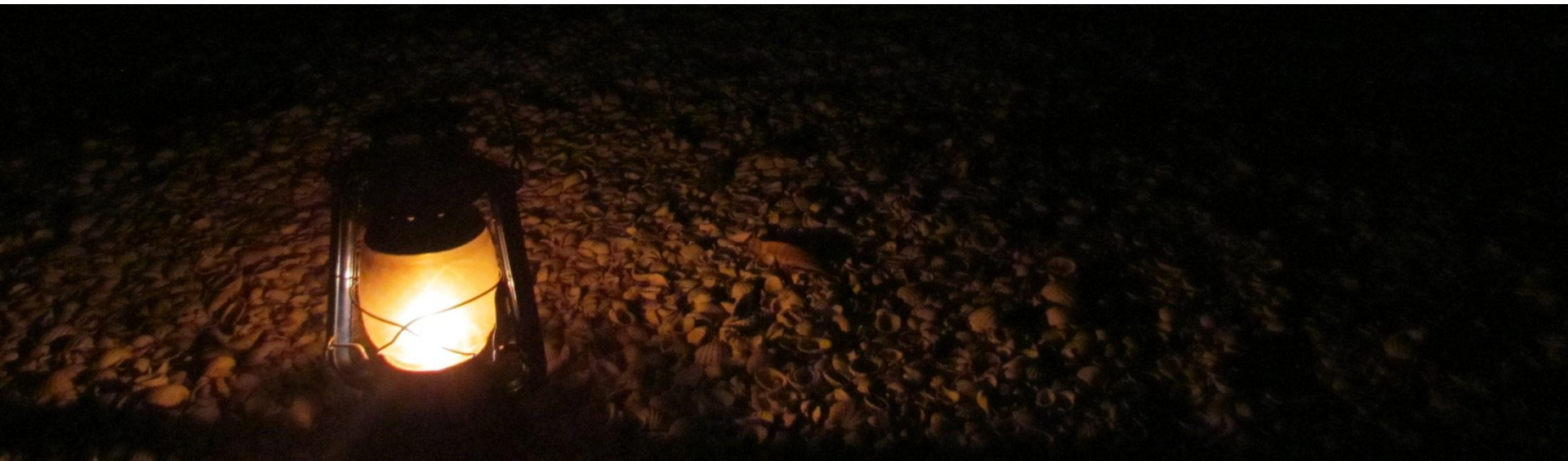
Kat Harrison
Director of Research & Impact



SolarAid and SunnyMoney

Mission: to eradicate the kerosene lantern from Africa by 2020.

Set up social enterprise, SunnyMoney which sells pico-solar lights in rural Africa and aims to build a market to make them more accessible and available.



The WDI study

- WDI chose SunnyMoney to be part of the study on social enterprises
- The study looked at the impact of our work in Africa on children under 8
- Conducted at a time when SolarAid had little M&E



The results

- Nothing unexpected but strengthened our communication
- Provided a discussion forum within senior management
- Adapted our marketing approach to better target



The recommendations

- Study results allowed us to consider impact for different stakeholder groups
- Improve access through different services to stakeholders
- More clearly defined strategies to support expansion of services



Research at SolarAid

- Mixed methods: quantitative and qualitative
- The benefits of a qualitative approach
- Multi-dimensional: not just looking at the economic impact
- Building partnerships



Tips from SolarAid

- Qualitative data focus
- Partnerships
- Lay strong foundations
- Collect what is key
- Ensure M&E is part of grant budgets



Questions?

Contact information

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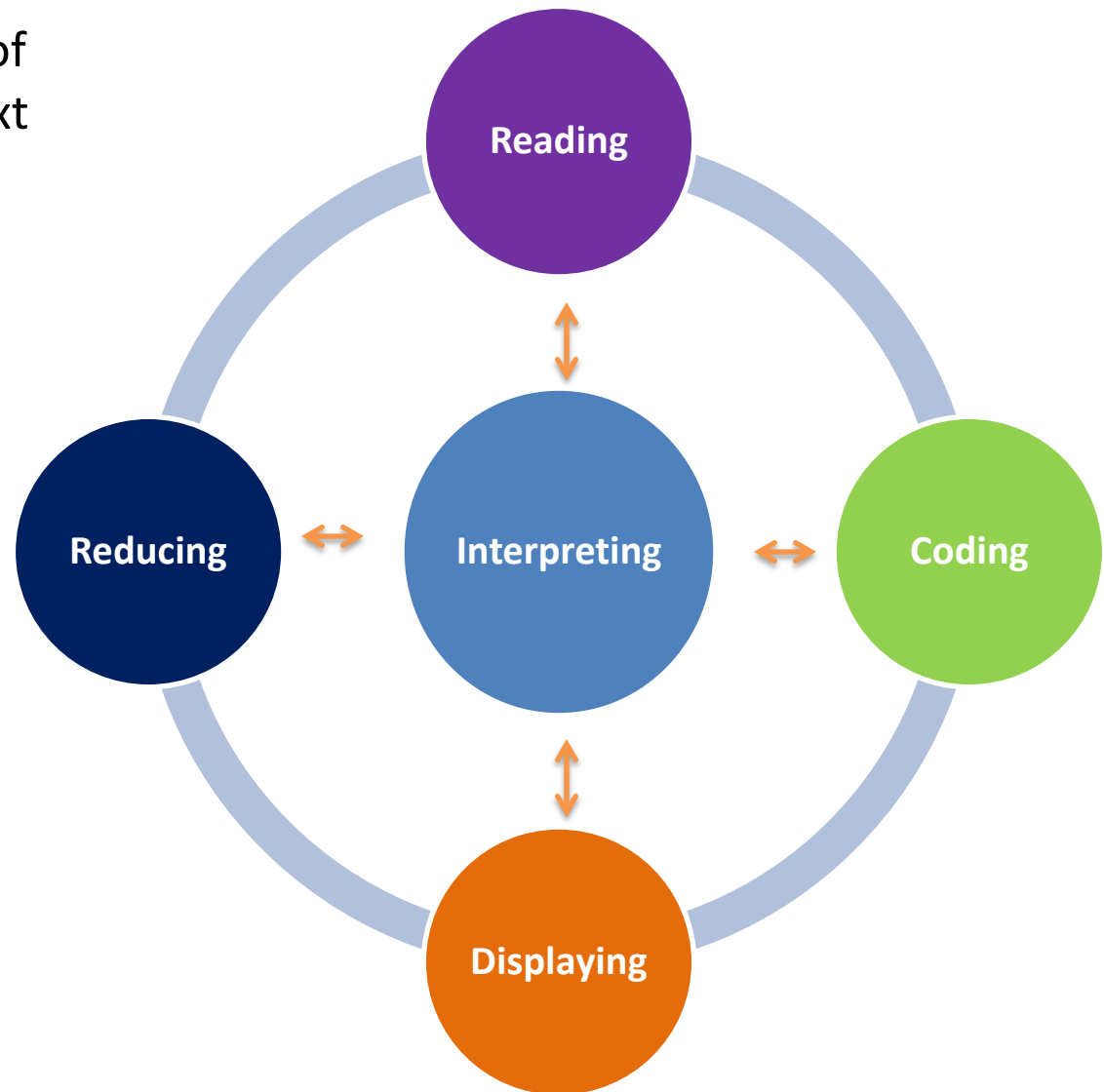
Website: www.solar-aid.org

Link to Webinar Series:
<http://wdi.umich.edu/research/bop/webinar2014>

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Technical details on coding

What is coding: the process of attaching labels to lines of text so that similar or related pieces of information can be grouped and compared (Ulin et al 2002)



(Huberman and Miles, 1994)