

**YOUR
LOGO**

Accelerating Women's Enterprise

Measuring Social Impact

Welcome



Aims for today

- To consider the vision, mission and values for our social enterprises
- To explore the use of the Business Model Canvas as a tool for business planning
- To use the Social Enterprise Model canvas for our own ventures
- To think more about what types of social impact you want your ventures to make
- To consider a range of tools and techniques for evaluating effectiveness and measuring social impact
- To identify practical steps to measure the social impact in your new ventures and projects

How do we move forward? It's not rocket science. We need to worry less about doing what is important, and more about doing whatever we can ... The truth is that we can't know which act in the present will make the most difference in the future, but we can behave as if everything we do matters.

Gloria Steinem



What is a vision?

- Long term
- Inspirational
- Aspirational
- Clear and concise



What does the final destination look like?
What is the change you are trying to create in the world?
What would success look like?



What is a mission?

- Statement on what organisation needs to do to achieve its vision
- Short to medium term
- Specific and actionable
- Shows how organisation is different from others

What do you do?

Where do you do it?

Who do you do it with or for?

What are values?



Define what the organisation believes in
Guide how the organisation should be run
Show how people should behave

Provide a moral direction to guide decision-making and standards

What are the Vision, Mission and Values of your enterprise?



What is a business plan?

- A written document that describes in detail how a business or social enterprise – usually a new one – is going to achieve its goals
- Lays out a written plan from a marketing, financial and operational viewpoint
- Is revisited on a regular basis to see if goals have changed or evolved
- Can be useful for attracting funding or investment
- Good business plans should include an executive summary, products and services, financial planning, marketing strategy and analysis, financial planning, and a budget

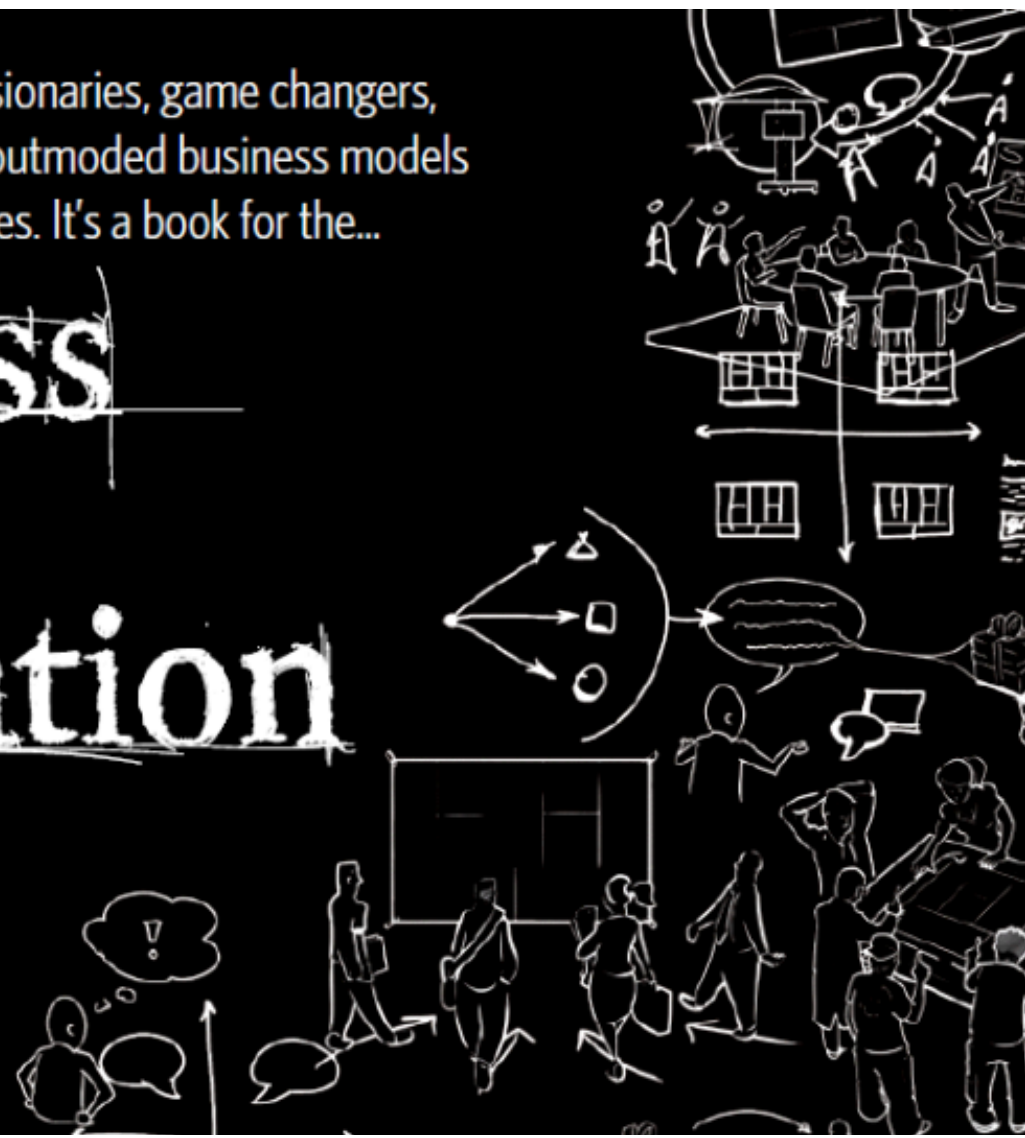
You're holding a handbook for visionaries, game changers,
and challengers striving to defy outmoded business models
and design tomorrow's enterprises. It's a book for the...

Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY
Alan Smith, The Movement



Interreg 
EUROPEAN UNION
France (Channel
Manche) England
European Regional Development Fund

 accelerating
women's
enterprise

What is a business model?

- All businesses or social enterprises need to have a plan to how to be successful, whether that is through generating a profit or making a social impact
- Includes a description of the goods or services that are being offered, why these are desirable to customers/clients, projected costs and sources of funding, marketing strategy, review of competition, and projections of revenues and impacts
- Business models could include direct sales (business-to-business or business-to-customer), franchising, advertising based, crowdsourcing, membership scheme

Business Model Canvas

- Valuable strategic tool to conceptualise business models
- Visual framework for describing elements of a business plan
- Illustrates what a business does










The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		



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DESIGNED BY: Strategyzer AG

 **Strategyzer**

strategyzer.com



Value
Proposition



Cus

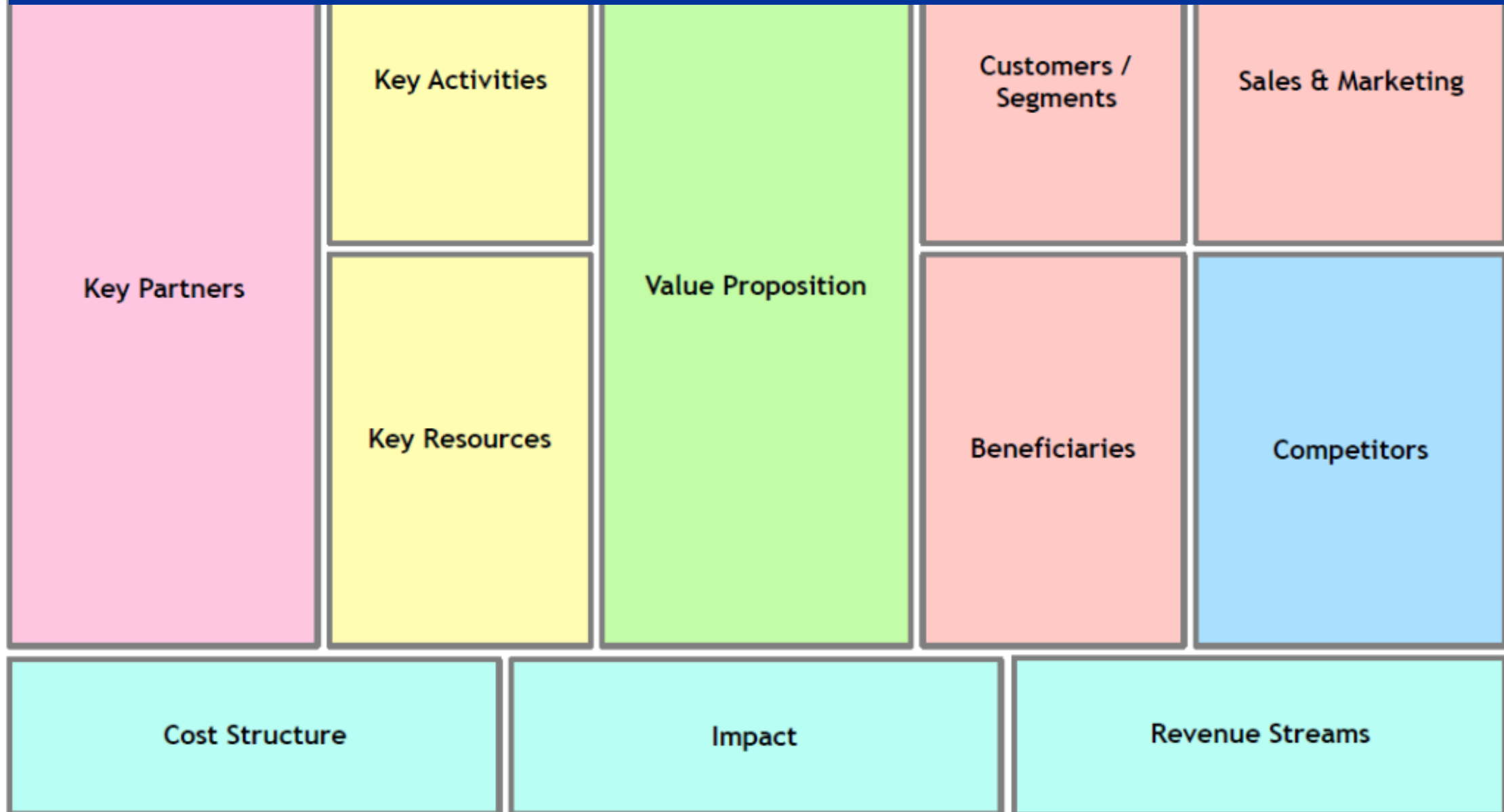


Customer
Segments

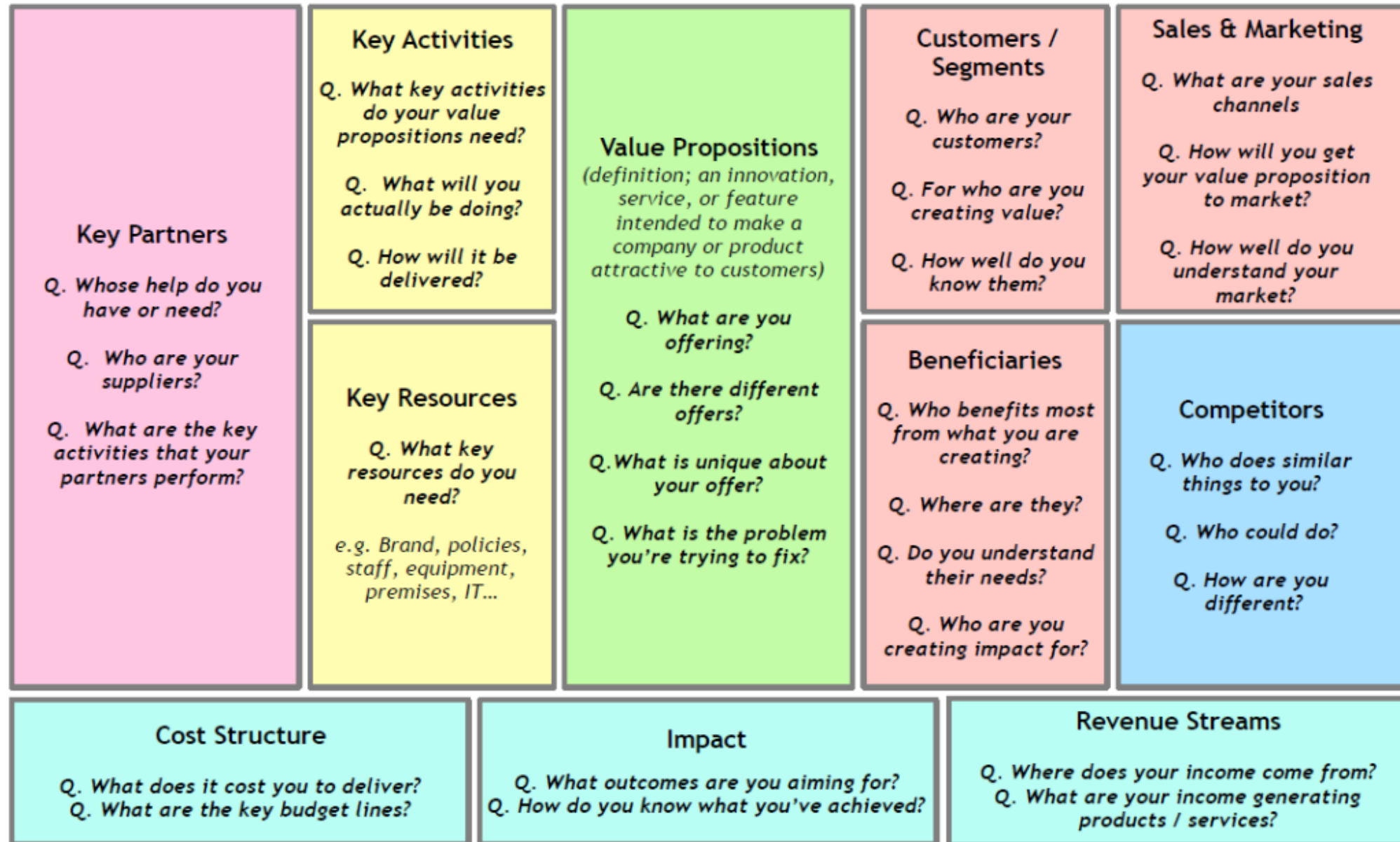


Coffee Break

Social Enterprise Model Canvas



Social Enterprise Model Canvas



Social Business Model Canvas of WOW Foundation

<p>Key Partners</p> <ul style="list-style-type: none"> • Municipality Chhatarpur (Resource provider) • Agro Industry Chhatarpur (technology support for Biogas plants) • Social Impact Lab at University of Southampton, UK (Knowledge partner, technology support) • Tata Institute of Social Sciences Mumbai (Knowledge partner, incubator, funding support) • Jawahar Navodaya Vidhyalaya Nowgong Chhatarpur (Volunteer support and resource provider) 	<p>Key Activities</p> <ul style="list-style-type: none"> • Collection and segregation of waste • Channelizing recycling waste to recycling units • Producing organic waste and distribution • Biogas projects and maintenance <p>Key Resources</p> <ul style="list-style-type: none"> • We have land to segregate waste and produce organic manure (given by municipality) • Waste collection bicycles (2) • Trained mason for Biogas plant construction • Local Municipality support • Local and international volunteer network • Good network of farmers 	<p>Value Propositions</p> <ul style="list-style-type: none"> • Providing regular waste collection(which reduces the waste disposal burden of households) • Doorstep recyclable waste collection services (whenever customer want) • Offering fare price for recyclable waste to households & offices • Affordable Biogas plants construction (food waste and organic waste) • Providing high quality organic manure to farmers and gardeners • Giving fixed salary to scrap dealers and providing them social status 	<p>Customer Relationships</p> <ul style="list-style-type: none"> • Long term relationship • Trust oriented <p>Channels</p> <ul style="list-style-type: none"> • Web based recyclable waste collection platform (app, website) • Local rag pickers • Waste collectors • Awareness Campaigns 	<p>Customer Segments</p> <ul style="list-style-type: none"> • Households (who generate waste) • Hotels & Restaurants (produce food waste and vegetable waste) • Government and private offices (produce recyclable waste- paper, plastic etc.) • Educational institutes (produce recyclable waste and food waste in dining hall) • Farmers (produce agriculture waste, animal waste from cattle)
<p>Cost Structure</p> <ul style="list-style-type: none"> • Salary to employees (rag pickers and waste collectors) • Logistics cost to collect waste • Promotion and awareness campaign cost 		<p>Revenue Streams</p> <ul style="list-style-type: none"> • Monthly waste collection fee from households and offices • Income from Biogas projects • Profit from recyclable waste (By selling it to recycling units) • Income from selling organic manure to farmers & gardeners 		

What is the Business Model for your enterprise?

Lunch Break

Defining Social Impact

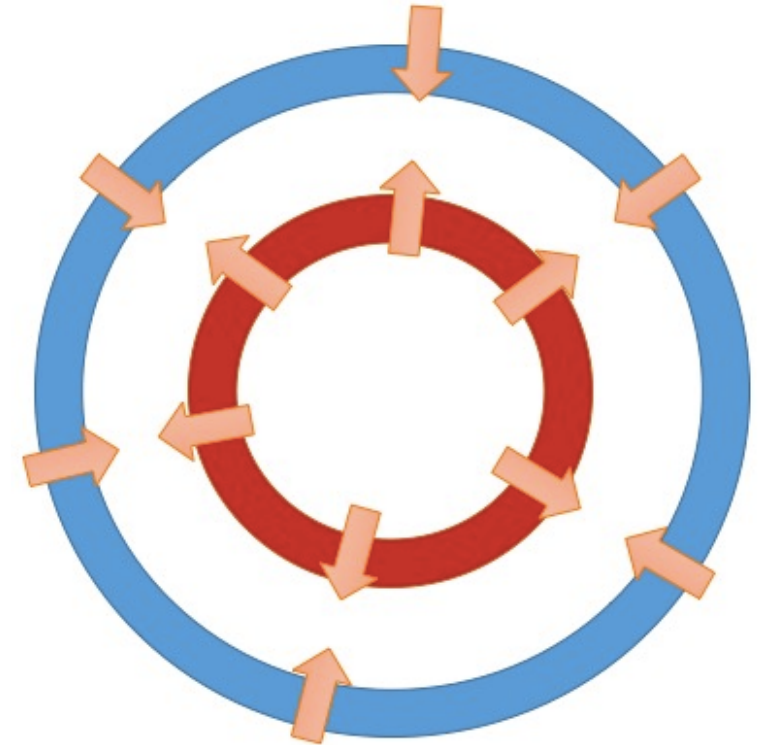
It's about contributing to a greater good. Whether you're working for impact at the grassroots or systemic level, in your own community or globally, social impact is about working for positive change.

The Center for Social Impact Strategy 2017



Quick Thinking – Margolis Wheel

- Set up the chairs in two concentric circles
- Sit opposite a partner
- You will be asked a question
- The person on the INSIDE circle repeats the question
- The person on the OUTSIDE answers the question
- When the bell rings, the person on the inside sits still, and the person on the outside moves one chair to the right



Measuring Impact

- Working as small groups, how many different ways of measuring or evaluating social impact can you identify?
- Put each one on a post-it note

How and why to use different tools



Feedback

What did you think of today's session?

Formal module evaluation forms

Thank You

