

Family Value: Evaluating How the Household Converts New Income from Investee Businesses into Social Gains

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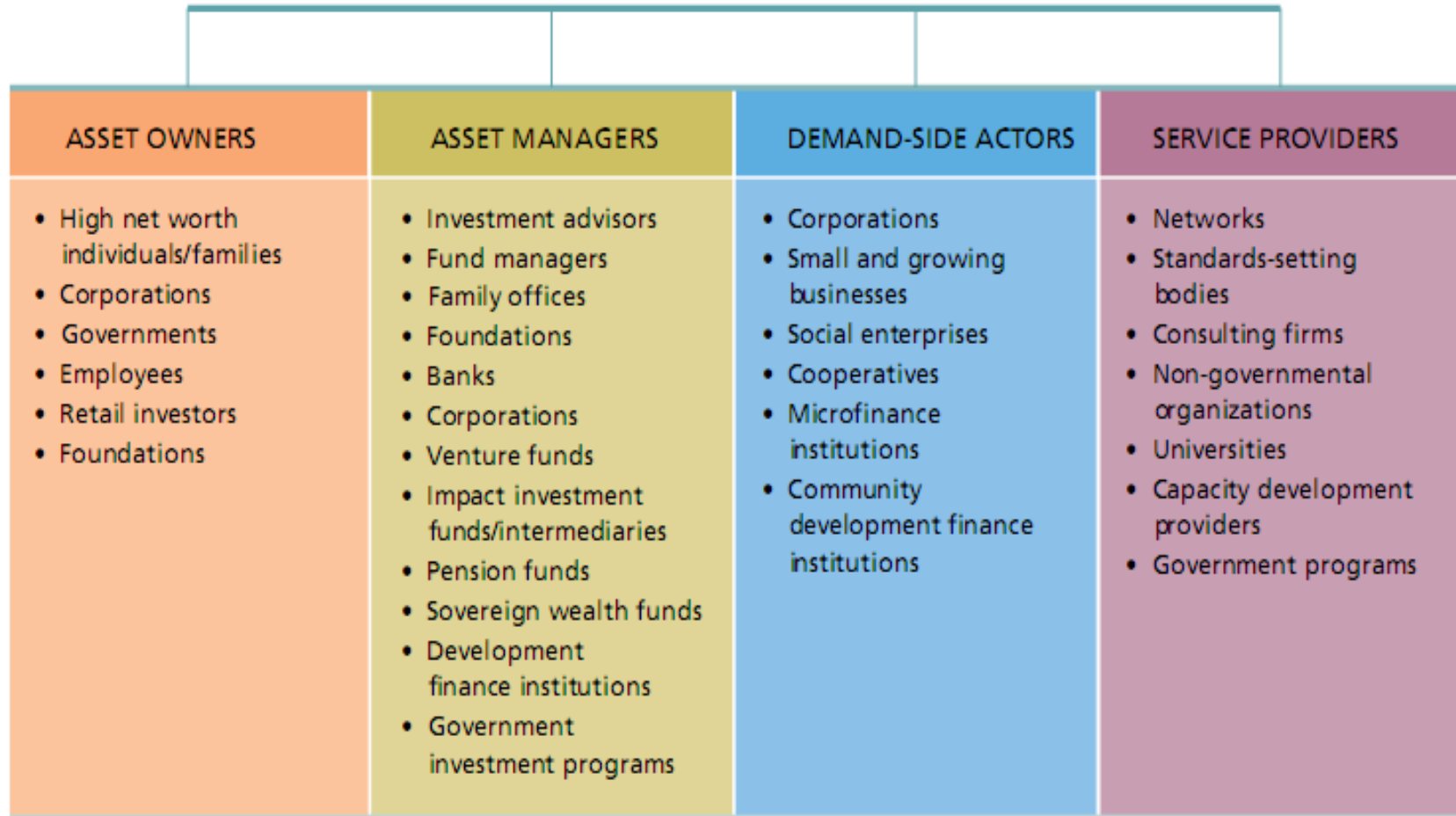
Edward Jackson

Karim Harji

Summary

- Social impact measurement focus has been on individuals and firms; depicted via *impact value chain*.
- This model is missing an important component: the household. Households convert, or fail to convert, new revenue from employment or ownership in investee businesses into concrete social outcomes.
- Opportunity to use technology-enhanced mixed methods to better understand this conversion process, integrate household into impact value chain.
- Important to examine gender dynamics & household decisions on the utilization of incremental income.

Range of Actors in the II Ecosystem



Harji and Jackson (2012) Accelerating Impact: Achievements, Challenges and What's Next in Building the Impact Investing Industry

A Range of Uses, Users and Needs

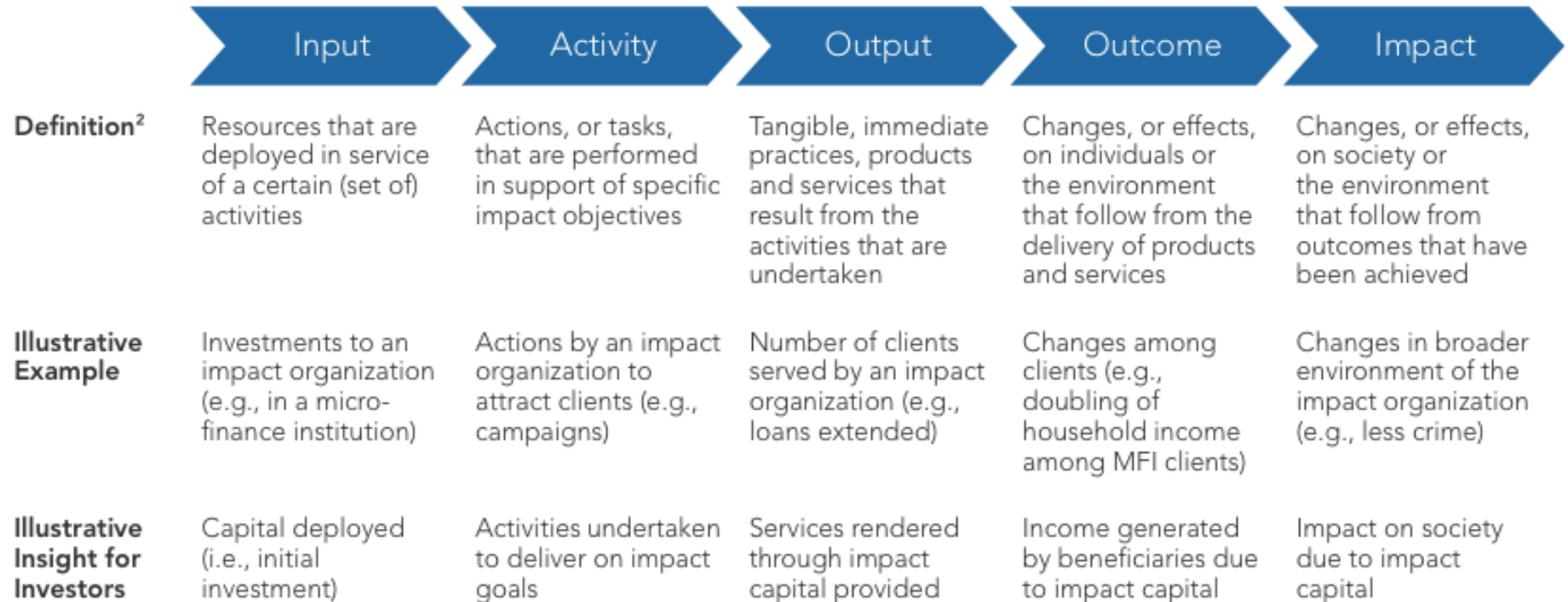
Needs (selected)

- Clear, efficient measures
- Balance of standardized & customized measures
- Output-level data as well as outcomes (and impact?)
- Approaches that are feasible and cost efficient

Potential Units of Analysis

- Firm/Enterprise
- Fund
- Individual (as customer and/or beneficiary)
- Household (direct / indirect)
- Community (direct / indirect)

The Impact Value Chain



G8 Social Impact Investment Taskforce (2014) Measuring Impact: Subject paper of the Impact Measurement Working Group

(Adding) Household Outcomes: Social Impact Results Chain



Source: E.T. Jackson 2014

Potential Indicators and Approaches

Indicators

- Increased access to education and training
- Increased access to health services
- Improved family nutrition
- Increased revenue from other businesses
- Growth in the real value of family assets

Approaches

- Examining gender dynamics and consequences
- Technology-enhanced M&E (data collection and analysis)
- Mixed methods inquiry (including triangulation)
- Contextual analysis for market-based approaches