

Frontiers

of social innovation

INCLUSIVE MARKETS—INCLUSIVE SOCIETIES



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SESSION
What Have We Learned About Fighting
Poverty Globally?

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Asif Saleh
Senior Director of Strategy,
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SESSION

What Have We
Learned About
Fighting Poverty
Globally?



BRAC: Largest Poverty-Fighting Organization That You Don't Know About

One of the largest development organizations in the world operating for 44 years

9 Development programmes, 15 social enterprises, 7 social investments with annual budget of \$1 billion USD

125 million people reached worldwide operating in 12 countries

Largest non profit secular school system with 30000 schools

Healthcare network of 100,000 workers

6 million borrowers and savers in the microfinance network

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"Inconvenient Truths" of Development

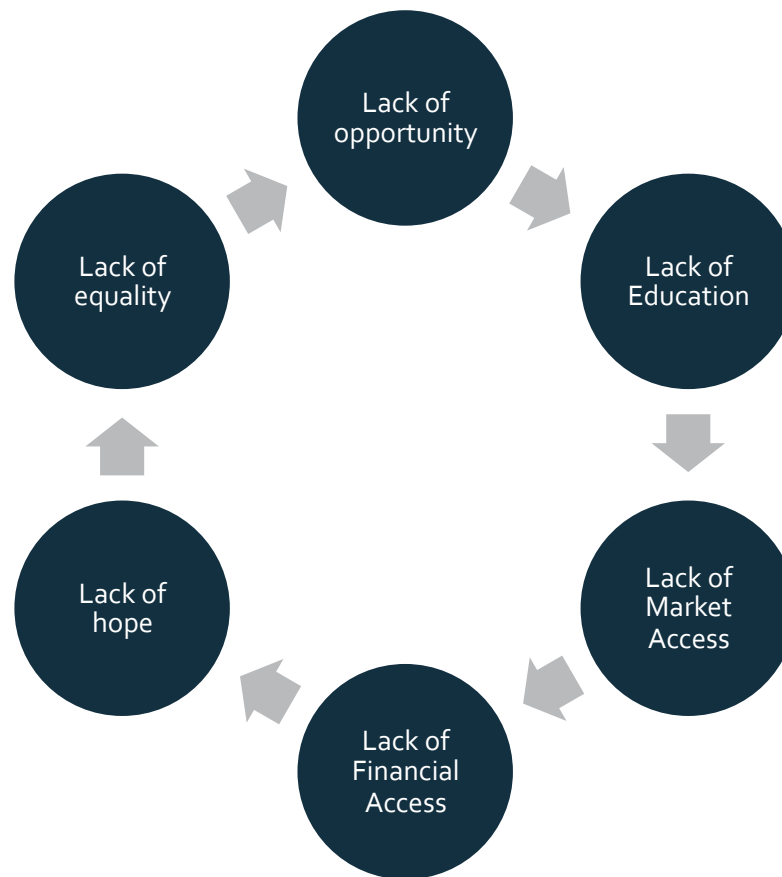
- Sector suffers from over-simplification. "Poor" is not a homogenous group
- Changing demographics—more poor people live in middle-income countries than poor
- We need to stop looking for that one solution that will solve all the problems

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1. There is NO Silver Bullet







2. Women Are The Best Managers of Poverty

• Breaking the cycle of intergenerational poverty is impossible without putting women at the center of the intervention

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What Have We
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Fighting Poverty?





Women as change agents are incredibly effective

Investing on women is smart economics



3. Power of the Real Social Network



Incredible power in mobilization and group formation



Poverty is not just of an economic poverty.
There is poverty of hope.



Social network provides confidence, and visibility

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4. Scale, Scale, Scale

- More innovations or scaling simple solutions that work?
- What does it take to scale?
- Who is talking about taking a proven solution and taking it to the world



"We have to be more innovative but not
in an out-of-the-box way."

So Where Does That Leave Us?

- This ideology of “governments are bad” or “private sector is good” is getting in the way of getting things done – need them all
- The big question is – how?

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#SSIRFrontiers



What have we learned about fighting poverty globally?

Dean Karlan
Yale University
Innovations for Poverty Action
ImpactMatters



Evidence Based Medicine (?)

- British Medical Journal (2004) study of German advertising to doctors
 - 175 brochures
 - 15% contained no citations
 - 22% listed citations that could not be found
 - 6% contained scientifically supported facts
- The kicker:
 - 63% contained information mostly correctly connected with the relevant research articles but did not reflect their results



Market Test?

- For-profits
 - Cash rules

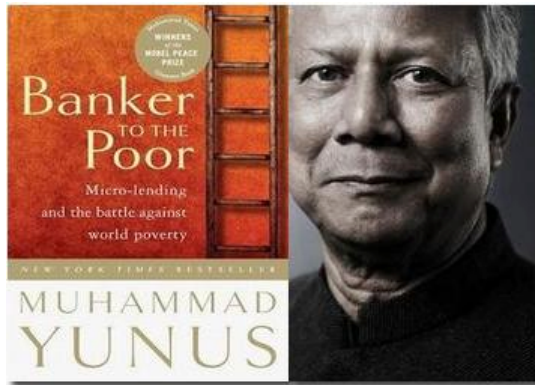
- Nonprofits
 - Mission? Or cash?





Changing the Standards for Evidence

Left to Our Beliefs?



“Micro-credit has been changing people's lives and revitalizing communities”

UN, 2005, Year of micro-credit



“Most of the poor ... are in deep trouble due to these loans... Poor people are committing suicides because of...pressure for repayment.”

Andra Bhoomi, 9/4/06





Microcredit Results: 7 RCTs (and counting)

Helps some establish small businesses, improved options

BUT, not increasing income on average

And NOT reaching the poorest.

So what to do?

1. Innovate microfinance

Better credit

Savings

Insurance

2. Go back to original goal

“Graduation” program

Targets ultra-poor

Integrated program



Increasing Income for the World's Poorest

Graduation Model in Seven Countries

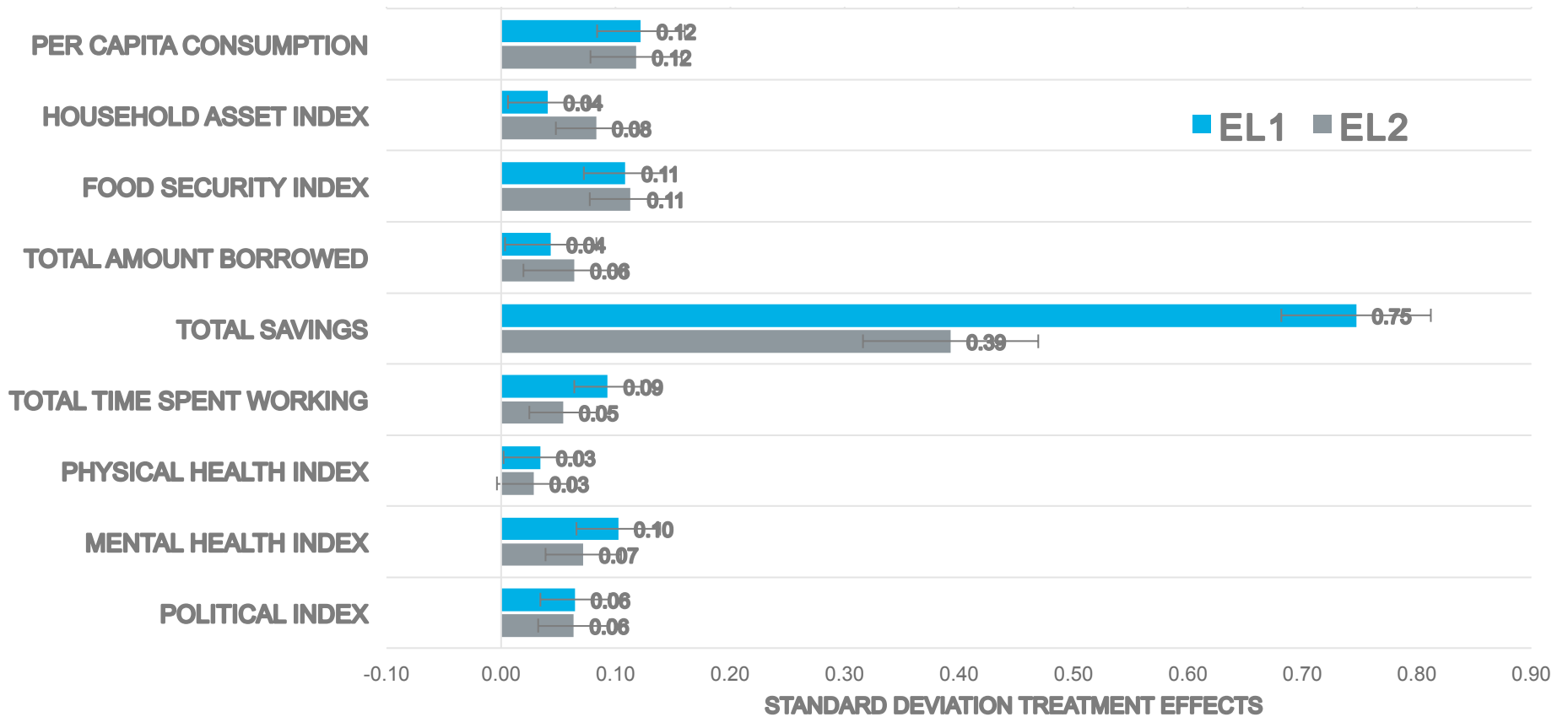


Ethiopia
Ghana
Honduras
India
Pakistan
Peru
Bangladesh



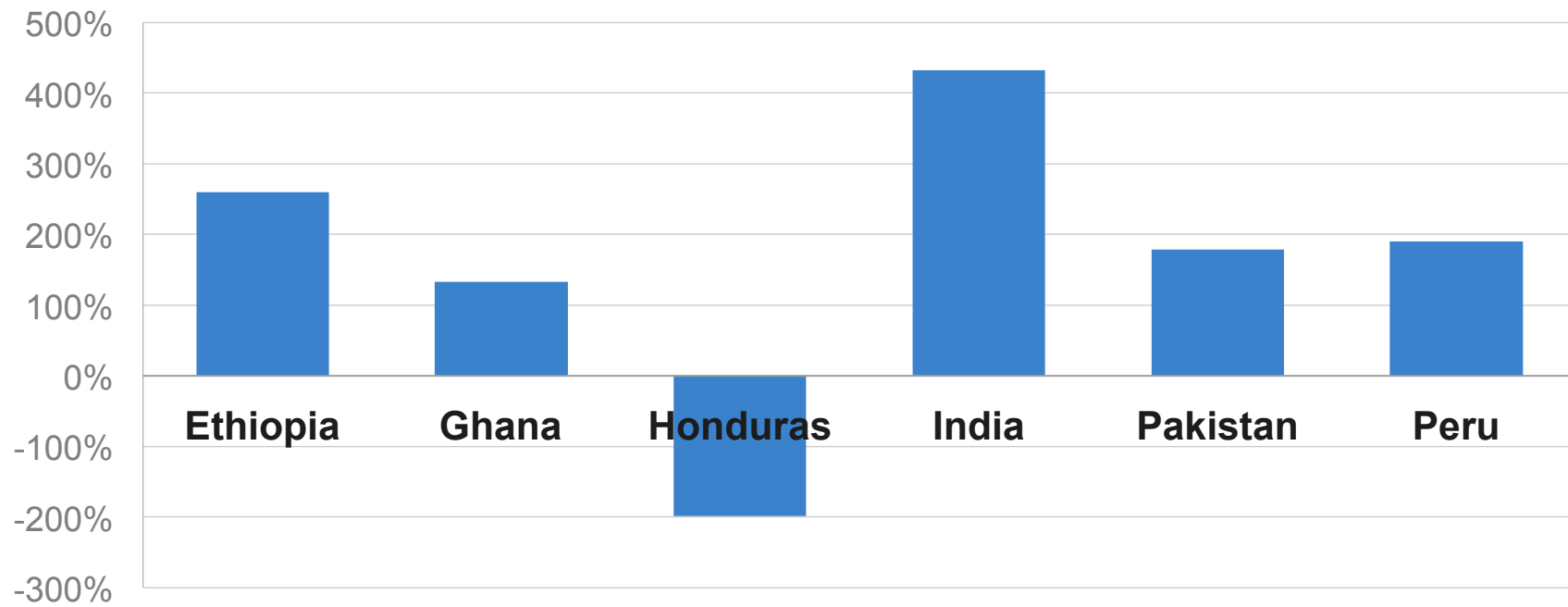
Pooled Average Results

Overview from the Multi-site Experiment



Cost Effective?

Total Benefits / Total Costs by Country



Wonderful, but how do I know where to give?



Problem

The impact problem.

For donors: How do I find nonprofits that use and produce appropriate evidence of impact?

For nonprofits: How can I use evidence to establish my impact and guide my decisions?

www.impactm.org



ImpactMatters

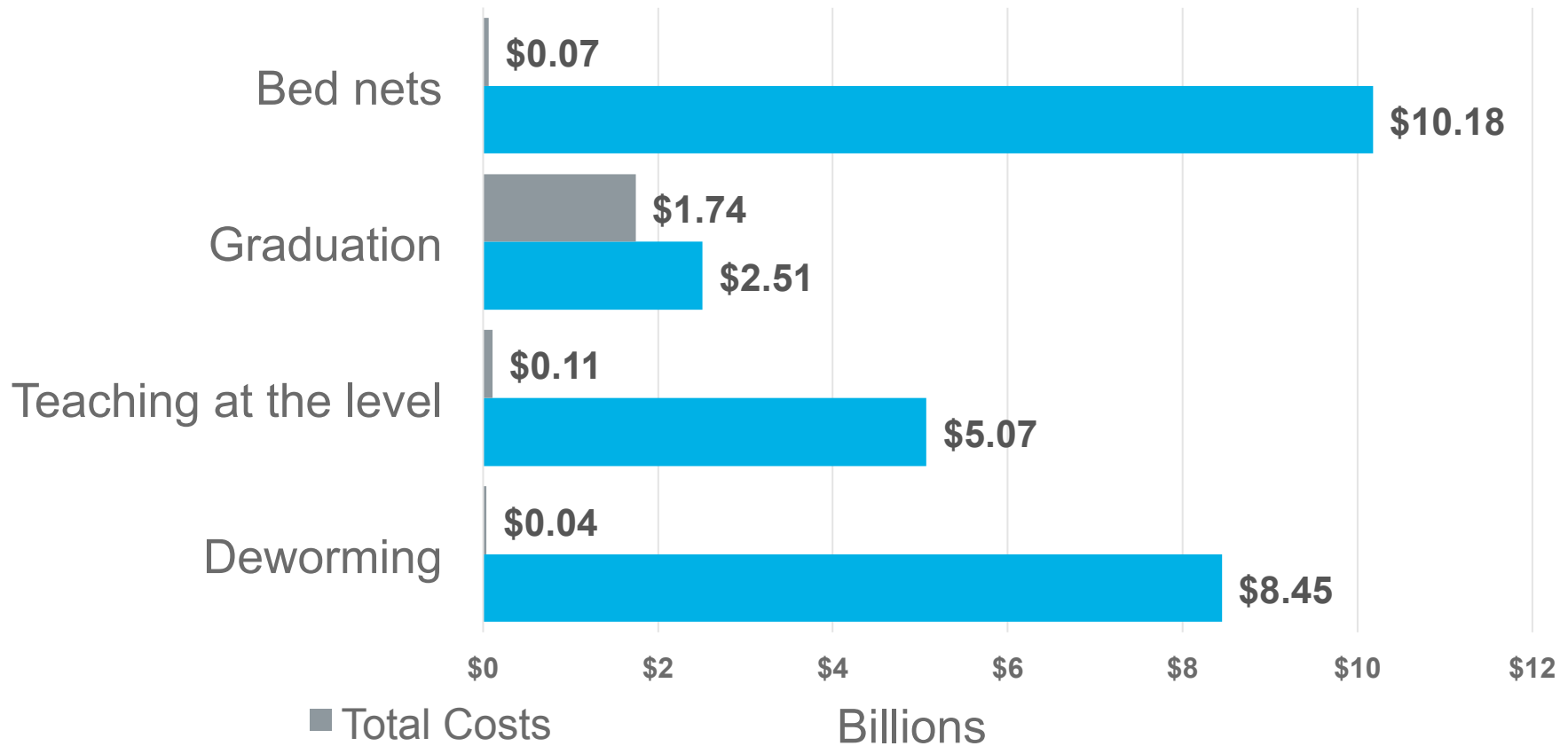
- New nonprofit, founded in 2015
 - TrickleUp, BOMA Project, Success for All, and Possible
- What we do:
 - Conduct “Impact Audit”
 - Short-run engagement (~3 months)
 - Produce two reports: public and private
- Immediate goal:
 - Assess if organization uses and produces appropriate evidence of impact
 - Feedback to organization for how to use and produce better evidence



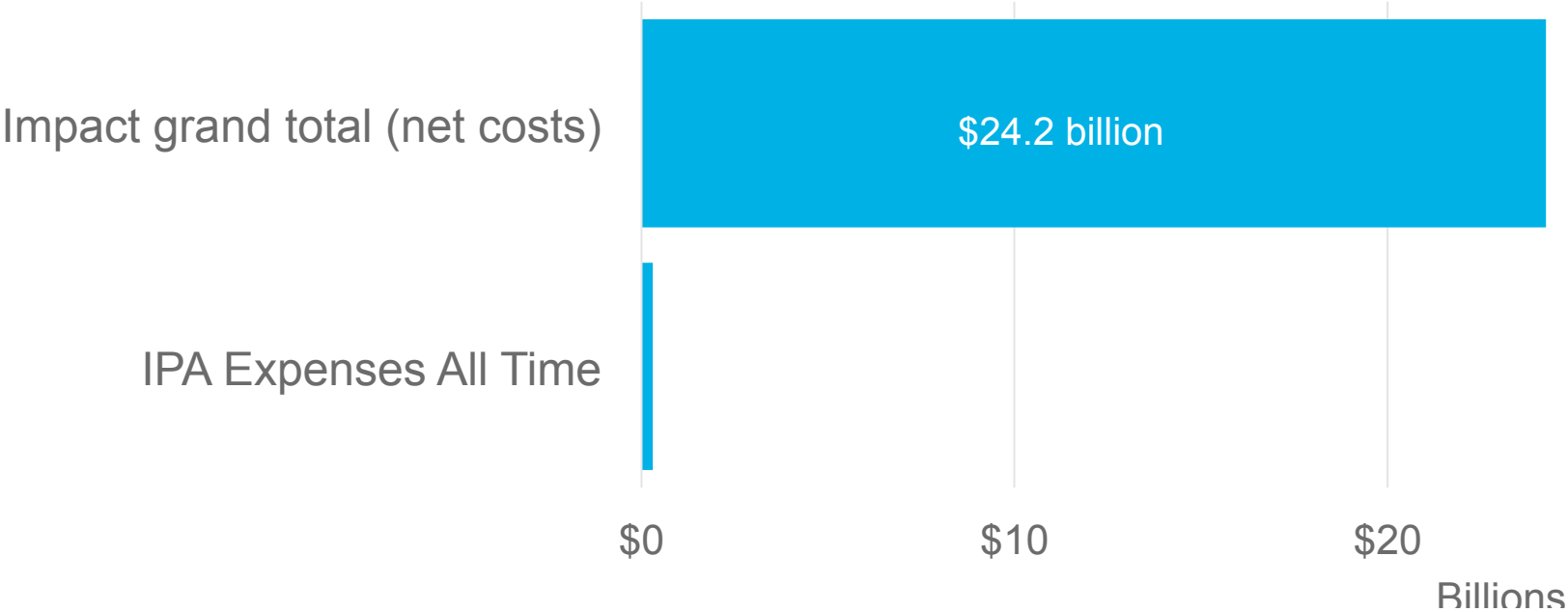
What Are the Returns on Investment to Knowledge?



Key Scale-up Cases



The Multiplier is Large



Multiplier: 79.18



What should donors demand? What data should organizations collect?

- Look forward, not backwards
- The Goldilocks Challenge (joint with Mary Kay Gugerty)
 - **C**redible
 - **A**ctionable
 - **R**esponsible
 - **T**ransportable



A Goldilocks Takeaway



Thank you

Learn more at

poverty-action.org

and

impactm.org



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MULAGO

a good **idea** needs a good **organization**.

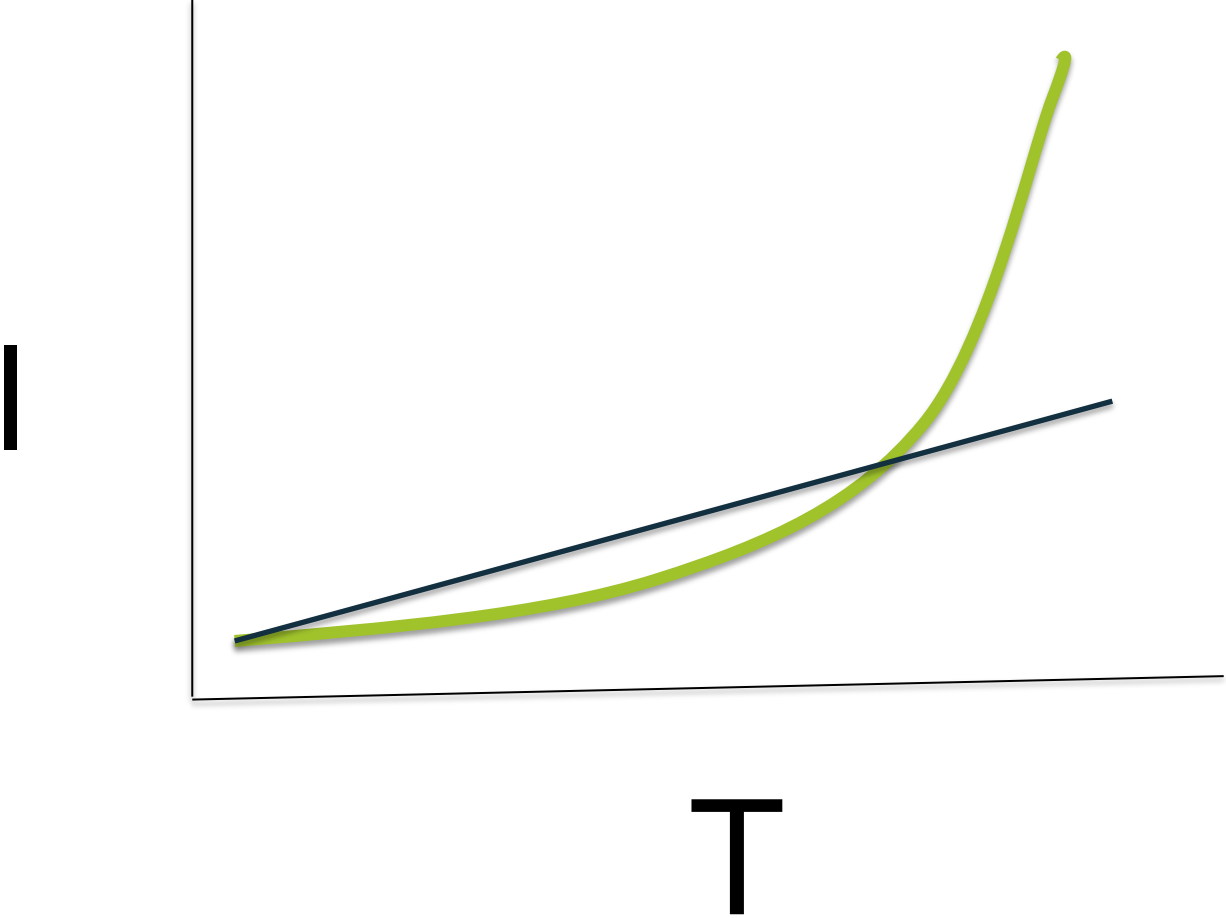
find. fund. advise. connect.
(maybe)



A **basic need** of the very poor

A **scalable** idea

A **team** that can deliver



mission.

“...blah blah blah **grassroots** blah blah
blah **empower** blah blah blah blah
blah blah blah **sustainable** blah blah
capacity-building blah blah blah
blah **community** blah
innovative blah blah blah blah
blah **participatory** blah
stakeholders blah blah blah...”

eight words.

verb. target. outcome.



47

save kids' lives in africa



get african farmers out of
extreme poverty



Prevent deforestation

Prevent CO₂ emissions

Save labor

Save money

Improve health



improve health in poor households

impact.

just one thing.



income from crops.

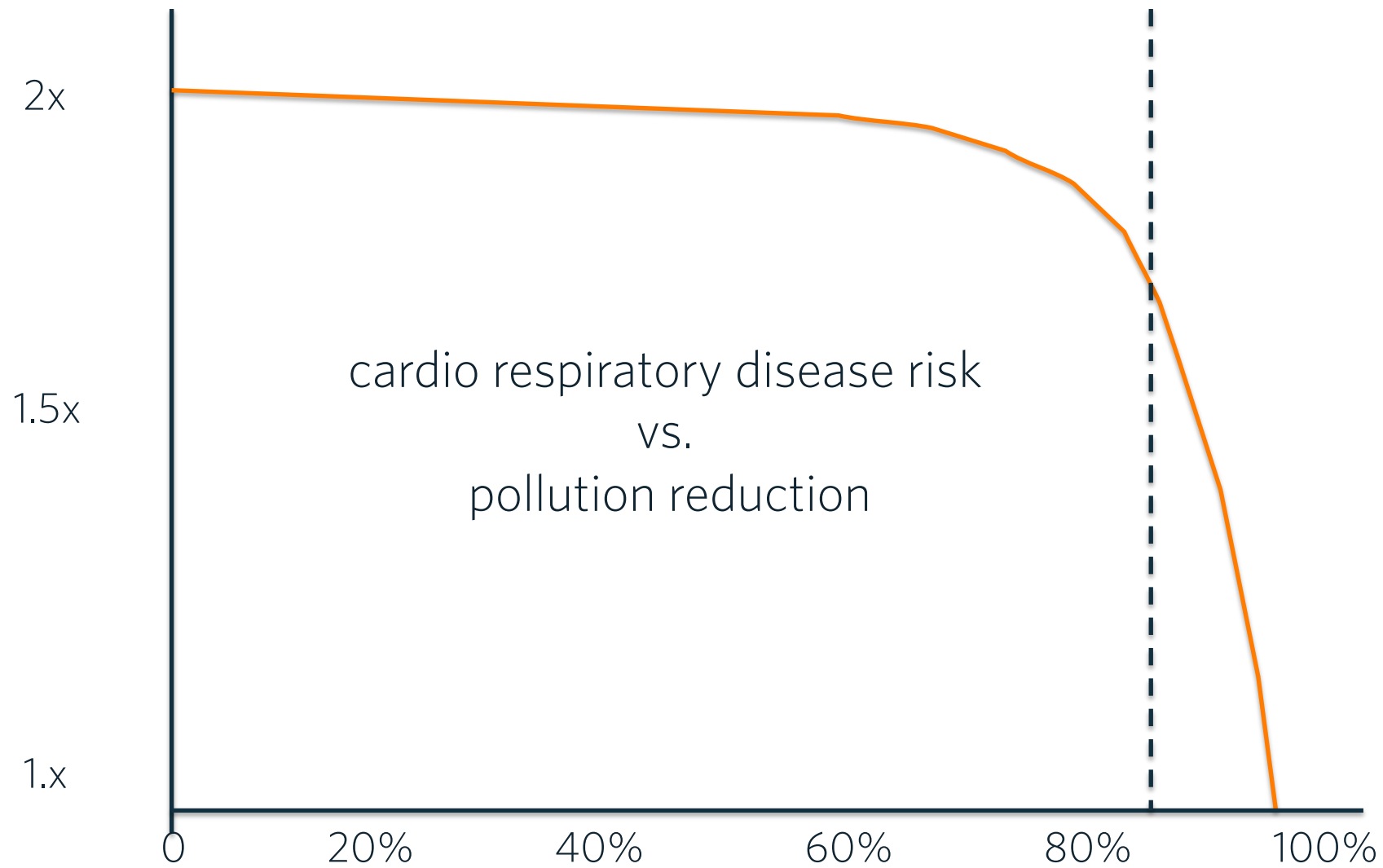




child mortality.



cardiorespiratory disease prevented



know your mission.
measure the right thing.
get good numbers.
show that it was you.

MEASURE

who must do **what**?

connect the dots



behavior mapping

get a stove



get the fuel



use exclusively



start it right



ventilate enough



get it fixed



healthier families

conditions: **can** it happen?

incentives: **will** it happen?



THE MISSION

**To eliminate death and disease
caused by Household Air
Pollution in Rwanda**

connect the dots



behavior mapping

get a stove



get the fuel



use exclusively



start it right



ventilate enough

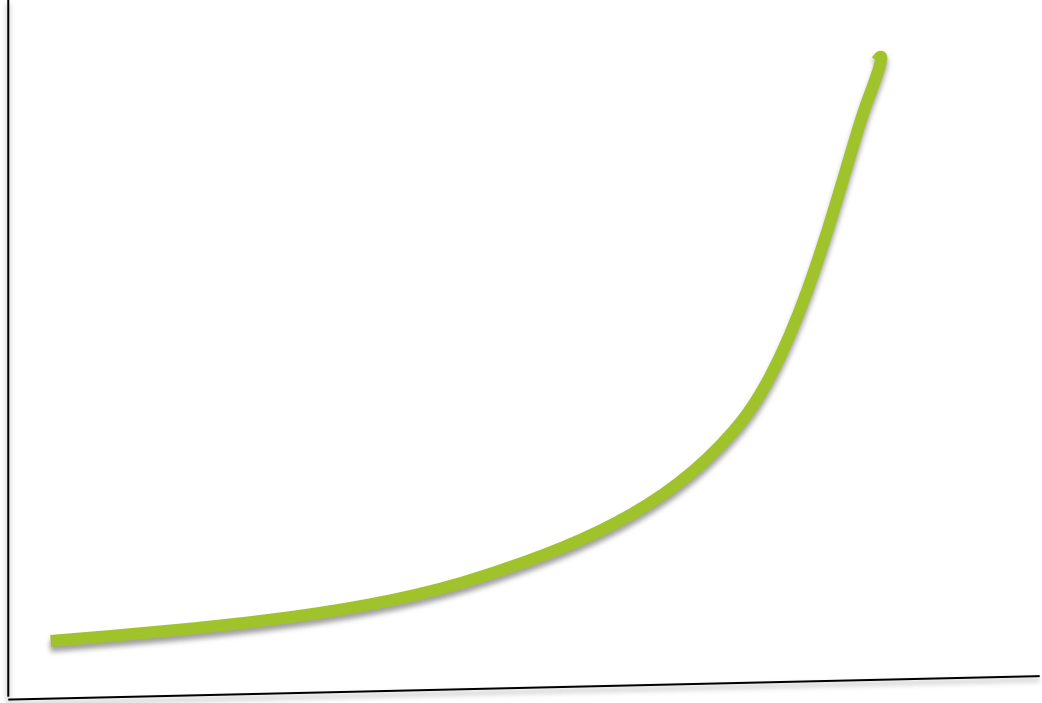


get it fixed



healthier families

I



T

who's the doer?

you.

lots of NGOs.

lots of businesses.

government.

DOER

who's the payer?

customers.

taxes.

big aid.

philanthropy.

PAYER







THE MISSION

**To eliminate death and disease
caused by Household Air
Pollution in Rwanda**

applicable enough.
simple enough.
cheap enough.

SCALABLE

track record.

senior team.

ability to attract money and talent.

systems.

DELIVER



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organizations, not projects.

only those who measure.

unrestricted funding.

keep feeding success.

FUNDING

funders commit to impact.
funders understand impact.
funders fund for impact.

CHANGE WILL COME

Panel Discussion

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