Co-funded by the
Erasmus+ Programme
of the European Union

5. INTENDED SOCIAL IMPACT

5.1. Objectives

Module 5 will help to explain how, through what activities and resources the social enterprise's mission in being achieved, what outcomes it is achieving. The impact needs to be measurable, so the module will show how to prepare indicators and how to report them. This module will help to develop the vision of change and show how the learning loop works.

5.2. Background

The current social condition present facts about the social problem, its causes and current solutions. After implementing inputs and activating a new entrepreneurial pattern, the situation changes. This module will show possible outputs – deliverables that the enterprise produces, its products and services, new knowledge it creates and new opportunities that may appear. Social impact can and should be measured. There are several measurement models.

5.3. Useful questions

What social change will be the effect of our actions?

What social change are you introducing?

How will the condition of this social problem look like in 10 years?

What direct and indirect impact does the social enterprise generate?

What measures of social impact can you use to evaluate your effectiveness?

5.4. Module content

Monitoring and measuring of the effects: objective data + surveys, focus groups, interview with social beneficiaries

Theory of change

Learning loop

5.5. Useful links

Co-funded by the
Erasmus+ Programme
of the European Union

5.6. Case study

Promethean Power

INTENDED SOCIAL IMPACT

CRACOW UNIVERSITY OF ECONOMICS

Agenda / Table of contents

inspire

Objectives and background

Module 5 will help to explain how, through what activities and resources the social enterprise's mission is being achieved, what outcomes it is achieving. The impact needs to be measurable, so the module will show how to prepare indicators and how to report them. This module will help to develop the vision of change and show how the learning loop works.

Case study **Promethean Power Systems**

inspire

Case study **Promethean Power Systems**

- What social problem was targeted by the founders of Promethean Power?
- What social value added is PP creating?
- What is the potential long term direct and indirect impact of PP?
- How will the condition of this social problem look like in 10 years?
- What measures of impact would you suggest for PP?

inspire

Useful questions for your project

- What social change will be the effect of your actions?
- What social change are you introducing?
- How will the condition of this social problem look like in 10 years?
- What direct and indirect impact does your social enterprise generate?
- What measures of social impact can you use to evaluate your effectiveness?

inspire

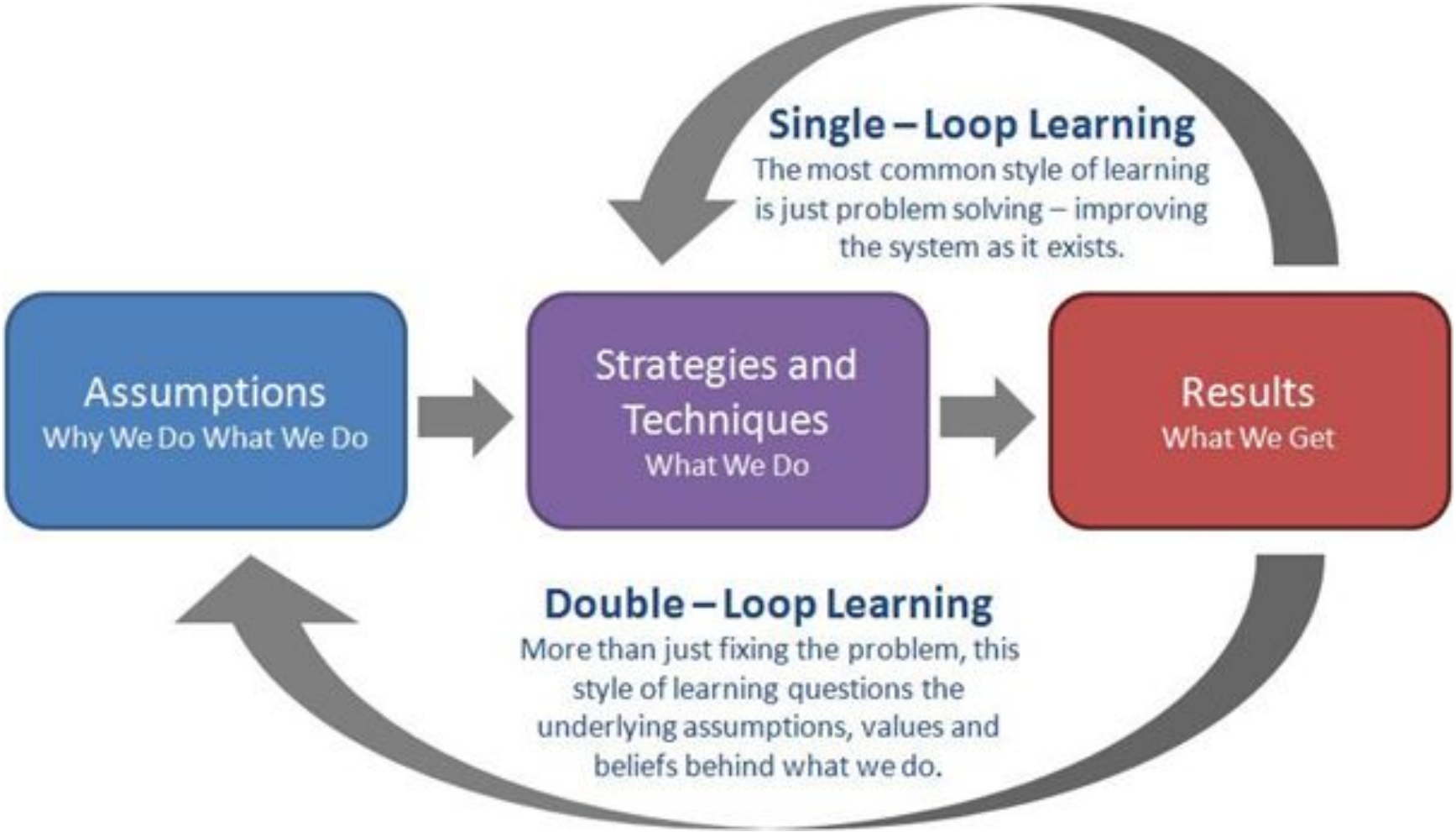
Monitoring and measuring of the effects

SCALERS model:

https://www.researchgate.net/profile/Brett_Smith5/publication/228262972_Identifying_the_Drivers_of_Social_Entrepreneurial_Impact_Theoretical_Development_and_an_Exploratory_Empirical_Test_of_SCALERS/links/0deec52307755f03c1000000/Identifying-the-Drivers-of-Social-Entrepreneurial-Impact-Theoretical-Development-and-an-Exploratory-Empirical-Test-of-SCALERS.pdf

Theory of change

Learning loop



https://sites.google.com/site/reflection4learning/double-loop-learning

inspire

Useful links

Promethean Power Systems: India

Preserving milk is a big problem in India. Every year millions of gallons of milk gathered by rural farmers spoil on their way to market. The countryside farmers milk their cows regularly, but they often do not have access to electricity (or the electricity often breaks down), so it's hardly possible to make a living on selling dairy.

Sorin Grama was a very young man when he realized he wanted to change the situation of rural farmers in his home country. During his education he concentrated on finding a solution to support farmers in India and help them safely sell their products and through that – make profit for their families. When he graduated with a master's degree in engineering and management from the Massachusetts Institute of Technology in 2007 he created the concept of Promethean Power Systems with entrepreneur Sam White. The idea was to sell solar power concentrators to generate electricity for the country's dairy industry, which is dominated by farmers with a few cows and who depend on rickshaws, bikes, or their own feet to transport the warm milk from their farm to local village collection center to the dairy plant. "Milk really is like liquid cash to them, because milk is something you harvest and sell daily," thought Grama and decided to make this project a long-term investment. They believed in this project and the mission to help the villagers keep their milk fresh for longer, so they gathered needed capital to take off.

„We believe that creating a cost-effective solution for cold-chain food distribution in emerging markets is an excellent business opportunity that could also deliver enormous social and environmental benefits" – this was the main motivation to start this social enterprise. Promethean's chillers would allow for storage at collection stations, preserving the quality of the milk for several days. The company's innovation was its solar-energy system, which would allow operators at the collection stations to chill milk without having to rely on India's notoriously unreliable electrical grid.

With $500,000 venture capital, the company had a prototype ready by early 2010. Chandramogan, their first client in India had agreed to buy the system and install it in his company's factory in Karumapuram, outside the city of Salem. The company would buy 10 of the units if the prototype worked out. Grama and White recruited Gupta in 2010 to oversee operations and with venture capital investors were able to start operations.

Grama's invention is called the rapid milk chiller, a dome-shaped machine that couples to a thermal energy battery to cool milk from 35°C to 4°C. The rapid milk chiller cools the milk thanks to heat exchange with cold fluid inside the dome. When access to electricity is unavailable, the rapid milk chiller can cool up to 500 liters of milk using only the thermal energy stored in the battery. Dairy plants install the chiller-battery pairs in village collection centers. Now, villagers can keep their milk fresh for up to 3 days. Dairy trucks don't have to make daily rounds and no longer have to transport milk from a village collection center to a separate chilling center. This also allows the dairy plants to reach more isolated villages with rapid milk chillers.

The founders were able to convince the local authorities to this idea, that could

change living conditions of many farmers and their families. The cooperation with the local government is crucial and the tax cuts and support was critical for the launch of their venture.

In their first three years, Promethean Power has sold 60 chiller-battery pairs to dairy processing facilities. Farmers, in cooperation with local business and administration, raise money for the purchase. After this time, the company became even more successful, when they gained the trust pf farmers and idea spread to further regions. The number of produced machines still grows and Grama and White are planning to apply this technology to cool vegetables and other perishable food items.

Since 2013, leading dairies in India have installed Promethean's systems across hundreds of village-level collection centers. This solution helped farmers to chill milk successfully, without using a single drop of diesel through the Rapid and Conventional Chilling solutions. The company has recently expanded successfully across India, Bangladesh and Sri Lanka and is almost entirely self-financing. What is even more interesting, is that 50% of their profit goes back to their target group, the local farmers, in the form of training, workshops and business consultancy. They help farmers to develop from milk production to manufacturing of their own milk products that are sold on the market. Through this help, Promethean supports farmers in making the most out of their investment and develop their local dairy industry with cooperatives or individual business.

Questions:

1. What social problem was targeted by the founders of Promethean Power?
2. What social value added is PP creating?
3. What is the potential long term direct and indirect impact of PP?
4. How will the condition of this social problem look like in 10 years?
5. What measures of impact would you suggest for PP?