SOCIAL GREENHOUSE®

Bridging The Community | Technology Gap

MONITORING & EVALUATION OF INNOVATION

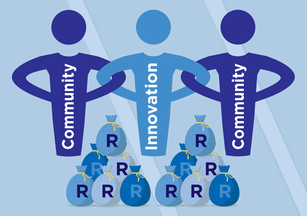
- **Collaborative identification of specific relevant parameters to measure milestones.**
- **Monitor process to enable quick adaption of innovation.**

WHY

90% of innovations fail for various reasons. If the correct monitoring & evaluation takes place throughout, rejection can be identified quickly, and corrective action can be taken.

BENEFIT

- Community integrates & adopts innovation
- Faster return on investment
- Decreased change management costs
- Higher consumer satisfaction levels



HOW

- Intervention studies
- Monitoring and evaluation throughout all three phases.

1. THE NEEDS SOLUTION

Finding a way to merge the developmental needs of the community with the assets, dynamics and technology available within it.

WHY

Within each community 5 types of capital exist, but not everyone has access to these, which impedes development.
- Financial
- Human
- Social (networks)
- Natural (land & services)
- Physical (buildings on top of land)

The divide between rich & poor emphasizes the need for a sustainable livelihood approach.

BENEFIT

- Different funding and development policies facilitate a money stream for community and technology development. Measurement and evaluation of the impact of these funds are currently done through a top-down approach.
- An asset-based community development plan developed collaboratively by all stakeholders will define the intervention and will include measurement and evaluation as well as sustainability.
- Relevant sustainability indicators will enable measurement of short and long term impact of the intervention.
- The goal: make the value of the intervention visible in the shortest period of time.

HOW

Toolkit: using different research methods
- **Needs analysis / Impact Assessment**
  The needs analysis is based on assets – match available assets with needs of the community
- **Asset Mapping**
  Map available assets in community
- **Social Network Analysis**
  Identify the relevant stakeholders
- **ABCD Plan**
  Use available assets for community development
- **Community profiling**
  Contextualization of community
- **Intervention mapping**
  Plan the implementation of the intervention

2. PARTICIPATIVE DESIGN

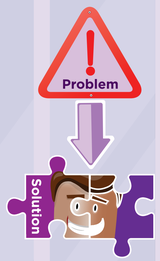
Using a development style that invites the community to participate in the design process. Solution tailored for a specific community.

WHY

- The focus was traditionally on the development of technology / system / process, not on including the end user.
- Different needs of different communities (with their own individual cultural/religious practices) influence certain aspects of design. Involve end user throughout the process.

BENEFIT

- Avoid the rejection of innovation designed in a top-down approach without end-user input.
- Adoption of technology will increase through participative design.
- Design flaws and cultural taboos will be avoided.
- Critical gaps avoided by using an easy/sensible/understandable process.
- Practical implications are considered, instead of only theoretical ones.



HOW

Toolkit: PAR & PRA
Participatory Action Research
Participatory Rural Appraisal

Community members are active partners in the development process

3. IMPLEMENT INNOVATION

- **The collaborative design solution can now be tested and adapted to other contexts.**
- **Roll-out of the technology to other communities.**
- **Testing of contextualization to different communities.**

WHY

- When the 1st 2 phases are not implemented, risk of rejection of innovation increases.
- Social cohesion is compromised.
- Implementation of phases 1 and 2 will enhance adoption of innovation.

BENEFIT

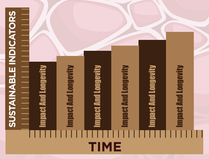
- More efficient acceptance and adoption of innovation within larger community.
- Better feedback loops exist, which prevents the rejection of the innovation.

HOW

Toolkit: Intervention Studies
- Baseline study
- Intervention
- Measurement of impact

SUSTAINABLE IMPACT STUDY

- **What is the long term impact and longevity of the innovation?**
- **Sustainability indicators should be set at the start of the project, and should be part of it throughout all phases.**



WHY

- Prevent the rejection of the innovation because the community feels it has a negative long term impact that was not foreseen.
- Measure the correct impacts to avoid having a poor return on investment.

BENEFIT

- Longer return on investment.
- Better long term planning.
- Provides a clear picture of the true sustainable impact on the community.

HOW

- Sustainability planning and prediction through:
  - Identification of sustainability indicators (with collective community and stakeholder input).
  - Long term measurement of impact over time.
- Sustainable impact toolkits built into all phases throughout.

NWU® | AUTHeR

Contact details: AUTHeRinfo@nwu.ac.za • 018 299 2094