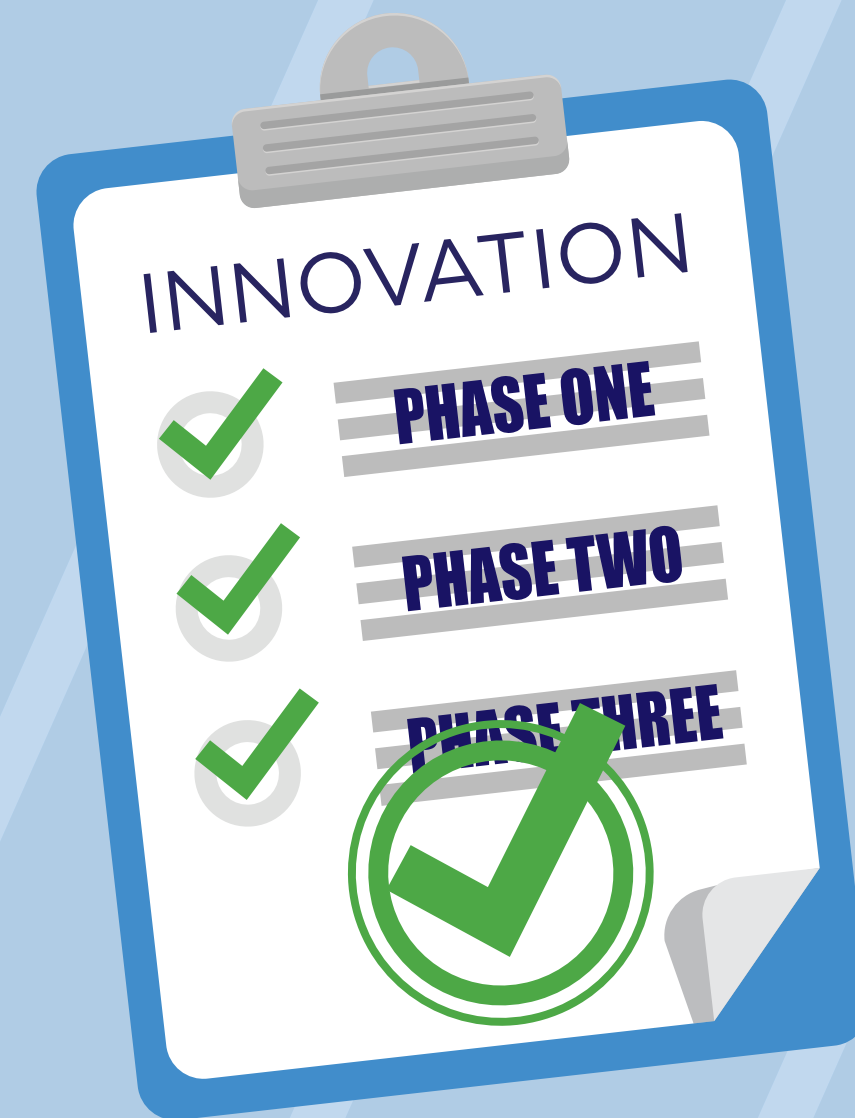


SOCIAL GREENHOUSE®

Bridging The Community | Technology Gap

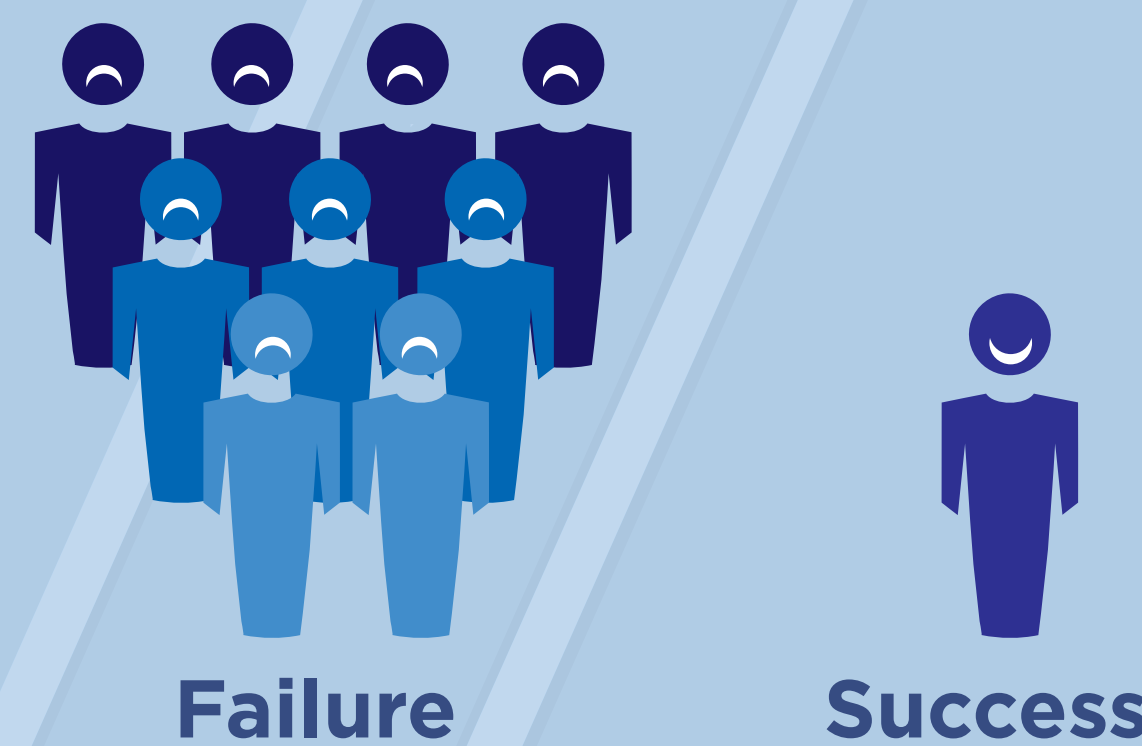
MONITORING & EVALUATION OF INNOVATION



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

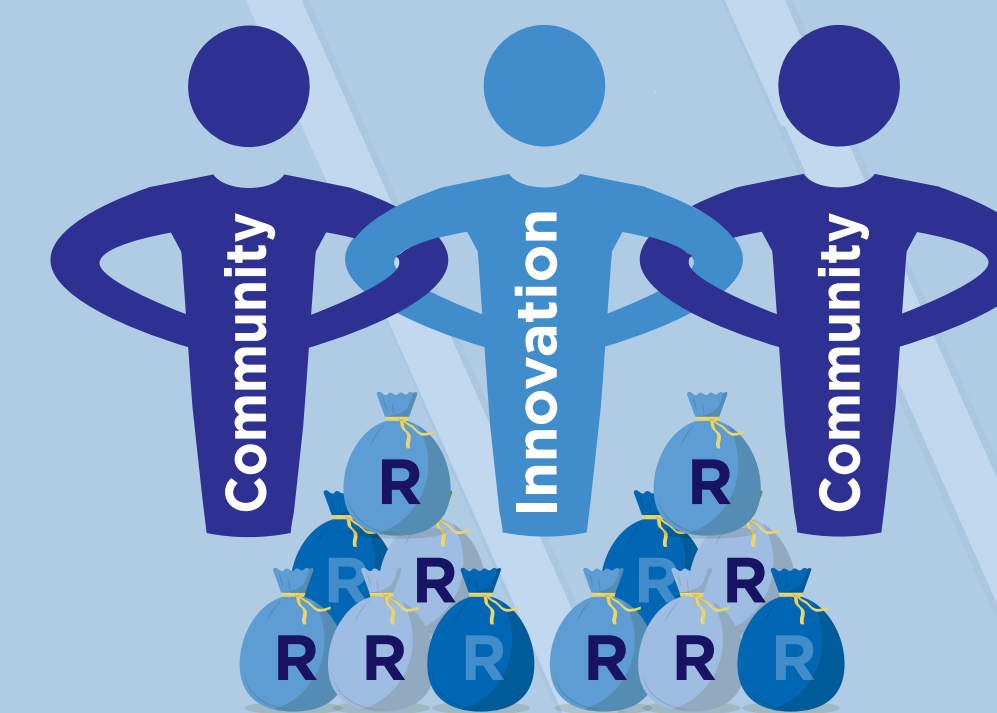
WHY

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

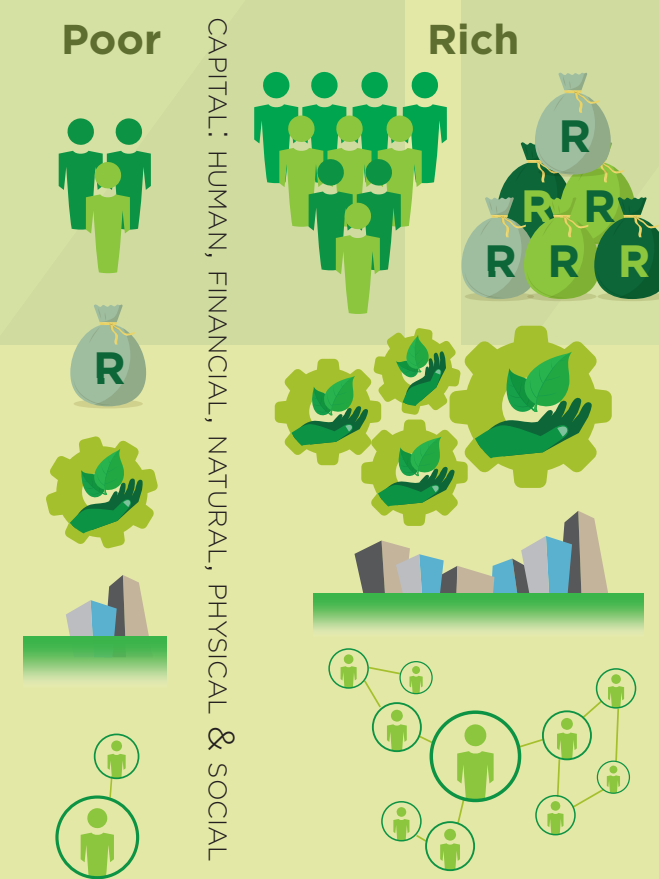
Finding a way to merge the developmental needs of the community with the assets, dynamics and technology available within it.

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

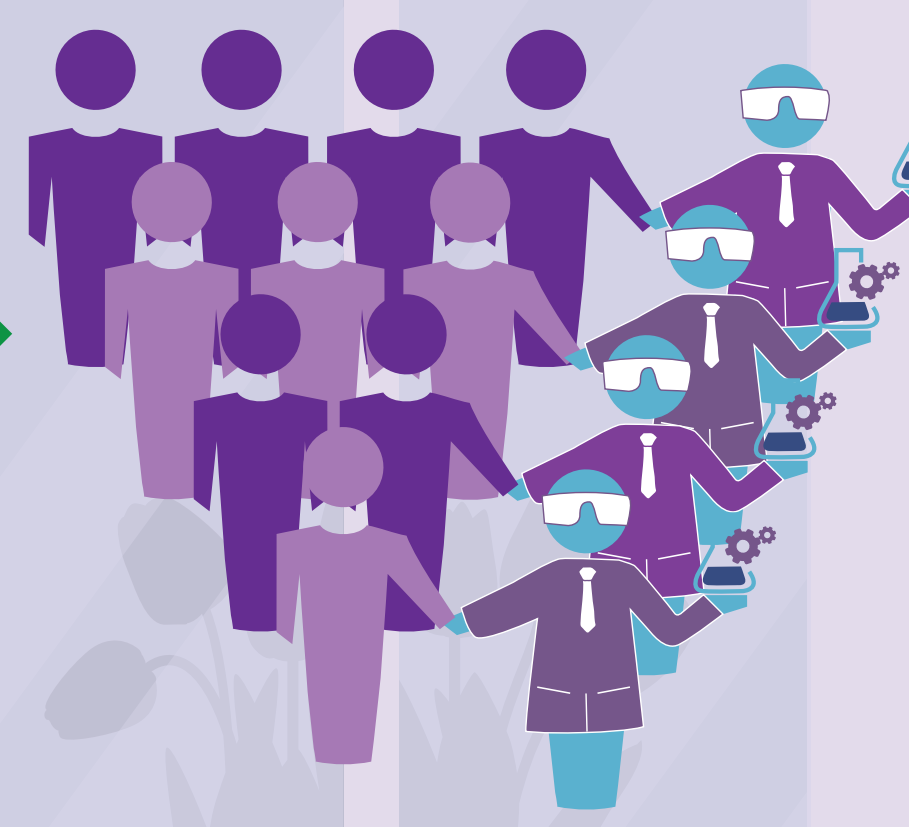
- Toolkit: using different research methods**
- Needs analysis / Impact Assessment
 - Asset Mapping
 - Social Network Analysis
 - ABCD Plan
 - Community profiling
- Contextualization of community - intervention mapping
- Plan the implementation of the intervention



2. PARTICIPATIVE DESIGN

WHY

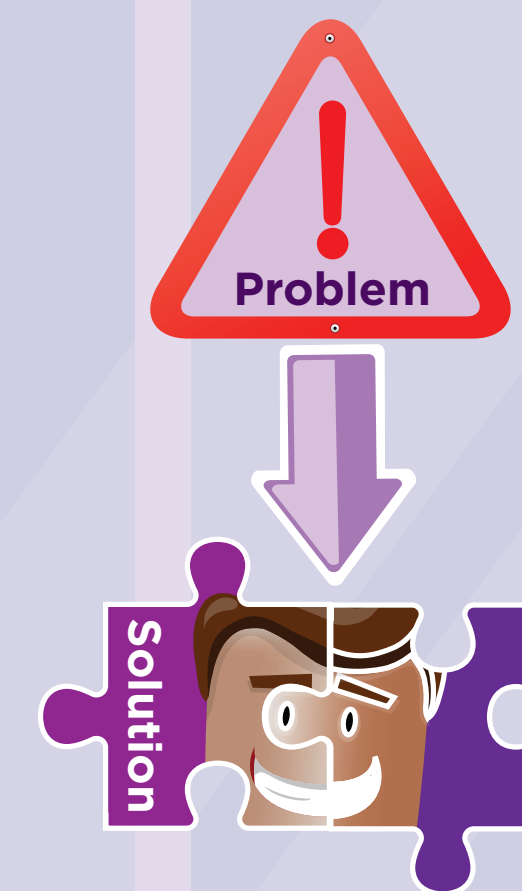
- The focus was traditionally on the development of technology / system / process, not on including the end user.
- Different needs of different communities (with their own individual cultural/religious practices) influence certain aspects of design. Involve end user throughout the process.



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

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

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.



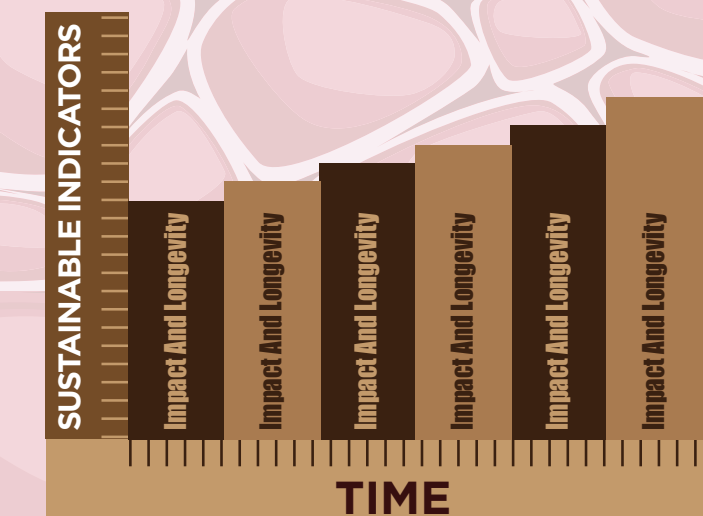
HOW

- 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.



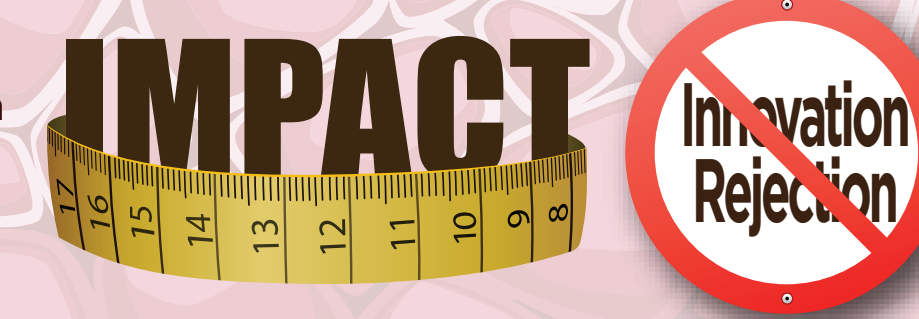
SUSTAINABLE IMPACT STUDY

- 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.

