

Second Vatican Conference on Impact Investing –
Making the Year of Mercy a Year of Impact for the Poor

Measurement for Social Impact

Ms. Jeri Eckhart Queenan, The Bridgespan Group

Ms. Olivia Muiru, B Lab

Ms. Dimple Sahni, Anthos Asset Management



Social Impact Measurement

2016 Vatican Conference on Impact Investing

Olivia Muiru





Lab[®]



B Lab serves a global movement of people using business as a force for good by:

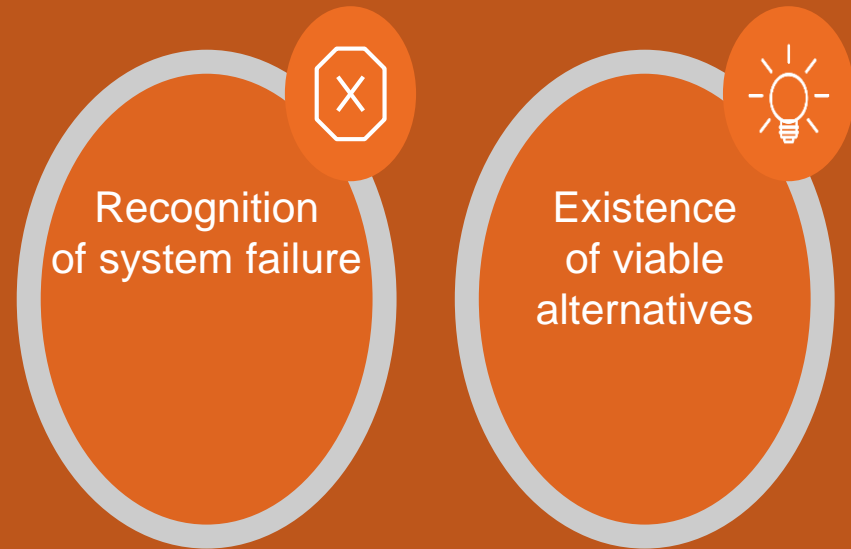
- **Shining a light on the leaders** through B Corp Certification
- **Creating paths for all businesses to follow** through mission aligned legal structures and tools to measure what matters

An Historic Global Culture Shift

is underway to harness the power of business to help address society's greatest challenges and build a more inclusive economy.

This shift requires systems change.


The conditions for systems change are:



B Lab's integrated approach to systems change makes an alternative viable and scalable.



Building a
community of
credible
leaders

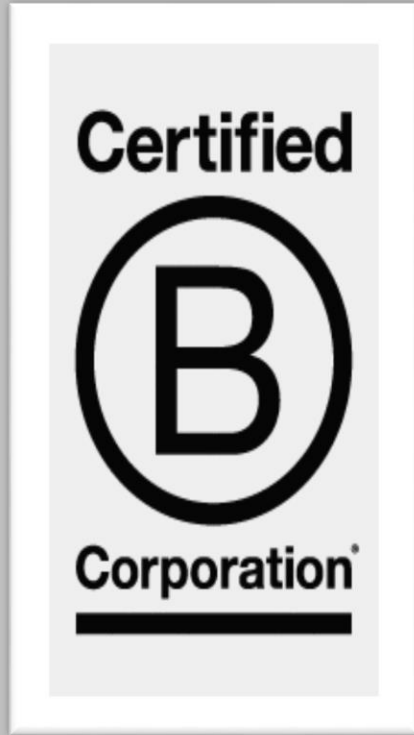


Creating tools
to make it
easy for others
to follow



Inspiring
millions to
support
businesses
who create . . .

B Corp Certification



B Corp Certification is to business what Fair Trade is to coffee or USDA Organic is to milk.

**1700+ Certified B Corporations 50 Countries 130 Industries
1 Unifying Goal**

What does it take?

Meet higher levels of:

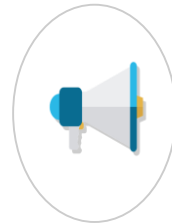
1. Social and environmental performance

Minimum 80 points on B Impact Assessment



2. Transparency

Make B Impact Report publicly available



3. Accountability

Expand corporate duties to consider stakeholders



The B Impact Assessment

BIA is a tool that allows businesses to measure and manage the impact performance of their whole business.

Practices

Monitoring Water Use



EXPLAIN THIS



Does your company monitor, record and/or report its water usage?

- We do not currently monitor and record our usage
- We monitor and record usage (no reduction targets)
- We monitor and record usage, and have specific reduction targets
- We monitor usage and have met specific reduction targets during the last fiscal year

Policies

Supplier Code of Conduct



EXPLAIN THIS IN PRACTICE



Is there a formal written Supplier Code of Conduct policy that specifically holds the company's suppliers accountable for social and environmental performance?

This may include policies on Fair Trade. The answer to this question affects questions you'll encounter further on in your assessment.

- Yes
- No

Outputs

Low Impact Renewable Energy Use



EXPLAIN THIS SHOW EXAMPLE



What % of energy use is produced from low-impact renewable sources?

Include electricity and other energy consumption from heating, hot water, etc.

- 0%
- 1-24%
- 25-49%
- 50-74%
- 75-99%
- 100%
- Don't know

Outcomes

Employee Satisfaction



EXPLAIN THIS SHOW EXAMPLE



What percent of your employees are 'Satisfied' or 'Engaged'?

Select N/A if satisfaction or engagement is not formally surveyed.

- N/A
- <65%
- 65-80%
- 81-90%
- >90%

Measure What Matters

A new way to engage businesses, investors, and institutions manage their impact with as much rigor as their profits

In the old spirit

Requirement

Compliance

Survey

Audit

Do less harm

In the spirit of
Measure What Matters

Educational

Valuable

Easy-to-use

Participatory

Fun

Use business as a
force for good

Measure What Matters Programs & Tools



42,000+

USERS OF THE BIA

80+

RATED FUNDS

100+

MEASURE WHAT MATTERS
PARTNERSHIPS



Case Study: Vital Capital Fund



Investment philosophy: Invests in opportunities that enhance the quality of life

Geography: Predominantly Sub-Saharan Africa

Sectors: Urban community housing solution, Agriculture, Healthcare, Renewable Energy, Water and Education

Structure: Private Equity

Case Study: Vital Capital Fund



Measurement Tools and Program Used by the Vital Capital:

- ◊ B Impact Assessment
 - ◊ Carry out due diligence pre-investment
 - ◊ Develop improvement targets for companies
 - ◊ GIIRS Rating to measure impact of portfolio companies
- ◊ B Analytics
 - ◊ Track trends year over year

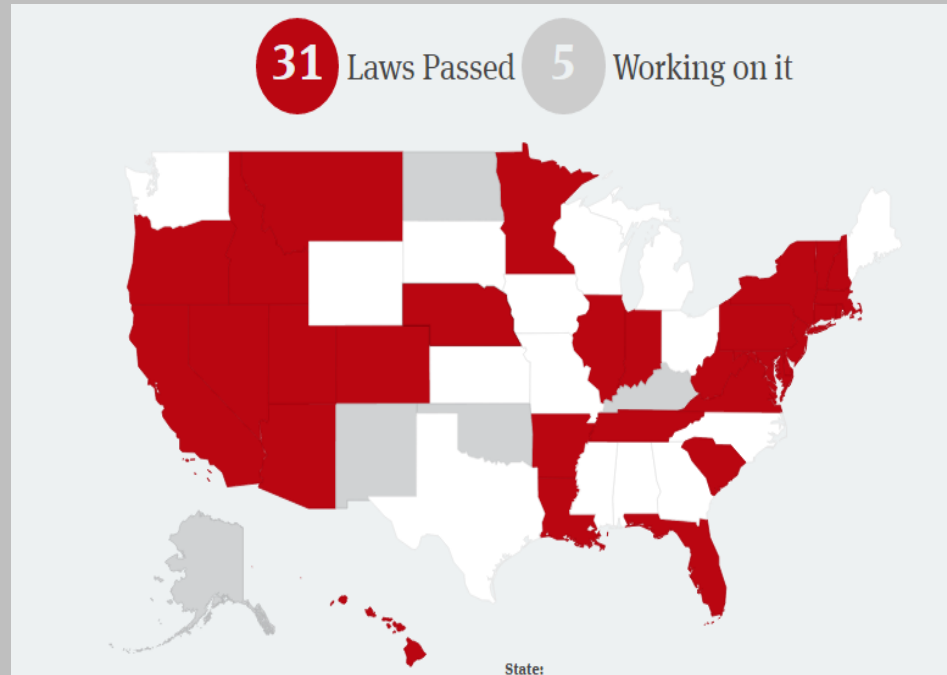
Benefit corp legislation

New type of corporate form alternative to traditional Corporation

Allow companies to maintain their mission over time

Adopted in

- Italy
- 31 states in America



Why measure impact?

Benefits of measuring impact:



Maintain mission



Prove Your Impact Thesis



Build A Track Record



Amplify Your Impact



Benchmark & Report

Questions?

Olivia@bcorporation.net

