

## Social performance + outcome management for access to energy companies



*The experience of entrepreneurs du monde*



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I. Can you tell us more about EdM  
and your access to energy programs?

# ENTREPRENEURS du Monde

For 25 years, the Entrepreneurs du Monde has been supporting people  
who live in poverty and vulnerable conditions



Slums



Isolated rural areas



In France too



EdM incubates and supports programs from  
inception to scale in three main areas

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Social Microfinance



Energy access



Entrepreneurship +  
professional  
Insertion

# ENTREPRENEURS du Monde



2021 figures



PROGRAMME	Creation	Country	New customers 2022	Products	Model	Carbon Finance
	2012	BURKINA FASO	3670		DIRECT SALES Associations Shops	YES
	2012	HAITI	14936		INDIRECT SALES Re-sellers	
	2013	TOGO	9661		MICROFINANCE	
	2015	CAMBODIA	126		DIRECT SALES Door to door Village Meetings Online	NO
	2015	PHILLIPINES	1664		PAYGO + Monthly Cash Collection	

Any questions?





## 2. How do you measure outcomes at program-level?



## DEVELOPMENT OF A VISION AND MISSION



### VISION

*"Equal access to sustainable energy, lighting up all communities"*

### MISSION

*"Providing quality, affordable and sustainable solutions to vulnerable communities in order to reduce energy inequalities and enhance peoples' lives"*





## DEVELOPMENT OF A VISION AND MISSION



### VISION

*"Equal access to sustainable energy, lighting up all communities"*

### MISSION

*"Providing quality, affordable and sustainable solutions to vulnerable communities in order to reduce energy inequalities and enhance peoples' lives"*



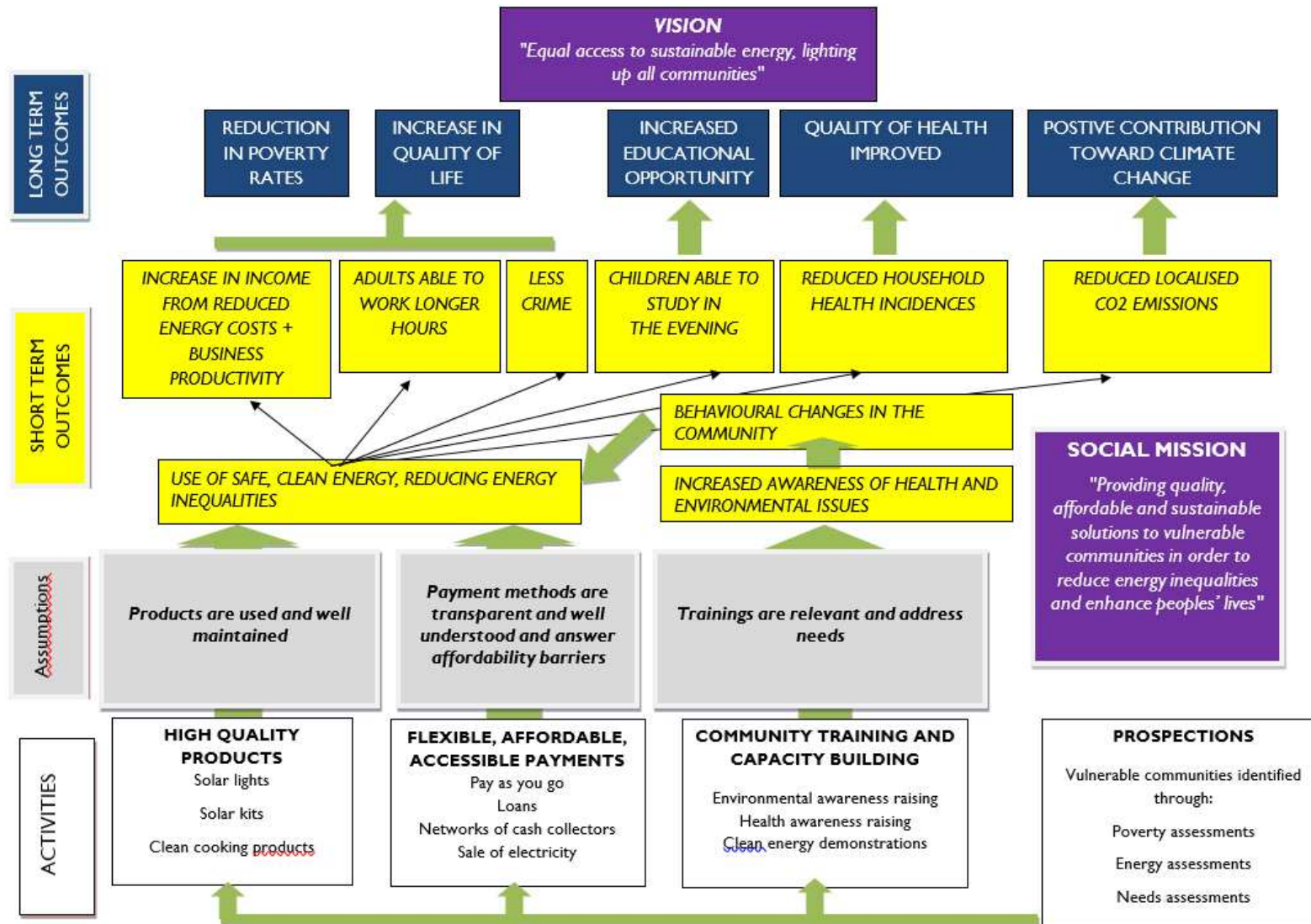
**Who?**

**How?**

**Why?**



### UNIQUE THEORY OF CHANGE FOR EACH PROGRAM





**WHO?**

**IS THE PROGRAM SERVING VULNERABLE COMMUNITIES?**

Indicator	Target	
% with no connection to the electricity grid	>=50%	At least two of the four categories need to be met for all new HHs served
% using poor forms of energy for lighting*	>=50%	
% Living below the international \$3.20 per day poverty line % Living below the international \$5.50 per day poverty line	>= 40% >= 70%	





**WHO?**

**IS THE PROGRAM SERVING VULNERABLE COMMUNITIES?**

Indicator	Target		RESULT 2022
% with no connection to the electricity grid	>=50%	At least two of the four categories need to be met for all new HHs served	<b>56%</b>
% using poor forms of energy for lighting	>=50%		<b>50%</b>
% Living below the international \$3.20 per day poverty line	>= 40%		<b>43%</b>
% Living below the international \$5.50 per day poverty line	>= 70%		<b>75%</b>



**HOW?**

**IS THE PROGRAM OFFERING QUALITY, AFFORDABLE  
AND SUSTAINABLE SOLUTIONS?**

Indicator	Target
% Satisfied or very satisfied with the product	$\geq 80\%$
% Use the product everyday	$\geq 70\%$
Av. Days the product is used every week	$\geq 5$
% able to recall the hotline number	$\geq 75\%$
% Satisfied or very satisfied with the maintenance service	$\geq 80\%$
Net Promotor Score (-100 to 100)	$\geq 0$
% saying the overall cost of products are a 'fair price'	$\geq 75\%$
% saying the current product range meet their household needs	$\geq 75\%$



## HOW?

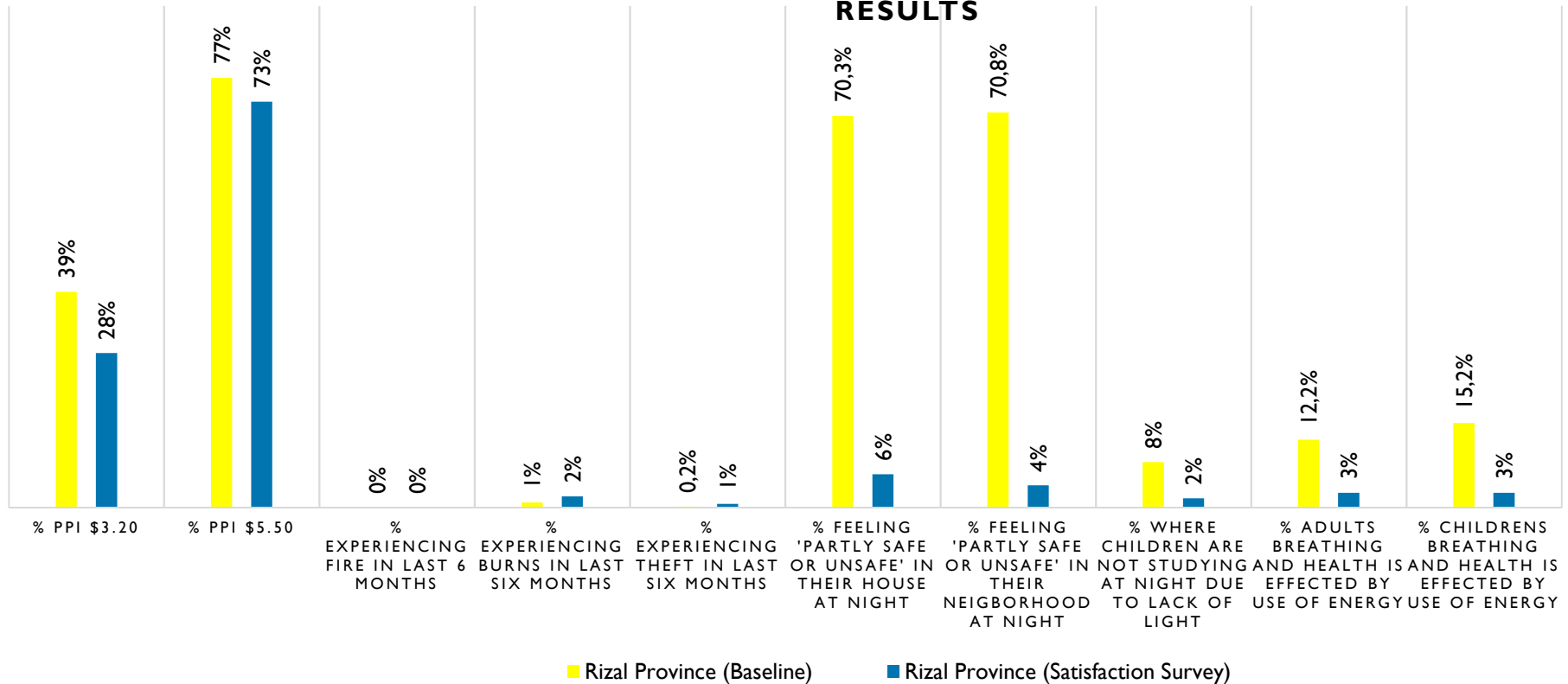
**IS THE PROGRAM OFFERING QUALITY, AFFORDABLE  
AND SUSTAINABLE SOLUTIONS?**

Indicator	Target	Satisfaction Survey Rizal 2021
% Satisfied or very satisfied with the product	$\geq 80\%$	91%
% Use the product everyday	$\geq 70\%$	90%
Av. Days the product is used every week	$\geq 5$	6.2
% able to recall the hotline number	$\geq 75\%$	11%
% Satisfied or very satisfied with the maintenance service	$\geq 80\%$	56%
Net Promotor Score (-100 to 100)	$\geq 0$	34
% saying the overall cost of products are a 'fair price'	$\geq 75\%$	97%
% saying the current product range meet their household needs	$\geq 75\%$	73%



## WHY? IS THE PROGRAM REDUCING ENERGY INEQUALITIES AND SAVINGS PEOPLES LIVES?

### CHANGES TO PEOPLES LIVES: BASELINE VERSUS SATISFACTION SURVEY RESULTS





## **SOCIAL RESPONSIBILITY**

IS THE BUSINESS SOCIALLY RESPONSIBLE OVERALL + WITH STAFF

Indicator	Target
% Staff satisfied or very satisfied working for Ateco	>= 70%
% Score Social Business Audit SBS	>= 65%





## SOCIAL RESPONSIBILITY

IS THE BUSINESS SOCIALLY RESPONSIBLE OVERALL + WITH STAFF

Indicator	Target	RESULT 2022
% Staff satisfied or very satisfied working for Ateco	>= 70%	93%
% Score Social Business Audit SBS	>= 65%	77%

### \*Social Audit (SBS) Results 2022

1	Purpose	94%
2	Public	80%
3	Product	83%
4	HR Policies	81%
5	Ethical Principles	67%
6	Profits	50%
7	Partnerships	85%

### **1) PROFILE OF NEW CUSTOMERS**

- Sales certificates, Satisfaction Surveys (ex ante), baselines
  - *Questions and Indicators can be different*

### **2) SATISFACTION AND USE OF PRODUCTS**

- Satisfaction Surveys, Carbon Finance Surveys
  - *Questions and Indicators can be different*
  - *Only one survey per year by product*

### **3) CHANGES TO PEOPLES LIVES**

- Satisfaction Surveys, Baseline vs. Endline, Carbon Finance surveys
- Proxies for impact

### **4) HR/SOCIAL + ENVIRONMENTAL POLICIES**

- Social Audits, Complaint Procedures, Internal Policies, Recycling

Any questions?



3. You have very diverse programs.  
How did you manage to build a common framework  
for outcome measurement?



## THE NEED FOR A CONSOLIDATED VISION ACROSS ALL PROGRAMS

- For our social investment funder **Microfinance Soldiare**
  - Organised, clear social performance data
  - Focussed discussions across harmonised set of indicators
  - Better investment decisions
- For **Entrepreneurs du Monde**
  - Communication
  - Program comparison / benchmarking
  - Organisation of technical support
- For **the programs**
  - Benchmarking/Comparison
  - Clearer indicators quicker decision making
  - Better understanding of products, clients and impacts





- Microfinance Soliaire (Investor)
- Head of Access to Energy Programmes (EdM)
- Programs in the field
- Desk research (Gogla, SBS)
- Based on what is already collected, what we know we can collect



1. SOLAR LIGHTING



3. IMPROVED  
COOKSTOVES



4. LPG STOVES



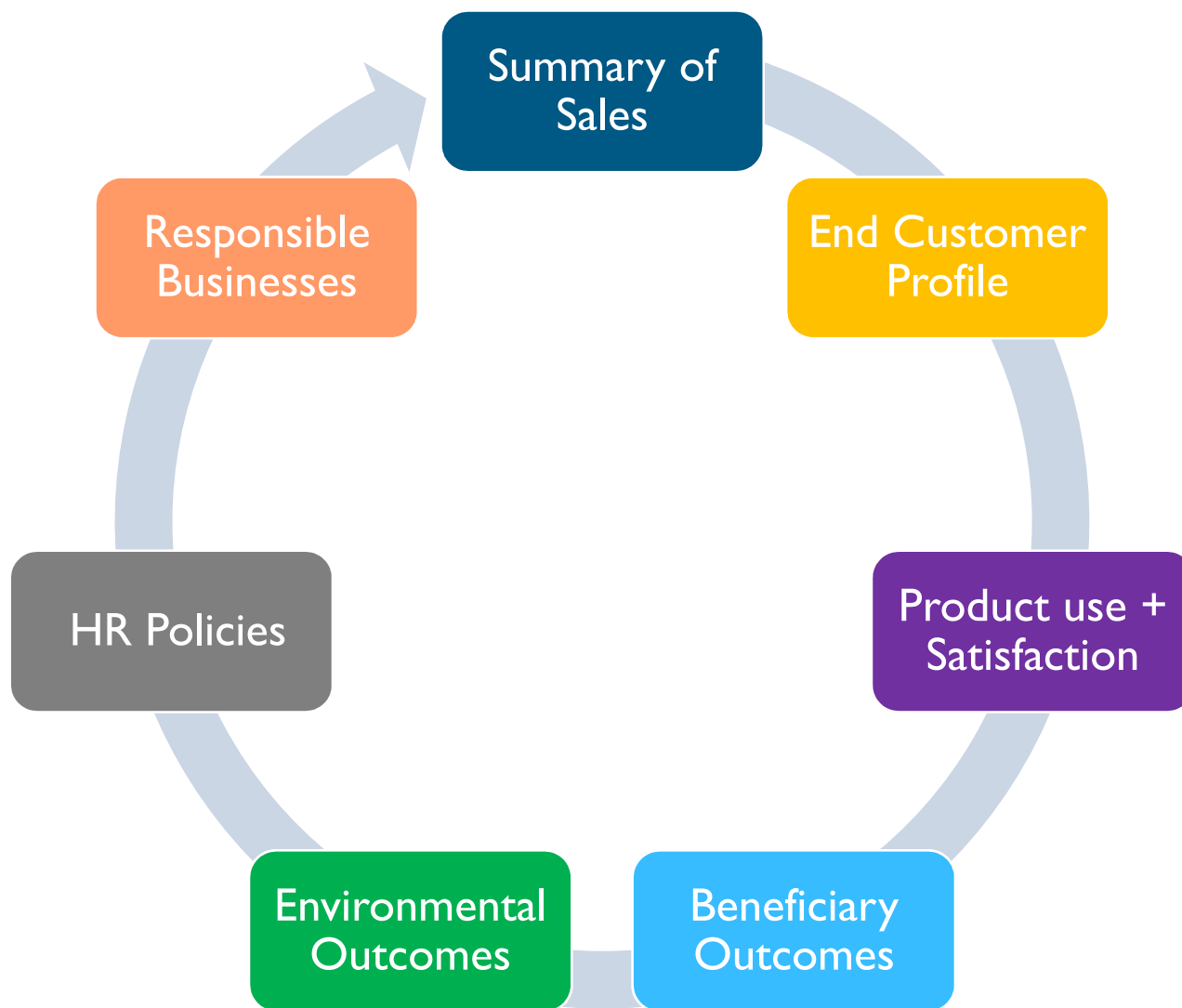
2. SOLAR MINI GRIDS



5. PRODUCTIVE APPLIANCES



6. OTHER HOUSEHOLD APPLIANCES



Summary of Sales

- # Families equipped
- # Indirect beneficiaries
- # Number of products distributed

End Customer  
Profile

- % not connected to the electricity grid
- % using poor sources of energy for lighting
- % using poor sources of energy for cooking
- % living under \$3.20 / \$5 poverty line
- % primary users are female

Product use +  
Satisfaction

- Net Promoter Score
- % Satisfied with product(s)
- % Use product everyday
- % Know hotline number in case of problem with product
- % Satisfied or very satisfied with maintenance service

Beneficiary  
Outcomes

- % lives have improved
- % income has improved
- % feel more safe and secure
- % children better able to study
- % less burns
- % with improved health

Environmental  
Outcomes

- # kW of solar installed
- CO2 emissions saved (tonnes)
- Wood saved (tonnes)

*Proxies, based on  
number of sales*

HR Policies

- % Female staff members
- % Females in the direction + board
- Ratio highest to lowest paid staff members
- Staff turnover ratio
- % of staff satisfied working for the organisation
- % resellers satisfied with organisation



Responsible  
businesses

% score SBS

% with social charter in place

% producing social reports annually

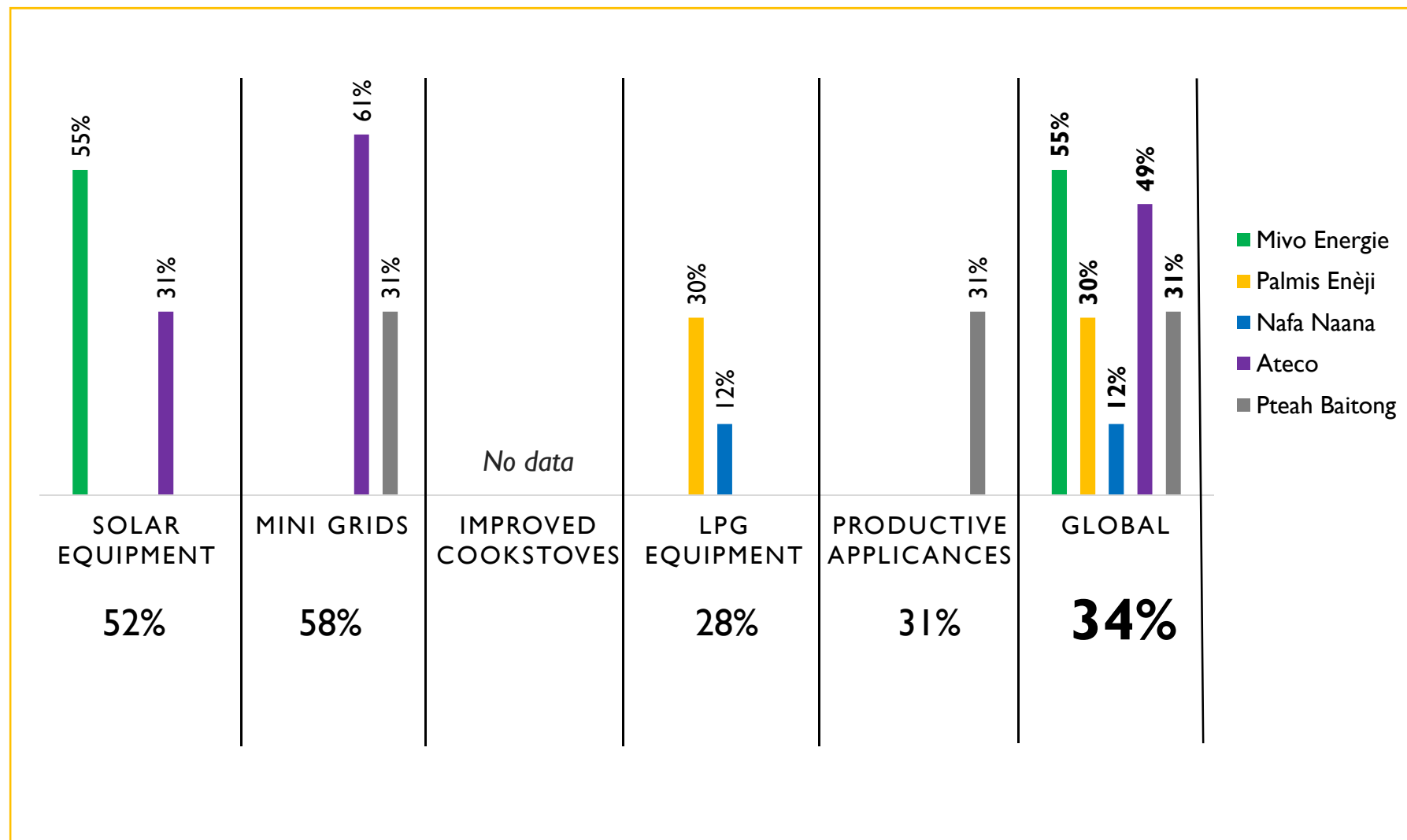
% board/direction discusses social results

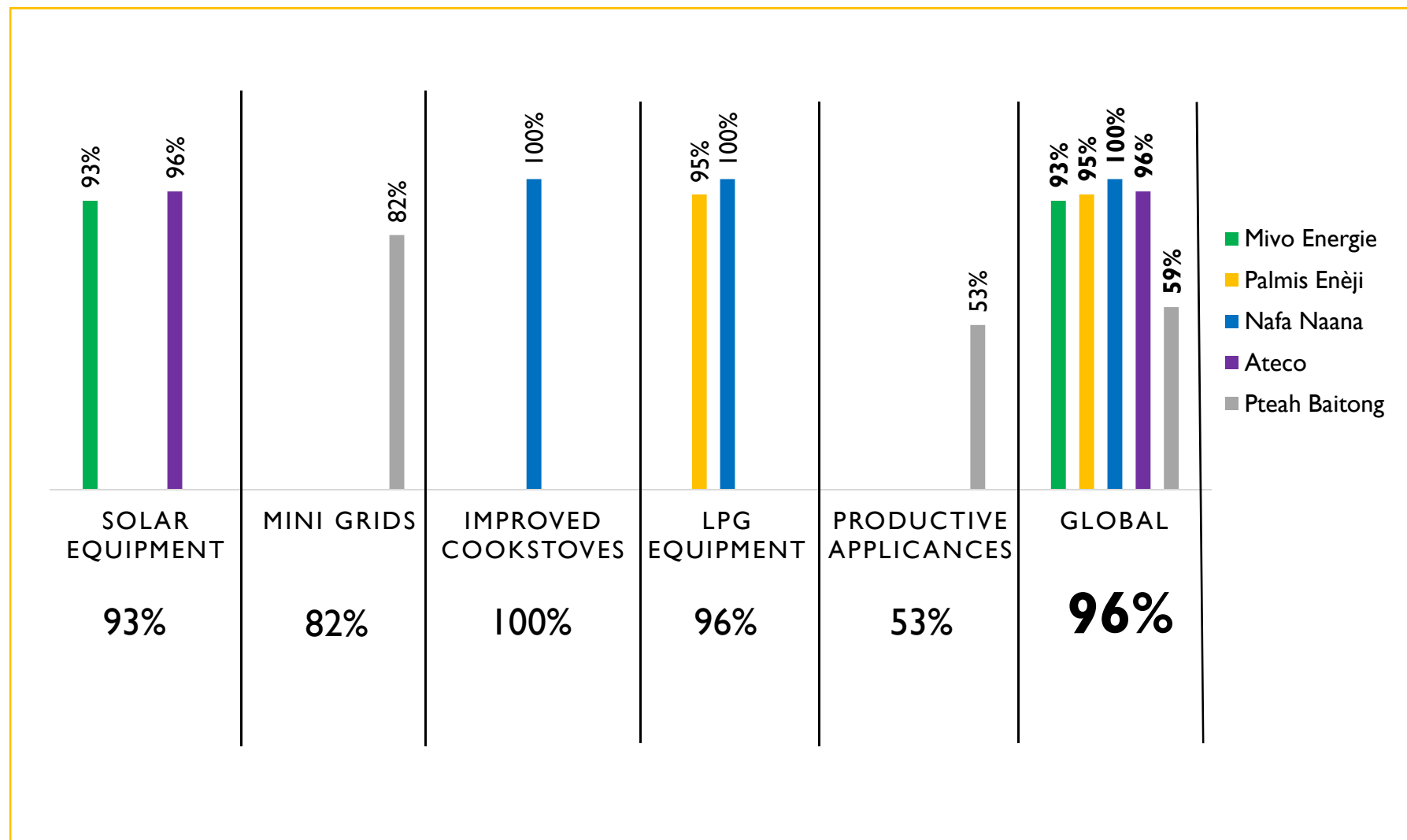
% with staff and beneficiary complaint policy

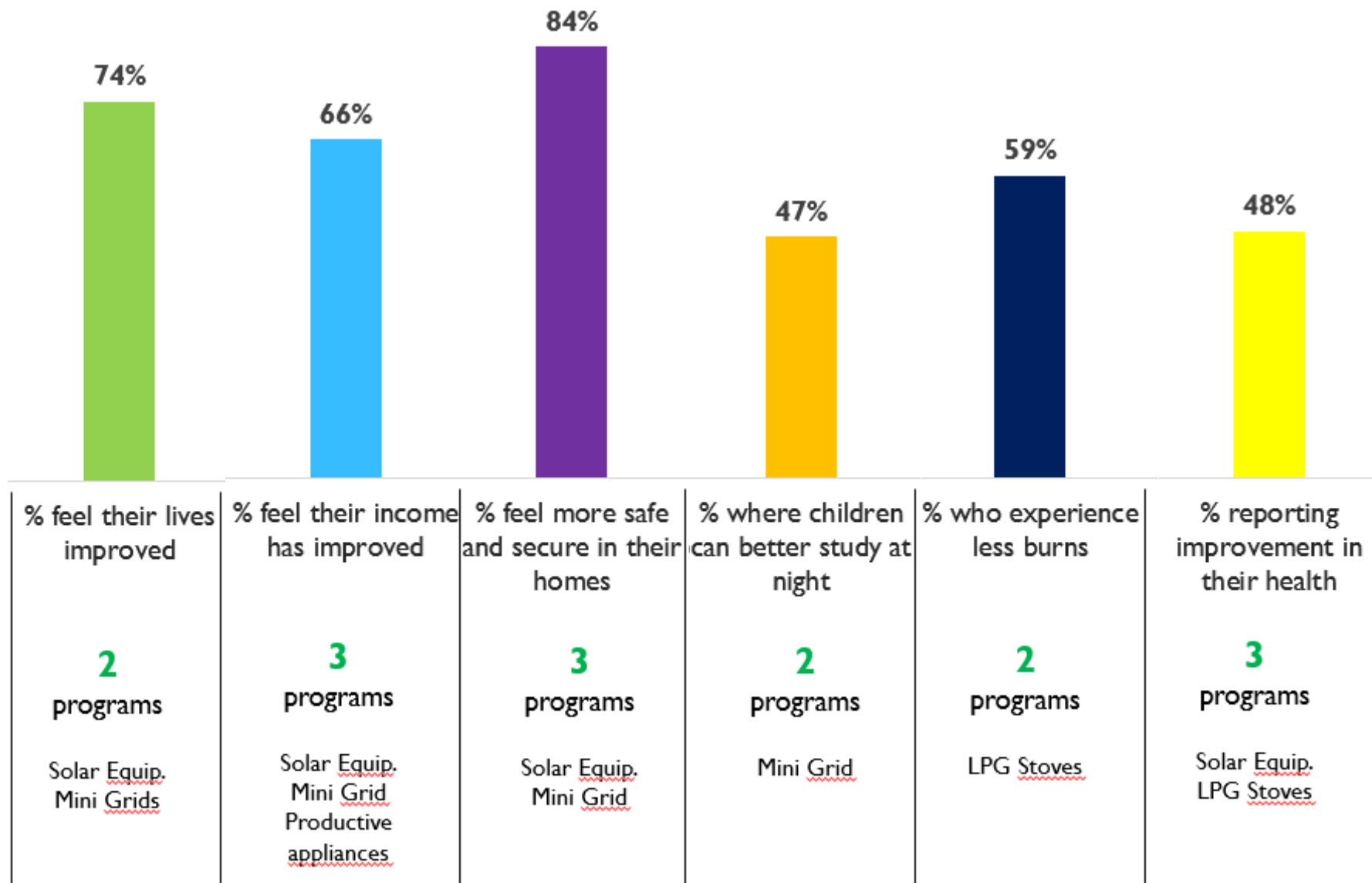
% with end of life battery recycling policy

✓ **Annually**

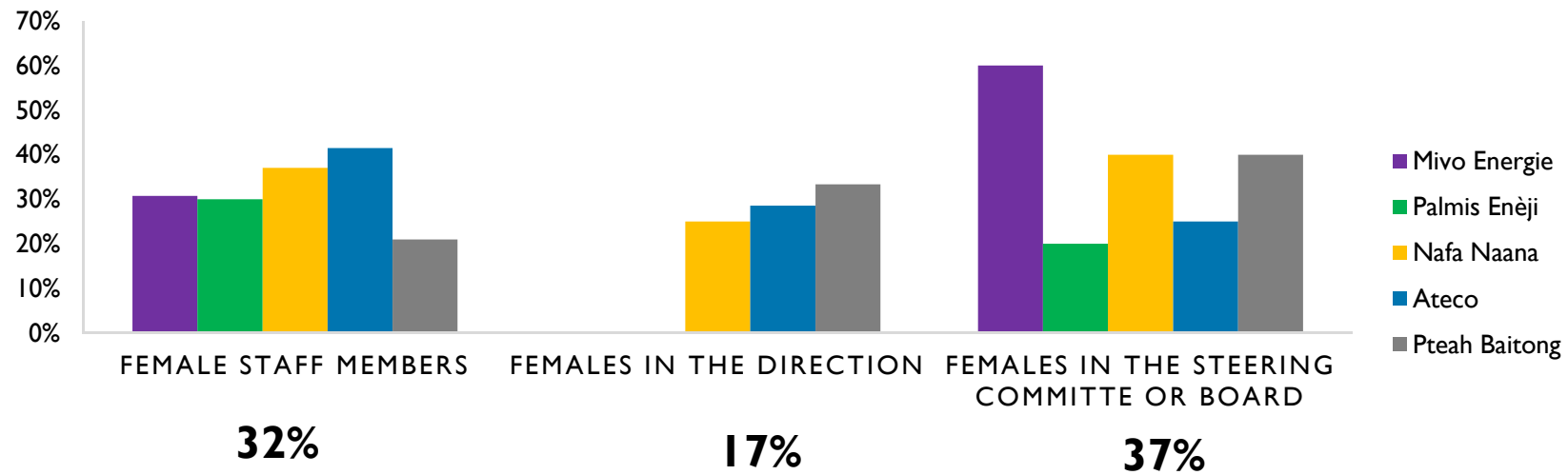
- Sales information (MIS)
- Payroll
- Baseline survey results
- Sales certificate recored data
- Satisfaction Survey Results
- Staff Survey Results
- Reseller survey results
- Impacts based on proxies of number of sales
- Social Audit Results
- Copies of policies and procedures







WOMEN REPRESENTATION WITHIN THE ORGANISATIONS



% OF SALES WHERE WOMEN USE PRODUCTS THE MAJORITY OF THE TIME



	MIVO	PALMIS ENEJI	NAFA NAANA	ATECO	PTEAH BAITONG
Social Strategy / Charter Formalised					
Social Indicator/Impact Reports (last year)					
Direction discusses social results					
Beneficiary complaint procedure					
Staff complaint procedure					
Product Satisfaction Survey (last year)					
Staff Satisfaction Survey (last 3 years)					
Social Business Scorecard (last 3 years)					



Completed



Not completed

Any questions?





4. What have been some of the challenges, but also some of the benefits, of implementing this common outcome measurement framework?

- Encouraging organisations to collect and use the data
- Collecting baseline data / operational feasibility
- Resourcing for analysing and presenting the data
- Consolidating data where different methodologies are used for data collection
- Making sense of the data without benchmarks or targets
- Communication of figures where data is patchy

- Core set of defined indicators to work with along with additional bespoke questions. Encourages better and more focussed data collection and reporting against relevant indicators
- Can compare between programs/products whilst still doing separate 'product based' satisfaction surveys
- Better overall understanding of beneficiaries, products and changes to be able to adapt and improve programs
- Wealth of organised data for communication purposes
- Technical support can be more targeted towards areas of need, helping improve programs

- Do these indicators seem relevant for your programs, have we missed anything- do we over collect!?
- How often is data collected and used to drive decisions in your experiences/organisations?
- How do you use data in your organisations or as investors in the access to energy space? What challenges do you face?
- How can we improve our consolidated reporting?!

**THANK YOU!**

Feel free to contact me

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