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MAKING IMPACT 'COOL'

# the challenge

## **Impact measurement and Data**

The challenges of impact measurement and data in Africa are complex and interconnected.

**Data Quality and Availability:** Reliable data is often lacking, outdated, or of poor quality, affecting the ability to assess impact accurately.

**Heterogeneity and Standardization:** Africa's diversity requires an adaptable approach to measurement that will work across various cultural, economic, and geographical contexts. Achieving standardization across this diversity is essential to ensure data comparability and consistency.

**Attribution and Counterfactuals:** Determining the true impact of an intervention is difficult due to external factors and the lack of suitable alternative scenarios. This challenge is closely tied to the need for accurate and reliable data to establish causal relationships.

**Resource and Capacity Constraints:** Limited financial and human resources can hinder comprehensive data collection and analysis.

**Informal Economies and Geographical Challenges:** The informal sector, prevalent in many African countries, is challenging to capture in traditional data collection methods. Additionally, the diverse geography of Africa can pose logistical difficulties for both data collection and impact assessment.

**Language and Cultural Diversity:** The numerous languages and cultures make data collection more complex due to language barriers and cultural norms. Ensuring data and impact measurement approaches are culturally and linguistically sensitive is essential.

# the solution

- A **homegrown standardized** impact measurement index that, supported by the appropriate resources, can effectively overcome the challenges above.
- An **integrated approach** that ensures consistency, quality, and adaptability while enhancing local capacity and minimizing political interference, ultimately facilitating more accurate and comprehensive assessments .

# OUR STORY

## 2021 - CVPAfrica Born

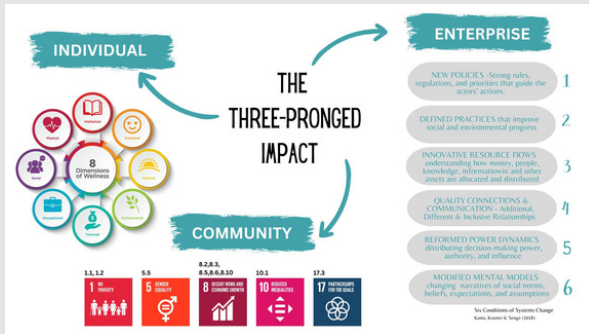
### Research in Africa

Dr. Mahinda researched the influence of team Leadership on collaborative value. Her doctoral studies targeted 500 team leaders (Ashoka Fellows) in 22 countries in Africa



2021

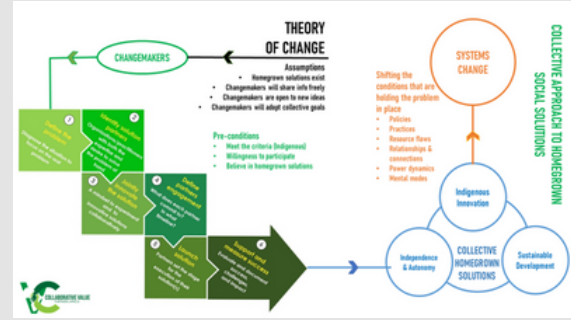
## 2022 - 3 Pronged Impact



2022

2022

## 2022 - CVPAfrica TOC



## Feb 2023 - Catalyst 2030 CoLab Workshop

3 pronged Impact validation workshop



2023

2023

## Nov 2023 - ICE Index

Operationalization of ICE Index  
In partnership with USIU - Africa



## 2024 - Making Impact 'Cool'

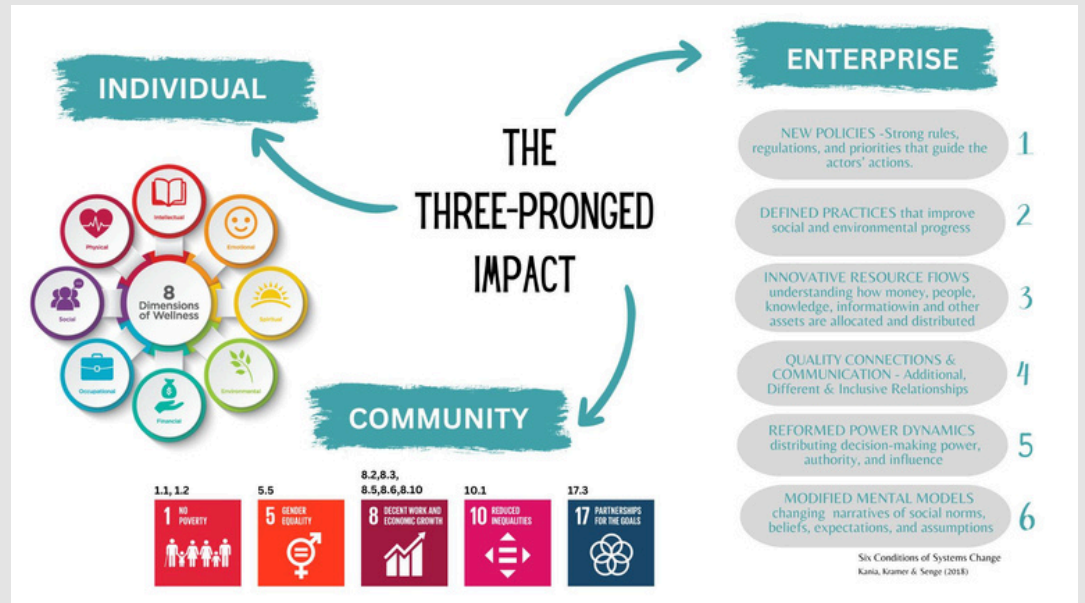
LAUNCH



2024

# about the ICE Index

The ICE Index is a Three-prong approach to impact measurement.



## Individual

The approach recognizes that for enterprises to succeed, the wellbeing of its entire workforce is of utmost importance. It delves into the eight dimensions of wellness of the individual members of the enterprises’ workforce and helps assess their health, well-being, and quality of life.

## Enterprise

The assessment of the enterprise focuses on the six conditions of systems change: Policies, practices, resource flows, connections, power dynamics & mental models. It offers insights into the overall health and sustainability of the enterprise in driving the impact.

## Community

The ICE Index highlights the impact felt at the community level by measuring how the enterprise(s) directly influence/transform their beneficiaries and/or customers- Enterprise(s) get to understand if and how they are transforming their community.

# MAKING IMPACT 'COOL'



## introduction (what)

**Making Impact 'Cool'** is the awareness campaign and roll-out of the ICE Index that is tailored to the unique challenges and opportunities of the African context, making it an invaluable resource for local enterprises and organizations.



## objectives (why)

Our primary objective is to address the pressing need for reliable and context-specific impact measurement in Africa. We want to create widespread awareness, build local buy-in, and encourage enterprises to subscribe to our program. We are committed to transforming the way impact is assessed in Africa, by supporting data-driven decision making, driving positive change and ensuring that resources are allocated effectively.

We aspire to empower local enterprises and organizations to showcase their positive contributions, foster transparency, and ultimately attract more support and investment.



## strategy (how)

**Making Impact 'Cool'** begins with a series of awareness campaigns on multiple platforms, and workshops to create a collaborative environment that fosters engagement among local organizations encouraging them to want to know their ICE Index and find ways to achieve greater impact.



THANK  
YOU



[partnerships@collaborativevaluepartners.com](mailto:partnerships@collaborativevaluepartners.com)



kate gardens  
P.O. Box 11 - 10100