

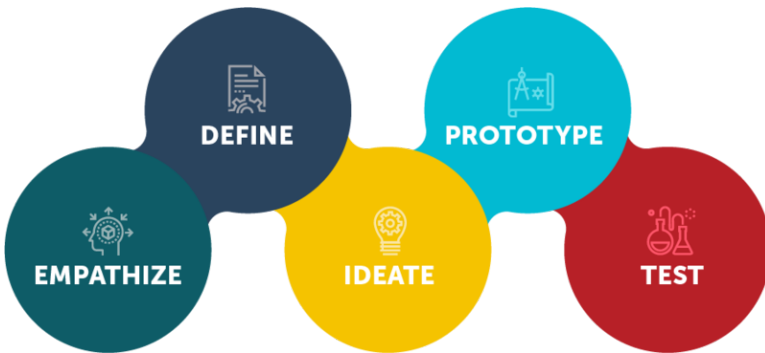


2019 Social Innovations and Grassroots Consulting Projected Summary Scope of Focus

Empowering, systems-changing social impact at scale (aka: social entrepreneurship)

Overview

The field work of Social Entrepreneur Corps interns has two primary focus areas. First, interns help our leadership and local team to assess the need for and design social innovations. These are social innovations that our community partners have identified that have the potential to empower systems changing social impact at scale. In certain cases we are just getting started with a concept, and in others we may already be working on a social innovation that previous interns worked on. Interns “step in” to help us continue through the process. And second, interns work side-by-side with our team as community consultants supporting grassroots, local organizations. We meet with the passionate leadership, teams and constituents of these organizations to help provide new ideas and frameworks that can help them succeed in their respective missions. Through all of this we use a modified design thinking process. We first seek to understand, then define the problems/opportunities, we ideate together, we then define prototypes and finally we seek to test our co-created ideas.



Following is a summary of both the Social Innovation projects and list of organizations we will be working with this year. Needless to say, priorities may vary by country and region, but it is our hope that interns have the opportunity to work on a diverse variety of projects overall.

Social Innovation Projects

We will be collectively focused on the following Social Innovation projects throughout 2019. As noted, these are all at various stages of the design thinking process. We will likely be adding to this list in the coming weeks as we assess new opportunities. These projects are applicable to varying degrees in all of the countries where we work. All interns will receive a repository of work that has already been undertaken for these Social Innovations as well as tools and resources to effectively work as teams on these projects.

MICRO-ENTERPRISE

Situational Analysis:

There is a prevalence of “groups” of individuals already formed in the communities where we work that are gathering periodically some common purpose. This includes youth groups, micro finance groups, women's health groups, and church groups amongst others. There is a lack of knowledge about potential opportunities to launch small businesses amongst these groups and in these communities.



Our Aspiration:

By utilizing resources we already have in-hand and seeking out and designing new ones, we aspire to provide these groups with business models (i.e. soap making, organic fertilizer, candle making, animal husbandry) that can be self-prioritized and implemented leveraging their organized group structure.

Key questions we hope SEC interns will help us answer:

- Who should we be working with/reaching out to?
- What enterprise models might be most attractive?
- How can we “package” enterprise models and best practices in an simple and yet not simplistic way?
- What is the best way to scale this opportunity to reach as many people as possible as quickly as possible?

EL COLABORATIVO

Situational Analysis:

There are many organizations who are doing amazing things in the countries where we work, and there are also amazing former SEC interns and team members who want to support. However, everyone's time and resources are limited. Also, the ecosystem is fragmented - organizations and individuals aren't collaborating for change. Over the years we have had the opportunity to build a “community” of local

organizations and former SEC interns and staff. Although there are a multitude of ways that we try to support each other, it doesn't happen as effectively or efficiently as it could. Currently, platforms, frameworks and methodologies are non-existent to ignite, foster and support collaboration.

El Colaborativo.

Our Aspiration:

El Colaborativo aims to be a community of organizations and individuals who collaborate with each other to create leveraged impact. “Members” of El Colaborativo may engage in a host of activities. They might provide professional development support to each other’s teams. They might provide access to each other’s constituencies. They might share best practices. They might share resources. And on an international level, they might benefit from remote consulting from students and professionals. We hope to provide the means to make all of this possible. We are currently in the Prototype phase, with our Beta launch planned for March 1st.

Key questions we hope SEC interns will help us answer:

- How to make our online platform compelling, simple and efficient?
- How will we share best practices and create a repository for work already done?
- How can we create a model that truly has the opportunity to scale?

COMMUNITY TOURISM

Situational Analysis:

Communities and people in rural areas of Latin America (and beyond) are looking for ways to make a sustainable income while staying true to their cultural values and maintaining the natural state of their communities. Many have identified community tourism as a positive way forward. However they struggle at times with an understanding of how to create attractive experiences for tourists, setting up infrastructure and marketing and outreach to potential tourists.



Our Aspiration:

With the rise of internet use for travel advice and advertisement and of platforms such as Airbnb, this distance between communities and tourists can be bridged. We are in a good position to facilitate this. Many of our own communities are already engaging in community tourism (at different levels of experience), and we have deep experience in social

entrepreneurship and a stronger grip of online tools than our community members. We hope to launch a platform that will advertise community tourism destinations and experiences, starting from the ones that are part of our network, and where online bookings can be easily made. Additionally, we aspire to create a “guide” that others can access outside of our network to help them engage in community tourism in practical, high-impact and dignified ways.

Key questions we hope SEC interns will help us answer:

- How do we help our communities build capacity for community tourism?
- What does the process look like - How do we identify new communities? What agreements do we put in place for them to sign-up? Can we prepare a package to build their capacity in tourism based on our experiences?
- What would a community tourism instructional guide look like and how will we get it into the hands of the communities and organizations that it can benefit the most?

FOCOPI: SELF-FINANCED COMMUNITY BANKS

Situational Analysis:

The members of rural communities in Latin America are often geographically distant from traditional financial institutions and do not have the opportunity to receive education on managing their family finances. Also, there is oftentimes no means for people to save or access credit. Local microfinance and banking institutions oftentimes have interest rates that are very high for credit and very low for savings. This means that people's ability to access credit and save for education, health and emergency expenses and investments, in particular, can be very limited.

Our Aspiration:



Several years ago, with the support of SEC interns, we created FOCOPI (Community Fund for Investment and Prevention). This is a self-financed community banking model that borrows from other models being implemented globally. FOCOPI creates access to financial tools and services that communities manage themselves. FOCOPI empowers community groups to improve the financial well-being of themselves and their families through access to small-scale savings and loans as well as financial education. We have encountered great success to date in many of the regions where we work. However, we have not yet been able to scale this at the pace to which we aspire. We hope to change this.

Key questions we hope SEC interns will help us answer:

- How do we best convey the potential benefits of this program to community members?
- How do we differentiate our program from microfinance institutions, which tend to have poor reputations in communities?
- What is the best way to scale this opportunity to reach as many people as possible as quickly as possible?

BOXED IMPACT

Situational Analysis:

Millions of U.S. citizens travel each year to Central and South America for tourism, Spanish classes, and volunteering. Many wonder what to bring as a present to their host families or, more generally - what objects they can bring to give away that can make a positive impact on the communities they visit. NGOs and communities often need donations of specific items, but seeing as there are no guidelines for tourists to follow, they often end up receiving objects that are not so useful to their causes. This results in a waste of resources and time for everyone.

Our Aspiration:

With Boxed Impact we hope to leverage students, volunteers, missionaries and impact-focused people traveling to

boxedimpact.com

developing-world countries as a means to deliver high-impact solutions to community members as well as open new opportunities for solutions providers and local NGO's/social enterprises. The current solutions in the "box" provide low-income community members with an introduction to vital technologies/information that is currently inaccessible. This includes reading glasses, a water purification solution, a solar lamp and a knowledge library. Using the foundation created by the work of former SEC interns, we will be beta launching this on March 10th.

Key questions we hope SEC interns will help us answer:

- How do we best measure success?
- How can we most effectively pack and ship the boxes to those who purchase them in the U.S.?
- How can we capture the impact and relationships created?
- How do we create individualized boxes based on a local organization's priority needs?

NUTRITION WORKSHOPS FOR DIABETICS

Situational Analysis:

Diabetes is now a problem of epidemic proportion with recent studies revealing huge increases in the incidence of the condition in many Latin American countries, especially amongst indigenous populations. Worse still, families are unable to control the disease due to the challenges associated with making the necessary changes in lifestyle and diet.



Our Aspiration:

We have recently developed a family nutrition workshop after concluding that individual and community workshops are not effective. We focus on empowering the entire family unit to support the diabetic and make informed decisions about their diet. Follow-up is an essential component of facilitating positive change.

Key questions we hope SEC interns will help us answer:

- How can we put together a training course for entrepreneurs/organizations for them to be incentivized to offer a family diabetes workshop?
- How can we put together a sustainable incentive package for how this might work?
- How can we use WhatsApp/Facebook to provide continuous education to families affected by diabetes?

Since our inception, we have provided consulting and support to a wide variety of grassroots organizations carrying out inspiring work in the same geographical regions served by our teams. Wherever we see an opportunity to support, we aspire to do so knowing that we are broadening our contribution to greater opportunities and positive change for local populations. Following is a list of organizations we will be working with in 2019 and some of their potential prioritized needs we will be addressing. These consultancies build upon the work for former interns and our in-country team.

GUATEMALA

Soluciones Comunitarias (Multiple sites)

Soluciones Comunitarias is a social enterprise that trains local entrepreneurs to empower families, schools and organizations to find solutions to obstacles in their communities. Promoters raise awareness of various health and economic challenges and create access to different technologies and services ranging from water purification to corrective glasses to solar energy technology.

Potential consulting focus areas:

- Test current marketing for stoves and advise on improvements
- Assist with sales campaign and identify opportunities for growth
- Support regional team in building partnerships for wholesale stove sales
- Identify and test new products to be distributed by community entrepreneurs



The Centro Explorativo (La Pista, Nebaj)

This after-school educational center provides children from low-income areas with access to classes including in English, art, math, environmental education and computer literacy. Additionally, the children receive nutritious dietary support.

Potential consulting focus areas:

- Build capacity for expansion of teaching programs
- Design outreach strategy and a social media campaign
- Learning space expansion and design





CEFAM: Centro de Atención y Apoyo Familiar (Xela)

CEFAM is a NGO founded and run by Guatemalan lawyers who provide pro-bono legal services to women who have suffered domestic violence and are left to support their children using very limited financial means.

Potential consulting focus areas:

- Identify local opportunities for partnership and expansion
- Provide the frameworks for a 3-year financial sustainability plan



Talento de la Naturalez Azul (San Antonio, Lake Atitlan)

Local leader, José, with the support of SEC, initiated a needs analysis of a recently organized group of 70 female artisans in San Antonio. They ladies have invested resources and time in learning to make paraffin candles with the hope of developing an economically-viable business.

Potential consulting focus areas:

- Assist the women to create a solid business plan/proposition
- Empower them to make informed decisions on investments and product design

ECUADOR



Mushuk Kawsay (Ñamarin, Loja)

Mushuk Kawsay is a group of indigenous women from Ñamarin whose goal is to create economic opportunities for themselves and their families through their artisan products.

Potential consulting focus areas:

- Identify and develop effective marketing and sales strategies
- Assess current designs and advise on improvements appealing for a foreign market



Fundacion Utopia (Pulingui, Riobamba)

This organization functions like an Ecuadorian CSA (community-supported agriculture). They are committed to supporting local farmers in the Chimborazo Province and healthy eating habits in the province of Riobamba.

Potential consulting focus areas:

- Develop an improved strategy to increase customer base
- Design and help launch a nutrition and health talk



Intercultural Community of San Vicente (San Vicente de Caney, Zamora)

San Vicente is a small, rural community just on the outskirts of the Amazon. They have now collectively decided to start getting into the community tourism business as a way of making a sustainable income while protecting their cultural values and the surrounding environment.

Potential consulting focus areas:

- Assess and advise on their current tourism infrastructure
- Help them design new tourism experiences

DOMINICAN REPUBLIC



Asociación de Mujeres Esperanza y Unidas de Yabón

(Vicentillo, El Seibo)

The Women's Association "Hope and Unity" is a cooperative of women in a rural community that work to produce chocolate, cocoa butter, chocolate wine and a variety of other derivatives and treats.

Potential consulting focus areas:

- Advise on the development of a marketing strategy
- Empower them to utilize effectively social media and a website



Reconoci.do (El Seibo)

Reconoci.do ("Recognized") is a national initiative to support the rights of Haitian-Dominican to documentation, founded after a law was passed in 2013 retroactively stripping Dominican-born descendants of Haitian families of their citizenship.

Potential consulting focus areas:

- Design educational guides for distribution
- Assist on the development of an expansion strategy



Kayak - Limón (Los Guineos, El Seibo)

Kayak-Limón is a community ecotourism business that provides educational excursions including boat tours and birdwatching that support the conservation and economic development of the surrounding community.

Potential consulting focus areas:

- Empower the leaders to effectively use social media for marketing
- Design and develop bilingual publicity materials