



Business ♥ Impact?

Impact & Social BM

Loïc Pedras | Week 4 | 2024/2025 Spring
Managing Impactful Projects

Agenda



[Social BM]



[Social ♥ Business ♥ Social]



[Compassion Pizza 🍕]



[More about Impact]



[Wrap-up]

The Culture Exposure Series*

Week 5

*Not mandatory

The Culture Exposure Series*

Week 5

- Book: Mark Twain - The Prince and the Poor

*Not mandatory

The Culture Exposure Series*

Week 5

- Book: Mark Twain - The Prince and the Poor
- Movie: The Eagle Hunter

*Not mandatory

The Culture Exposure Series*

Week 5

- Book: Mark Twain - The Prince and the Poor
- Movie: The Eagle Hunter
- Youtube Channel: SciShow

*Not mandatory

The Culture Exposure Series*

Week 5

- Book: Mark Twain - The Prince and the Poor
- Movie: The Eagle Hunter
- Youtube Channel: SciShow
- Musician: Bella Ciao (song)

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The Culture Exposure Series*

Week 5

- Book: Mark Twain - The Prince and the Poor
- Movie: The Eagle Hunter
- Youtube Channel: SciShow
- Musician: Bella Ciao (song)
- Painting: Salvador Dali - Persistence of Memory

*Not mandatory

The Culture Exposure Series*

Week 5

- Book: Mark Twain - The Prince and the Poor
- Movie: The Eagle Hunter
- Youtube Channel: SciShow
- Musician: Bella Ciao (song)
- Painting: Salvador Dali - Persistence of Memory
- Country: Papua New Guinea

*Not mandatory



[Social BM]

[SBM]

Examples

- Selling to new markets (Microcredit)

[SBM]

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- 1 for 1 or Robin Hood or Subsidisation (Pizza, Yooobi, Lifestraw)

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- WISE (Social Cafe)

[SBM]

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- 1 for 1 or Robin Hood or Subsidisation (Pizza, Yooobi, Lifestraw)
- WISE (Social Cafe)
- Circular Economy? (Pela Case, Keep Cup)

[SBM]

Examples

- Selling to new markets (Microcredit)
- 1 for 1 or Robin Hood or Subsidisation (Pizza, Yoobi, Lifestraw)
- WISE (Social Cafe)
- Circular Economy? (Pela Case, Keep Cup)
- Mixed (Ziqitza Ambulances)



[Social  Business]



The Happy Marriage

Toms



The Happy Marriage

Yoobi



[Compassion
Pizza]

[Pizza]

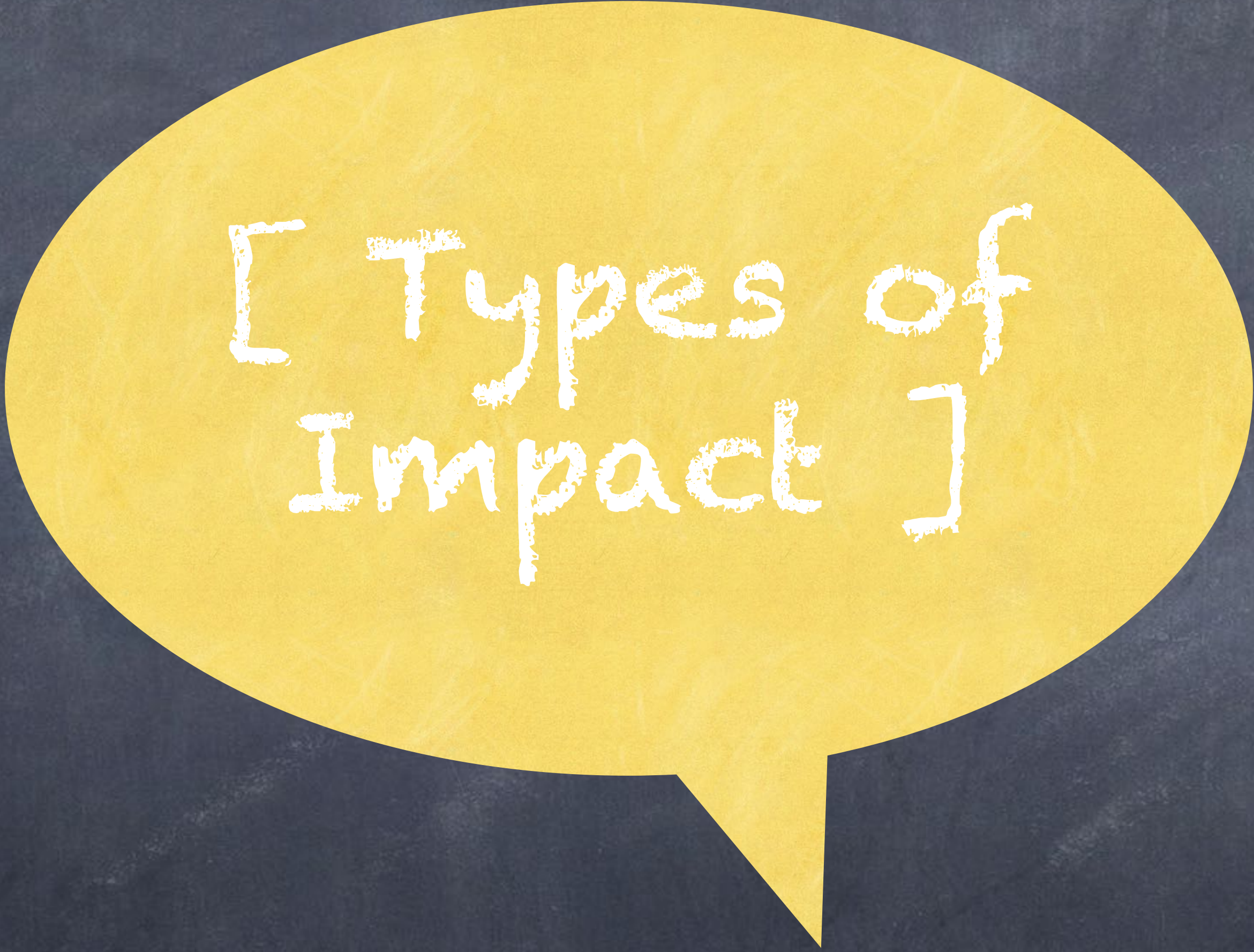
Everybody ♡ Pizza

Compassion Pizza 🍕

[Pizza]

Everybody ♡ Pizza

Customers & Beneficiaries 🍕



[Types of
Impact]



_Social Impact

What is Social Impact?



[Impact]

Social Impact

What is Social Impact?

Social outcomes as measurements, long-term & short-term, adjusted for the effects achieved by others (**alternative attribution**), for effects that would have happened anyway (**deadweight**), for negative consequences (**displacement**), & for effects declining over time (**drop-off**).



Social Impact

Alternative attribution – effects achieved by others



[Impact]

__Social Impact

Alternative attribution - effects achieved by others

Deadweight - effects that would have happened anyway



[Impact]

Social Impact

Alternative attribution – effects achieved by others

Deadweight – effects that would have happened anyway

Displacement – Negative consequences



[Impact]

Social Impact

Alternative attribution – effects achieved by others

Deadweight – effects that would have happened anyway

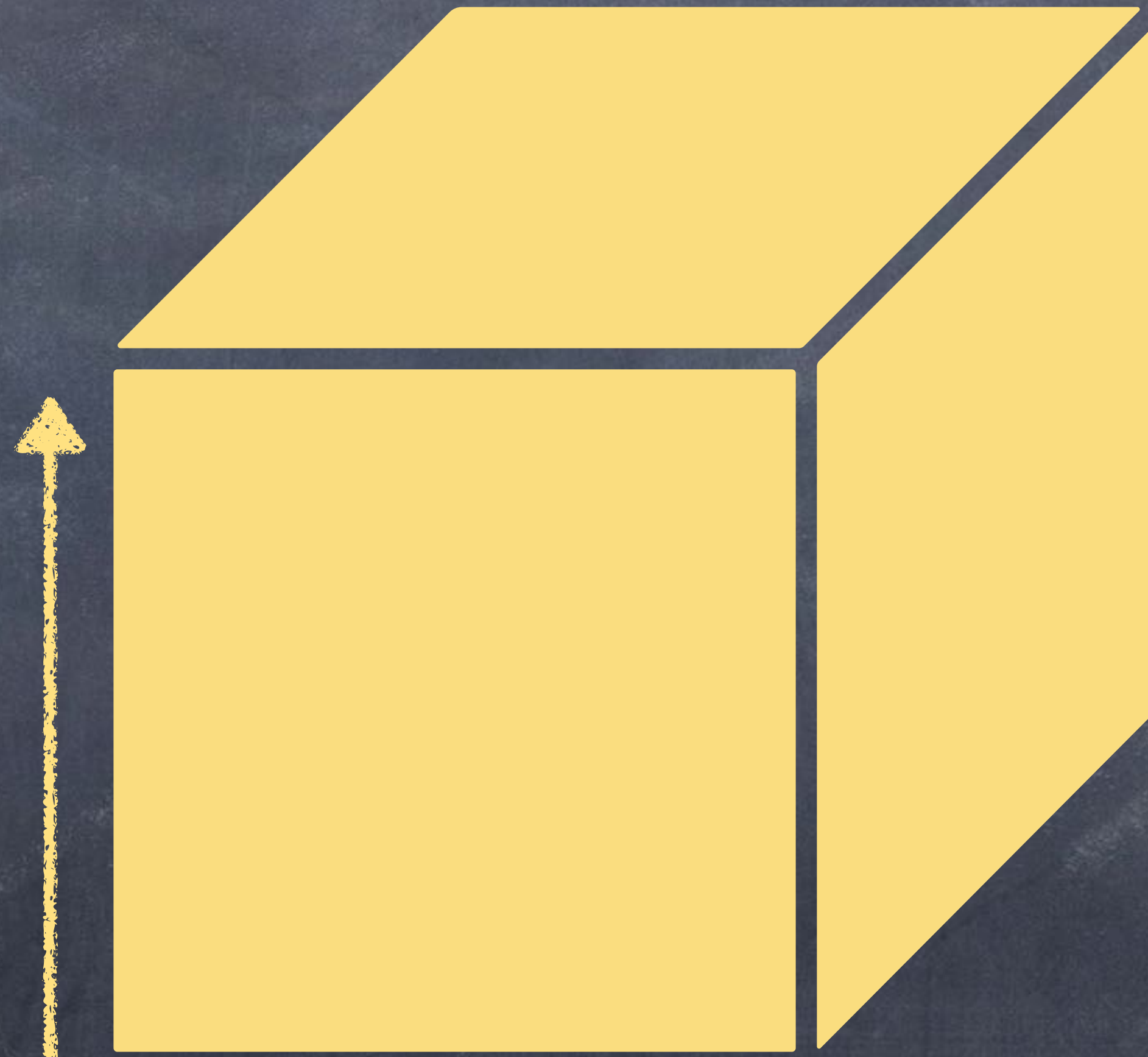
Displacement – Negative consequences

Drop-off – effects declining overtime

[Types of
Impact]

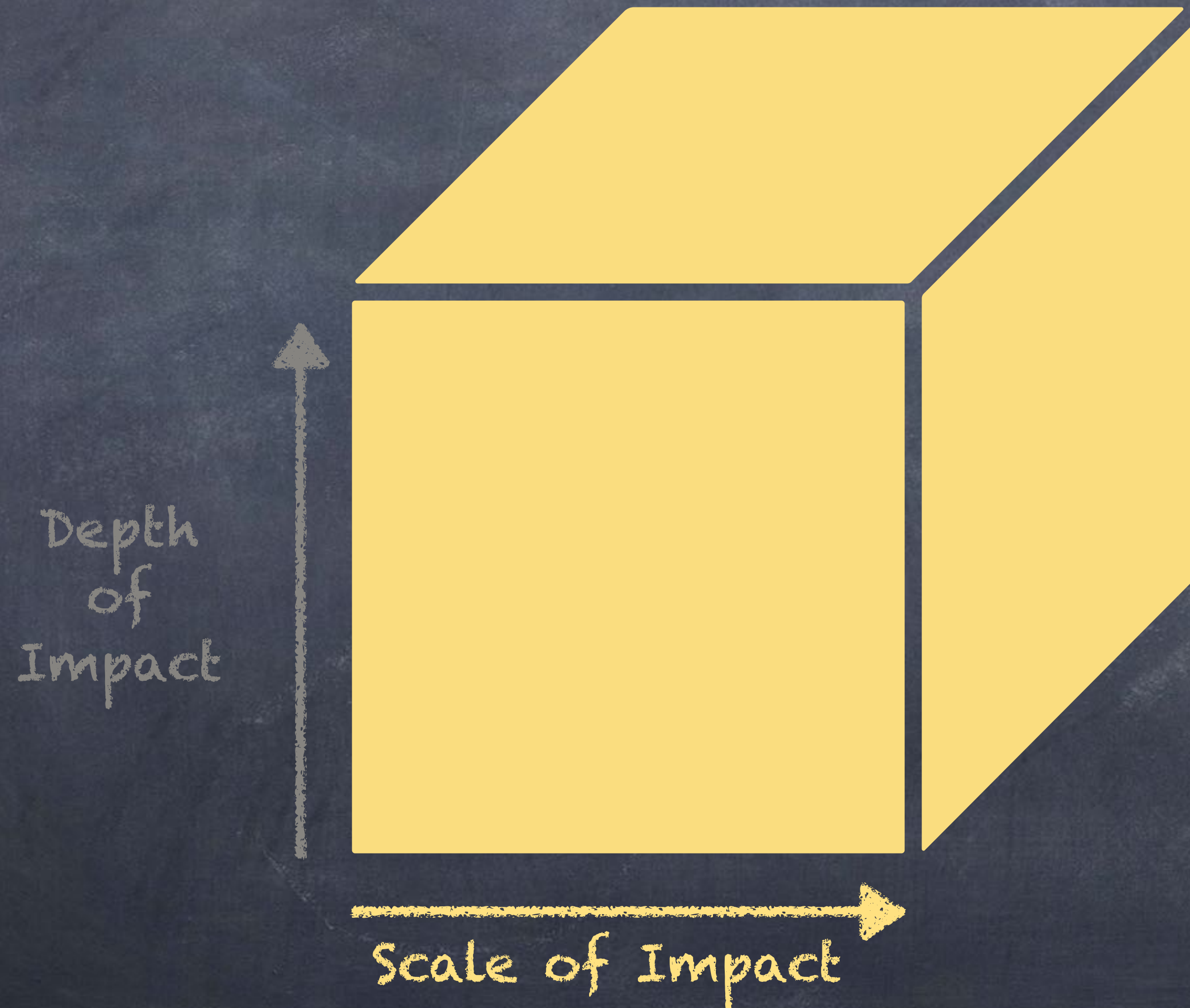
Impact Typology

Depth
of
Impact



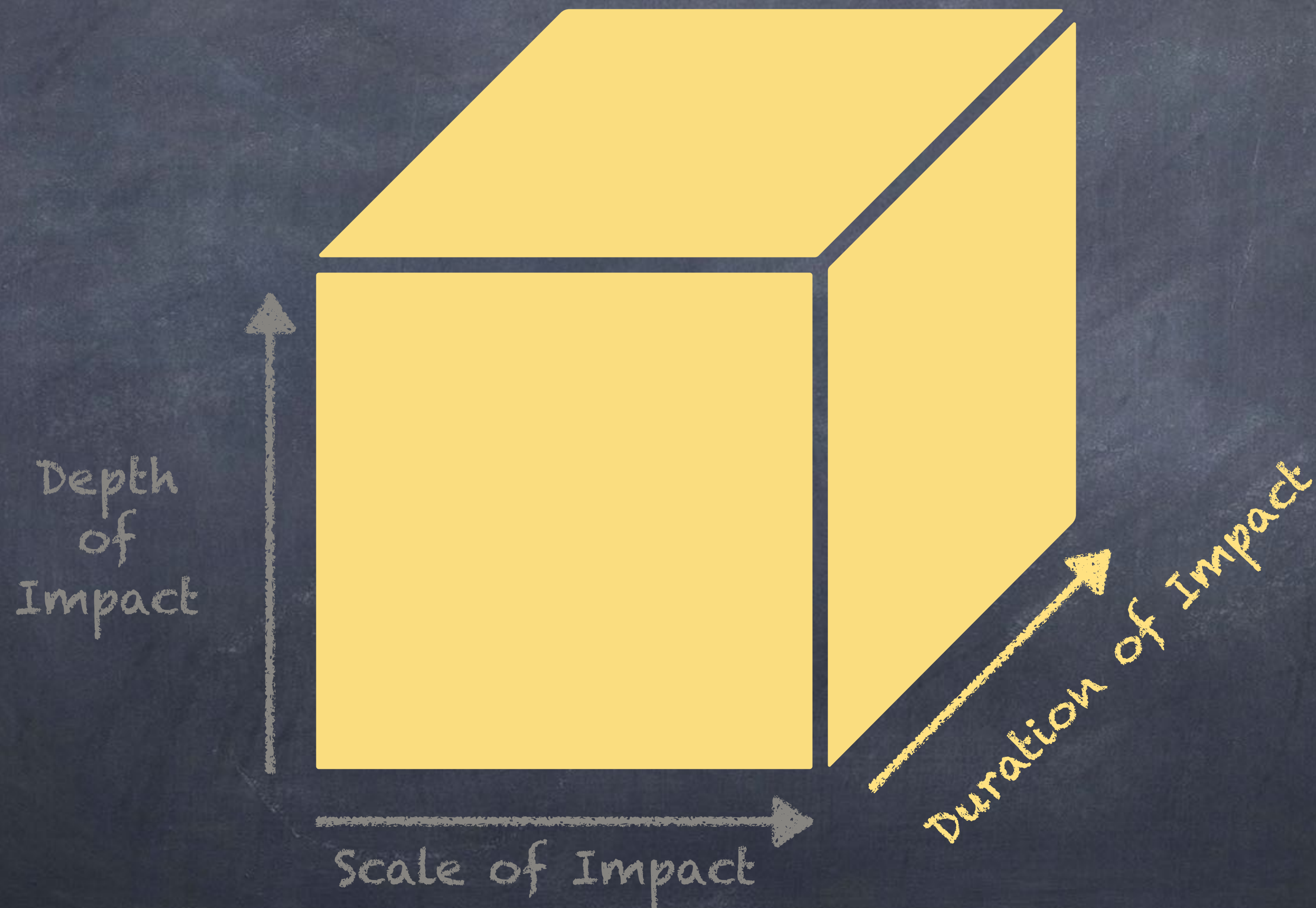
[Types of
Impact]

Impact Typology



[Types of
Impact]

Impact Typology





[Wrap up]

[Wrap Up]

The Wrap Up

- Types of Social Business Model

[Wrap Up]

The Wrap Up

- Types of Social Business Models
- 1 for 1

[Wrap Up]

The Wrap Up

- Types of Social Business Model
- 1 for 1
- Impact



Questions & Comments

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Exercise

Read the following paper regarding
the rise and fall of the 1 for 1 BM