



Social Impact Consultants

Discovering better ways
to solve social problems

Collective Impact:

*An Approach to Realizing the
Integrated Global Action Plan
for Pneumonia and Diarrhea*



Presented by Laura Herman, Managing Director FSG
@LauraSLHerman, @FSGTweets

April 30, 2013

There Are Several Types of Problems

Simple

Baking a Cake



Complicated

Sending a Rocket to the Moon



Complex

Raising a Child



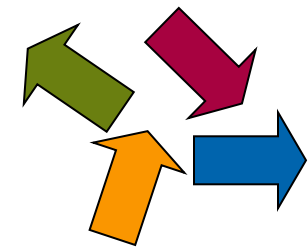
Social sector treats problems as simple or complicated

Traditional Approaches Are Not Solving Our Toughest – Often Complex – Challenges

- Funders select **individual grantees**
- Organizations **work separately** and **compete**
- **Evaluation** attempts to **isolate** a particular organization's impact
- Large scale change is assumed to depend on **scaling organizations**
- Corporate and government sectors are often **disconnected** from foundations and nonprofits



Isolated Impact



Achieving Large-Scale Change through Collective Impact Involves Five Key Conditions For Shared Success

Common Agenda

Shared Measurement

Mutually Reinforcing Activities

Continuous Communication

Backbone Support

Collective Impact Has Taken Hold in India to Address Diarrhea

1

Common Agenda

- **Prevent 200,000 child deaths** from diarrhea by 2015 through increased use of ORS and Zinc in the most affected states



2

Shared Measurement

- **Three clear metrics:**
 - Coverage of ORS and Zinc
 - Trends in ORS and Zinc prices
 - Child mortality
- Dedicated measurement team

3

Mutually Reinforcing Activities

- More than **50 partners** organized around three primary dimensions, based on geography:
 - **Demand Creation**
 - **Product Innovation**
 - **Product Distribution**

4

Continuous Communication

- Quarterly calls for task forces on demand, product innovation and distribution
- In-person meetings
- Innovation Co-Creation Platform

5

Backbone Support Organization

- Shared backbone function through MDG Health Alliance and CHAI and UN Foundation in initial phases
- Transitioning to dedicated backbone for longer term

Thank You!

Laura Herman

Managing Director, FSG

laura.herman@fsg.org

Twitter: @LauraSLHerman,

@FSGTweets,

#collectiveimpact



Collective Impact resources available on www.fsg.org