Collective Impact:
An Approach to Realizing the Integrated Global Action Plan for Pneumonia and Diarrhea

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

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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

Source: Adapted from “Getting to Maybe”
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
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

FSG originally wrote about this model in Forbes India last month: http://forbesindia.com/blog/the-good-company/no-child-should-die-from-diarrhea
Thank You!

Laura Herman
Managing Director, FSG
laura.herman@fsg.org
Twitter: @LauraSLHerman,
@FSGTweets,
#collectiveimpact

Collective Impact resources available on www.fsg.org