

2017 Social Sector Franchise Innovations Roundtable

2017 Agenda:

Pre-Roundtable optional event | Tuesday, October 17, 2017

Innovative Models for International Development and Poverty Alleviation - Jibu:
Local Owners Driving Lasting Solutions

Social Innovation Speaker Series Keynote Address:
Galen Welsch, Co-Founder & CEO, Jibu

Wednesday, October 18, 2017

- 9:00 a.m.– 9:15 a.m. | Welcome
Review of the Roundtable Agenda and Welcome
- 9:15 a.m. – 10:00 a.m. | Opening Keynote Address and Q & A

Keynote Speaker Greg Hills, Managing Director of FSG

Mr. Hills has over 20 years of experience advising organizations on strategy, program design, evaluation, and operational improvement, and co-leads FSG's global corporate consulting practice advising multinational corporations on innovative shared value and CSR strategies. He has published numerous influential papers and speaks regularly on topics of shared value, CSR, collective impact, and philanthropic effectiveness. FSG is a mission-driven consulting firm for leaders in search of large-scale, lasting social change. <http://www.fsg.org/>

- 10:00 a.m.– 10:20 a.m. | Introductions
Brief Introductions of participants - names, organizational affiliations
- 10:20 a.m. – 10:35 a.m. | Coffee/Tea Break
- 10:35 a.m.– 12:00 p.m. | Panel and Discussion
Innovative Measurement Breakthroughs in Health Sector Franchising

Large INGOs promoting sexual and reproductive health were some of the earliest pioneers in social sector franchising. Initially these programs were not focused on financial sustainability and frequently utilized fractional models because of their ability to overlay SRH onto existing health services. As SSF matures new models of public health are emerging that can provide high quality services and begin to build local franchisee capacity and scale. This panel began by looking at the shift in program design towards

greater sustainability by one of the largest providers of SRH Marie Stopes International. We will also learn about relative newcomers in social sector franchising with innovative models that can serve the BOP in hard to reach rural areas such as HealthStore Foundation's Child and Family Wellness (CFW) Shops in Kenya and Global Partners in Hope's West African health franchise network, who are leading the way balancing sustainability and significant social impact. Also considered will be Unjani Clinics, a primary health care provider franchise network in South African townships, which has a model whereby franchisees earn their businesses outright over the course of 5 years.

While the "inputs" of social sector franchising are important, this panel will focus more on the programmatic results of their models, with a particular emphasis on how franchisees are improving the public health good of the community. We will explore how these social sector franchisers measure their effectiveness to simultaneously increase their bottom lines, while making impacts in the communities they serve. This panel covered topics such as effective measurement and metrics of success, as well as a focus on how franchisors are selecting and then engaging their franchisees through incentives and other methods to achieve the desired quality and quantity of impact.

Moderator: Fiona Wilson

Panelists: Lynda Toussaint, Chief Executive Officer, Unjani Clinic South Africa; Ian Vickers, Founder, Global Partners in Hope; Greg Starbird, Starbird Consulting and founder Child-Family Wellness Clinics; Helen Blackholly, Vice President & Director Health Systems, Marie Stopes International

- 12:00 p.m. – 12:45 p.m. | Lunch (Video and Presentation by UNH EC-SISI Funded Togo Hope Project)

A Nebraska-based program called Global Partners in Hope (GPiH) is developing five regional health centers, delivering real, sustainable hope to the rural people of Togo. Last summer, thanks in large part to a grant from the UNH Emeriti Council, three UNH students had an opportunity to assist in this effort. Kiley McKenna (Nursing '18), Elizabeth Lapsley (Nursing '18), and Aboubacar Konate (Civil Engineering '17) participated in a ten-day GPiH mission to conduct a needs assessment of the health of the rural community surrounding the village of Agbelouve. [Read more here.](#)

- 12:45p.m. – 1:15 p.m. |Check in on our Inaugural Living Case Studies

Recorded presentations and Q & A with our 2016 Social Sector Franchise Accelerator protégés Mark Mutaai, [Jibu](#) and Victor Mhango, [Ziweto Agrovvet Enterprise](#) and Ignite. A review of what progress has been accomplished, major deviations from the plans made at SSFIR 2016 what the future holds.

- 1:15 p.m.– 2:30 p.m. | Building the Social Sector Franchise Ecosystem Part One: Current Organizational Support for the Field.

Non-Profit organizations like the International Centre for Social Franchising, UNH Social Sector Franchise Accelerator and profit-oriented firms like Impact Capital and Stage Sixth

all provide vital support to individual social sector franchises and contribute to strengthening the overall field. The IFA's Social Sector Task Force, the SSTF Mentoring Program and the Next Gen competition mobilize support for SSF from the commercial franchising industry and identifies emerging, young franchise entrepreneurs (including socially oriented enterprises). In this short exploratory session we learned about each organization and began the discussion about maximizing connections, learning and support for social franchisers and the emergent field of practice beginning the conversation that will take in the following session.

Moderator: Bill Maddocks

Panelists: Julie McBride, Stage Six; John Simon, Impact Capital; Raili Marks, International Centre for Social Franchising; Marla Rosner, IFA Social Sector Task Force

- 2:30 p.m. – 2:45 p.m. | Coffee/Tea Break
- 3:00 p.m. – 5:30 p.m. | Building the Social Sector Franchise Ecosystem Part Two: Developing a Research Agenda and Community of Practice to Catalyze the Growth of the Social Sector Franchise Ecosystem

Facilitators:

Kim Wilson and Kim Alter

This year's roundtable theme is "Moving from Pilots to Proven Concept: Tools, Metrics and Best Practices for Social Sector Franchising." The Social Sector Franchise field is maturing rapidly and across the globe, social franchising is showing potential as an effective, efficient and consistent way to reach large numbers of customers with life-saving/enhancing social goods and services. Building a robust and capable social sector-franchising field of practice will require marshalling the knowledge, resources and support for social enterprises working to meet a myriad of business and social impact goals in a wide range of contexts and geographies.

The goal of this session was to draft a comprehensive research agenda and other mutually reinforcing activities to develop the ecosystem for the Social Sector Franchise field. We will also formulate a plan for the establishment of Social Sector Franchising Community of Practice that will be a skills, ideas and problem-solving forum for everyone actively involved in SSF work globally.

- 5:30 p.m. – 6:15 p.m. | Pre-dinner Break
- 6:15 p.m. – 7:45 p.m. | Evening Keynote and Dinner – Galen Welsch, Co-founder and CEO Jibu
Galen co-founded Jibu in 2012 and under his leadership Jibu has quickly become a top-rated B-Corp social franchise bringing affordable drinking water access to thousands, and creating hundreds of jobs, mostly for youth, across East Africa. Galen's achievements at Jibu have been recognized by BBC World, the Guardian, Fast Company, the Franchise Times, and by Forbes 30 under 30 and serves on the advisory board of the UNH Social Sector Franchise Initiative. <http://jibuco.com/>

Thursday, October 19, 2017

- 8:00 a.m. – 8:30 a.m. | Coffee/Tea
- 8:30 a.m. – 9:30 a.m. | Introduction of the Social Sector Franchise Accelerator Process 2017-2018

The following five 2017-2018 Social Sector Franchise Accelerator protégés will make 10 minute introductions of their social franchises and Critical Issues followed by 5 minutes of clarifying questions from participants.

- [Apps and Girls](#)
- [WSV:](#)
- [Livelihood Basix](#)
- [Supply Hope /Mercado Fresco](#)
- [Pollinate Energy](#)
- 9:30 a.m. – 12:45 p.m. | Accelerator Solutions Prototyping with Working Lunch* (buffet available from 12:00pm – 12:45pm)
Participants will break into five groups, one for each SSFA protégé, to work through an Accelerator Solutions Prototyping Process, resulting in an action plan for moving the social franchise forward to the next stage of development. The action plan will identify possible strategies for solving key constraints, attracting financing, resolving management dilemmas, etc. The action plan will guide the mentoring relationship between the IFA mentor and the SSF franchiser.
- 12:45 p.m. – 1:40 p.m. | Accelerator Solutions Prototyping Teams Report Back
Each team will have 10 minutes to report back on the Accelerator Solutions Prototyping process and the Actions Plan created..
- 1:40 p.m. - 2:00 p.m. – Next Steps and Wrap-Up

Post-Roundtable Optional Events

Innovative Models for International Development and Poverty Alleviation
Mercado Fresco: Supplying Hope Through Affordable Food for Low-Income Families

Social Innovation Speaker Series Keynote Address
Beth Meadows, Founder and CEO, Supply Hope.