



Institute for Development, Evaluation, Assistance and Solutions (IDEAS)

"We are global experts in evaluating and solving impact challenges"

Are you a manager of a fund that needs to select potential investments that give impact results aligned with the type of impact your investors expect to achieve?

Are you a social enterprise that needs to measure its impact to provide information to the impact investments funds that are investing in your company as well as to guide you in managing impact goals?

Do you represent a group of beneficiaries who need to know the positive impact that the social enterprise promised to provide to meet the needs of your community?

If some of these questions sound familiar, IDEAS has the ability and experience to provide solutions to challenges of impact.

Why measure the impact of impact investments?



Research conducted with 226 impact investment funds shows that by 2017 these had impact assets under management of US\$ 228B (GIIN 2018). 16% of the assets are designated to Latin America. In 2017 \$35B was invested in 11,000 transactions. With the phenomena of a rapid annual growth, the focus on measurement and management of social, economic and environmental impact has an unprecedented priority. Measuring the impact of these investments is key to gauge progress toward the implementation of Sustainable Development Goals (SDGs). In doing so:

- It allows managers to track their performance in line with the SDGs, in order to communicate their impact externally.
- It facilitates the continuing drive to align their investment funds with the SDGs.
- It allows the investment funds to attract new investors who need evaluation to show impact aligned with SDGs.
- It helps managers to identify new investment strategies and opportunities to refine their impact objectives, investment expectations, potential co-investors and innovative placements of capital.

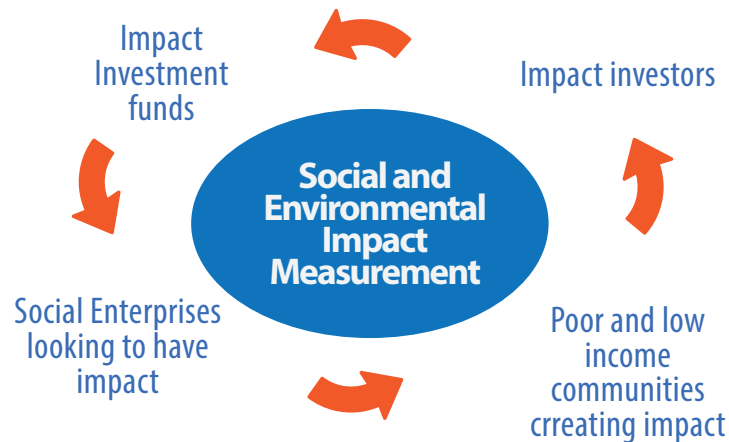


Our value proposition in measuring the social impact of investments and enterprises



IDEAS is an international NGO specialized in providing technical assistance, training, evaluation and consulting services in impact evaluation, social business, inclusive finance, and impact investment funds. Also, it designs products and services for populations at the base of the pyramid and those with low income and assets. With 40 years of experience in the global market, IDEAS developed and uses a methodological approach to "social impact assessment" in four measurement domains.

IMPACT MEASUREMENT DOMAINS



IDEAS has worked in the entire range of the impact field to:

- Evaluate and improve the impact of social funds, social enterprises, and the final beneficiaries of the funds.
- Create, train and evaluate social enterprises with the purpose of improving the level of their impact.
- Provide technical advice and establish new impact investment funds.



We are successful experts

This is a sample some of our consulting and innovation

Impact evaluation

- **Creation of AIMS-SEEP impact measurement tools.** IDEAS helped in the creation of the tools. It did the global piloting and then spent a decade training professionals in international development and finance in the use of the 2 quantitative and 3 qualitative AIMS-SEEP impact tools. This complements other methods.
- **Implementation of impact evaluations.** IDEAS has conducted many impact evaluations that have allowed social enterprises and financial institutions to know the impact of their products and services on the quality of life of their beneficiaries and client. It also has helped them change their products and services to improve their financial, social and environmental impact.
- **Support in conceptual design, methodology and training of Social Performance Management (SPM).** IDEAS promoted the use of this methodology and processes as a complement to impact evaluations so that organizations can improve their management and achieve their social and environmental goals. The team was the pioneer in training of consultants in Central America and Mexico.

Investment Funds

- **Creators and Advisors of Investment Funds.** Dr. Garber was the founder of the social investment fund for Latin America of Working Capital for Community Needs (WCCN) that has been successful for 28 consecutive years. Dr. Garber was the principal consultant to establish MicroVest, which since its founding has lent or made equity investments of more than a billion dollars. He has advised or evaluated for investment funds such as Oikocredit, Partners for the Common Good Loan Fund, and Calvert Impact Capital.
- **IDEAS was an innovative pioneer in the channeling of private investments for microfinance and social enterprises in Latin America.** In 1991, the director of IDEAS founded and then served as CEO of PRESTANIC, the first microfinance institution in LAC established to exclusively obtain all of its capital from investors and private institutions. This served as a model for the region. Almost 30 years later, the institution continues working with foreign investment funds. In 2004 it was recognized among only 4 financial institutions in Latin America and the Caribbean with 8 or more foreign investors (according to CGAP, MIX and ADA).
- **Support to financial institutions to receive international investment.** The director of IDEAS was president of the board of directors of ENLACE, in El Salvador. His role included helping to prepare the for-profit institution to access foreign and domestic investors. In 2013, the institution ranked 18th in the regional ranking of the 100 best microfinance institutions in LAC (MIX).

Social enterprises

- **Creation of social enterprises.** IDEAS helped create the Fund for Southern Communities; Oakhurst Health Center; Community Center of South Decatur; Metro Fair Housing Services; Prestanic; Enlace; InfoRed; MicroVest and the loan fund of WCCN. Each of these social enterprises has remained successful for more than 20 years after they began operations. IDEAS has an excellent track record in building enterprises to last.
- **Creation of a social enterprise in Solar Energy.** IDEAS founded the first microfranchise in Nicaragua. TecAp has trained 76 young people to install and repair solar housing systems and for water pumping. Likewise, it has trained 105 women on how to sell small solar powered items. Additionally, it has helped to identify financing mechanisms for rural families to buy solar systems for homes and for water pumping. IDEAS' director has served as a member of the board of directors of the Social Franchise Initiative at the University of New Hampshire. Visit www.tecap.info or the TecAp and IDEAS YouTube channel.
- **Design and improvement of financial products and non-financial services.** IDEAS has trained and helped to certify consultants in the use of 18 MicroSave tools. Additionally, it leads market research studies, product design and services to improve the marketing systems and the positioning of social enterprises and financial services providers, mainly in Central and South America.

Contact us:



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Our Team

IDEAS has a team of multi-cultural consultants, specialized in impact evaluation, market studies, design of products and services for populations with low economic income and assets, social enterprises and social investment funds. Carter Garber, Ph.D. is the Executive Director. He is an international development professional with more than 40 years of experience as a consultant, evaluator, social entrepreneur, and innovator. Dr. Garber is an expert in establishing and evaluating social investment funds and improving social enterprises in North America, Latin America and the Caribbean, Africa and Asia. Dr. Garber is a thought leader and has written publications in Spanish and English. He has been a graduate professor at several universities in Central America and the United States. He is active with the Social Impact Measurement and Management committee of the American Evaluation Association.

Our Clients...

their investors and donors have rated our consulting services, training and evaluation with high rates of satisfaction. For four decades, IDEAS has offered services and solutions to diverse clients -in Latin America and the Caribbean, Africa and Asia, as well as North America.

Some of our clients:

Socially Responsible Investors: Oikocredit, Partners for the Common Good Loan Fund, the Calvert Foundation, the Rockdale Foundation, MicroVest and Working Capital for Community Needs (WCCN).

Funders supporting social investments and enterprises: CGAP-MFMI, SNV, NOVIB from the Netherlands, ACT from Belgium, Austrian Cooperation, USAID.

The Private Sector for profit and impact: Management Services International, LFS of Germany, CARANA, Progressive Assets Management, InfoRed in El Salvador, and banks as CARD Bank in the Philippines.

International Networks of social change agents: SEEP Network, FINCA International, World Vision, CARE USA, Opportunity International Network, Oxfam, Catholic Relief Services, Freedom from Hunger, ProMujer, MEDA, Save the Children Federation and Habitat for Humanity International.

National Institutions: IDEAS has worked with inclusive finance institutions, NGOs, social enterprises and other national and local entities in 15 LAC countries. It has trained 10 associations of microfinance institutions.

