Date of Session: February 19, 1019
Title of Session: Troubleshooting with a girl-focused HCD accelerator: How might we better support businesses to define and measure gender impact?
Session Description: *In this interactive, two-part session, we will introduce SPRING's approach to working with 75 businesses across nine countries to define and measure 'girl impact,' and the associated challenges. We will then invite participants to share and receive support from peers in thinking through their own challenges related to impact measurement, through a facilitated group problem-solving process ('Brain Trust').*

Speakers:
- Emily Waters, SPRING Accelerator
- Sabrina Snell, SPRING Accelerator

Session Objectives:
The objective of this session is to understand what we mean when we use the term impact, what are the challenges faced by those working in emerging markets specifically focused on girls, and to share the perspective of an accelerator designed to focused on girls.

Lead Discussants' Remarks:
Emily and Sabrina began by giving the group an overview of their accelerator program. SPRING is an accelerator working with growth-oriented businesses on innovations that can transform the lives of adolescent girls aged 10-19 living across East Africa and South Asia. It works with world-class experts to support these businesses to create innovations with purpose and commercial potential.

We then moved on to how SPRING approaches working with businesses to define and measure girl impact. Its simplified theory is a cycle where girl impact feeds business growth, and vice versa. Its key metrics are:
- Number of girls (aged 10-19) reached (girl impact)
- % Annual growth (business growth)
- Amount of attributable investment (business growth)

What SPRING has learned about impact measurement, and what they would do differently:
1. Make a stronger case for the utility of gender and age data!
2. Better integrate or frame impact measurement as a part of the human-centered design process
3. Increase in-country support for M&E/impact measurement, with greater flexibility in the timing
4. Develop a resource bank of relevant resources for easy referral
5. Design a more holistic way to evaluate the program's gender impact on businesses (beyond counting girls)

By focused on solutions at emerging markets focused on girls
readiness to measure girl impact varies widely, support is essential
external demand for gender data is not sufficient must also be in place
we can do things differently: Make a stronger case for the utility of gender and age data
Better integrate or frame impact measurement as a part of the human-centered design process
Increase support for M&E

Q&A Overview:
there is no way to measure externalities
Concern about social impact
Huge gap between practitioners and beneficiaries
lack of financial educations
Practitioners need to know more about the theory of change

Key Takeaways:
1. A significant challenge to overcome is understanding what metrics will accurately and effectively measure the impact of your program/enterprise – often this will have to include qualitative metrics in addition to quantitative. Additionally, the complexity of capturing gender data varies significantly by business and impact model; estimates are often necessary
2. Readiness to measure girl impact varies widely, even among same-stage social enterprises – tailored support is essential!
3. External demand for gender data is not sufficient – other 'key ingredients' (e.g. resources, know-how, internal motivation, etc) must also be in place
4. Metrics must be aligned with business priorities and businesses must see a use for the data to generate buy-in.

Links/Resources mentioned or discussed during session:
- About the SPRING Accelerator bootcamp (video)
- Case studies available in the PowerPoint presentation