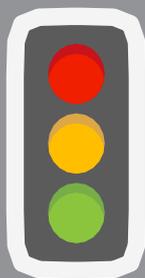


Info Sheet

For Businesses and Corporates Interested in joining the Greenlight Movement in South Africa

The **Greenlight** movement
The power of the green light



The Greenlight tool is both a methodology and a metric for change. It is mostly used for social impact assessment as it measures movement (change) in the quality of life for a person or a household. This tool is about activating people's awareness, encouraging agency, and witnessing powerful change. Some people find it difficult to overcome poverty for fear of losing government benefits. Technology allows us to listen to people in ways that were unimaginable before. We need to implement bottom-up approaches to social policy.

Saude Crianca is the original founder of this methodology and approach, with their *Family Action Plan*. Fundación Paraguaya innovated and scaled the methodology in the form of the *Stoptlight* tool. There are core indicators that are found in all country versions of this tool across the world. South Africa uses the *Greenlight* tool and works on a membership approach in order to aggregate and leverage data so that we can collate a realistic view of what's happening on the ground. This allows us to **understand what's really working and to partner in a holistic, integrated way to get people to start owning their journeys to a better quality of life.**

Thus, if you would like to use the tool as configured and localised for the South African context then you have to join the Greenlight Movement and become a Member. Why? Because the benefits of sharing data and leveraging aggregated data is just too good an opportunity to pass up.

1

Firstly, you need to decide if you want to join as an Implementation Member or a Support Member.

For **implementation members**, usage of the tool is only endorsed for those organisations who are running poverty-elimination, job creation or empowerment programmes, and who intend to use the information resulting from the surveys to do something about it, i.e., it should not be used simply as a research tool or where data generation is the main outcome.

Typical implementation partners are non-profits, social enterprises, schools, and businesses. We even have foundations that join to ensure their beneficiary organisations use Greenlight as an M&E tool.

Support members often join to contribute CSI funding or support other member organisations, stay close to the data, or just be part of an active, innovative movement (e.g. foundations, trusts, corporates or business ventures).

2

Secondly, you need to sign a Memorandum of Understanding with The Greenlight Office. This is a legally non-binding agreement.

Membership fee - there is a R12,000 membership fee that is due in the month of joining, and again on the anniversary date of joining, every year.

Survey surcharges - There is a small cost of R30 per survey conducted. This is due to The Greenlight Office strategy work, including: advising, troubleshooting, holding forum sessions, creating referral pathways, updating the survey, translating to different languages, annual conference, case studies, etc.

Agreements - There is a set of policy and procedure statements that you will need to agree to, regarding the sharing of data,

quality of facilitators, restrictions for use of the tool, confidentiality, sale of data prohibited, etc.

Tablets - By making use of technology you get access to all reports from the web-based system. Tablets can be simple Android devices that are GPS and WIFI enabled. The surveys are conducted offline and uploaded to the Cloud later.

3

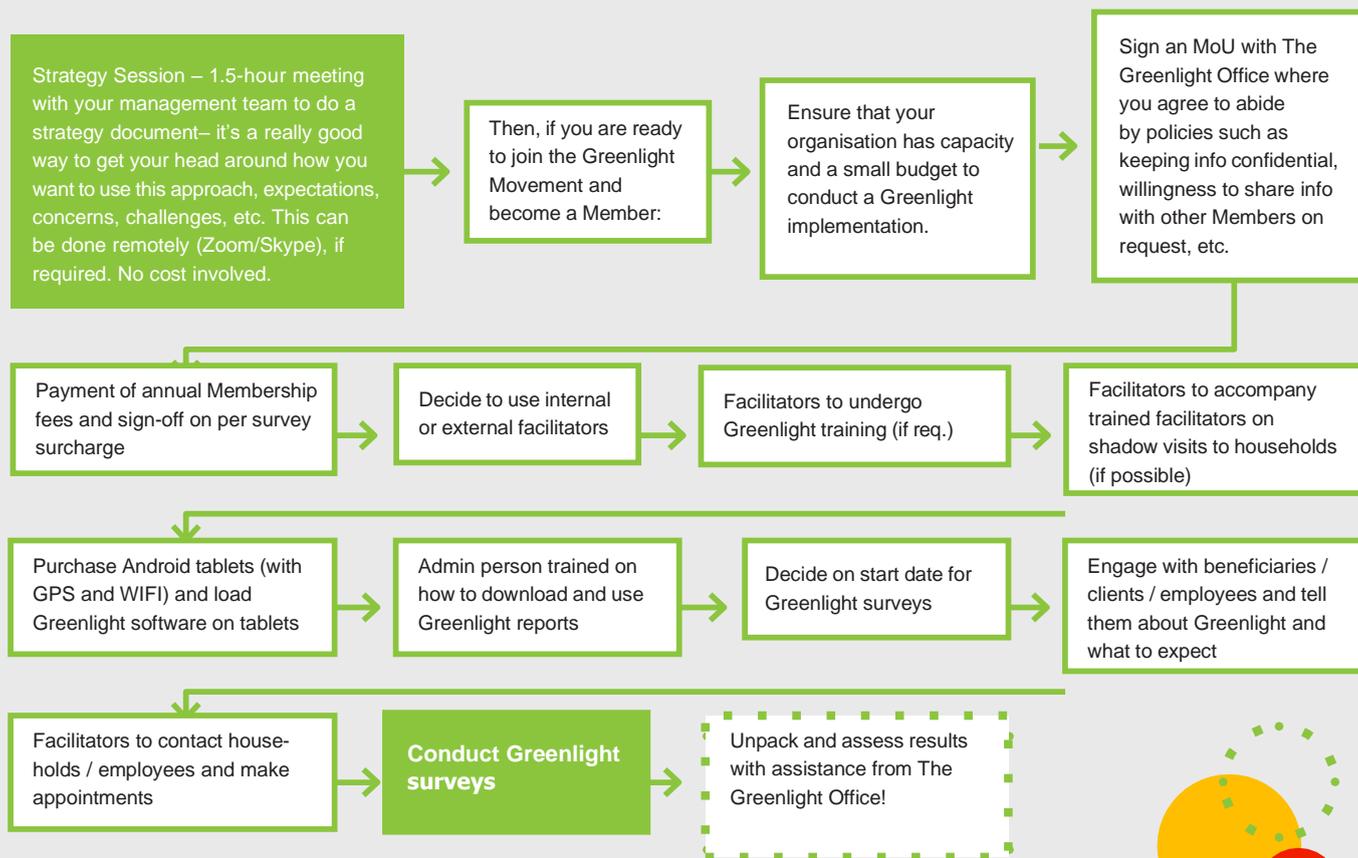
Thirdly, if you have people who work for you, or whom you have access to, that come from the background of social work, coaching, counselling, psychology, accredited facilitation, ex nurse/teacher/pastor - then these are the facilitators who will conduct the surveys.

If you do not have access to this sort of person, you will have to pay an external, independent facilitator to conduct the surveys.

There is a database of available independent facilitators who can do this work at a rate of R300 - R550 per survey (per household). The Greenlight Office will put you in contact with these independent facilitators and the relationship/arrangements will be for your attention.



For any organisation wanting to join the movement in South Africa, the next steps would be as follows:



Benefits of belonging to the Greenlight Movement

- A collaboration space for organisations working to eradicate poverty in South Africa
- Enabling organisations to measure outcomes against a common framework
- Aggregation of data which offers a better perspective of the real issues at hand
- The more policy-relevant information there is available on poverty, the better equipped policy-makers will be to reduce it
- Referral pathways that will ultimately inform stakeholders of priority areas for engagement
- The establishment of a community of practice via the Forum sessions and annual conference
- Enabling organisations to collectively engage in the evolution of a tool that is gaining traction in Africa
- Increased partnerships through referral pathways

By the way... we have now developed two new tools!

1 Resilience Greenlight

New survey “Resilience Greenlight” has been trialled with Fix Forward in January 2018 and built into a new product. This is the next version “up” of the Greenlight survey and has been created in order to include individuals and households who believe they are no longer in poverty but are struggling to reach a better quality of life through business endeavours and personal risk. It defines the next level of aspiration where the main themes are: Access, Opportunities, Choice, Adaptive Capacity, Control and Resilience.

2 Disability Greenlight

New survey “Disability Greenlight” has been trialled with Shonaquip in November 2018. The aim of this new survey is to understand the extent and effect of a disabled family member on a household in poverty. Their ability to contribute to a thriving family dynamic is critical to building social inclusion. This will be a very influential tool with strong implications for informing policy and decision-making.

Contact Details

For more information and to sign up as a Member of **The Greenlight Movement**, contact:

Chief Enabler: Laura Bergh at The Greenlight Office

info@greenlightoffice.org.za
www.greenlightmovement.org.za

Cell: +27 (0)83 440 9707
Tel: +27 (0)21 671 0742

Cape Town, South Africa
NPC reg: 2016/469745/08
PBO reg: 930071661