



# 2018: A YEAR IN REVIEW

## WORKING GROUPS



In 2018, PIA members participated in two working groups, that aimed to refine organizational best practices and produce practitioner-oriented outputs to serve as relevant, practical tools for PIA members and a broader audience. The Local Innovation & Entrepreneurship Ecosystems group investigated how we can foster ecosystems that are both effective and inclusive in developing economies, while the Scaling Demand at the Base of the Pyramid working group explored the most innovative ways that organizations have tried to scale-up demand in BOP communities - with the goal of achieving optimal balance between cost effectiveness and adoption.

## 2018 ANNUAL MEETING

The fourth PIA Annual Meeting took place at MIT April 18-20 starting with two days of workshops designed to foster networking and enhance collaboration amongst PIA members. During the meeting, PIA launched the Partnership Activation Tool (P-ACT), developed by the 2017 Hybrid Partnerships working group. Members also convened alongside D-Lab Scale Ups and Ecosystem Builder Fellows to map entrepreneurship ecosystems related to their own work and tackle potential areas for innovation and collaborative action. The Scaling Demand Workshop helped members learn to design appropriate and affordable marketing strategies for BoP markets through live case analysis.



## PIA CO-DESIGN SUMMIT 2018



The 2018 Summit, convened PIA members, key local, national, and international stakeholders, and local entrepreneurs to co-design sustainable entrepreneurial solutions and to catalyze local innovation and entrepreneurship in the Laayoune region. Adapting D-Lab's creative capacity building (CCB) and co-design curriculum to local business development, the event sought to tackle six defined entrepreneurial opportunities; (1) Aromatic and medicinal plants, (2) Innovation in education, (3) Plastic water bottles, (4) Professional services for small businesses, (5) Sarharoui design & crafts, and (6) Communal Spaces for women. As part of these six design teams, participants worked alongside the 14 local aspiring entrepreneurs to explore each of these potential business opportunities.

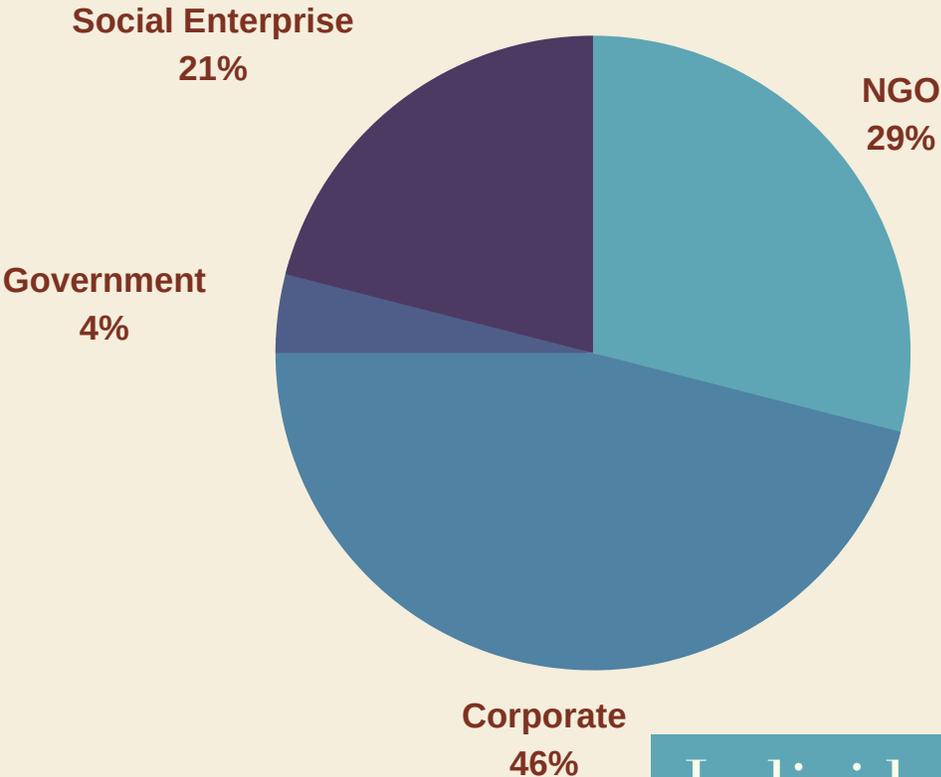
2018 PIA MEMBERS



Since 2014, the Practical Impact Alliance has reached 25 institutional members, a network representing a diverse set of sectors and fields of work. In bringing together leaders from diverse organizations with aligned missions, PIA has facilitated learning, collaboration, and action.

# PIA MEMBER PROFILES

## Institutional Member Sectors

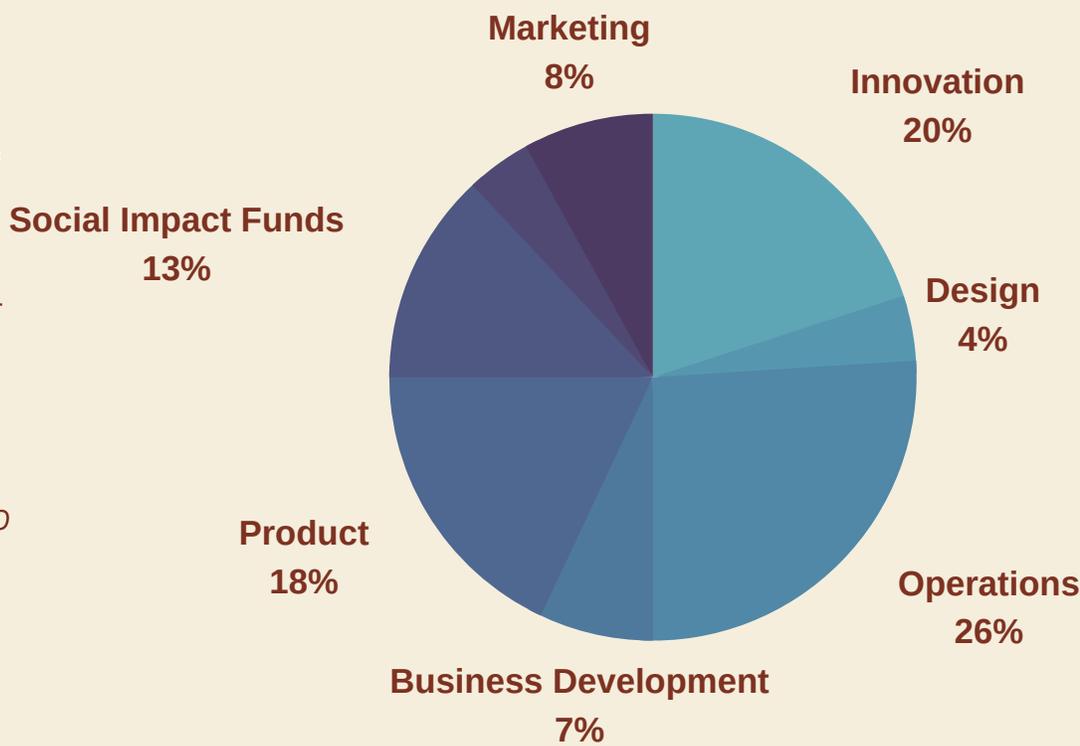


*“PIA is a unique organization, offering a hub of information and access to broad networks of organizations that have similar goals regarding addressing issues in the developing world.”*

*“There is no other network quite like PIA, that I think makes for a great platform of collaborations and innovations.”*

## Individual Member Functions

*“PIA members are very knowledgeable and willing to share their knowledge. They have various backgrounds as experience very relevant to advance the human development work. The learning activities and tools developed by D-Lab under PIA are so useful and make innovation accessible and easy to implement in countries in dire need for it.”*



# PIA IMPACT HIGHLIGHTS

On a scale of 1-10, how successful do you feel your organization has been in doing the following **before joining PIA** and **now**?

## **Deliberately prioritizing** BoP

users/beneficiaries in the design and delivery of programs, products and services

6.5

7.7

## **Attracting, reaching** and **getting uptake** from BoP users/beneficiaries

5.6

7.0

Actively and **meaningfully engaging** BoP users/beneficiaries when designing new programs, products and services

5.6

6.7

Having **positive impact** on BoP users/beneficiaries

5.5

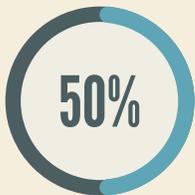
6.7

**Influencing** and **encouraging** other organizations to engage BoP users/beneficiaries

5.4

6.7

*Since joining PIA, PIA members have increased their focus on engaging BoP users and beneficiaries in a more participatory way.*



As a result of being a part of PIA:

- 50% of members report "improving practices in their current projects"
- 50% of PIA members report "influencing other parts of their organization"

How do PIA members influence and change their work within their organization?

- 43% of members changed their **impact measurement system**
- 43% changed the way they pursue **partnerships** differently
- 43% changed their **design process**

*"Based on the experiences [at the Co-Design Summit] in Colombia we are now working on a different collaboration to build a workshop for adapted technology... it will strongly draw from the co-design methodology."*

All data above is taken from 12 respondents of the 2018 PIA Annual Survey