



Miller Center

for Social Entrepreneurship

Name of social enterprise: All Across Africa

Mission statement: Alleviating poverty by creating markets and jobs for rural men and women in Africa.

Webpage: www.allacrossafrica.org

GSBI (2016) business plan presentation:

<https://www.youtube.com/playlist?list=PLTFApFZek1zqTmEr1oMvFKTYAszISYUvq>

Headquarters: San Diego, CA

Location(s) of research: Kigali, Rwanda

Impact to date: 3,000+ artisans provided a source of income; this increased household income potentially benefits 18,000 lives total. 100% of artisans have access to education and healthcare services, 60% have increased ability to save.

Background: With a growing population and a low labor demand, Rwanda really needs jobs that deliver social value and support communities. Job creation approaches that support families and empower those employed will help deliver sustainable employment opportunities. All Across Africa currently operates centers where artisans work, and purchases from artisans who work at home.

The challenge: All Across Africa seeks to reach more rural men and women artisans across multiple countries in Africa, where artisans are spread across regions and information about enterprise operations can be difficult to gather. The enterprise wants to better understand how their work is impacting the artisans, how to scale further, and how to connect the human aspect of this work to consumer.

Action research products needed:

1. Critically evaluate All Across Africa's social impact model and make specific, practical recommendations for an enhanced, systematic approach to social impact assessment. This will require testing different impact models to determine the most accurate, feasible, and cost-effective means for reporting social impact on its artisan beneficiaries. Fieldwork will apply best methods and survey a sample of artisans to produce an impact report and develop execution strategies for the enterprise.
2. Create digital storytelling to engage customers. Create artisan profiles, including photos and video, that can explain the impact of this work.
3. Enhance production and supply chain processes. Help create systems and structures for repeatable processes, and propose more efficient steps to production and distribution.

Student skills needed: Interviewing skills, cross-cultural competencies, photography, social science analysis, photography, videography, operations.

Keywords: Social impact assessment, monitoring and evaluation, ethnography.