

IMPACT MEASUREMENT AND QUANTIFYING FOR SOCIAL ENTERPRISE

Anja Juliah Abu Bakar
Entrepreneur for Society



Anja Juliah Abu Bakar



- From Banting, Selangor and now resides in Seri Kembangan
- Founder and Social Impact Director at Athena Holdings Sdn Bhd
- Accredited Social Enterprise by MECD
- Board of Trustee at Yayasan UniKL; Board of Studies at Albukhary International University; Industry Advisor at Universiti Malaysia Kelantan; Adjunct Professor di UNITAR International University
- Executive Diploma in Human Resource Management dari UTM
- 15 years in Human Resources and Administration and 11 years as entrepreneur
- President at Chamber of Social Entrepreneur Development 2020-2022
- Vice President at WENA (Women Entrepreneur Network Association) 2022-2024
- Bisnes Kaunselor (INSKEN) since 2019
- Mentored more than 100 social entrepreneurs/ startups since 2015

Impact Measurement & Quantifying

Focus Intent





What
Gets
Measured,
Gets
Improved



So, What Exactly Do We
Mean by Impact
Measurement and
Quantifying?





So, why is it crucial for social enterprises?



ACCOUNTABILITY



IMPROVEMENT



POWERFUL COMMUNICATION TOOL





A Social Enterprise
that Empower Girls & Young Women
through Reusable Sanitary Pads

www.athenaempowers.com

SO, WHAT IS THE PROBLEM?

**GIRLS HAVE NO
ACCESS TO
SANITARY PADS**

**GIRLS MISSED 60
DAYS OF SCHOOL IN
A YEAR**



EDUCATIONAL OUTCOMES

- LOW LEARNING
- LOW ACHIEVEMENT
- LOW ACADEMIC PERFORMANCE

**HIGH DROPOUT RATES
FOR GIRLS IN SCHOOL**

BUY A KIT = CHANGE A LIFE



EVERY PURCHASE

**A GIRL IN NEED
WILL BE SPONSORED**

**AND GIVE HER THE FREEDOM
SHE NEEDS TO GET
THE EDUCATION SHE DESERVE**



**A monthly challenge,
A sustainable solution**

**REDUCING
MENSTRUAL POVERTY
AMONG THE
MARGINALISED GIRLS**







How IMPACT is MEASURED?





- **TRIPLE BOTTOM LINE** is beyond the traditional measures of profits, return on investment, and shareholder value and includes environmental and social dimensions
- It incorporates three dimensions of performance: **SOCIAL, ENVIRONMENTAL and FINANCIAL**

SOCIAL = PEOPLE

ENVIRONMENTAL = PLANET

FINANCE = PROFIT





ECONOMY



SOCIAL



ENVIRONMENTAL

Solid Waste Management





HATI helping the children

50+ years of service

Calling for Donation

www.hati.my

1 in 5 adolescents are depressed

SUPPORT US TO HELP UNDERPRIVILEGED CHILDREN & YOUTH DOING BETTER WITH THEIR DAILY STRUGGLES THROUGH EXPENSIVE ADS

TOY Project Malaysia (Together Old & Young)

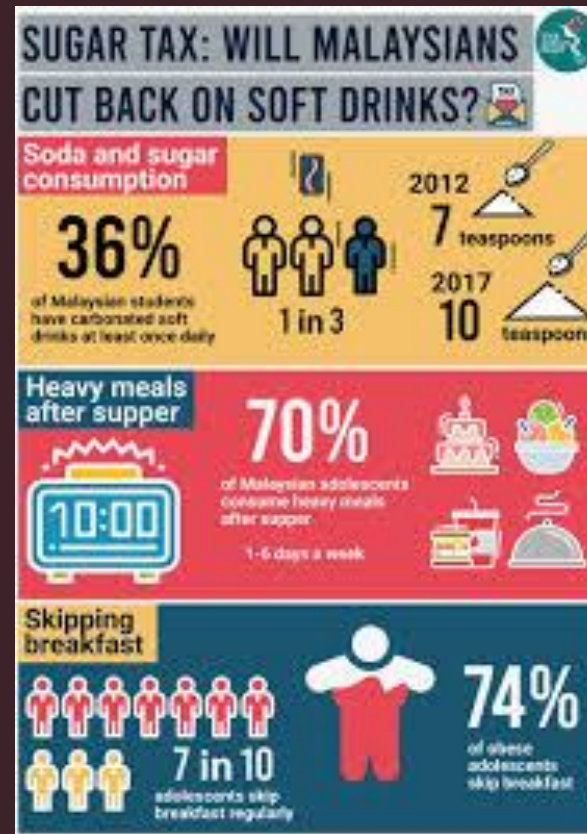
Malaysia's first intergenerational community project to improve mental health among underprivileged children and youth. Using Supervised Arts facilitated by senior volunteers above 50ys.

Beneficiaries who assist are include:
 • orphans, street children & underprivileged
 • refugees & low-income communities

CONTACT:
hati@hati.my or 016-222-1111
supervisors@hati.my or 016-222-1111

FOR MORE DETAILS, VISIT fb.com/groups/toyprojectmalaysia

TARGET
 • To raise RM 100,000
 • Inspiring 500 beneficiaries
 • Across Peninsular Malaysia
 • From Dec - May 2020





SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



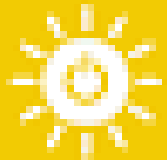
5 GENDER EQUALITY



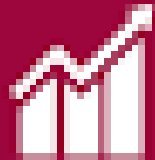
6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS




SUSTAINABLE
DEVELOPMENT
GOALS



BUSINESS GOALS

VS

IMPACT GOALS



Our Purpose-led Corporate Strategy

The leader and the most innovative company specialty in feminine hygiene products and services while contributing towards the social economy development



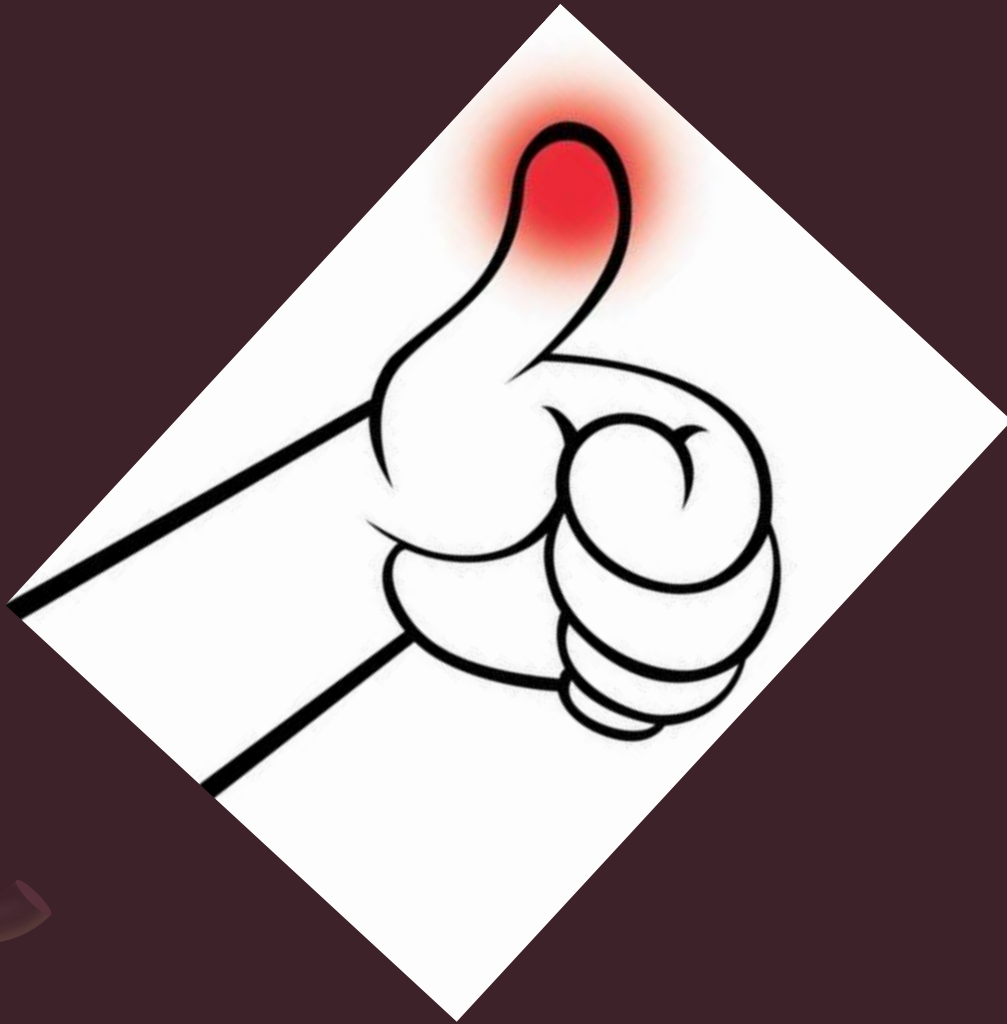
OUR IMPACT GOALS



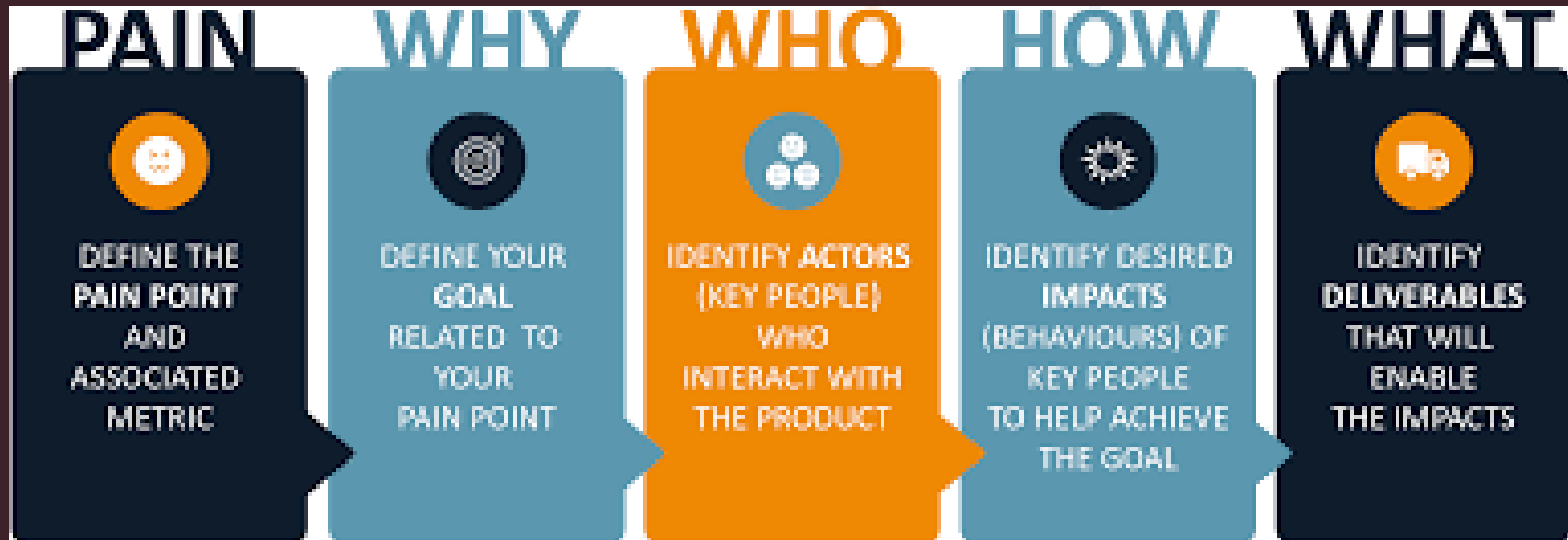
SDG 5: Target 5-6: ACCESS TO SEXUAL AND REPRODUCTIVE HEALTH AND REPRODUCTIVE RIGHTS

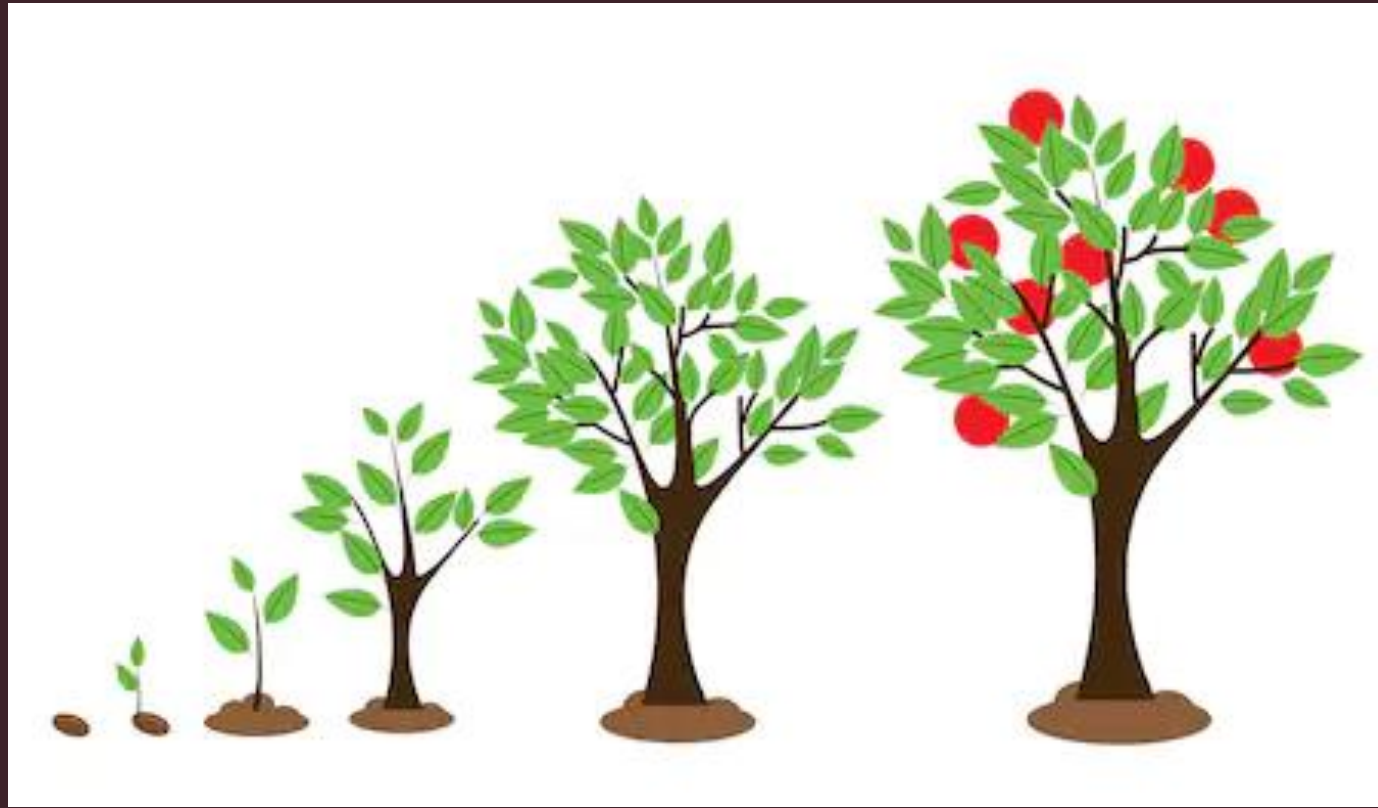
SDG 6: Target 6-2: SANITATION & HYGIENE BY 2030, ACHIEVE ACCESS TO ADEQUATE AND EQUITABLE SANITATION & HYGIENE FOR ALL, PAVING SPECIAL ATTENTION TO THE NEEDS OF WOMEN AND GIRLS IN VULNARABLE SITUATIONS.

YOUR CUSTOMER'S PAIN



what particular
'PAIN' does your
product or service get
rid of?

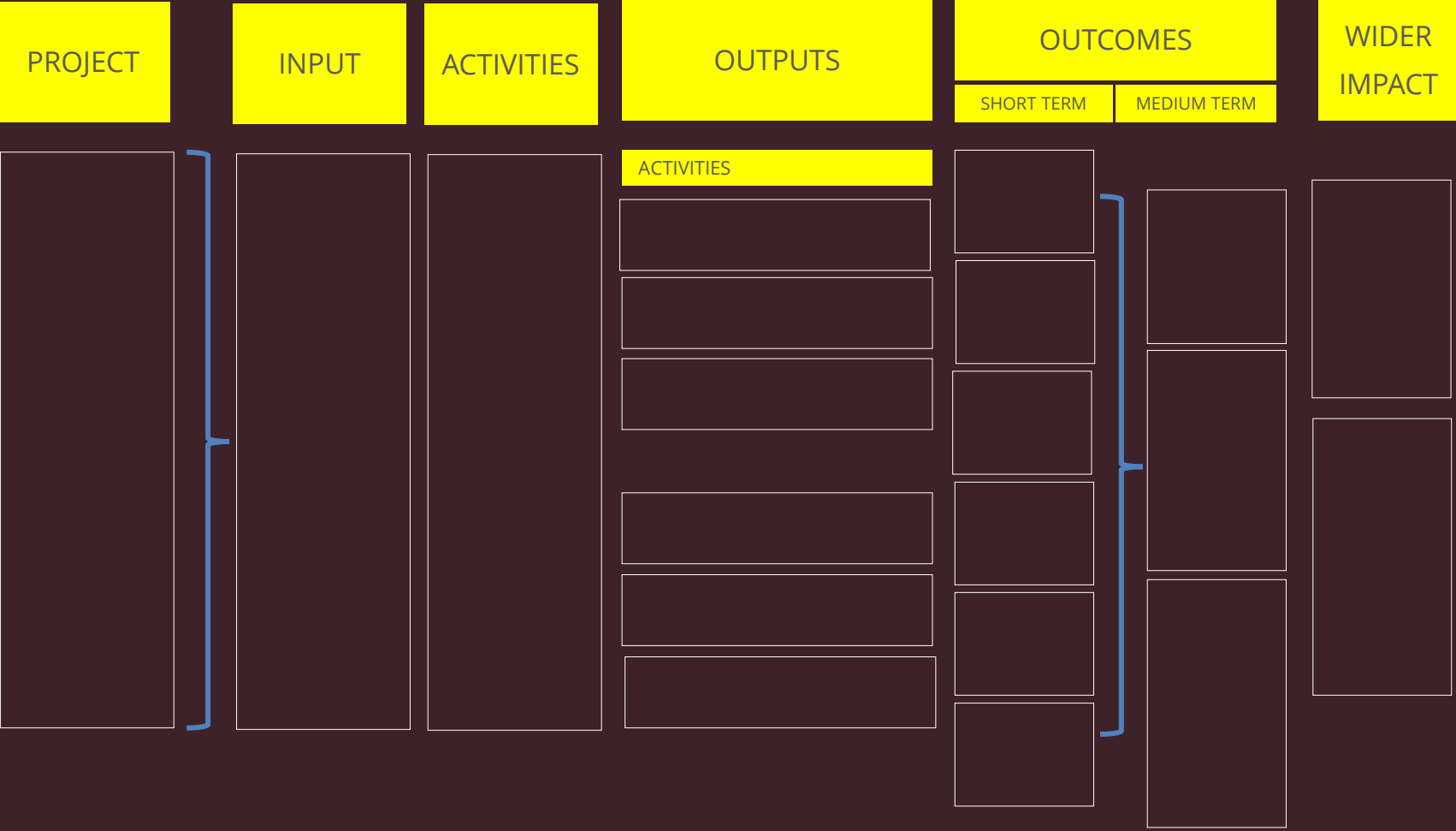


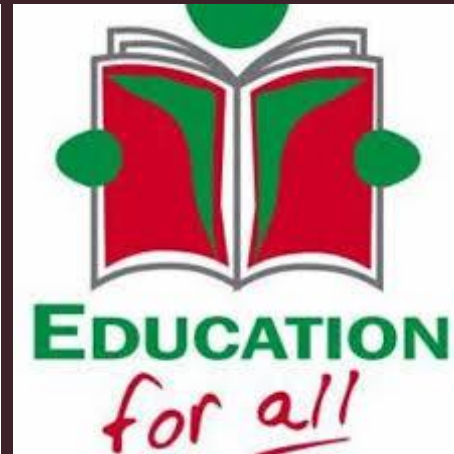


THEORY OF CHANGE









THEORY OF CHANGE



► IMPACT MEASUREMENT - JOURNALING

Our Impact

<https://www.youtube.com/watch?v=QTuhn98FlBk>

Our milestones from 2015 - 2019.





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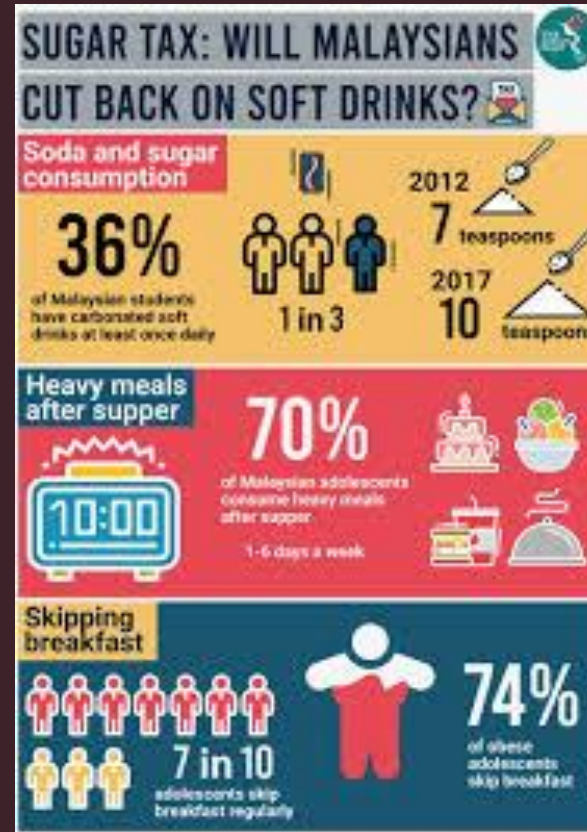
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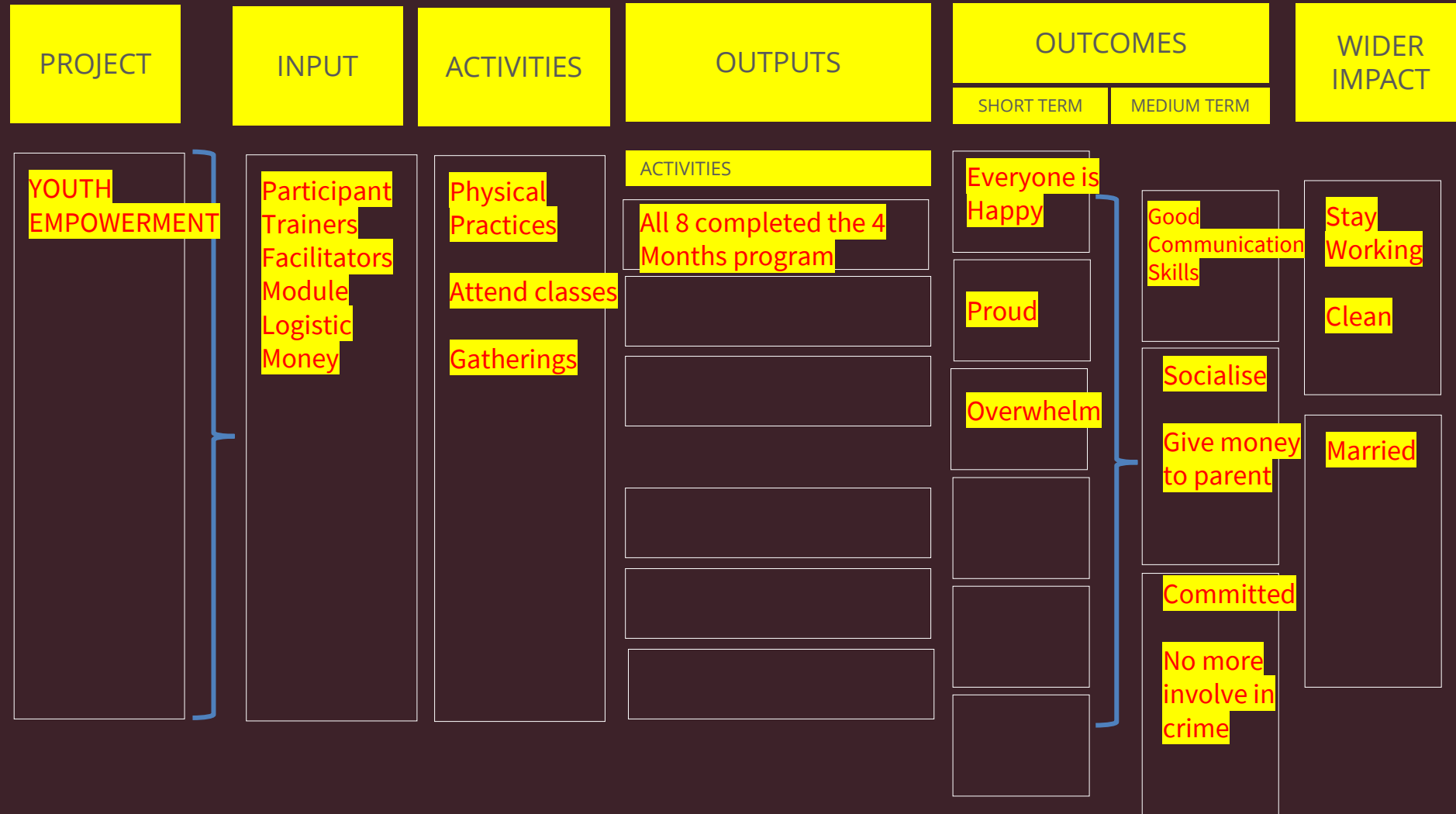
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THEORY OF CHANGE & SDGs – DISCOVER MUAYTHAI







SOCIAL ENTERPRISES IN MALAYSIA



2 Social Mission

Have a clear mission which helps tackle social/environmental issues and concerns of the nation



1 Business Model

Generates income and profit by selling products or services demanded by the market



3 Target Beneficiary

To improve and help a specific target group i.e environment, B40 community, the disabled community, refugees, etc.

Thank
you

athena™



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www.athenaempowers.com

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