

**VALIDATING AND IMPROVING THE IMPACT OF
COMPLEMENTARY CURRENCY SYSTEMS:
impact assessment frameworks for sustainable development**

PLACE Christophe

HEG - Geneva School of Business Administration

BINDEWALD Leander

NEF - New Economics Foundation

2nd INTERNATIONAL CONFERENCE ON COMPLEMENTARY CURRENCY SYSTEMS

Multiple moneys and development: making payments in diverse economies

20th of June 2013 at 14h00 in Room 2.01

Academic Panel B: insights on plural currencies: management and evaluation

International Institute of Social Studies, Kortenaerkade 12, 2518 AX Den Haag, Netherlands.

INTRODUCTION

- Identified need for more stringent and concerted evaluation and impact assessment in CCS
- We present a bipedal approach towards standardisation of CCS evaluation processes
- IAM: Impact Assessment Matrix
- ToC: Theory of Change Framework

TABLE OF CONTENTS

- I. Typologies and Objectives
- II. Purpose and Context of Evaluation Standards
- III. A Bottom-Up Evaluation Framework

Typologies and Objectives of CCS

- Typology of CCS
- Objectives of CCS

Objective Approach of CCS Typologies

TYPOLOGY	OBJECTIVE APPROACH		
Margrit KENNEDY / Bernard LIETAER (2004)	Social	-	Commercial
	Community	Territory	Economy
	Others-oriented (serving everyone)	-	Self-oriented (serving individuals)
	Local solidarity	Re-use	Liquidity

Reflections on CCS Intentional Objectives

REFLECTION	LEVEL	SOME INTENTIONAL OBJECTIVES
CAHIER D'ÉSPÉRANCE RICHESSES ET MONNAIES (2011)	Meta	Non-speculative worldwide CCS Ethical currency constellation Collaborative and cooperative vector
MONNAIE EN DÉBAT (2011)	Macro	Support income & employment generating activities Boost eco-citizen behaviour Satisfy population needs
Kristofer DITTMER (2013)	Meso	Eco-localization by attracting local businesses Community-building by improving social networks Alternative flexible libertarian measures of value
Philippe DERUDDER / Michel LEPESANT (2011)	Micro	Client loyalty and sustainable purchasing power Keep wealth circulation locally Eco-responsible label network integration

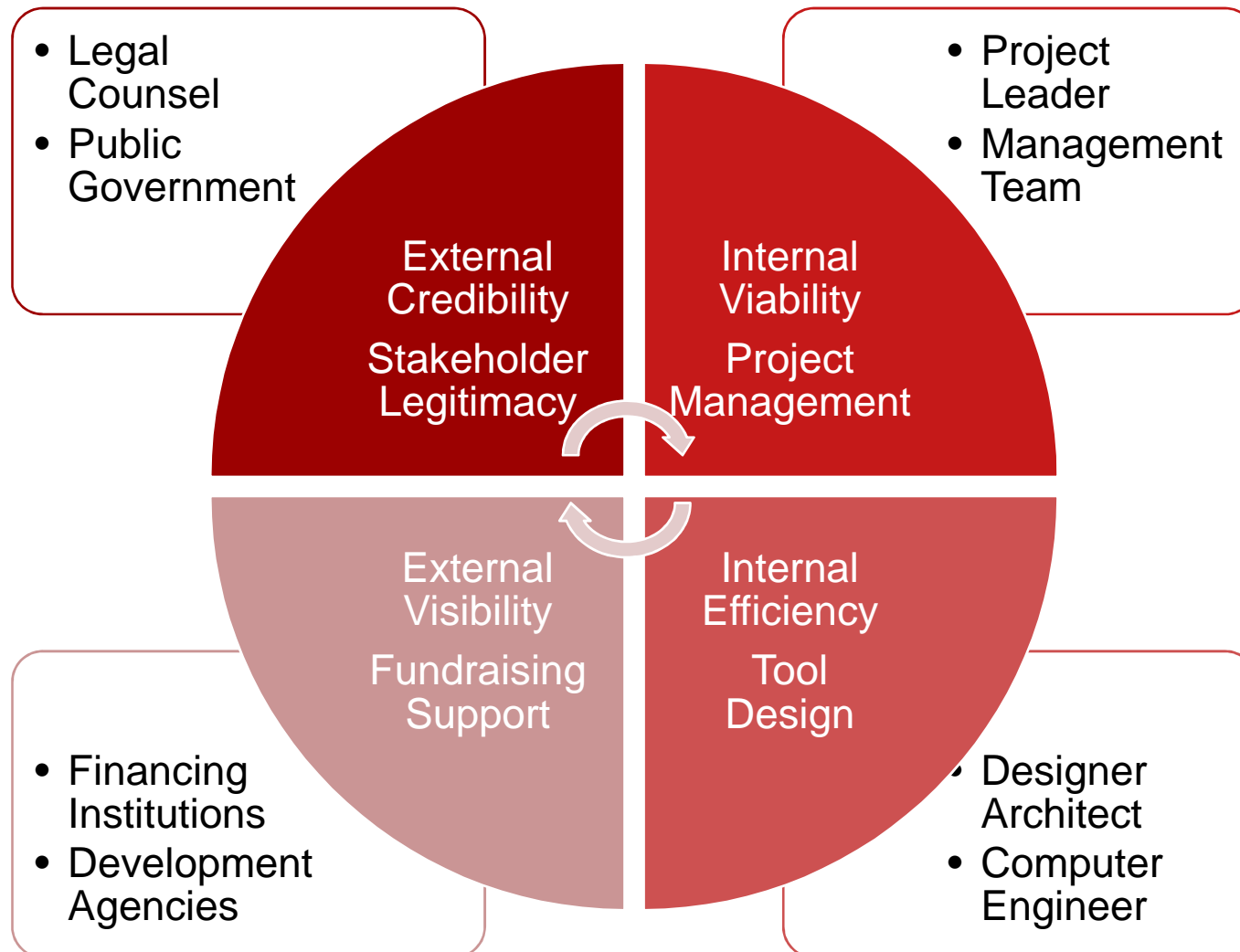
Table: Goals and Objectives for CCS

Dimension	<ul style="list-style-type: none">• Culture• Governance• Economic• Social• Environment
Level	<ul style="list-style-type: none">• Meta• Macro• Meso• Micro
Vision / Goal	<ul style="list-style-type: none">• Societal acceptance• Participatory democracy• Crisis resiliency• Needs satisfaction• Ecological footprint reduction
Mission / Objective	<ul style="list-style-type: none">• Soft skills and hard skills equilibrium• Collaborative election and decision process• Liquidity and financial inclusion• Public debt reduction• SSE network activation• Eco-citizen behavior incentive

Purpose and Context of Evaluation Standards of CCS

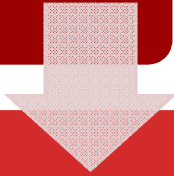
- Review of Existing Impact Assessment Work
- “Impact Assessment Matrix” proposition

Purpose of Impact Assessment

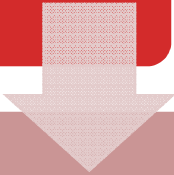


Number of Studies dealing with Impact Evaluation (Various Fields Personal Review)

Sustainable Finance Field:
60

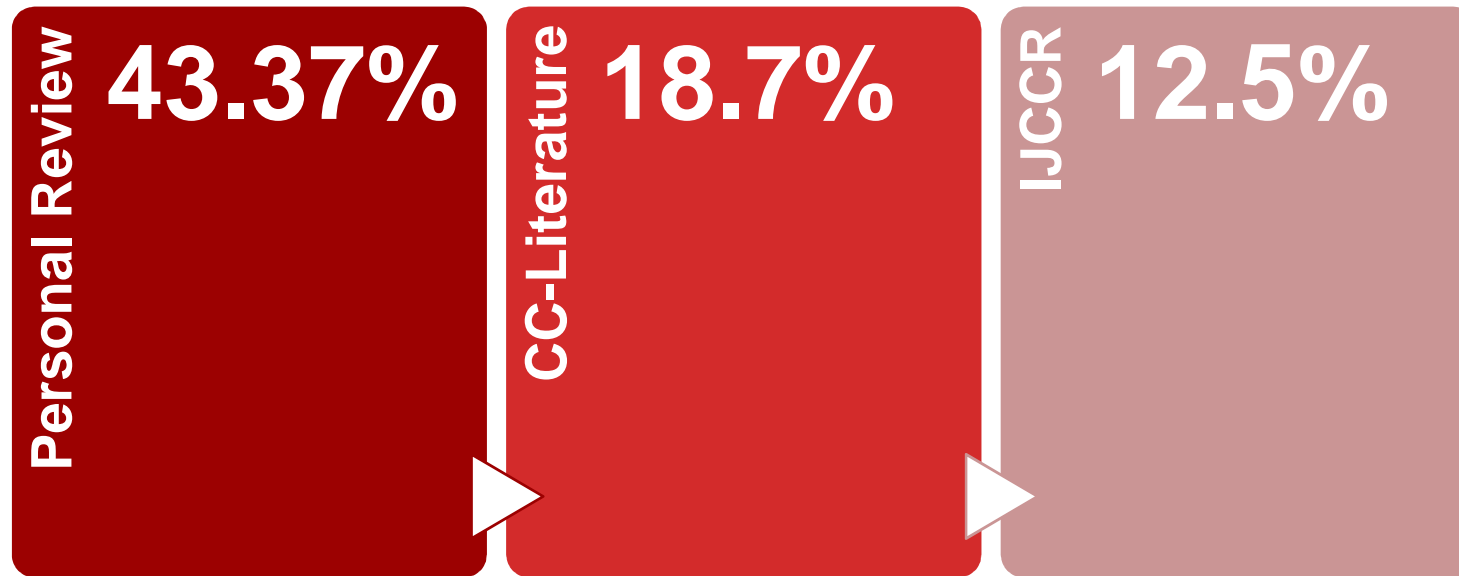


Development Aid Field:
55 (8.3% less)



Monetary Innovation Field:
36 (40% less)

Percentage of Studies dealing with Impact Evaluation (CCS databases)



Analysis of CCS Evaluation Research

CCS / Impact link	Study Reference	Data (Period, Region, CCS)	Used Model
Positive	RUDDICK <i>et alii</i> , 2013	2010 Kongowea, Kenya (Eco-Pesa, Bangla-Pesa)	Data Source Field Survey
	CHIEN, 2009	2006-2008 Fortaleza, Brazil (Ecoelce)	Data Source Field Survey
	INSTITUTO PALMAS <i>et alii</i> , 2013	2011-2012 Fortaleza, Brazil (Palmas)	Data Source Field Survey Indicators Matrix (Logic Model)
Neutral	FARE, 2011	2011 Quebec City, Canada (Accorderie) Grenoble, France (SOL Alpin)	Field Survey
	COLLOM, 2012	2002-2006 Portland, Maine (Time Dollar)	Indicators Matrix
	SEYFANG <i>et alii</i> , 2013	1996-2011 World	Meta-analysis
Negative	DITTMER, 2013	1996-2013 World	Meta-analysis
	ALDRIDGE <i>et alii</i> , 2002	1997-1998 Gloucestershire, United Kingdom (LETS) Hammersmith, United Kingdom (LETS)	Data Source & Field Survey

Evaluation Framework Reference: an Inspiration from Related Fields

Development Aid

- Handbook on planning, monitoring and evaluating for development results (UNDP, 2009)
- NONIE-Network Of Networks for Impact Evaluation (THE WORLD BANK, 2009)
- SBIA-Social and Biodiversity Impact Assessment (CCBA, 2011)

Sustainable Finance

- IRIS-Impact Reporting and Investment Standard (GIIN, 2009)
- PULSE – impact investment measurement software (ACUMEN FUND, 2009)
- SROI-Social Return on Investment (NEW ECONOMIC FOUNDATION, 2009)

Norms and Standards for Evaluation

UNDP:

- ✓ Independent
- ✓ Intentional
- ✓ Transparent
- ✓ Ethical
- ✓ Impartial
- ✓ High Quality
- ✓ Timely
- ✓ Used

SMARTER:

- ✓ **S**pecific
- ✓ **M**easurable
- ✓ **A**chievable
- ✓ **R**elevant
- ✓ **T**ime-bound
- ✓ **E**valuate
- ✓ **R**e-evaluate

Principles of SROI:

- ✓ Involve Stakeholders
- ✓ Understand what changes
- ✓ Value things that matter
- ✓ Only include the essential
- ✓ Do not over-claim
- ✓ Be transparent
- ✓ Verify the results

Cross-disciplinary, Transversal, Integral Impact Assessment Matrix proposition

Dimension

Level

Vision/ Goal

Guideline Principle

Mission/ Objective

Typology/ Category

Logic Model

Performance Indicators

Evaluation Methodology

Cost

Frequency

A Bottom-Up Evaluation Framework under Development

- Deploying the “Theory of Change” approach
- Benefits of the “Theory of Change” approach

ToC Validation on CCIA pilots



www.CCIA.eu



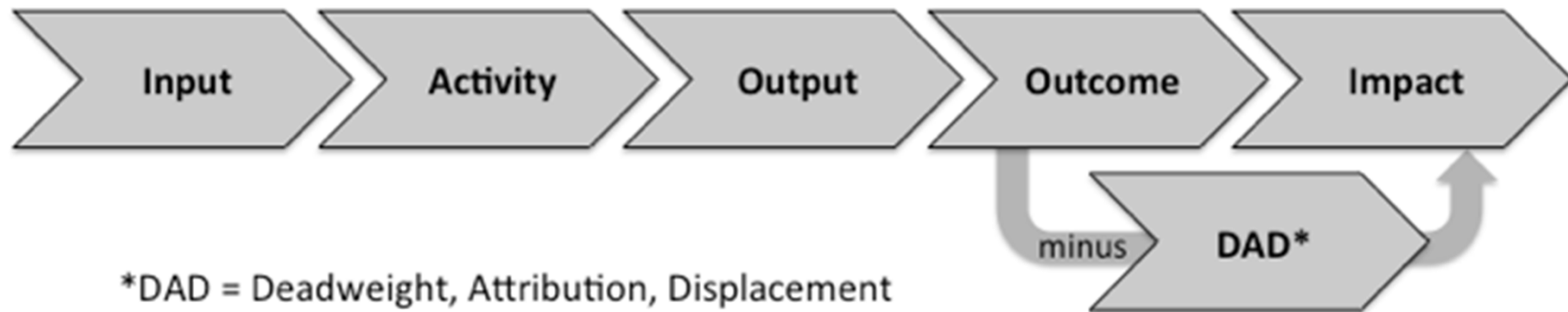
Gemeente Amsterdam
Stadsdeel Oost



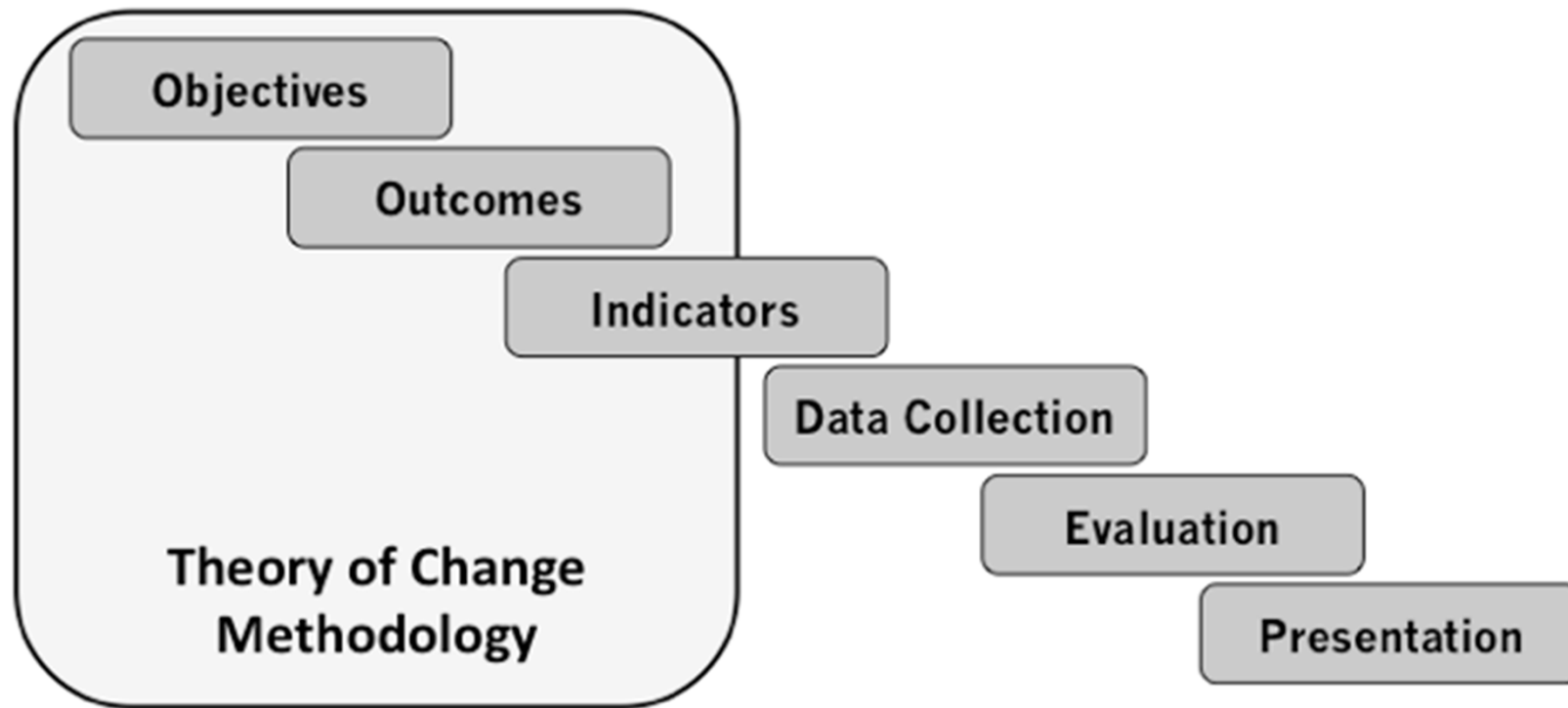
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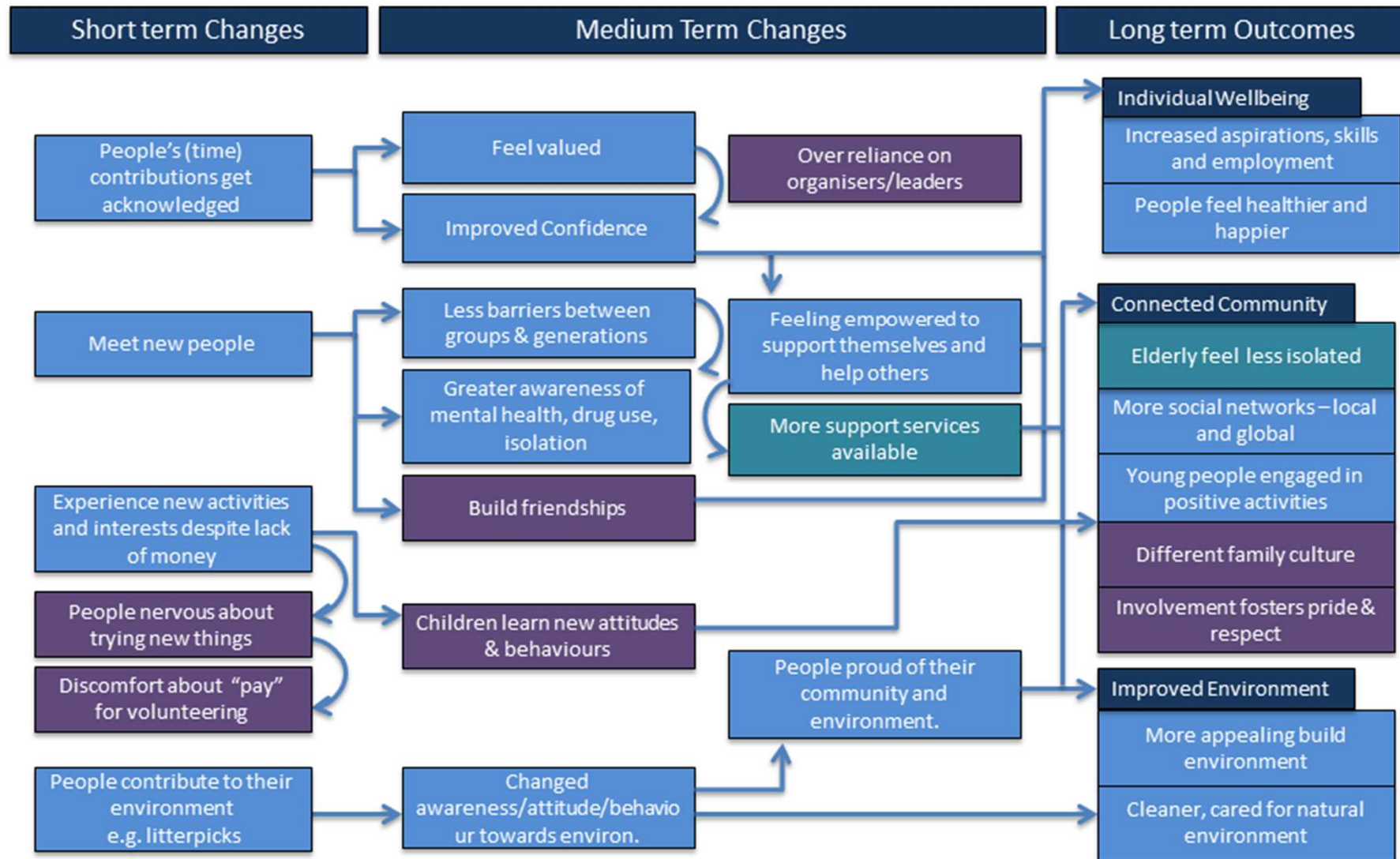
Outcomes focus for CCS Evaluation



ToC as part of Evaluation Process



Theory of Change: CCIA TimeCredits in Wales



*Reported in Ely & Caerau only

*Reported in Blangarw only

Benefits of ToC for CCS Evaluation

- Applicable at various stages: Planning and Evaluation
- Communication aid through clear objectives
- Compatible for different stakeholder situations and sectors
- Usable for self-driven, facilitated or commissioned evaluations
- Valuable as a stand-alone product integrated in other methods
- Cornerstone of incremental standardisation process

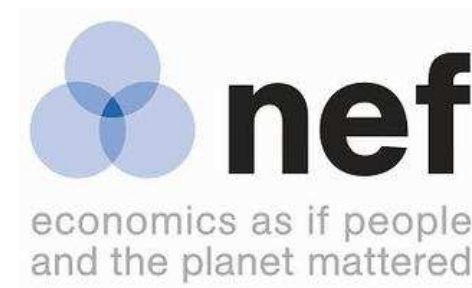
CONCLUSION

- Evaluations in CCS have so far been scarce, singular and with mixed findings
- A standardisation process will require an integrative approach, broad collaboration and efforts
- IAM: a template for final toolkit
- ToC: incremental and immediate approach

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**THANK YOU FOR YOUR
ATTENTION**

QUESTIONS ?