

Business in Africa: Oxfam's Experience at Measuring Impacts

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What is important to measure?

- Both positive and negative
- Development & poverty
- Economic, inequality, gender, voice, environmental poverty
- Power in markets
- Why not just what; vision

... and in Africa?

- Women – uncounted yet critical in PS
- What kind of PS – FDI by MNCs?
Domestic SMEs?
- Impact of Chinese/Indian investments
- Structural or macroeconomic impacts –
hard to measure
- Changes in Inequality

Key components of Poverty Footprint

- Measuring for a purpose: positive change in company, business environment
- Learning journey – sharing with wide sector & business community
- What AND why
- Variety of viewpoints critical to study
- Areas: gender, macro-econ, livelihoods, power in markets, equality, governance

What we want to see

- Begin with open and effective analysis
- New business models – embrace local market, engage producers & consumers
- Catalyse more actors to analyse and change