

Escuela de Organización Industrial  
Madrid, Spain



**TFM - Final Project**



Alejandro García - IMSD

Christopher Semrinec - IMSD

Ricardo A. Quiñones Torres - IMSD

Rodrigo Sánchez García - Big Data

Francisco Gómez Martín - Big Data

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Tutor: Daniel Truran

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## **Abstract**

Investing for Global Change (IGC) is constructing a methodology to create behavioral changes in identified communities. Once implemented, we aim to improve sustainable development in those communities by matching community leaders with potential investors that seek to create a positive social impact.

## **Introduction**

In an exponentially developing world, societies around the globe are vastly diverse and changing faster than ever before. With these societal changes, the realm of social impact investing is rapidly growing into one of the most important considerations for corporations and organizations in any market. More than ever before, companies and organizations are seeking to produce a positive impact on society and the environment as a whole. In order to do so, investors are constantly seeking to add a sense of morality and responsibility to their investment decisions: these are companies and investors that seek to create a social impact. Investing for Global Change is an organization seeking to combine crowd-funding from investors and businesses who want to create a new level of effectiveness in social impact with every-lasting social and behavioral change in communities through effective implementation of social projects. In January 2019, our team created Investing for Global Change as an active agent for the ethical transformation of society and finance. We are aware of the enormous transformative potential of identifying and creating effective relationships between participative finance, social impact investing and communities seeking to create a sustainable, societal and behavioral change for the betterment of their daily lives.

## **Our Mission**

We want to promote ethical investing decisions and behavioral change through the incentivizing of companies looking to increase their social impact to invest in social projects. By pairing these funds with the implementation of social projects that will create a long-lasting behavioral change through education and training, the result will have a positive impact on society, and the environment as a whole. Investing for Global Change was created to connect social impact investors and community-based organizations to promote the achievement of the United Nations (UN) Sustainable Development Goals (SDGs) around the world.



Figure 1: United Nations Sustainable Development Goals

## Sustainable Development Goals

Investing for Global Change is an open community for investors and companies that aim to contribute to a better, more harmonious, dynamic and sustainable society, which integrates all members of society and cares for the well-being of the planet. We support projects of young companies and communities in need that have the vocation of producing a positive impact, and we match them with investors seeking a double profitability: economic and social. That is why we join the commitment to the Sustainable Development Goals set by the UN in 2015 to end poverty, protect the planet and ensure prosperity for all.

## Our Vision

Investing for Global Change wants to become the main financial market for impact investing and companies with positive values. Our vision is to create not only a partnership among investors and sustainable community projects, but to also implement a societal change in the communities in need through education and training.

# Our Values



## **Impact:**

Connecting communities with investors that care about society and environment.



## **Innovation:**

We support innovative solutions for social challenges.



## **Rigour:**

We select the best scalable projects with social impact



## **Transparency:**

Clarity about the projects and risks. We measure social impact and keep tracking about the changes and improvements.

# Business Model

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
NGOs	CHANGE BEHAVIOR & SUSTAINABLE DEVELOPMENT IN COMMUNITIES	INTERNATIONAL COOPERATION	WEBSITE	ENTERPRISES WORKING ON SIMILAR PROJECTS
GOV'T	MONITOR DEVELOPMENT OF THE PROJECTS	SUSTAINABLE DEVELOPMENT REPLICABLE METHODOLOGY APPLICABLE TO DIFFERENT COMMUNITIES	SOCIAL NETWORKS EVENTS	COMMUNITY LEADERS
KEY RESOURCES		COST STRUCTURE	CHANNELS	
NEW TECHNOLOGIES	KNOW - HOW	MAINTENANCE AND DEVELOPMENT OF A WEBSITE SALARIES	WEBSITE	SOCIAL NETWORKS
REVENUES STREAM				
MANAGEMENT SERVICES				
INTERMEDIATION				

Figure 2: Canvas Business Model

The Business Canvas Model shown above, illustrates at a high level, how our organization is systematized and who are our key stakeholders involved with our operations. The key message to highlight from our business model is the fact that rather than obtaining economic profit the chief objective of Investing for Global Change is to develop a replicable methodology, the most valuable asset of the platform, to create behavioral change in society for their improved quality of life.

This methodology will be detailed further in depth in the following report, as well as the other aspects of the corporation, such as our financial and marketing strategies, as well as our operations plan.

## **Replicable Methodology**

Our replicable methodology is the key value added for our business. We created a process in which we could replicate sustainability projects while taking into consideration the same parameters anywhere in the world. However, we are conscious that when it comes to working in different locations the main challenges could be extremely different. Also we are aware that the most important aspect when it comes to implementing these projects is to completely understand the holistic problem that communities are dealing with to identify the strategy to create the right solution. If the community problems are hidden and not shown it could be very difficult to implement the correct social project. In Investing for Global Change, we make sure to use this replicable methodology only when we know for a fact the real causes of the problems they are facing. Having said the previous, our replicable methodology is integral to our objectives to expand globally and to multiply the amounts of projects we want to work on. We are aware that creating sustainable communities is not a simple task to overcome, therefore creating a methodology as such will contribute to our continued success when implementing multiple projects around the globe.

The idea behind creating a replicable methodology is to re-implement the same process outlined below to every project and create a flow that will allow us to work easily in each social project we are able to match an investor with. We believe the first step in every project is to start with a sustainability assessment. In this preliminary assessment, we would gather all the most important and pertinent information starting with the help of our experts in big data but also by engaging with the local stakeholders. Common practices within the community, available resources, main problems and any other information that is important will be part of this assessment.

After we analyze the results we then create an operational strategy/plan. The next step of our operation would consist of implementing the strategies we have outlined in the planning process. Speaking and engaging with people within the community is the most important part of our process since this is when we identify the root cause of the societal issue at hand and identify the often not so obvious solution. We also set Key Performance Indicators (KPI's) for each project to track the progress and impact of our social projects once they are implemented. We are also extremely dedicated to creating partnerships among all stakeholders in each social project implemented. Not only are we pairing an investor with a community in need, but we are including educators and leaders in the local areas, our own organization, and other potential investors who are inspired to invest in a community project of their own. Following this step, it is imperative that we track and maintain the progress of our social project. Tracking our specified KPIs and following up with the prosperity of the communities allows us to identify areas in which we can improve that current project and improve future projects to come. Knowing how we performed and analyzing the projects will help us to how the methodology is working. From there, we identify our mistakes and we learn how and where to improve to get better results. Here are our four pillars specifically:

### **1. Plan, Sustainability Assessment, Strategy**

- Identify town/city where you can implement sustainable development projects.
- Vision: Set up goals, imagine the project you want to create.
- Identify Key Stakeholders.
- Identify possible investors to fund project.
- Set unique KPIs.
- Conduct big data analysis.

### **2. Do, Sustainability Commitments**

- Hold discussions with major stakeholders, engage, involvement.
- Develop commitments with stakeholders.
- Finalize measurable targets and KPIs.
- Create network and partnerships.
- Match with investors.

### **3. Check, Report on Progress**

- Measure and track report.
- Track progression through KPI analysis.
- Validate progress using big data.
- Report progress to all stakeholders.



#### 4. Act, Evaluate and Improve

- Evaluate project and improve.
- Change the things did not go well.
- Report to investors.

#### 5. Celebrate Success!

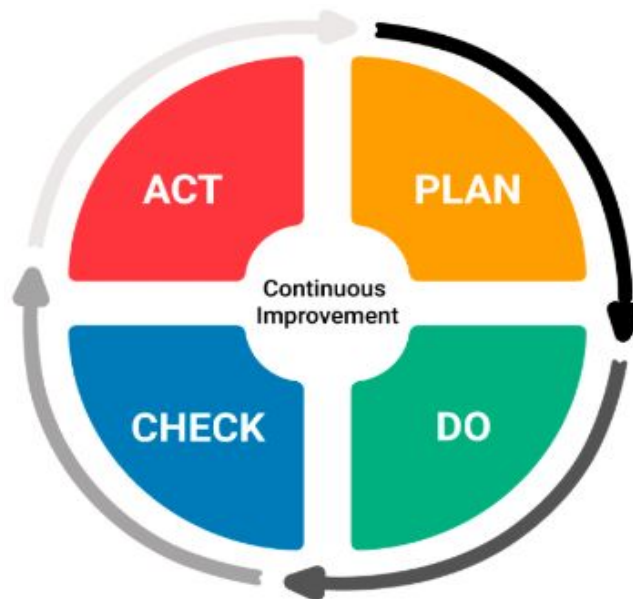


Figure 3: Replicable Methodology Diagram

## Big Data Analysis

The digital transformation occurring in our modern society is leading to data-driven decision making and problem solving processes. It is also changing the mindset of the society and the management culture of the companies and public entities such as governments, as the board of directors are growing younger and younger due to the fact that nowadays having an extensive amount of experience is not as essential as it once was in pre-millennial led companies.

New technologies now provide an expansive spectrum of advantages which are being used by the leading enterprises, such as:

- Provision of new products and services since the entire production environment is significantly more automated.
- Increased reliability, by drastically reducing the possibility that human errors may occur.
- Improvement of risk models, key pieces in the banking world, even up to 50% in the case of credit risk models.

However, it is very important to manage this extensive amount of data in an efficient way and to be at the cutting-edge side of the technology, in order not to be left behind. This vertiginous tendency can be proven with many examples, not only in the business/economic side, in which these technologies have been applied, but also in other industries. For example, the Houston Rockets, a professional American basketball team, used it last year in the NBA league in order to improve their defense. They were not the only sporting team to utilize this technology, as well as the Oakland Athletics, a professional American baseball team, that effectively set a record of consecutive wins in the American baseball league due to their use of this technology.

So it was decided to implement the use of analytic tools in our organization, in order to first try to make the replicable methodology more accurate and also so it could be somehow innovative, as Big Data is not actually widespread in the world of sustainability, or at least it is not very common to hear of this type of projects.

The roadmap of the analytical process that we have used is the following:

1. Extract, Transform, and Load (ETL) processes:

In this first step it is necessary first to obtain the data with which the analysis are going to be made. The information which is going to be evaluated will be the unemployment rates, the age population rates and the public debt of the different municipalities in Spain. All the data has been directly downloaded as CSV files from the INE (Instituto Nacional de Estadística) that is the Spanish Statistical Office.

Once all the files are gathered, it is time to upload them to a python notebook, in which they are going to be cleaned and treated, so the raw data is transformed in quality data much easier to work with.

The transformations are basically to delete the empty cells, to normalise the code of each municipality and to change the format of the data when is needed.

Finally in this step, the three python data frames are joined so they can be analysed as a whole.

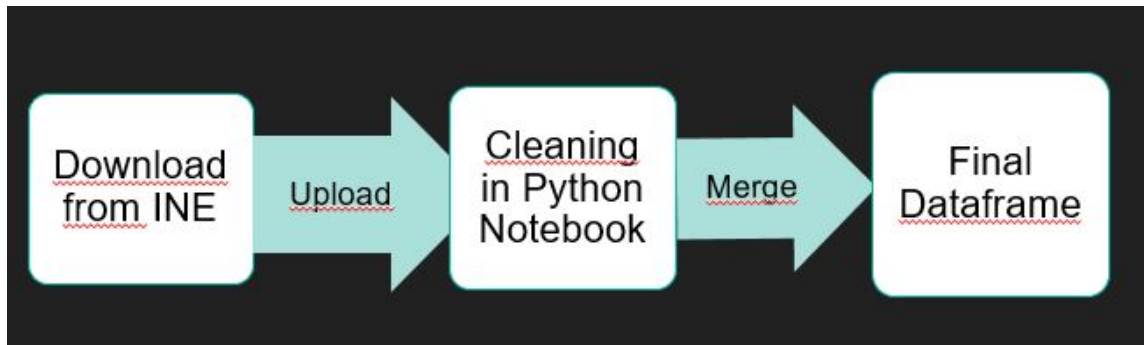


Figure 4: Extract, Transform and Load (ETL)

## 2. Score validation calculation.

Now that the data frames are joined in a single one, it is going to be calculated a scoring validation system. This system will try to be an indicator of the vulnerability of the different municipalities, so two chief objectives can be achieved. The first one is to prove to double check that the community we are willing to work with is actually in need of help. The second is to look for new potential communities which could be likely to need sustainable projects. The calculation consists in obtaining a weighted average of 7 parameters, which have been considered as representative factors of risk:

- Public Debt/Habitant
- % 50-65 Years Old Population
- % 50-65 Years Old Women Population
- % Unemployment
- % Women Unemployment
- % >45 Years Old Unemployment

Codigo Municipio	Municipio	Codigo Provincia	Deuda/hab
26173	Villarroya	26	28.316297
26012	Almarza de Cameros	26	0.000000
17014	Vajol, La	17	0.000000
11008	Barrios, Los	11	89.188697
02077	Villa de Ves	02	0.000000

Figure 5: Examples of scoring system (I)

% Poblacion 50-65 Años	% Mujeres 50-65 Años	% Paro Total	% Paro Total Mujeres	% Paro Total >=45	Scoring
33.333333	20.000000	100.000000	56.000000	100.000000	56.274938
44.444444	57.142857	75.000000	80.000000	53.846154	51.738909
36.781609	35.135135	72.413793	45.405405	77.000000	44.455990
15.599443	15.244277	46.002262	38.410666	47.267309	41.952109
14.814815	12.000000	91.666667	67.200000	61.250000	41.155247

Figure 6: Examples of scoring system (II)

Actually, each factor is a relative position compared to the rest of the municipalities. This means that if a community has a score of 100 in a factor then that community is the one with the maximum score within all of the rest. On the other hand, if another one has a 0, then this second community has the lowest score within all of the rest.

As a proof of the first objective, Prádena del Rincón, a community which is interesting for the corporation, has been evaluated.

Codigo Municipio	Municipio	Codigo Provincia	Deuda/hab
28117	Prádena del Rincón	28	0.0

Figure 7: Score of Prádena del Rincón (I)

% Poblacion 50-65 Años	% Mujeres 50-65 Años	% Paro Total	% Paro Total Mujeres	% Paro Total >=45	Scoring
8.208955	8.196721	35.03734	57.142	62.245353	25.984534

Figure 8: Score of Prádena del Rincón (II)

The results show that this municipality although it does not have neither public debt nor aged population, the unemployment rates are quite elevated leading to a scoring (25.98) which is higher than its province average (Madrid, 19.13). So it can be concluded that Prádena del Rincón is fit for the objective of creating there networks and partnerships to allow and encourage its sustainable development.

This work will be furtherly explained in the learning process that we have been acquiring through this project.

### 3. Visualization Techniques

Now that all the calculus have been performed, the results must be shown accurately in order to develop and obtain further conclusions. To accomplish this mission, a couple of programs are going to be used. The first one is a Python library called matplotlib, vastly known and used within the coding community, a 2D plotting library which produces publication quality figures in a variety of hardcopy formats and interactive environments across platforms.

This tool will allow us to perform graphs like the one shown below. In this figure, the score's mean of each province is calculated.

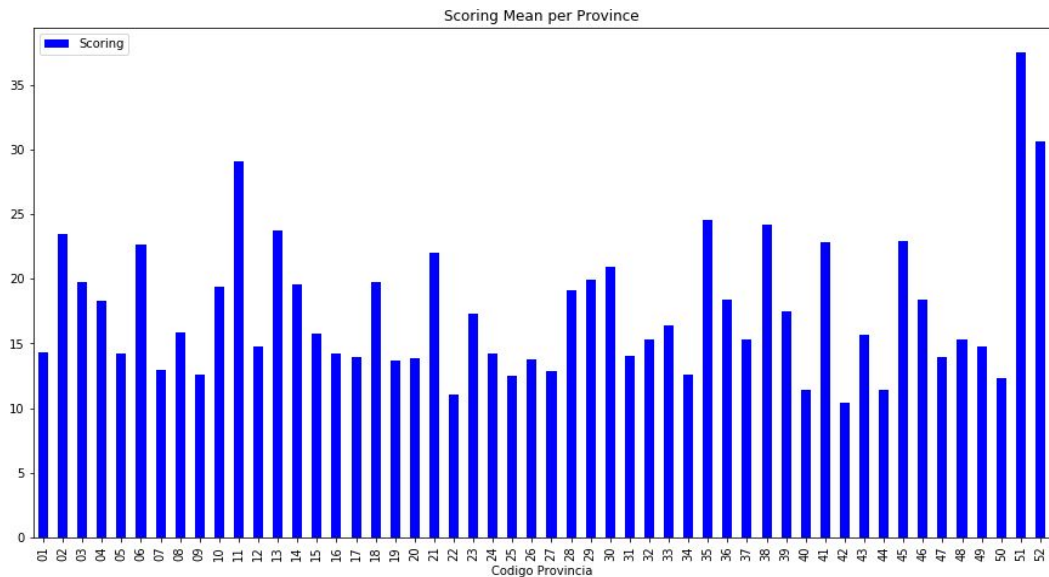


Figure 9: Scoring Mean Per Province

It is noticeable the standard deviation within the different provinces is quite high. The provinces which appear to be in a more dangerous situation are placed mainly in the south of the country, cities like Cádiz, Jaén, Málaga, Badajoz, Albacete, Santa Cruz de Tenerife or Las Palmas de Gran Canaria. This means that the regions more vulnerable are Andalucía, Las Canarias, Extremadura and the south of Castilla-La Mancha.

This last affirmation can be proved with the fact that 9 of the 10 poorest municipalities (according to the average income and the average salary of the population) belong to the provinces aforementioned.

Another program used to develop the analysis tool is QGIS. QGIS is the leading open source desktop GIS (Geographic Information System). QGIS possesses a huge variety of features, but the main one, and the one that is more important in the GIS' programs, is to compose maps and layers, in order to georeference the spatial data. Other tasks can be performed such as data analysis, based on the different attributes of the layers by hiding/highlighting layers depending on the needs; queries or publications on the Internet.

In the next pages, different maps are shown in order to understand the process of conforming the final layer that is the result of compounding the layers referred to each parameter (debt, unemployment and population (50-65 years)).

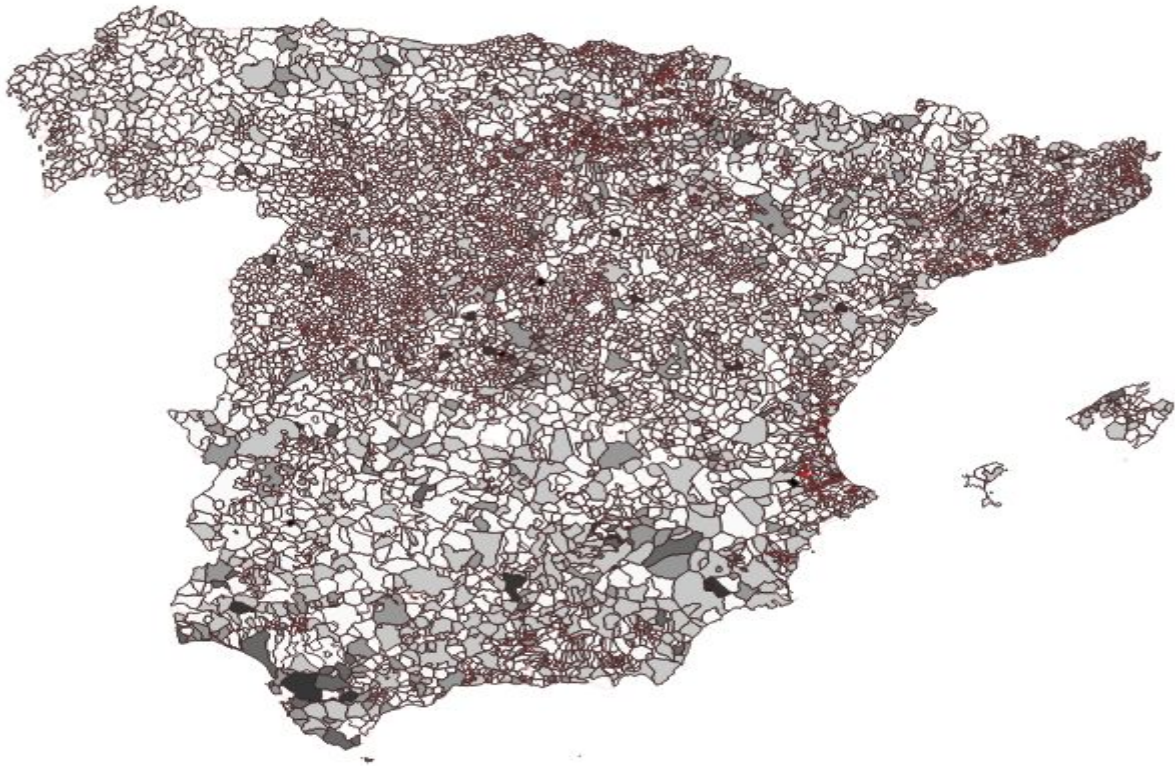


Figure 10: Map of Spanish Municipalities by Debt

First of all, it is shown the map related to debt (fig. 10). The darker the more debt the location has. It is easy to see that the worst locations in this field are most of them in southern Spain, although it is found also locations in needs that belong to regions with, a priori, less needs. With this example, it can be seen the huge potential this tool has. It permits us to focus in concrete places just by analysing the map and it has helped us to discover locations we were not taking into account.

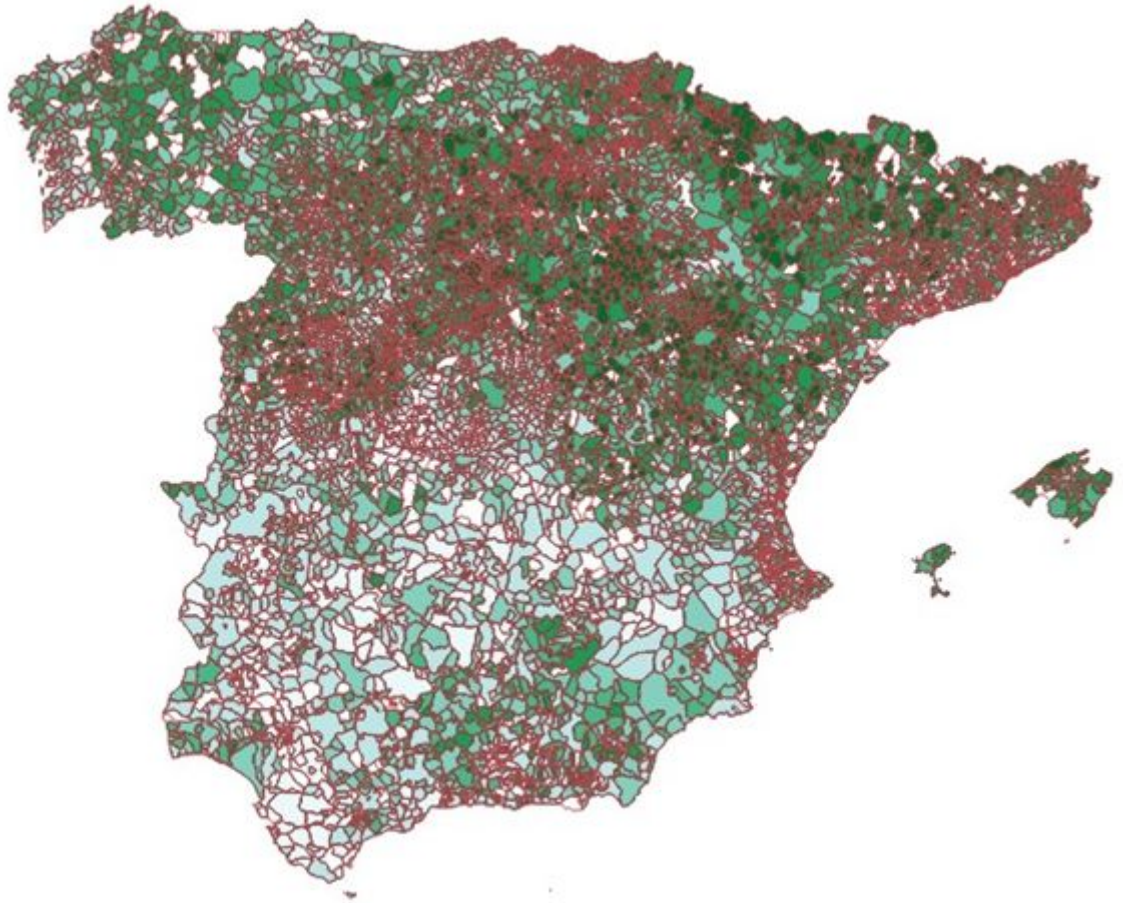


Figure 11: Map of Spanish Municipalities by Score

The next map (fig. 11) is referred to the distribution of unemployment. The greener the less unemployment. That means that again the southern part of Spain (that is almost white) is the region more affected by this parameter. It is very important to remark that apart from the data obtained, there is also an expert judgement from us in order to include the social factors and the seasonality.





Figure 12: Map of Spanish Municipalities by Population

The following map (fig. 12) shows the distribution of people aged between 50 and 65 years old. We have chosen this parameter because we think that unemployed people in that age has a very difficult task in becoming again a worker but they have the potential to develop tasks in their locations, so they can be very helpful. It is also a symbol of how dynamic and up-to-date the location is.

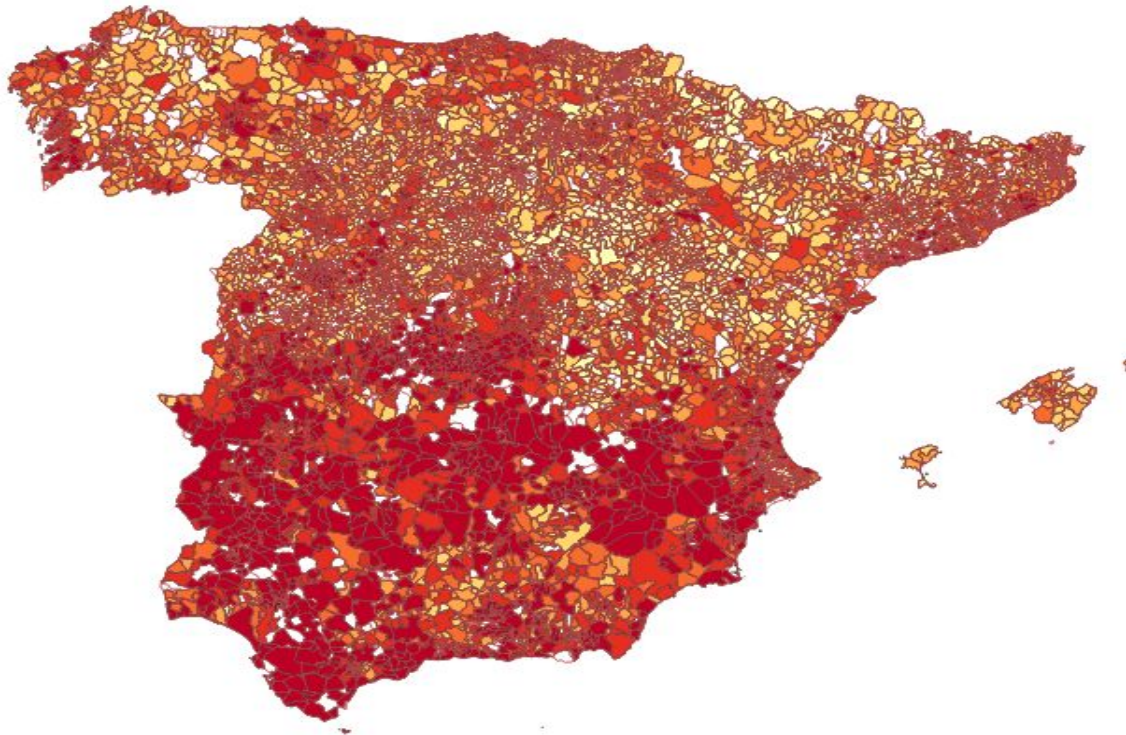


Figure 13: Map of Spanish Municipalities by Score

Finally, as described before, the three layers are added into a single layer (fig. 13) that involves the influence of all the three parameters. It will be this final layer the one it will be firstly used, in order to locate our targets, and then we will go to the individual layers of each factor so we can focus on the concrete problem in order to develop the operation plan for each case.

In this case, the more red, and the higher the score is, so the higher the needs of these locations. As seen before, we can easily see that the more needed part is the southern part, but also there are locations in need in regions like Madrid, which is supposed to be one of the leading regions in the country.

# Marketing Strategy

Our Marketing strategy will be based mainly in promoting our services throughout our investors. Creating a good reputation while we give the best services to them and add the most value to their organizations we expect that we will generate word of mouth marketing. We are aware that controlling word of mouth marketing could be complex however we have a strategy for it:

Build a strong word of mouth will include sufficient levels of satisfaction, trust and commitment. Second of all, indirect word of mouth management will implies that managers only have a moderate amount of control, for example: controversial advertising, teaser campaigns, customer membership clubs. Finally, direct Word of mouth management has higher levels of control for example; paid word of mouth 'agents', "friend get friend" schemes.

In the structure for the word of mouth strategy and in our base which holds everything together; we will focus on the organization plan by starting on defining our goals and objectives of the organization. Create good content to add into our webpage, create strong policies, choose several channels to distribute our publicity. Some of those channels will be for example; podcast for smart audiences which could include programs about conservation, sustainable development documentaries and more.

Another marketing strategy will also be partnering with key corporations that are currently doing work on sustainability. After a successful project we would ask the organization to be included as a key partner for them. For example, a great corporation currently working on sustainability projects would be Ferrovial, if we end up partnering with them on a project we could create content videos that demonstrate how we worked together and used as a publicity. This kind of marketing strategy could lead us to create several success history cases, were we show our capabilities and virtues while working with organizations of high reputation. This strategy will attract more clients and eventually expand our business portfolio.

In addition to our other marketing strategies, once we have completed social projects in several areas, we will utilize "success story" campaigns to show other potential investors. Within this strategy, we will have testimonials from previous investors, impacted communities, and other key stakeholders to show other potential investors and communities in need that our organization can be successful at implementing the social change we desire for these communities.



Figure 12: Investing for Global Challenge Business Logo

## Operations Plan

Our operations plan includes two key parts that result in a societal change that leads to the betterment of the targeted community as a whole. The first part includes connecting the impact investors to the targeted community in need. As described in the aforementioned “Big Data” section, we will use algorithms and population data, to identify the most vulnerable communities that require assistance both financially and physically. In doing so, we will receive the necessary funding to implement projects such as water filtration systems or sewage systems, for example. In addition to the funding aspect of Investing for Global Change, we will use our expertise to help educate the targeted communities to create a societal impact through behavioral change, which leads to the second key aspect of our operations. We are seeking long-term, societal change for the increase in quality of life for communities in need. This is where our added value comes in compared to other crowdfunding organizations. We are not only seeking to make an impact financially, but also socially through educating communities on a path to live a better, more prosperous life.

# Financial Plan

With a majority of our organization relying on social impact investing coming from companies and others who have the ability to contribute financial assets to social projects, financing is a key aspect to keeping our operations running.

As can be seen in the business canvas, we have identified the possibility of a triple revenue stream in which we would receive income in the following ways:

- A percentage of the investments will include a finder’s fee for successfully matching investors to communities
- An additional training fee from the investor for the educational services provided to communities to create the desired behavioral changes
- Subscriptions to our big data methodology for other organizations seeking to use our technology.

We have developed a financial plan in the form of the three key financial statements used to assess a company’s performance: balance sheet, income statement, and cash flow statements. However, as our organization takes on a diverse set of different projects, we use these financial statements for each individual project that we are able to match with investors to ensure financial viability of not only IGC, but of the project as a whole. In doing so, we are able to assess the costs and revenues for each project individually and determine how much funding a project will require and if we will require further funding to ensure the completion of a project. The following is an example of the costs and revenues of a sample project in which an impoverished community is seeking a better system of waste disposal:

Example: Improving waste disposal in an impoverished community

<u>Revenues</u>		<u>Costs</u>	
Investor Donations	\$1,000,000	Project Infrastructure	\$750,000
Finder’s Fee (2.5%)	\$25,000	Marketing	\$10,000
Training and Education Fee (5%)	\$50,000	Wages for Educators	\$30,000
Big Data Program Subscription	\$10,000	Retained Earnings	\$250,000

In the above example, we have a sample investment which could come from multiple investors but totally \$1,000,000USD. In addition to this large revenue to conduct a social project, we will also receive revenue from a finder's fee which will account for 2.5% of the investor's contributions and the fee necessary to compensate the educators and trainers who will be helping to implement the behavioral changes we desire in community members. Our fourth potential revenue stream will come from the subscribers to our big data program which uses algorithms to calculate vulnerable areas around the globe. We believe certain industries could benefit greatly from this source of data and many would be interested in replicating this program. Deducting from our revenues will be the costs we have assessed for the individual project. The largest cost consisting of the overall infrastructure being implemented which, in this example case, could be garbage sorting areas or disposal bins for citizens to use totalling \$750,000USD. In addition to the main cost, a fraction of the investment will contribute to marketing for not only our organization but for the investors and communities that have benefitted from the project, the compensation for trainers and other workers, and we have also included the retained earnings that will be re-invested to continue IGC's work towards creating a sustainable global society.

## **Learning Process**

Our learning process was key for our organization today. By testing our hypothesis we found out many challenges ahead. While we did our research and act to try our business model we made many mistakes. However, these mistakes and failures helped us identify potential areas of improvement and change our overall strategy. In order for our organization to thrive, we have been continuously changing our behaviors and adapting to the market that we are seeking to enter. As a group we all reacted to different situations and then brought it up in our weekly meetings. This was extremely important to reach our goals. Having visited real community projects where there was an actual sustainable development plan made us realize how hard was to actually create an organization like ours. In this community meetings we understood that not everyone agrees to all this new projects and many people within the communities reject this kind of ideas. We also learned much of what we now throughout interviewing similar organizations that currently work creating sustainable development projects. Through such a learning process we then imitate, identity and modify some of our current processes. In addition to our social interactions with several of the potential communities that are similar to the ones we are seeking to improve, we were also able to connect with several Fortune 500 companies, based in the United States of America, to learn more about their community giving processes. This allowed us to not only see other areas we can improve in our communications to potential investors, but it also showed us the areas in which

companies and investors require an organization like ours to help facilitate the process of social impact investing. Here are a few examples of our learning process and how did we adapt and modify our strategies:

- **Visiting the Reserva de la Biosfera (Sierra del Rincón)**

This project is sustainable development project where the objective is to create a sustainable economy while protecting the natural environment and reduce the depopulation of the zone (rural).

Key takeaways: While visiting this project we learned that the engagement with the different stakeholders is key to develop a project in a region. In this particular example there were 6 different communities involved and we had the experience of visiting a stakeholder meeting where they gather all different people involved in order to reach the same objectives. This meeting was extremely helpful to understand how important was to engage with the different groups when dealing with sustainability project. We learned that is crucial to listen to all the different parties and understand their challenges. When everyone agrees and accept is when you can go on with the project.

- **Visiting Creando Redes (Madrid)**

Creando Redes is a non profit organization that aims to create different parties with main objective of reconstruct natural environments.

Key takeaways: Meeting with the two founders of Creando Redes was an important exercise to learn how to give a direction to our organization. After talking to the owners we realize that our organization need also something extremely important. (Adding value with something specific that only our organization can do). That is why we decided to join forces and create our data analysis platform. This tool helps us identify vulnerable town were we can act easily.

- **Discussions with Consumers Energy and DTE Energy (US Energy Companies)**

Both Consumers Energy and DTE Energy are Fortune 500 U.S. Energy companies that lead the energy market, specifically in the state of Michigan.

In

addition to their growing efforts in investing in renewable energy technologies, they are well known for their ever-increasing corporate giving and being the leaders in the state of Michigan in terms of aiding their local communities. Consumers Energy alone gave over \$18.5 Million USD in 2018 to Michigan-based non-profit organizations and NGOs (Consumers Energy Sustainability Report, 2019).

Key takeaways: Through Skype/phone interviews our organization was able to

discuss corporate giving strategies and processes with representatives from both organizations. With Consumers Energy, we were able to discuss the corporate giving process with Carolyn Bloodworth, their Director of Corporate Giving. The key takeaway from our discussion with Ms. Bloodworth included illustrating the typical governance process in which a large company goes through in order to decide to invest in a social project or not, including approval not only from the chief executive officer but also a unanimous decision of approval from the Board of Directors. She also identified several areas of improvement that could facilitate the corporate giving process and impact which helped guide our organization's main goal, to create a social

and

behavioral change for the betterment of communities. Ms. Bloodworth discussed that too often large corporate investments in projects remain surface-level in that they provide the financial funds to initiate the aid process but the long-term change often dissipates. From this we decided that is essential for our organization to create a genuine, long-lasting relationship between investors and the communities they are investing in, as well as ensure a long-term social change in the communities is solidified. These takeaways were mirrored following our discussion with Carol Moore, from Corporate and Governmental Affairs at the DTE Energy Foundation. She shared the same possibilities of improvement that Ms. Bloodworth had previously discussed with our organization and this allowed us to confirm that there is indeed a need for an improved avenue for social impact investing for large corporations and other investor groups.



## Trello

As part of the learning process of this TFM project is important to mention a tool called Trello that was required to be used since the beginning of this journey. Trello is a collaboration tool that organizes projects into boards.

For us was a very helpful to use it because helped to keep organized during the course and to have a clear view of what was being worked on, who was working on what, and when something was in process. From the beginning of the project we used Trello as a kind of online blog/journal and upload everything related to the project to it.

Trello has a variety of work and personal uses including real estate management, software project management, school bulletin boards, lesson planning, accounting, web design, gaming and law office case management. We would use it again for any other type of project.



Figure 13: Trello Logo

## Real Cases/Projects

### **1. Improvements to the water supply and wastewater disposal systems for Zamas Community in Jayuya, Puerto Rico.**

About 96% of the population in Puerto Rico receives water from the Puerto Rico Aqueduct and Sewer Authority (PRASA). Non-PRASA are communities whom do not receive potable water services and operate their custom systems. There are currently more than 200 of these types of systems in Puerto Rico. But the other 4% of the population is supplied by about 240 very small water systems.

Zamas is a rural community considered Non-Prasa, that are communities whom do not receive potable water services and operate their custom

systems. Zamas is located in the mountain area of Jayuya, Puerto Rico with a population of 1,815 inhabitants. Currently, the Zamas River provides the water that is consumed by the community. Since the water is not filtered and disinfection is not adequate, it does not comply with the Safe Drinking Water Act (SDWA) of the US Environmental Protection Agency (EPA). Also the sewage generated at each housing unit is disposed either in septic tanks/cesspools or directly over the terrain, which is illegal.

As a strategy to reduce taxes we have found that Conwaste | Consolidated Waste Services, LLC. is interested in investing in this project. Their Corporate Responsibility Department has told us that the only condition for giving us the money that IGC uses the totality of the investment in this community.

Consolidated Waste Services, LLC. (Conwaste) is a Puerto Rico's largest local waste management company, fully developed by Puerto Ricans since its foundation in 1993 in San Juan. Conwaste has offered its clients complete solutions for the management of solid, biomedical, and industrial waste, as well as a full recycling program in Puerto Rico and Dominican Republic. Conwaste, along with its affiliates, have an employee base of over 1,500 dedicated workers throughout the entire island.

## **2. Charging points for electric vehicles in car parks in Madrid, Spain.**

As part of the effort that the Community of Madrid are making to fulfill the SDG 7 (Affordable and Clean Energy) they have established the measure 69 that is about installing charging points for electric vehicles in car parks.

The proliferation of the electric vehicle is transforming the landscape of mobility in cities and regions. The Community of Madrid is willing to lead, through its APARCA+T plan, to promote a network of dissuasive car parks linked to interchanges and public transport stations, the multiplication of recharging points throughout the region.

The objective of the 10 years of development of this plan is that each and every one of the more than 90 car parks distributed throughout the region have charging points for electric vehicles, which will make Madrid a leader in electric mobility. and the progressive decarbonization of transport.

We have found that the Reputation and Sustainability Department of gasNatural Fenosa, now Naturgy, is interested in investing in this specific

project. As established in their Corporate Responsibility Policy, they committed to promote the sustainable development of society by guaranteeing the supply of competitive, safe energy with the utmost respect for the environment. Naturgy voluntarily assume the commitment to be a key player in the energy transition towards a circular, low carbon and digital economy model.

### **3. Biosphere Reserve sustainability project in Sierra del Rincon-Community of Madrid**

The exploitation of natural resources including the destruction of beautiful pristine forest in order to make a profit is one of the current practices of many communities around the world. That is why the Biosphere Reserves were created. This program intended to promote a balanced relationship between people and nature. They are nominated by national governments, and are recognised under UNESCO's Man and the Biosphere Programme, and remain under the sovereign jurisdiction of the States where they are situated. Sierra del Rincón (Community of Madrid) was created to protect a beech forest but after realizing all of the benefits that could potentially bring to the region a sustainability project was formed.

The objective of this sustainability project is to bring benefits to the region while also conserving the natural environment. Several small towns have been involved since the beginning; Horcajuelo de la Sierra, Montejo de la Sierra, Prádena del Rincón, La Hiruela and Puebla de la Sierra have been involved since the beginning and they have already received several benefits. However, one of the biggest challenges to developed this project has been funding. The community of Madrid has been one the biggest sponsors when it comes to financial aid. Nevertheless, the project needs other contributors that are willing to help to create the structure need it.

Investing for Global Change creates the channel need it to connect investors with project like Sierra del Rincon. Many private companies and organizations have the funds to help and want to contribute in project like Sierra del Rincon. However, often times they don't have the visibility and appropriate information to invest in these projects. Private companies are mostly busy with their own purposes and they won't invest money and resources in projects were they don't know the impact . In Investing for Global Change we make sure that the projects generate certain kinds of impacts. We collaborate with data analysis that is also shared with private companies.

The project in Sierra del Rincon generates employability, brings back people to their towns, conserve nature and animal habitats. Overall this sustainability project has many benefits to the region, so by connecting private companies or investors to help in this project it's a win win situation. For private companies the benefit will be efficiency when it comes to selecting projects that are worth putting their resources.

Investing for Global Change has reached Fundación del Monte in order to work on Sierra del Rincon as a major contributor. Fundacion del monte have worked in similar projects in the past and they continue to be interested in funding similar projects. We are currently also searching for other Investors that are interested in this project and we will continue to support projects like Sierra del Rincon.

## **Conclusion**

Investing for Global Change is an organization that will revolutionize not only the market for crowd-funding, but the market for social impact investing as a whole. In our rapidly developing world, companies are seeking out opportunities to invest in social and environmental related projects more than ever and we want to give those potential investors the best opportunity to not only give their financial resources to those in need, but to ensure the change they wish to see is permanently implemented. We believe that funding social projects alone will not solve the root cause of many of the societal issues many communities face today. These projects, while they do require the necessary funds, must also be coupled with a behavioral change that can only be taught through proper education and training when certain projects are implemented. This belief is what highlights the key value added to organizations and communities when they utilize our services for funding a potential social project, we want to create long-term sustainable, behavioral changes for the betterment of societies in need.

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