

# Your Social HUB

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***“Your Social HUB” is your approach to cause positive social impact through your business, whilst making your performance stronger, following a framework by AdvantiKA.***

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\*AdvantiKA is a start up and fantasy name for the Freelancer work of Karime Abib, Sustainability and Supply Chain Designer, LinkedIn profile: <https://www.linkedin.com/in/akarime/>

# What is Social Impact

## Definition of Social Impact

- *A significant, positive change that addresses a pressing social challenge.*

Having a social impact is the result of a deliberate set of activities with a goal around this definition. (source: University of Michigan, Center for Social Impact - <http://socialimpact.umich.edu/about/what-is-social-impact/>)

## Or according to **Social Impact Theory**

- *Social impact is the result of social forces including the **strength** of the source of impact, the **immediacy** of the event, and the **number** of sources exerting the impact. The more targets of impact that exist, the less impact each individual target has.*

The Social Impact Theory was created by Bibb Latané\* in 1981 and consists of four basic rules which consider how individuals can be "sources or targets of social influence".

\*Latané, born July 19th, 1937, is an American [social psychologist](#). He was twice awarded the [AAAS Prize for Behavioral Science Research](#), in 1968 and in 1980.

## How social impact happens:

- The first law on the Social Impact Theory claims that when social forces function within a social structure, the result is social impact.

Latané explained this interaction as  $Impact = f(S \cdot I \cdot N)$

That is, social impact is affected by strength (S), immediacy (I) and number of people (N).

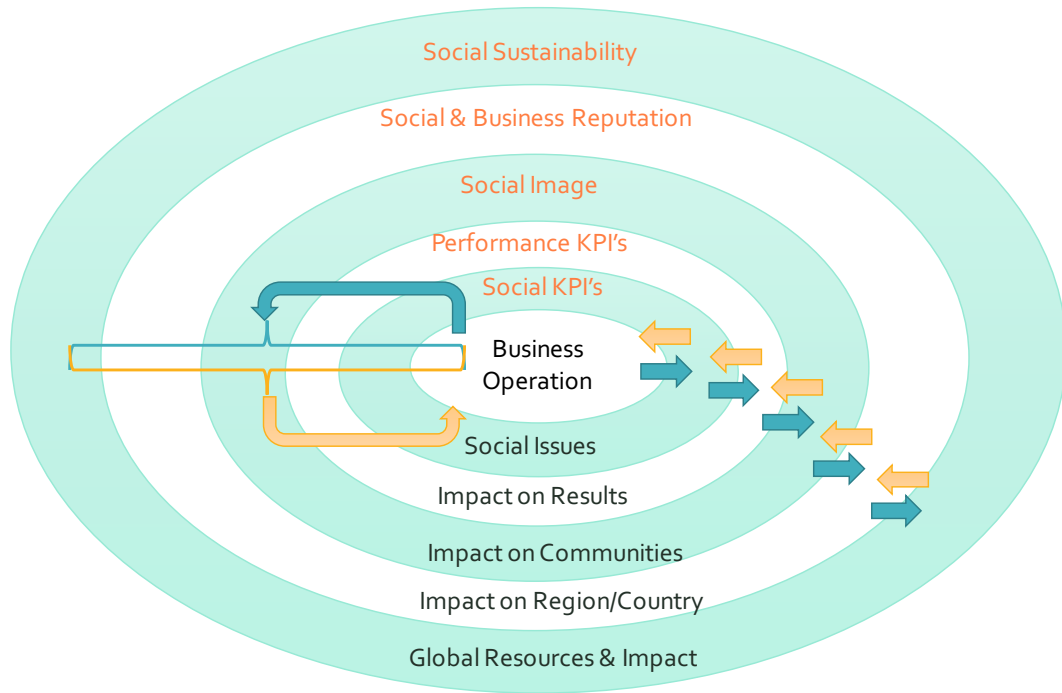
## The **Dynamic Social Impact Theory**

...was developed by Latané and his colleagues in 1996. This theory is considered an extension of the Social Impact Theory as it uses its basic principles, mainly that social influence is determined by the strength, immediacy, and number of sources present, to describe how majority and minority group members influence one another.

As its name suggests, the Dynamic Social Impact Theory proposes that groups are complex systems that are constantly changing and are never static. Groups that are spatially distributed and interact repeatedly organize and reorganize themselves in four basic patterns: *consolidation*, *clustering*, *correlation*, and *continuing diversity*. These patterns allow for group dynamics to operate and ideas to be diffused throughout the group.\*

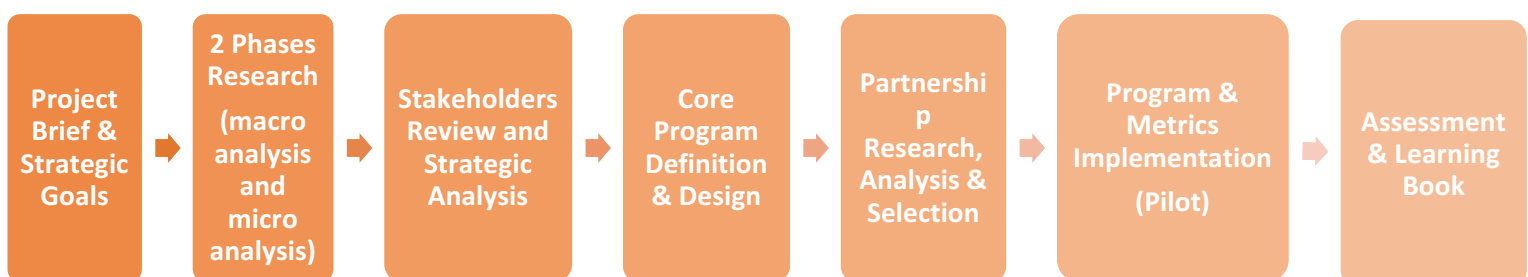
\*Source: [https://en.wikipedia.org/wiki/Social\\_impact\\_theory](https://en.wikipedia.org/wiki/Social_impact_theory)

# How social impact & your business interact

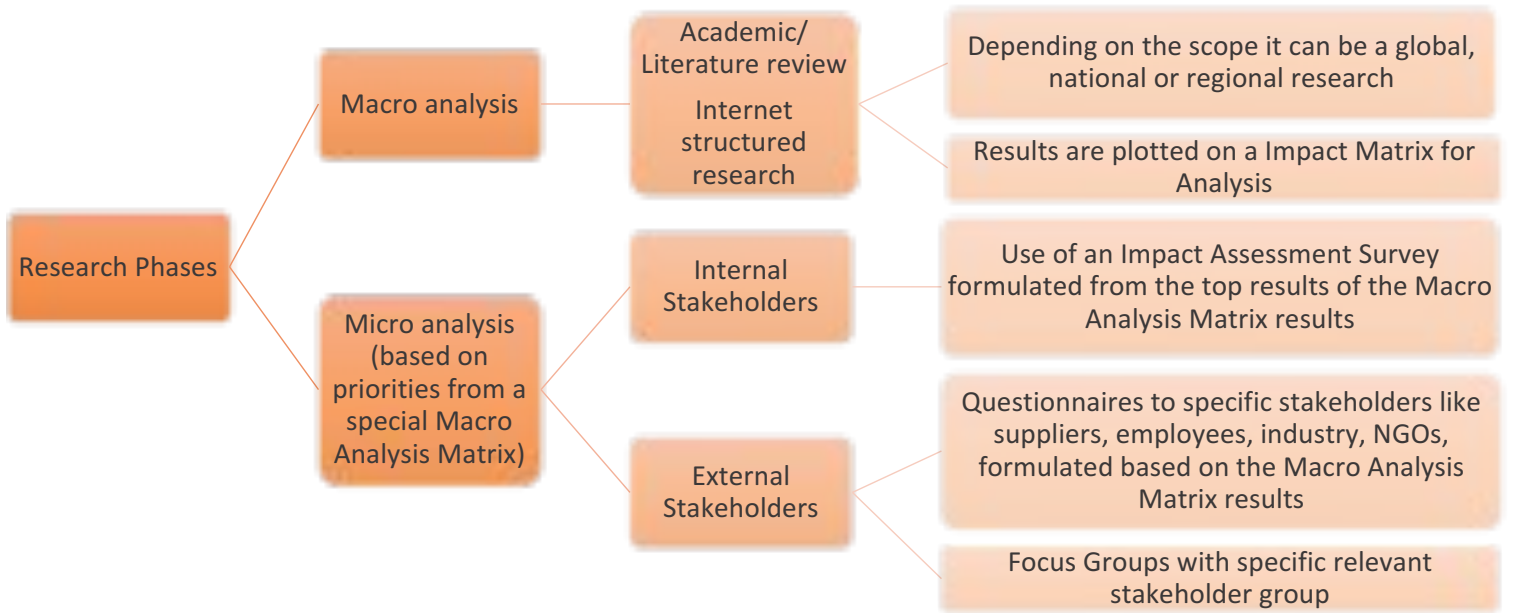


## How AdvantiKA approaches social impact

In general AdvantiKA starts from a materiality analysis of the customer scoped operation/business, or from a strategic assessment (e.g.: Future Fit), or from the discussion of an already identified opportunity by the customer for positive social impact. Once this first material is available, we move along the following steps:

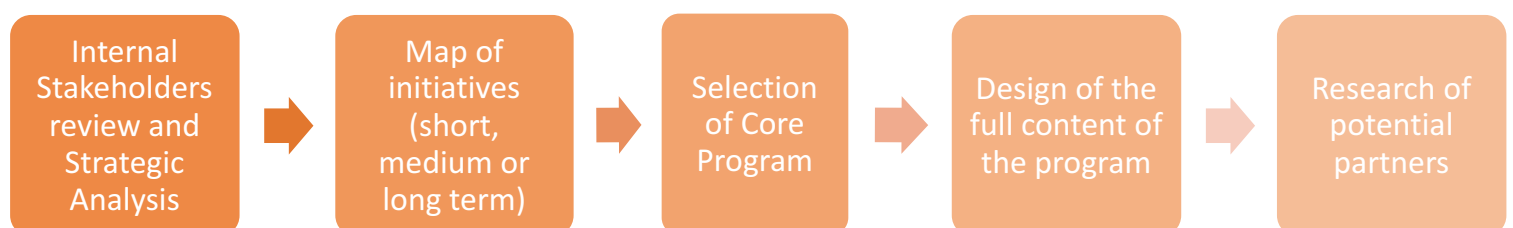


# How the research happens

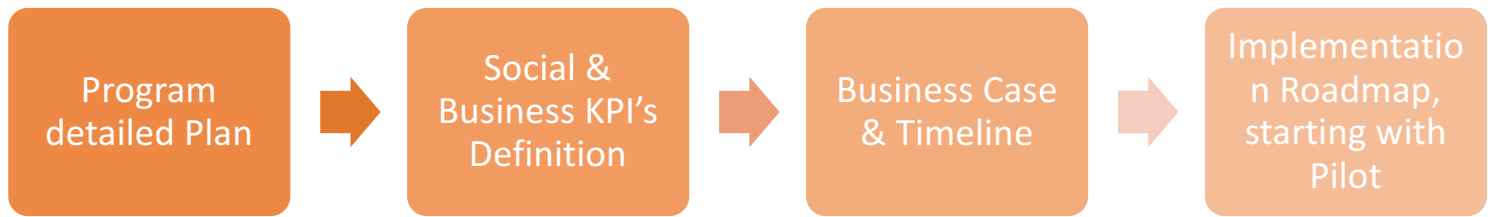


# From research into planning

From the research, internal stakeholders are presented with the results, and further with a map of initiatives. Through a couple of interactions with such stakeholders the map of initiatives is prioritized and a core program is selected



# From planning into piloting



## Pilot Assessment

AdvantiKA coaches the customer through implementation and by the end of the piloting period will present a consolidated assessment, jointly with the customer team, including a learning book and a set of recommendations.





## References

*AdvantiKA uses U-Lab technology by Otto Scharmer via MIT.*





# Areas of social impact proposed by AdvantiKA

Today	Social Impact Area	Future
<p>Assessment &amp; Program Design</p> 	Values & Beliefs	<p>Implementation &amp; Monitoring</p> 
	Family & Community Livelihood	
	SC Social & Economical Development	
	Education	
	Inequality	
	Security & Safety	
	Diversity (Gender & Others)	
	Health	
	Infrastructure	
	Corruption & Bribery	

*Thank You!*

Positive Performance ●  
 Positive Impact ●  
 Positive Influence ●

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***Your business successful and doing good for the world!***

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