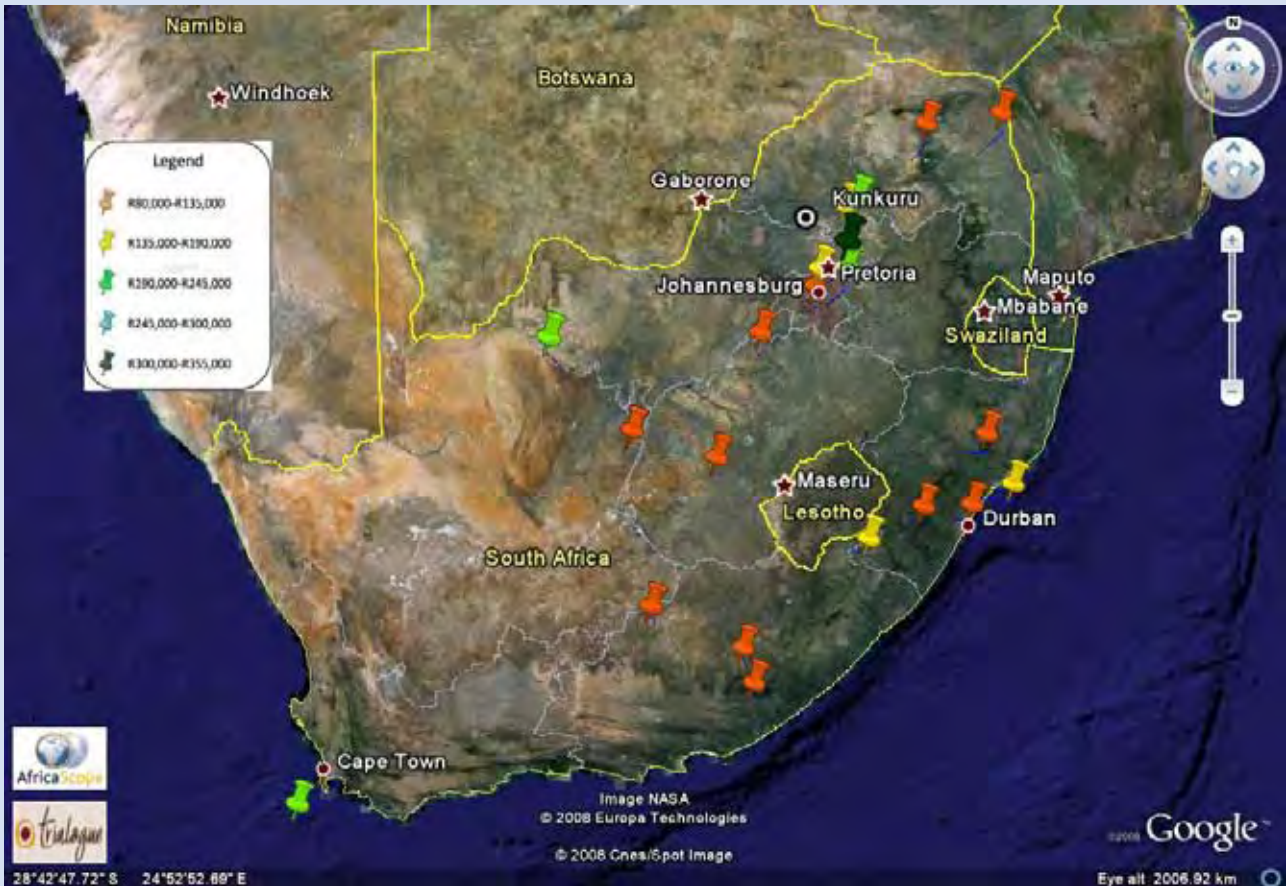


# Social Mapping Project



## SOCIAL MAPPING PROJECT

Each year companies in South Africa channel substantial funds into projects targeting beneficiaries in poor communities – estimated by Trialogue at R4.1 billion in 2007/08 alone.

The social mapping project is designed to enhance the impact of that investment by showing the extent of social investment in relation to socio economic needs by geographic region and development sector. The project will depict this information in an easily accessible form on a Google Earth platform. This has the potential to enhance the impact of corporate social investment in three ways:

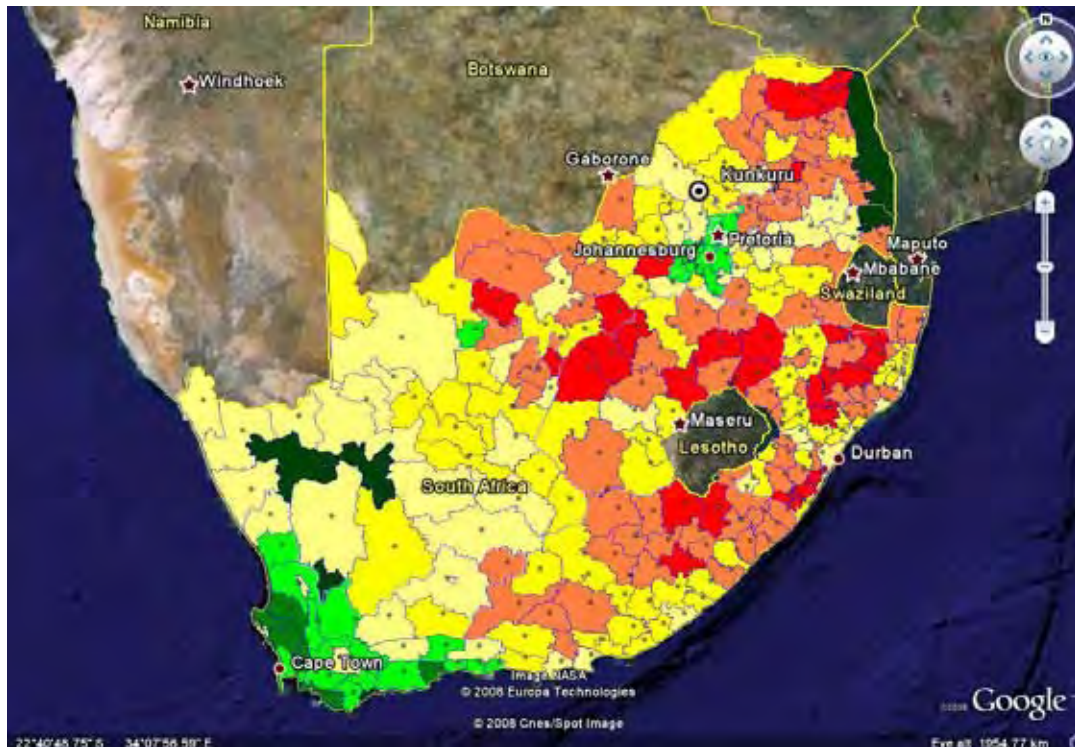
- 1 For companies participating in the project this will provide powerful information to support their funding and strategy decisions. It will enable them to answer questions such as: *What is the profile of the communities in which our projects are being implemented? How does our municipal and sector CSI spend compare to that of other companies? Could we co-fund? Are there major gaps? How does our spending align with poverty indicators and how are these indicators changing over the life of our investment?*
- 2 For those who would like to show the consolidated impact of social investment on different sectors and in different parts of the country this tool could be used to demonstrate the areas in which the overall corporate contribution is most significant; and
- 3 For those in business and government who have an interest in aligning corporate investment and government programmes this tool could identify areas of potential cooperation.

### **The roles of the key parties in this initiative are as follows:**

- **Triologue** originated the idea of social mapping and has piloted it with a small number of companies. It will take responsibility for overall project management of the project. This will include the management of the commercial relationship between itself and the companies that subscribe for its services.
- **Africascope** specialises in the mapping of socio economic data and is contracted to Trialogue as the technology partner.
- **The Business Trust** has agreed to provide funding for the development costs of an extended pilot project for a period of 12 months. It will not be a party to the commercial relationship between Trialogue and the subscribing companies but will use the consolidated information generated by the pilot in its community investment programme which focuses on:
  - Developing improved information, policies and strategies for poverty reduction.
  - Piloting pro-poor market expansion and enterprise development approaches to poverty reduction in South Africa's poverty nodes.
  - Expanding the corporate contribution to poverty reduction.
- **Participating companies** will provide basic information for the project and subscribe to the ongoing benefits the project will provide.

This initiative has the potential to improve collaboration between civil society, government and the private sector as well as between companies by depicting the extent of social investment and its relation to social needs.





## Subscription

Corporate subscription to the social mapping project costs R40,000 per year (excluding VAT). The subscription will be based on a contract between the participating companies and Trialogue which will set out the details of their relationship. Subscription will provide a comprehensive package of benefits:

**Continuous online access to powerful information** – Subscribing companies will be able to access the following socio-economic and CSI data at [www.socialmapping.net](http://www.socialmapping.net) :

- Population, economic growth, poverty, multiple deprivation, malnutrition and human development indicators at a municipality level (sourced from the HSRC)
- CSI funding by region (province and municipality) and development sector and sub-sector
- Description of projects that are funded by CSI programmes and the level of funding
- Geographic location and contact details of projects funded by CSI programmes
- Beneficiaries of project funding

This information will enable CSI practitioners to benchmark their CSI contributions, identify project partners, track socio-economic changes and ensure that their funds are been used effectively. As more companies subscribe to the project, the data will be become richer and more comprehensive.



**Data confidentiality** – Subscribers can choose the level of data confidentiality they feel comfortable with. The total confidentiality option will use the corporate data in the aggregate numbers (geographic and sector spend) but the corporate identity will not be disclosed. The full access option will make all information on the corporate CSI spend accessible to subscribers to the mapping tool.

**Quarterly newsletters** – These will outline new data layers and functionality as well as the quarterly headline information, thereby keeping practitioners abreast of the development landscape.

**Profile (of corporate participation, contribution, project information)** – Through the internet-based social map, participating companies will enjoy visibility of their development interventions if they choose to. Profiles of this initiative will also be placed in the media from time to time.

### **Partial subscription**

Partial subscription will be available to corporates for R20,000 and NGOs for R5,000 per annum. This will allow for online viewing of the data for one year. However, partial subscribers will not be able to input their data into the tool, nor export any of the data.

### **Non-subscribing users**

Certain headline information will be accessible to all interested individuals or organisations at [www.socialmapping.net](http://www.socialmapping.net). This will give non-subscribing users access to summary information at a high level, for example, provincial CSI spend. There will be a cost associated with accessing more detailed information such as data on Early Childhood Development projects or the quantum of CSI funding allocated to northern KwaZulu-Natal.

If you would like to subscribe, organise a demonstration at your office or simply find out more about the social mapping project please send an email to [info@socialmapping.net](mailto:info@socialmapping.net) or call Triologue on 011 484 6521, or 021 762 1166.



Tel: 021 762 1166/Fax: 021 762 3127  
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