

# MANAGEMENT OF A SOCIAL PROJECT USING BALANCE SCORE CARD

# Social, Environmental & Sustainability

Juan Pablo Quijano & María Catalina Ramírez Ph.D. Industrial Engineering Department Universidad de los Andes - Colombia

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## Ingenieros Sin Fronteras Colombia

- Students and teachers from Universidad de los Andes and Corporación Universitaria Minuto de Dios.
- Co-Working with communities through participatory methodologies → Improve life quality
- Research and Implement sustainable technologies that can be culturally appropriated
  - $\rightarrow$  Improve life quality









**Problem** 

# ¿How to execute a social project of engineering with a BSC?



#### **Objective**

 Develop a BSC to measure, evaluate and control the management of a social project = Include new variables: environment and social aspects.







- Mix of environmental, social and financial perspectives
- Measurement of non-financial indicators: social and environmental.
- Different time scales
- Different Stake Holders



## Methodology

- Clarify the mission, values and vision (Project Objectives)
- Project Characterization TASCOI
- Project Environment Characterization PESTAL SWOT
- Determination of the perspectives
- Strategy structural analysis



## Methodology (II)

- Identification of strategic objectives
- Location of relations in the matrix structural analysis
- Construction of the strategy map and balanced scorecard
  - Identify indicators
  - Identify the goals
  - Identify the thresholds
  - Identify initiatives



## Perspectives

- SOCIAL
- ENVIRONMENTAL
- INTERNAL PROCESSES
- STAKEHOLDERS
- LEARNING AND GROWTH
- BUDGET



#### what is not measured is not controlled





	Strategic Objetives	ID	indicator	Form of measurement	Base level	Goal	initiatives	Res p	Frequency
	Improving quality of life of vulnerable communities	S1	Reduction of unsatisfied basic needs.	NBI Initial - NBI actual	-	-	Survey	-	biannual
Social	Generate culturally appropriate solutions	S5	Affinity aspects of the project to local traditions and customs	Percentage of affinity of the project	-	100%	Assessme nt tool	_	biannual
	Transfer knowledge to communities	S7	Provide of knowledge to communities	Percentage of transferred knowledge	-	100%	Survey	-	biannual



	Strategic Objetives	ID	indicator	Form of measurement	Base level	Goal	initiatives	Resp	Frequency
	Water quality improved	A1	Safe Water	Percentage of safe water	0	100%	sampling	-	Monthly
environmental	Greater access to water resources	A8	Amount of water resources per person	Available resources per person per day		50 L/hab.d ia	sampling	_	biannual
Ō	Generate sustainable solutions	A9	Environment al Sustainability Project	Percentage of	-	100%	Assessme nt tool	-	biannual



	Strategic Objetives	ID	indicator	Form of measurement	Base level	Goal	initiatives	Resp	Frequency
	Meet project deadlines	P1	Scope	Retrieved / Planned	-	1	Project Schedule	-	Monthly
Processes	Provide technically feasible solutions	Р3	Innovation	Level of innovation of the project (1- 10)	-	10	Survey	-	biannual
Internal P	Generate replicable solutions	Ρ7	Replicability	Amount of replications	-	-		-	biannual
	Project coordination and supervising	P11		Level of coordination and supervision	-	100%	Assessme nt tool	-	Monthly



	Strategic Objetives	ID	indicator	Form of measurement	Base level	Goal	initiatives	Resp	Frequency
	cooperation with the community	C4	Community work	Number of community people working actively	_	-	sampling	-	biannual
Stakeholders	Cooperation between universities	C6	Evalutaion of the state of relations between the Universities	Relactions score	-	_	Survey	_	biannual
	Accompanime nt to the community	C8	Visits	Number of visits per month	-	-	-	_	Monthly



	Strategic Objectives	ID	indicator	Form of measurement	Base level	Goal	initiatives	Resp	Frequency
g and Growth		AC21	Technical training	Quantity of technic training	-	-	_	-	Annual
Learning		AC22	Social training	Quantity of social training	-	-	-	-	Annual



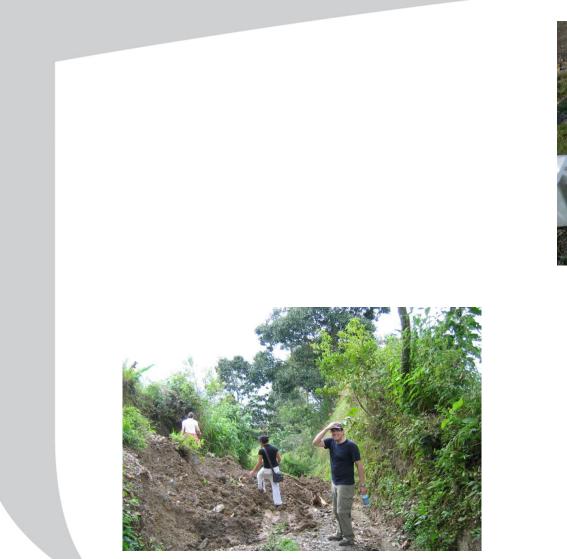
	Strategic Objectives	ID	indicator	Form of measurement	Base level	Goal	initiatives	Resp	Frequency
Budged	Efficiency and effectiveness in the management of financial resources	F2	Budget executio n	Percentage of budget execution	-	-	Project Budget	_	Quarterly
	Get new resources for the project	F3	Addition al Resource s	Amount of additional resources	-	-	Project Budget	_	biannual



## **Results Analysis**

- Efficient management of financial resources
- Having a trained group, and a good interdisciplinary teamwork
- Create cooperation with universities and community
- This allows to provide technically feasible and replicable solutions
  - ✓ To improve water quality
  - $\checkmark$  To improve the quality of life









#### Validation

- Validation of strategic objectives with PESTAL
- Validation of the objectives with the organizational identity
- Meetings with stake holders
- Community meetings



## CONCLUSIONS

- The financial indicators are not sufficient to measure and evaluate the management of a social engineering project
- It is necessary to address two new perspectives covering strategic social and environmental aspects of the organization.



### CONCLUSIONS

- The budget (financial) perspective is designed as a ground for other perspectives
- These tools will help to manage this social engineering project undertaken by ISF.



#### Thanks !

## Juan Pablo Quijano B.

jp.quijano116@uniandes.edu.co

María Catalina Ramírez Ph.D.

mariaram@uniandes.edu.co





