

Measuring It Right

Knowing what works.

Spearheaded by advancements in the DeFi, ReFi, humanitarian, and development sectors, there is clear evidence that blockchain technology has the potential to support the Sustainable Development Goals (SDGs) and transform how we think about and create positive societal change.



However, despite the growing interest in blockchain technology for social impact, there is still a significant gap in our ability to measure the effectiveness of blockchain-based solutions and determine how they clearly add value. The evidence needed to answer these questions will only come through effective performance measures of the value-added and enabling factors in using blockchain for a variety of social impact problems. At Impact Plus, this is our task and mission.

Understanding how and when blockchain should be used to achieve impact in the right way remains a difficult task. MEAL is a critical process for identifying which social impact projects are effective and should

be continued and improved, versus those that should be discontinued. However, the absence of MEAL standards is a major obstacle in the sector, hindering the widespread adoption of these tools by international NGOs and other large organizations. This lack of proper assessment, accountability, and learning undermines the potential of blockchain technology to have a real and lasting impact on the SDGs and damages the credibility of many initiatives created to solve societal problems.

Our team, comprised of individuals with comprehensive technical experience in developing and implementing MEAL programs on the ground, is dedicated to creating and executing performance management solutions tailored to social impact blockchain initiatives. We are already collaborating with UKAID, Polygon, and others to design methodologies that balance efficiency and effectiveness while increasing the transparency, accountability, and results of social impact projects; work that drives a greater demand for using blockchain technology.



Impact Plus' mission is to spread blockchain-centric solutions in the field of international development to solve fundamental societal problems.