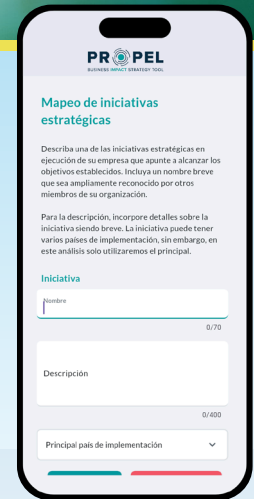


A digital solution to boost your social and environmental impact

Developed by **VIVA** IDEA

Propel is an intuitive digital tool that guides companies in enhancing their social and environmental impact. By analyzing business and contextual data, Propel helps transform these results into effective strategies, facilitating the creation of viable action plans to optimize impact.



TRANSFORMATIVE *benefits*



Transparency

Provides a clear view of potential impact and alignment with business strategies.



Action Plan

Helps define steps for communication, strategy, and stakeholder management.



Strategic Conversations

Facilitates discussions on strategy and sustainability within the company.



Impact Documentation

Offers clarity and data on the company's current and potential social and environmental benefits.



flexible TOOL

Four Propel formats to meet your company's needs:

Self-Diagnosis

Internal evaluation with clear data for informed decisions.

Stakeholder Perspective

Integration of other viewpoints to enrich the analysis.

Consulting

Personalized recommendations and in-depth analysis to meet the demands of your target markets.

Courses

Training for employees and strategic partners, enhancing the impact management of your strategy and value chain.

Do you need an action plan **that includes impact?**



CONTEXTUAL *linkage*

Propel uses data from the Social Progress Index (SPI) and links company initiatives with the Sustainable Development Goals (SDGs) to achieve transparent and comparable data analysis across different regions, applied to countries and communities with specific needs.

CUSTOMIZED *assessment*

Propel adapts evaluation metrics to the specific needs of the company to analyze existing initiatives, actions taken or to be taken, specific audiences, and stakeholders aligned with impact.



Propel has been created based on theoretical and field research, validated by the international scientific community, and tested with hundreds of experiences in business ecosystems across Latin America.

INNOVATIVE *solutions*

STANDARD ASSESSMENT

- Evaluate achieved impact.
- Focuses on sustainability criteria.
- Based on global standards.
- Rigid methodology that the company must adapt to.
- Includes economic factors (follows financial methodology).

PR PEL ASSESSMENT

- Evaluate potential impact.
- Focuses on the company's strategic actions.
- Based on regional criteria.
- More adaptable methodology for the company to define how to measure impact.
- Includes only social and environmental factors (complements financial methodology).

Do you want to **improve communication** with your stakeholders?

Let's talk! info@vivaidea.org

     www.vivaidea.org

