

Conducted end-of-project study, created business case, and identified success stories for ACIDI/VOCA's impact sourcing program - Afro-Colombian and Indigenous Program (ACIP)

Background and objectives of the study

- ACIDI/VOCA is a private, non-profit international development organization which along with USAID, administers the Afro-Colombian and Indigenous Program (ACIP) in Colombia. The program aims to improve the socio-economic status of Afro-Colombians and Indigenous Persons by creating sustainable employment opportunities for them. The program has enabled employment for over 10,000 ethnic youth in the last 5 years
- ACIDI/VOCA commissioned the research to conduct an end-of-project assessment of its program and assess the impact sourcing market in the following locations in Colombia: Bogotá, Cali, Quibdó, Barranquilla, Cartagena, and Medellín

How Everest Group helped

- Everest Group conducted a 12 week study primarily based on primary interviews in six cities in Colombia with leading companies, training organizations, ACIDI/VOCA and ANDI, and also administered a survey to 200 companies to assess the success of the ACIP program
- Everest Group identified possible areas of refinement for the program based on study of other impact sourcing programs across the globe

Impact created – Created pitch document to attract new funds as well as partner with new employers to hire the ACIP talent

- Created a fact-based business case for employers of ACIP beneficiaries
 - This is being used to attract new employer partners to the program
- Identified and created case studies of ACIP's success with employers
 - This acts as a tool to convince new participants in the program and also attract new sources of international funding
- Compared impact sourcing programs in other countries with ACIP in Colombia and identified key learning, which are being used to refine the ACIP

