

Social Impact Bonds in the UK and the US Seminar 2018
Learning from Collaborative and Evidence-Based Practices in the UK and the US
—Lessons for developing Japanese SIB models—

Friday 25th May 2018 18:30pm-20:30pm, Meiji University in Tokyo, Japan

In recent years, Social Impact Bonds(SIBs) have radically attracted public interests worldwide since the first SIB was launched at Peterborough Prison in the UK in 2010 and in the US, the nation's first SIB (called as "Pay for Success") was launched at Rikers Island jail in New York City in 2012.

Social impact bonds (SIBs) can be defined as "SIBs combine some components of results- or performance-based financing and public-private partnerships, which have been used to fund public services for many decades"¹. SIBs have been considered as a new form of outcome- based commissioning or Payment by Results(PbR), social finance or social impact investing and vehicles for social innovation. In fact, different interventions by SIB programs s have been conducted in the areas of homelessness, youth unemployment, criminal justice, children welfare, education and preventive health care, etc., with focusing on innovative approaches of SIBs to resolution of social issues and improvement of government performances.

In Japan, some departments of national government such as Ministry of Economy, Trade and Industry (METI), Ministry of Health, Labor and Welfare(MHLW) and Cabinet Office have provided financial supports for development of SIB pilot programs since 2015. Because government is keen to foster outcome-based commissioning, social impact investing² and social impact measurement³. Nevertheless, the budget for such funding is quite small. There is not only enthusiasm but also skepticism for the potential of SIBs in Japan.

In this context, in Japan, some charitable foundations, commercial banks, nonprofit providers and intermediaries have launched SIB pilot projects in collaboration with governments in Yokosuka City, Amagasaki City, Kobe City, Hachioji City, Yokohama City and other cities since 2015. Nevertheless, in most cases, SIB pilot programs are poorly structured in terms of public private partnership model and evidence- based practice model. That is, most pilots tend to lack participative governance, proper outcome metrics and impact measurement frameworks. In facts, some SIB pilots can be regarded as merely a foundation-led granting model. In such schemes, commitments and contributions of governments in the designing and operating process are quite limited. In another word, the foundation-led SIBs in Japan seems to be successful as propaganda and branding for government of a charitable foundation but such SIB schemes tend to lack rigorous evidence for bringing social change (impact) . More importantly, the foundation-led SIB model in Japan can be regarded as top-down model without multi-stakeholder collaboration and "collective impact"⁴.

For this is reason, in this SIB seminar, we will invite eminent leaders who are engaged in promoting and operating collaborative and evidence-based SIBs from the United Kingdom (the UK) and the United States(the US). The agenda of Social Impact Bonds in the UK and the US Seminar 2018 is "Learning from Collaborative and Evidence Based Practices in the UK and the US: Lessons for developing Japanese SIB models". In particular, We will focus on the role of service provider, intermediary and university in developing successful SIB programs based at collaborative and evidence-based practices.

¹ Gustafsson-Wright,E. Gardiner,S. and Putcha,B(2015) *The Potential and Limitations of Impact Bonds-LESSONS FROM THE FIRST FIVE YEARS OF EXPERIENCE WORLDWIDE*. Brookings.

² In Japan, "Act on Utilization of Funds Related to Dormant Deposits to Promote Public Interest Activities by the Private Sector" was enforced on December 9, 2016.

³ In Japan, Cabinet Office launched social impact measurement working group in December 2015. Thereafter, Cabinet Office has provided supports for fostering nonprofit sector-led impact measurement network.

⁴ According to John Kania and Mark Kramer, "Collective Impact Initiatives are long-term commitments by a group of important actors from different sectors to a common agenda for solving a specific social problem. their actions are supported by a shared measurement system, mutually reinforcing activities, and ongoing communication, and are staffed by an independent backbone organization". ("Collective Impact" *Stanford Social Innovation Review*, Winter 2011.p.39)

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This research project is funded by the Japanese Ministry of Education, Culture, Sports, Science and Technology (MEXT) through a grant called "Research Grants to Strategically Build a Research Infrastructure at Private Universities."

Social Impact Bonds Seminar : Agenda	
<ul style="list-style-type: none"> • The purpose of the SIB seminar is to learn from lessons of collaborative and evidence- based practices in the UK and the US for developing Japanese SIB models. • How can stakeholders such as service providers, investors, commissioners (governments) collectively share the common value, designing and operating processes and social impacts? • In the seminar, we will focus on role of service provider, intermediary and university in developing successful SIBs based at collaborative and evidence based practices. 	
■Date and Time	Friday 25th May 2018 18:30pm-20:30pm
■Location	308G, 8 th floor, Academy Common. Meiji University 1-1 Kanda-Surugadai, Chiyoda-Ku, Tokyo 101-8301 http://www.meiji.ac.jp/cip/english/about/campus/surugadai.html
■organizers	• Hosted by Meiji University (The Institute of Nonprofit and public Management Studies : INPMS) and funded by MEXT research grant
■ interpretation	Simultaneous interpretation services are delivered.
Program	
Opening Address (18:30-18:40)	Professor Ichiro Tsukamoto, School of Business Administration, Meiji University
Part 1:Presentations: Social Impact Bonds in the UK and the US 18:10-19:10	
Presentation 1 18:40-19:00 (20minutes)	Social Impact Bonds and Outcome Commissioning in the UK: Strategy of Government Outcome Lab for collaborative and evidence-based SIB models <hr/> Ms. Mara Airoidi PhD, FRSA, Director, Government Outcomes Lab, Blavatnik School of Government, University of Oxford
presentation2 19:00-19:20 (20minutes)	Pay for Success Contract (SIBs)in the US: The role of intermediaries in designing and operating PFS contracts and challenges for successful SIBs <hr/> Mr. Kevin Tan , the Founder of Third Sector Asia who previously served as Manager in the Boston, MA office of Third Sector Capital Partners
Presentation3 19:20-19:40 (20minutes)	The Massachusetts Juvenile Justice Pay for Success Initiative: The role of nonprofit providers in designing and operating PFS contracts (SIBs) and challenges for successful SIBs <hr/> Ms. Allie Livezey Maynard , Director of Grant Development, Roca
Part 2 : Discussion: 19:10-20:00	
Discussion with Discussants 19:40-20:00 (20minutes)	Ichiro Tsukamoto (3 minutes for comment and question for presentation 1). Ikuyo Kaneko (3 minutes for comment and questions for Presentation 2), Takayuki Yoshioka (3minutes for comment and questions for presentation 3)
Questions and answers with participants 20:00-20:30 (30minutes)	

Brief Biography of Presenters



Mara Airoidi (PhD, FRSA) is Director of the Government Outcomes Lab at the Blavatnik School of Government, which aims at supporting innovative public sector commissioning to achieve better social outcomes through enriched multi-stakeholder collaboration. She is an Economist and a Decision Analyst by background with degrees from Bocconi University in Milan and the London School of Economics and Political Science. She has held research and teaching positions at the London School of Economics and the University of Oxford.

Mara has 10+ year experience of researching and working with commissioners, with a particular focus on the English and the Italian NHS. She has also consulted for the Ministry of Health and Long-Term Care in Ontario (Canada), the Home Office, the Ministry of Defence and the Department for Environment, Food and Rural Affairs in England, NATO and the Global Fund to fight Aids, Tuberculosis and Malaria.



Kevin Tan is Founder of Third Sector Asia. Kevin leads Third Sector's Asia work and is passionate about using tri-sector collaborations such as Social Impact Bonds to tackle complex social issues around the world. In his work with Third Sector, Kevin has led multiple Social Impact Bond engagements in the public health, youth workforce, early childhood, homelessness, and criminal justice issue areas, including the first "SIB Portfolio" project in Salt Lake County. Prior to Third Sector, he helped advise on the feasibility of SIBs in Israel and Singapore.

He has spoken about adapting SIBs to the Asian context at the Harvard Business School (Boston), Slush Asia (Singapore), the Nippon Foundation (Japan), Centre for Global Philanthropy Institute (Shenzhen), the Milken Institute (Guangzhou), and AVPN (Hong Kong and Taiwan).



Allie Livezey Maynard, MBA is the Director of Grant Development at Roca, Inc., a results-focused, U.S. nonprofit with a mission to disrupt the cycle of incarceration and poverty by helping young people transform their lives. In 2014, Roca became the service provider for the nine-year Massachusetts Juvenile Justice Social Impact Bond (SIB) Project, currently the largest SIB project in the United States. Roca's SIB contract brings an unprecedented amount of public and private resources and attention on more than 1,300 17-24 year-old young men involved in the Massachusetts criminal justice system.

Deeply invested in the intersection of evidence-based practices and cross-sector partnerships in solving society's most pressing social problems, Allie joined Roca in 2013 with a background in nonprofit management, resource development, and strategic planning for youth-focused organizations. As Director of Grant Development, Allie leads Roca's public and private fundraising and provides assistance with outcomes-based contracting, strategic planning, evaluation, program development, and external affairs. Allie holds an M.B.A. from Simmons College and a B.A. from Boston College. She has also studied social justice, international human rights law, and economic development in El Salvador, Mexico, and Ireland.

Brief Biography of Discussants



Professor Ichiro Tsukamoto is Professor of Public Management at the School of Business Administration, Meiji University, in Tokyo, Japan, where he specializes in public management, public private partnerships and social enterprises. He is the head of Institute of Nonprofit and Public Management Studies(INPMS) based at Meiji University. He is also president at Public Management & Social Strategy Institute (PMSSI). PMSSI is a research and consulting firm. PMSSI has been engaged in over 20 cases of impact measurements such as SROI(Social Return on Investments) and also joins SIB pilot in Yokohama as an intermediary. He is the co-author of *Social Enterprise: A Global Comparison* (Janelle A. Kerlin ed.) . He is also the author of “ The Potential of Nonprofit-Governance Partnerships for Promoting Citizen Involvement in Pestoff, V., T. Brandsen, and B.Verschuere, eds. (2012) *New Public Governance, the Third Sector and Co-production*. London: Routledge. He is an editorial board member of *Public Management Review* (Routledge).



Professor Ikuyo Kaneko, Emeritus Professor, Keio University and Specially Appointed Assistant Professor, Meiji University.
His research areas are rather broad, ranging from social entrepreneurship to information technology to national ID system. Recently he has been involved with working with the Japanese government in establishing “My Number System” --- the Japanese version of ID system which will (eventually) cover all the citizens of Japan. The ICT infrastructure of the ID system would be utilized for (eventually) all citizens, for instance, in the field of medicine and elderly care so that better care will be provided in a more efficient way. He is the author of “Social Entrepreneurship in Japan: A Historical Perspective on Current Trends,” *Journal. of Social Entrepreneurship*, 2013, co-author of “What is Social Impact Bond,” and of “Power of Sports --- Practice of Social Innovation to Change Local Societies,” and many others.



Dr.Takayuki Yoshioka is associate Professor, Institute for Global Human Resource Development at Okayama University.
 He earned a Ph.D. in Philanthropic Studies from the Indiana University Lilly Family School of Philanthropy, and is currently working as an associate professor in the Discovery Program for Global Learners at Okayama University. Hi research interests cover nonprofit representation and accountability, nonprofit advocacy, and coproduction. His teaching interests include nonprofit management and research methodology. In recognition of his academic achievements, he won the Emerging Scholar Award from the Association for Research on Nonprofit Organizations and Voluntary Action. His publications include “Representational roles of nonprofit advocacy organizations in the United States” in *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations* in 2014 and “The Relationship between Provision of Membership Benefits and Fulfillment of Representational Roles in Nonprofit Advocacy Membership Organizations” in *Nonprofit Management & Leadership* in 2017.

Access to the venue

