

BRABANT OUTCOMES FUND

Our expedition in a nutshell



Milestones



Choices



Insights



START

2016-2017



Multiple talks with entrepreneurs, investors, policymakers, etc. in regional, national and international networks to understand their daily practices and the role of policy instruments in solving societal challenges.



3 regional ministers ordered research to be conducted into the purpose economy in Brabant to better understand the role the government can play in stimulating solutions with societal impact.

SPRING 2018



The research concluded there were 3 bottlenecks: the siloed approach of government bodies, difficult access to growth capital and the lack of focus on multiple value.

Regional budget of €1.000.000 was set aside for financing methodology inspired by Social Impact Bonds, yet slightly modified:



- Financial savings are not the main goal
- Validation and stimulation of multiple value (social, ecological, economic)
- Focus on scaling up impact
- Regional scale instead of local or national
- Give a loud voice to the rights holders when estimating value
- Focus on implementation of lessons in organisations



Started a learning-by-doing process to stimulate shared public and private sector responsibility by creating and using a new financing methodology.

WINTER 2018-2019



- Invitation to the market
- Ambition: at least 40 registrations
- Ultimately: 82 registration were received!
- 5 were selected for an intensive contract process
- 77 for a less intensive process to build capacity

SPRING 2019



The process of drawing up contracts, estimating multiple value, cooperating with various sectors, etc. was a challenge and stretched both ourselves and our organisations' systems (see our lessons learned on the reverse).

BUT WE MADE IT!

AUTUMN 2018



Decided on process, planning, criteria, action learning, theory of change.



Asked municipalities, investors, entrepreneurs and colleagues for feedback and commitment.



3 investors officially committed € 800,000.

JULY 2019

4 contracts were signed!

Now: execution phase to achieve the outcomes defined.

Continue learning and reflecting.

FUTURE
Learn from failures & implement lessons & start 2nd expedition





THE TEN LESSONS OF ROUND 1

The Brabant Outcomes Fund is the first time a province in the Netherlands experimented with outcome-based financing for entrepreneurs seeking to scale up their societal impact. Experiments are meant to educate and so we would like to share the ten main lessons learned with you below.

The first five are to do with cooperation. The other lessons will be important to any possible follow up, whether it be in Brabant or elsewhere.



INTRO

Brabant is home to many exceptional entrepreneurs. They use economic strength as a tool for building a better society. One that is open, inclusive and green. These entrepreneurs have tremendous potential, yet the challenges they face are huge.

We started the first round of the Brabant Outcomes Fund so we could intensively seek out solutions together. Not based on our organisational frameworks, but on the basis of societal issues. We soon noticed that this demanded a new form of working. Capitalising on developments and focused on creating impact utilising new cooperations, processes and tools. Irrespective of existing boundaries.

The first round of the Brabant Outcomes Fund was an educational expedition. An exploration of a new means of funding to make our province better and in which the provincial government, business and investors adopt active roles.

1

Concluding four contracts in six months can be done, but ensure you have a mutual point of departure.

2

Insight into and understanding of multiple value is yet to develop among all the parties. In other words, ensure shared understanding.

3

Public-private cooperation is important, but takes time: be clear about interests and expectations.

4

Facilitate direct communication. Don't worry about friction, in the end it provides the shine.

5

Make sure you have time, capacity and quality. Jointly agree about the project organisation.

6

Experimentation = learning and that takes time. Pay attention and facilitate everything properly.

7

A clear, phased plan with precise deadlines is pleasant to work with.

8

Don't copy this first round – every context demands a specific approach for example, with regard to how to recruit and select entrepreneurs.

9

Offer customisation to entrepreneurs – after all, each one is different.

10

Primarily co-conceptualise lasting solutions for the entrepreneur.



More information?
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OUTCOMESFUND**