

Reading Glasses Initiative

Uganda



Welcome To Your 60dB Results

We enjoyed hearing from 273 beneficiaries who received glasses through Reading Glasses Initiative (RGI) – they had a lot to say!

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About the Study

About the Project

Healthy Entrepreneurs works with Community Health Entrepreneurs (CHEs) to bring healthcare in remote areas in Africa. Restoring Vision is dedicated to creating equitable access to vision services and eyeglasses for most impoverished populations globally.

In 2022, the two organizations were awarded funding to collaborate on the Reading Glasses Initiative (RGI). Currently in a testing phase, RGI incorporates eye screenings and low-cost near vision glasses into the assortment of products and services of Community Health Entrepreneurs (CHEs) in Uganda. If successful, the goal is to scale the collaborative model across Healthy Entrepreneurs' wider network of 15,000 CHEs in 7 countries, to impact million more lives.

60 Decibels' Lean Data researchers conducted phone interviews with 273 Ugandan beneficiaries who purchased reading glasses from CHEs associated with RGI. This report presents insights based on our analyses of the information they shared with us. For details about our methodology, please refer to [slide 37](#).

About the Results

While the findings of this study are internally valid (hold true for the surveyed beneficiaries), we cannot ascertain external validity (whether findings hold true for the entire population of RGI) because:

Contacts received: We received a non-random sample of 546 beneficiaries from a larger group that RGI works with. We do not have information on the wider group of beneficiaries to ascertain representativeness of our sample.

Response rate: We made up to 5 attempts to reach a respondent. We completed surveys with nearly 7 in 10 attempted surveys. While this is high, our results do not present the views of 3 in 10 eligible beneficiaries. Read our full methodology [here](#).

Top Insights

1 CHE's play a key role creating awareness about the glasses which are a unique offering in the market.

The majority of beneficiaries say they first heard about the glasses through Community Health Entrepreneurs (CHEs). Overall, 63% are accessing glasses like this for the first time and beneficiaries under the age of 60 are more likely to report first time access. 74% of beneficiaries also report not having access to alternatives to the glasses, suggesting that the CHEs are reaching a relatively underserved beneficiary base with a unique product. 17% of the beneficiaries we spoke with live on less than \$2.15 per day, compared to 46% of the rural Ugandan population. This indicates that there is an opportunity to reach more low-income individuals in rural areas.

See pages [9](#) - [13](#).

2 Beneficiaries report increased confidence, reduced dependence on others, and improvements in their ability to work. This is enhancing their overall quality of life.

96% of beneficiaries say their confidence has increased after using the glasses. 80% say that their dependence on others has reduced, and 87% say their ability to work has improved. Consequently, 94% of beneficiaries say that their quality of life has improved because of the glasses. The top self-reported outcomes among beneficiaries with improved quality of life include improved confidence, greater independence, and better productivity at work.

See pages [15](#) - [19](#).

4 Typically, beneficiaries pay around 10,000 UGX for their glasses. Most find this price to be good.

82% of beneficiaries report paying UGX 10,000 for their glasses and a similar proportion find the price to be good. Beneficiaries in the Western region are significantly more likely to report the price to be 'very good' compared to beneficiaries residing in other regions (65% vs 37%).

See page [25](#).

3 While beneficiaries are satisfied with RGI, there is room to improve challenge resolution.

RGI has an NPS of 47 which is very good. The main drivers of satisfaction are good quality lenses and affordable prices. 23% of beneficiaries faced a challenge, out of which nearly all remain unresolved. The top issues reported are discomfort after long use and inability to see far away objects, which also emerge as top themes among Detractors. Training CHEs to instruct beneficiaries on the appropriate use of reading glasses could help resolve challenges and improve beneficiary experience.

See pages [21](#) - [24](#).

5 Beneficiaries would like to be provided with storage cases for their glasses.

29% of beneficiaries request for storage cases when asked what about the glasses could be improved. The lack of storage for glasses also comes up as a complaint among Passives and as a challenge faced by beneficiaries. Addressing this may help improve overall satisfaction among beneficiaries.

See page [27](#).

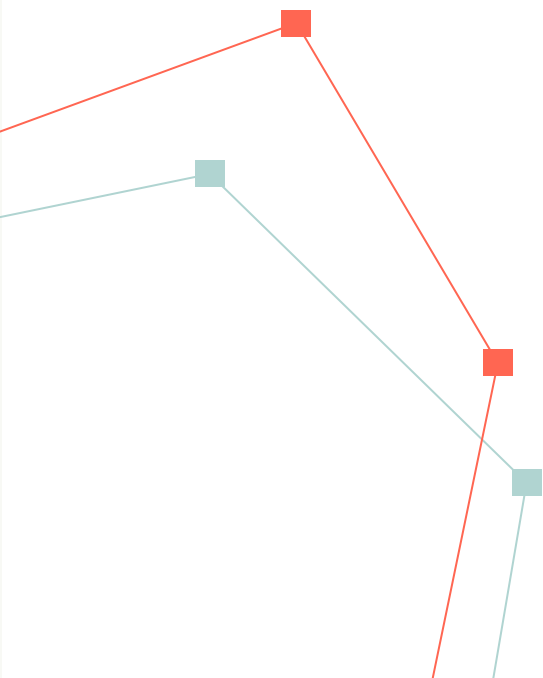
Performance Snapshot

RGI is creating a positive impact on the lives of its beneficiaries. There is room to improve satisfaction by addressing beneficiary challenges.

<div>Poverty Profile</div> <div>0.65</div> <div>Inclusivity Ratio</div> <div><div></div><div></div><div></div><div></div><div></div></div>	<div>Impact</div> <div>44%</div> <div>quality of life 'very much improved'</div> <div><div></div><div></div><div></div><div></div><div></div></div>	<div>What Impact</div> <div><ul style="list-style-type: none">43% talk about improved confidence36% report enhanced independence30% mention better work performance</div>	<div>Contribution</div> <div>63%</div> <div>first time accessing service provided</div> <div><div></div><div></div><div></div><div></div><div></div></div>	<div>Beneficiaries Voice</div> <div>"Glasses have made my life easy and comfortable. I can now do my tailoring work without any challenges, and they have also helped to clear my blurry vision when I'm reading and writing." – Female, 65</div> <div>Data Summary</div> <div>Company Performance: 273 beneficiaries, phone interviews in March 2024 – April 2024, in Uganda.</div> <div>Quintile Assessment compares Bayer Foundation Performance with 60dB Health Benchmark comprised of 16 companies, 9 countries, and 3.5k+ respondents. Full details can be found in Appendix.</div>
<div>Net Promoter Score®</div> <div>47</div> <div>on a -100 to 100 scale</div> <div><div></div><div></div><div></div><div></div><div></div></div>	<div>Challenges</div> <div>23%</div> <div>report challenges</div> <div><div></div><div></div><div></div><div></div><div></div></div>	<div>Confidence</div> <div>74%</div> <div>confidence 'very much increased'</div>	<div>Dependence on Others</div> <div>61%</div> <div>report 'never' having to depend on others after using glasses</div>	<div>Performance vs. 60dB Benchmark</div> <div><div></div><div></div><div></div><div></div><div></div> – TOP 20%</div> <div><div></div><div></div><div></div><div></div><div></div> – TOP 40%</div> <div><div></div><div></div><div></div><div></div><div></div> – MIDDLE</div> <div><div></div><div></div><div></div><div></div><div></div> – BOTTOM 40%</div> <div><div></div><div></div><div></div><div></div><div></div> – BOTTOM 20%</div>

Beneficiary Voices

We love hearing beneficiary voices.
Here are some that stood out.



Impact Stories

94% shared how RGI has improved their quality of life

“With glasses, I feel safer and more confident while reading the scriptures of the Bible on my own, without relying on others for help.” - Male, 36

“While wearing the glasses, I can now efficiently perform my medical work at the hospital. I used to struggle to read the small letters written on medicine labels, but with the glasses, it's now possible to read them.” - Male, 50

“I can read and write without assistance which has improved my work as a secretary at the committee and now my position is secure.” - Female, 40

“With these new glasses, I feel more confident, even when asked to read something. I can do it comfortably without relying on others for assistance.” - Male, 50

“It has made it easy for me to read my books, newspapers, and messages without asking for help especially when my grand children are in school.” - Male, 58

“I am able to read, I have even begun reading the Bible in church which most people did not expect me to do. I am also able to read my children's report cards and see their performance.” - Female, 66

Opinions on RGI's Value Proposition

52% were Promoters and highly likely to recommend

“Glasses have good shape with perfect lenses which can read clearly. I find them affordable compared to the other glasses, they are portable, and the frame is good. In conclusion they are good to be used by anyone facing challenges with their eyes.” - Male, 48

“The quality of the glasses is good, I can see objects and read clearly. The customer care is near us and can easily be accessed in case of any query.” - Female, 36

Opportunities For Improvement


51% had a specific suggestion for improvement

“They should provide us with the cases for the glasses, if possible. We need proper storage for these glasses” - Male, 49

“I suggest that the glasses be made in a way that they can help see near and afar so that I don't remove them when am viewing things that are far away. Whenever I am driving, I remove them and only use them for reading.” - Female, 50

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“The quality is fantastic.
I can see well.
Additionally, the doctors
are near to the community
and give good advice in
case we face any issues.”
- Female, 58



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Demographics

On average, beneficiaries reside in households with 6 other members.

Beneficiaries were asked about their locality and the majority said they live in a village or countryside (77%) while the rest live in towns (22%) and cities (1%).

Results in this report have been segmented by gender and region of residence. Statistically significant differences have been reported in the commentary.

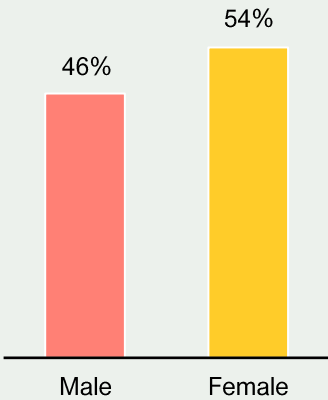
Note: The N value signifying sample size may vary based on the survey logic and the number of beneficiaries who chose to skip the question or were unable to answer it.

54% of beneficiaries we spoke to are female, mostly residing in Central Uganda, who have been using reading glasses for 3.5 months, on average.

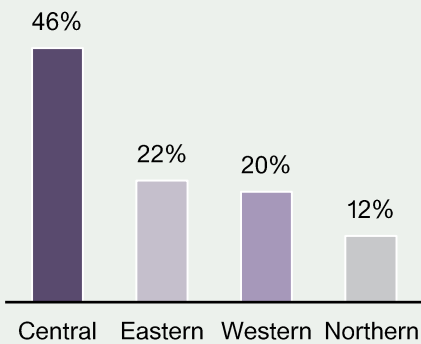
About the Beneficiaries We Spoke With

Data relating to beneficiaries. (n = 273)

Gender



Region



Duration of Use

3.5 Average months
≤ 3 months: 55%
> 3 months: 45%

Age

54 Average years

Employment Status

- Working (80%)
- Not working (20%)

Income Profile

RGI has greater scope for reaching relatively less well-off beneficiaries.

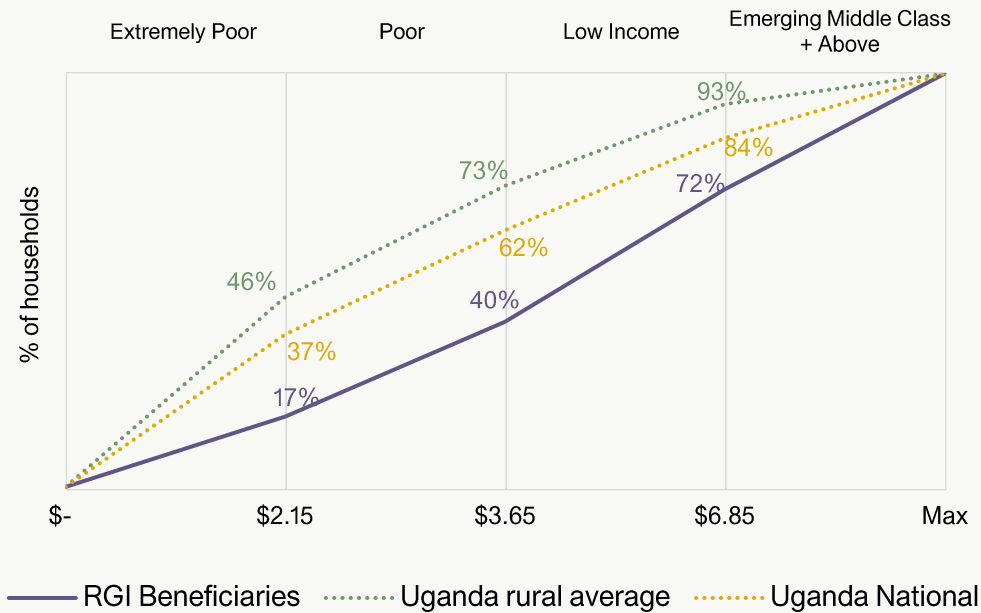
Using the Poverty Probability Index[®] we measured how the income profile of your beneficiaries compares to the Uganda national average.

17% of all beneficiaries live on less than \$2.15 per person per day, which is the poverty line recommended for Uganda by the World Bank. The resulting Inclusivity Ratio for RGI is 0.65 and 0.56 compared the national and rural averages, respectively. This is lower than the 60dB Health benchmark of 0.74.

Given that most beneficiaries reside in rural areas however, RGI could aim to further its inclusivity by serving the poorest segments in these localities.

Income Distribution of Beneficiaries Relative to Uganda Average

% living below \$xx per person / per day (2017 PPP) (n = 268)



Inclusivity Ratio

Degree that RGI is reaching low-income beneficiaries in Uganda

0.65

● ● ● ● BOTTOM 40%

We calculate the degree to which you are serving low-income beneficiaries compared to the general population.
1 = parity with national average
> 1 = over-serving
< 1 = under-serving.
See [Appendix](#) for calculation.

Discovery of the RGI Glasses

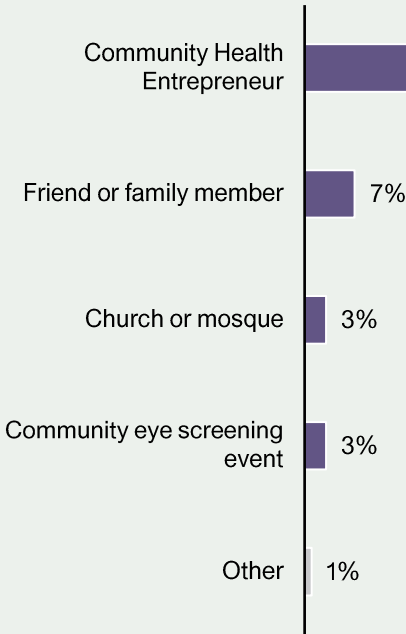
Most of the beneficiaries first heard about the reading glasses through their Community Health Entrepreneurs.

Community Health Entrepreneurs are the primary source through which beneficiaries heard about the glasses. Others include:

- Local markets (2 beneficiaries)
- Posters (1 beneficiary)
- Government hospital (1 beneficiary)

Source of Knowledge

Q: How did you first hear about the reading glasses being offered? (n = 273)



“I found out about these glasses through a poster. Since I was having trouble reading small letters, I decided to get the glasses to improve my eyesight.” – Male, 58

“Our community doctor told me about these glasses. He said that there are glasses for different eye problems and that he would help me get them at 10000 Ugandan shillings.” – Male, 40

Motivation to Purchase Glasses

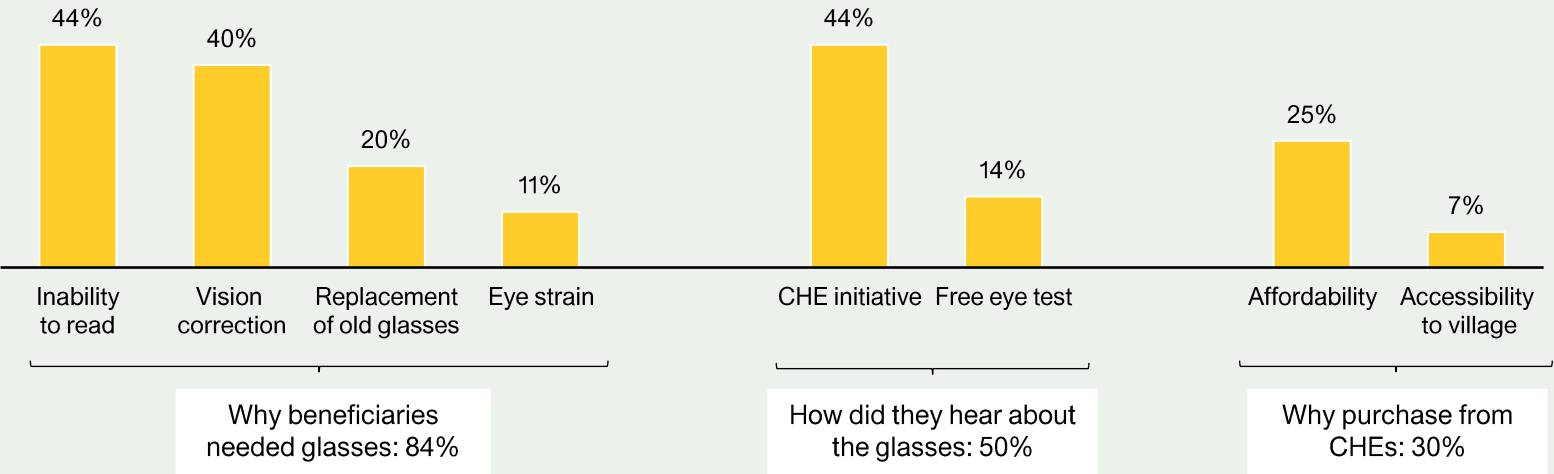
Inability to read and encouragement by CHEs emerge as the top motivations for 44% of beneficiaries to purchase the glasses.

Beneficiaries were asked to describe in their own words, what motivated them to purchase the glasses. Top themes have been grouped based on why the beneficiaries needed the glasses, how they heard about the glasses, and why they purchased the glasses from the CHE.

Female beneficiaries are slightly more likely to cite eye strain as a motivation to purchase the glasses, compared to male beneficiaries (14% vs 7%).

Motivation to Purchase

Q: What motivated you to purchase these glasses? Open-ended, coded by 60 Decibels. (n = 273)



First Access

63% of beneficiaries are accessing reading glasses like those provided by RGI for the first time.

Beneficiaries who have been using the glasses for 3 months or fewer are more likely to have accessed such glasses for the first time as compared to those who have been using them for more than 3 months (70% vs 54%).

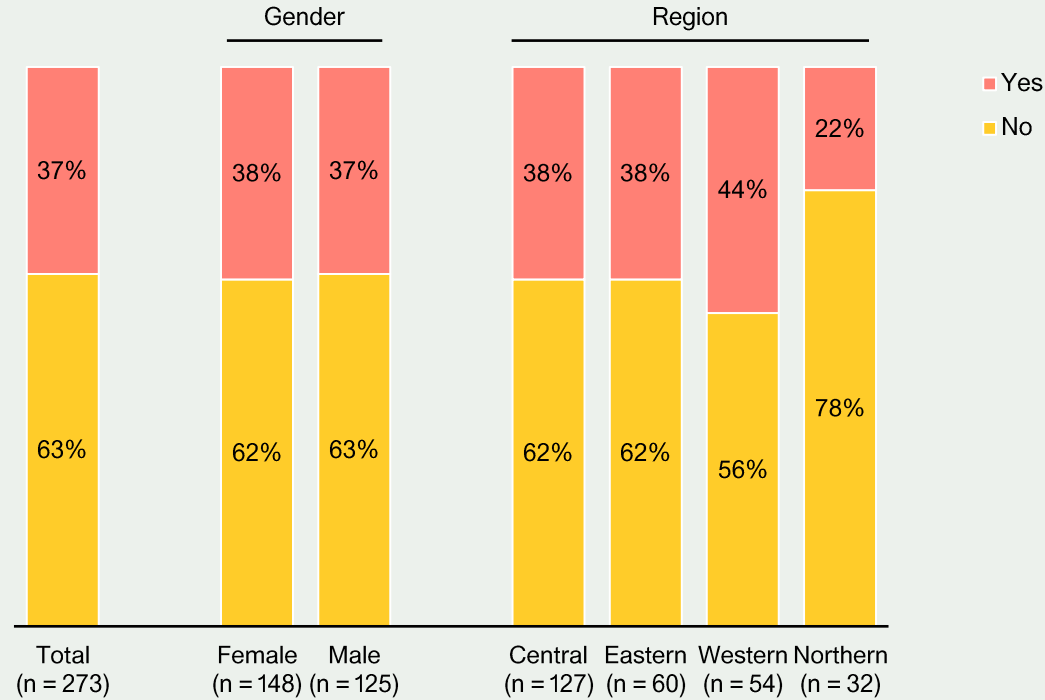
This suggests that over time, RGI is servicing a more under-served beneficiary base as compared to when the program was first launched.

Beneficiaries younger than 60 years of age are more likely to have accessed similar glasses for the first time compared to older beneficiaries (48% vs 70%).

Beneficiaries with prior access to glasses are also more likely to cite the replacement of broken glasses as a motivation to purchase glasses from RGI, compared to beneficiaries with no prior access (52% vs 2%).

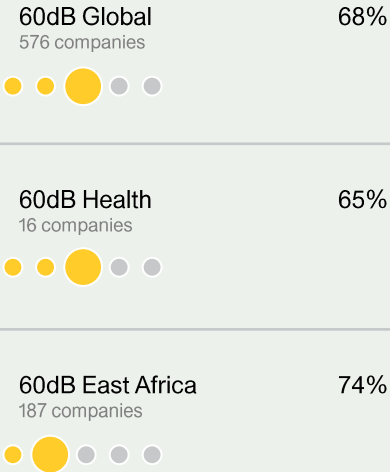
First Access

Q: Before you purchased glasses from Community Health Entrepreneurs, did you have access to similar glasses? (n = 273)



Benchmarks

Relative performance analysis.



Availability of Alternatives

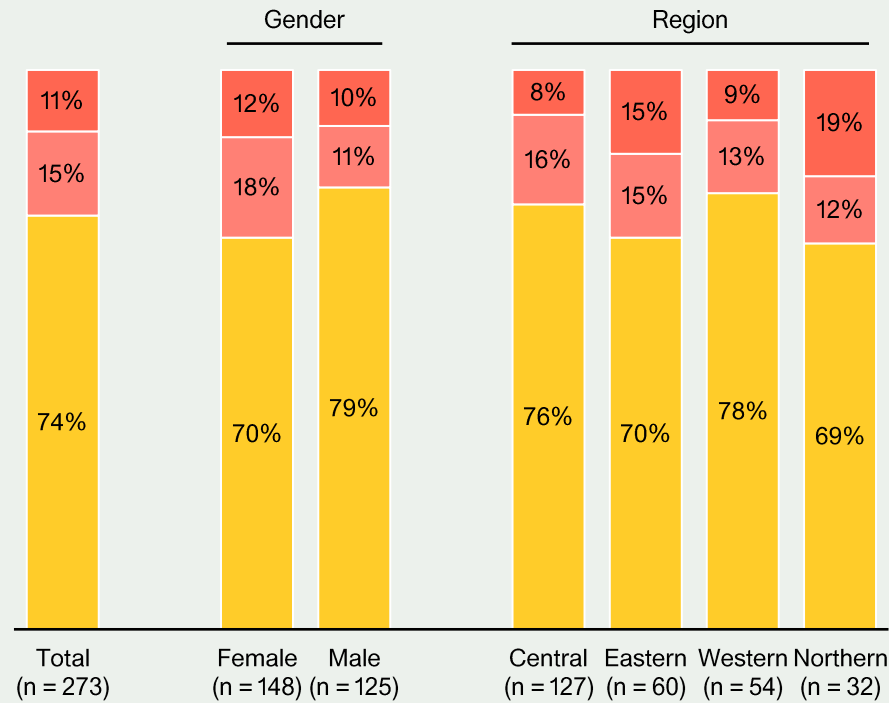
74% of beneficiaries cannot easily find a good alternative to RGI’s glasses. This is in the top 40% of 60dB’s Health benchmark.

The low proportion of beneficiaries with access to good alternatives suggests that RGI’s glasses are a unique offering.

Beneficiaries who have been using the glasses for more than 3 months are slightly more likely to report having access to good alternatives, compared to beneficiaries using them for 3 months or less (15% vs 7%).

Access to Alternatives

Q: Could you easily find a good alternative to the glasses? (n = 273)



Benchmarks

Relative performance analysis.

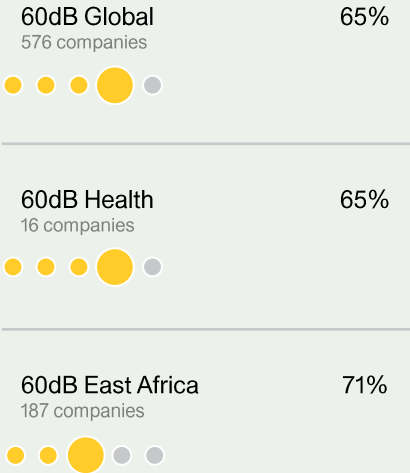



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“The glasses have made it easier for me to read and write. I also use them while weaving, which allows me to increase my speed. Due to this I have been able to increase the money I get from it.”
- Female, 44



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Self-Confidence

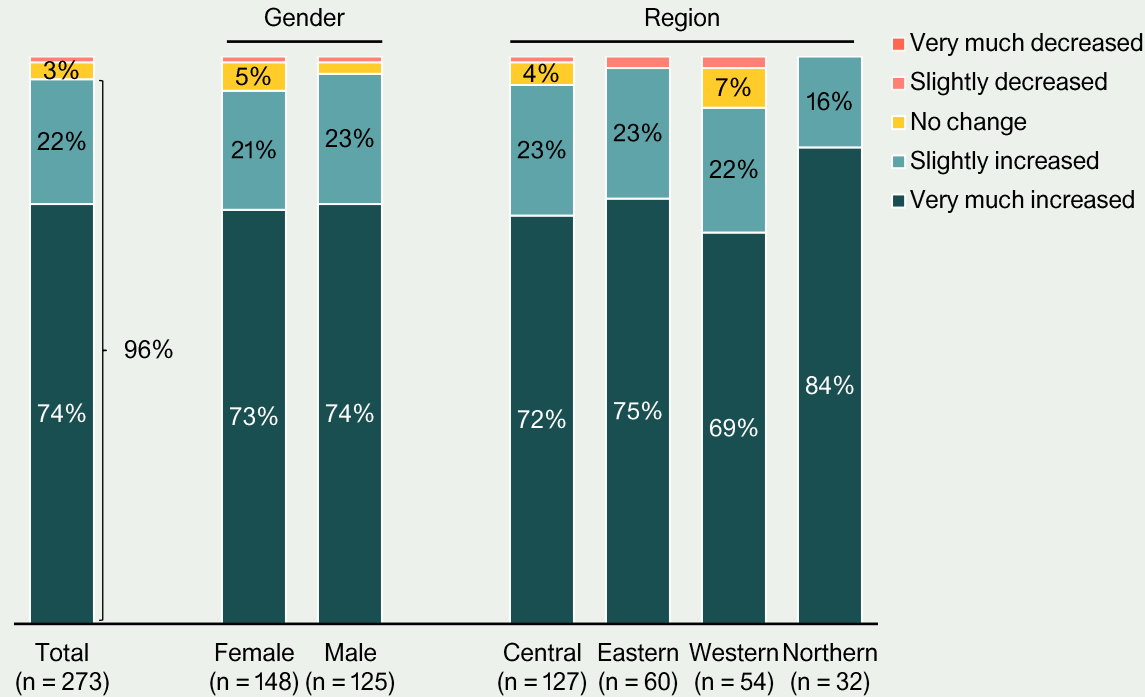
96% of beneficiaries report an increase in their confidence because of the glasses. 74% report a significant increase.

Beneficiaries accessing reading glasses for the first time are more likely to say their confidence 'very much increased' compared to those with prior access (78% vs. 66%).

Thus, improving outreach to service previously under-served groups can help deepen impact.

Change in Confidence in Abilities

Q: Has your confidence in yourself and your abilities changed because of the glasses? Has it:



Dependence on Others

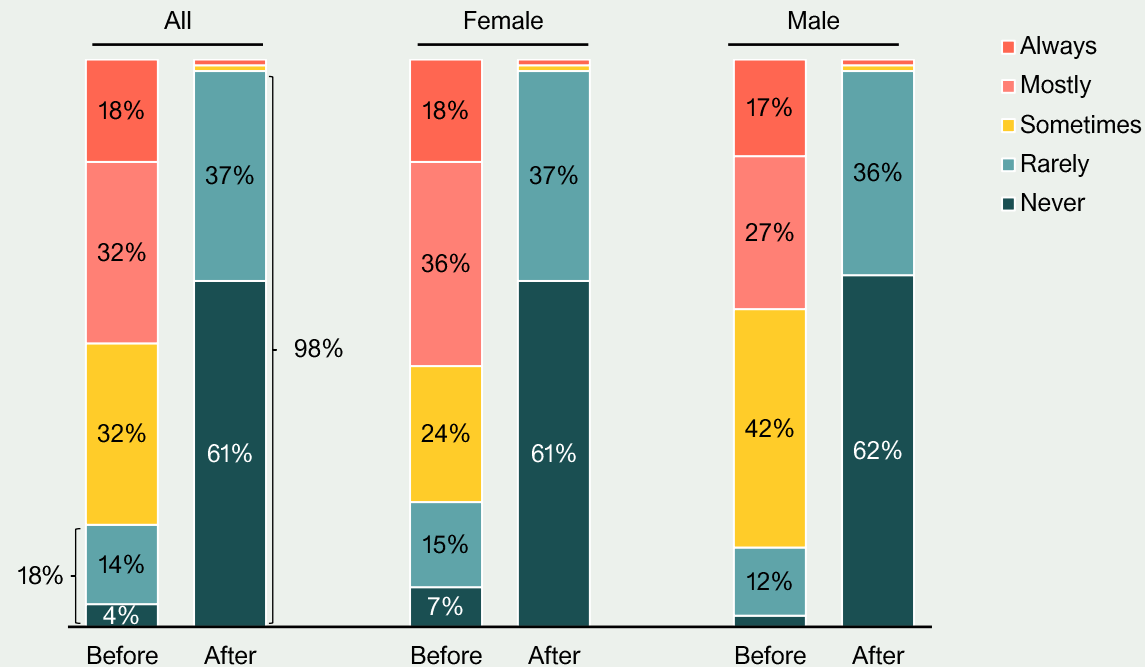
Reading glasses have helped beneficiaries be more self-reliant with 98% saying they rarely seek help from others for daily tasks after using the glasses, compared to 18% of beneficiaries before using the glasses.

We asked beneficiaries how often they depend on others to help with daily tasks, both before and after using the glasses. Comparing beneficiary responses to the two questions, we find that 80% report an increase in their independence since using the glasses.

Female beneficiaries were significantly more likely to 'always' or 'mostly' depend on help from others before using the glasses, as compared to their male counterparts (54% vs 44%). However, after using the glasses, both groups are equally like to report that they 'never' or 'rarely' depend on such help.

Reliance on Others Before and After Use of Reading Glasses

Q: [Before / Since] using the glasses, how often did you depend on others to help with your daily tasks? (e.g. reading SMS, reading scriptures, taking medicines) [Total = 273, Female = 148, Male = 125]



Ability to Work & Earn Money

87% beneficiaries report that their ability to work has improved, and 44% report an increase in the money they earn from their work because of the glasses.

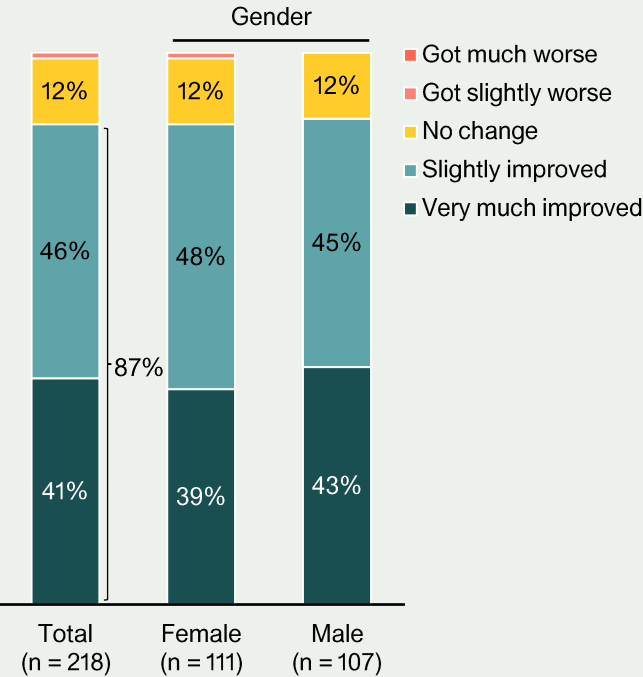
Beneficiaries from the Western region are more likely to report ‘no change’ in their ability to work, as compared to those in other regions (30% vs 9%).

Beneficiaries who report that their confidence has ‘very much improved’ because of the glasses are significantly more likely to report increases in the money they earn from their work compared to others (50% vs 28%).

We do not find any significant differences in the change in money earned by gender or tenure with the glasses.

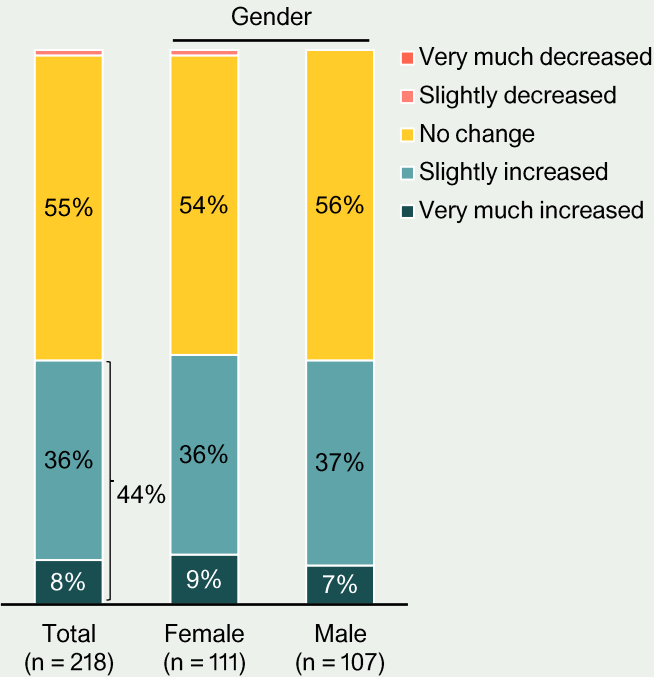
Change in Ability to Work

Q: [Only asked to respondents who are working] Has your ability to carry out your work changed because of the glasses?



Change in Money Earned

Q: [Only asked to respondents who are working] Has the money you earn from your work changed because of the glasses? Has it:



Quality of Life: Overview

Despite being less likely to report improvements in their ability to work, beneficiaries from the Western region are the most likely to report that their quality of life has ‘very much improved’, as compared to those from other regions (67% vs 38%).

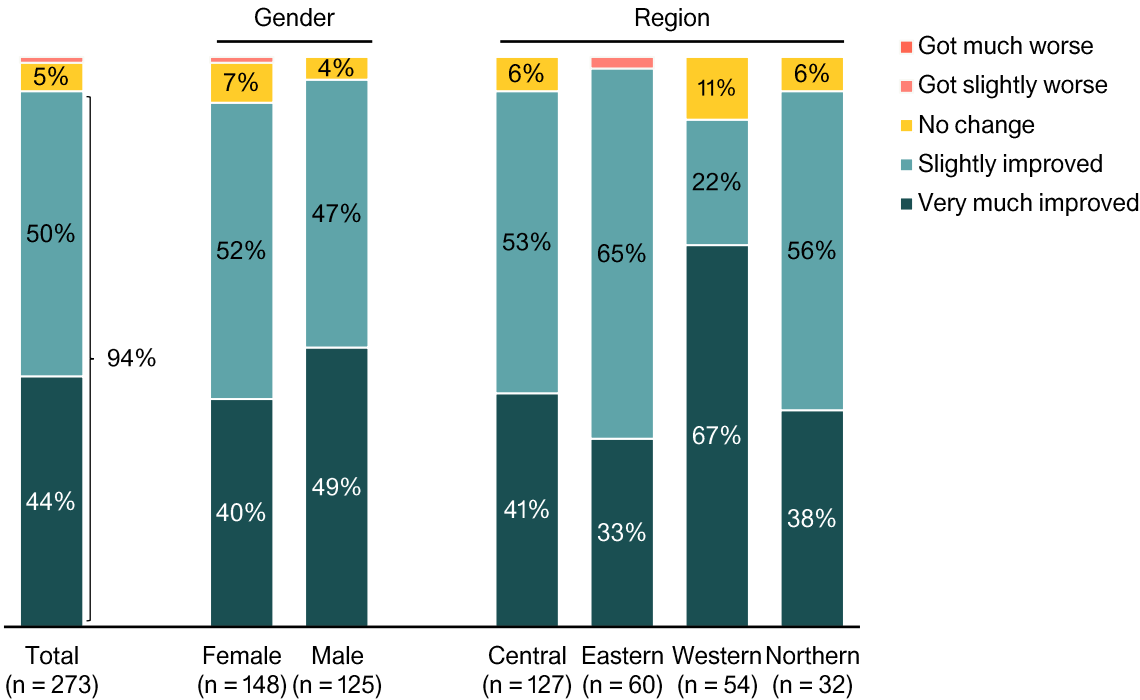
Beneficiaries who say their quality of life has ‘very much improved’ are more likely to report similar increases in their confidence (90% vs 61%) and their ability to work (66% vs 23%) compared to others.

We also asked beneficiaries an open-ended question, asking how their quality of life has changed. We find that increased confidence is a top outcome reported by beneficiaries whose quality of life has improved. Find out more about what they had to say in the next page.

Nearly all beneficiaries report an improvement in their quality of life, with 44% reporting significant improvements.

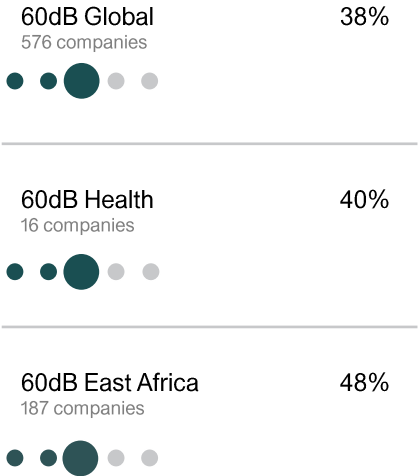
Change in Quality of Life

Q: Has your quality of life changed because of the glasses? Has it:



Benchmarks

Relative performance analysis



Quality of Life: Top Outcomes

The top quality of life outcomes are shown on the right. Others include:

- Relief from eye strain and discomfort (17%)
- Ability to read scriptures (12%)
- Better quality of work (10%)

Beneficiaries from the Western region are more likely to report improved confidence as a driver of better quality of life compared to beneficiaries from other regions (58% vs 39%). They are also the least likely to mention better productivity at work (8% vs 36%).

Among the beneficiaries reporting ‘no change’ in their quality of life, the majority talk about limited multipurpose functionality and discomfort from prolonged usage of the glasses.

When we look at beneficiaries’ open-ended responses, we discover the top three reasons why they say their quality of life has improved.

Top Outcomes for 94% of Beneficiaries Who Say Quality of Life Improved


Q: Please explain how your quality of life has improved.* (n = 256). Open-ended, coded by 60 Decibels.

43%	report improved confidence (40% of all beneficiaries)	“Before I got these glasses, I could not even read the scriptures in the Bible for the congregation in church but now I am able to read and preach with a lot of confidence. – Male, 45
36%	talk about enhanced independence (34% of all beneficiaries)	“I used to rely on other people to read personal documents and even text messages on my phone, especially at night. Now, with the glasses, I can read independently without anyone's help.” – Female, 30
31%	mention greater productivity at work (29% of all beneficiaries)	“The lenses are very clear, allowing me to see even the smallest of details without causing eye strain. Now I can work on my farm independently and comfortably.” – Female, 49

*The quality of life are asked prior to any specific impact theme questions [e.g. on confidence or ability to work] to ensure that the respondents are answering what is top of mind for them without any priming or prompting from enumerators.

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“Earlier I used to delay working on clients’ orders as I couldn't use the sewing machine, especially adding threads to the needle, but now I can do it easily without asking for support all thanks to the glasses.” – Female, 60



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Beneficiary Satisfaction: Overview

The Net Promoter Score® for RGI’s glasses is 47, which is very good.

The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered excellent. A negative score is considered poor.

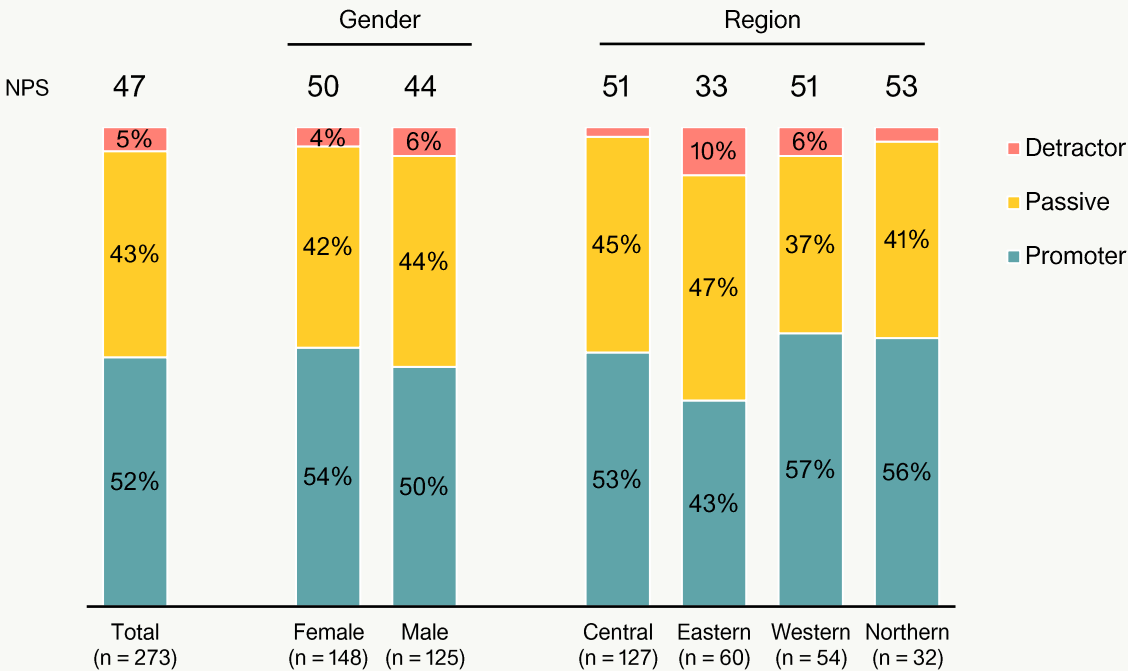
The NPS for beneficiaries without good alternatives to RGI’s glasses is significantly higher compared to those with alternatives (57 vs 37). Beneficiaries without alternatives may value how RGI is providing them with a unique service and hence, show higher satisfaction levels.

Insight

NPS is lowest among beneficiaries residing in the Eastern region compared to those in other regions. Detractors mention inability to use the glasses for viewing far away objects and Passives complain about lack of protective storage for them.

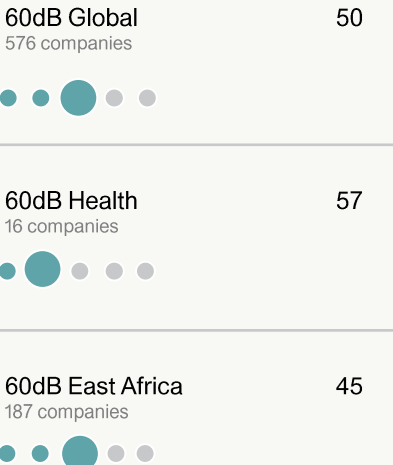
Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend the glasses to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 273)



Benchmarks

Relative performance analysis.



Beneficiary Satisfaction: NPS Drivers

Promoters and Passives value the quality and affordability of the glasses. Detractors would like to see more accurate prescriptions and the provision of multifocal lenses.

52% are Promoters :)

They love:

- 1. Good quality of lenses
(48% of Promoters / 25% of all beneficiaries)
- 2. Affordable prices
(44% of Promoters / 23% of all beneficiaries)
- 3. Ability to read small letters
(36% of Promoters / 19% of all beneficiaries)

“The glasses have high-quality lenses that effectively corrected my blurry vision, enabling me to read anything comfortably without experiencing eye strain. That's why I would recommend them.” – Male, 62

43% are Passives : \

They like:

- 1. Ability to read small letters
(51% of Passives / 22% of all beneficiaries)
- 2. Affordable prices
(46% of Passives / 20% of all beneficiaries)

They want to see:

- 1. Provision of protective cases
(12% of Passives / 5% of all beneficiaries)

“When using the glasses, they magnify the small letters, making them appear bigger. This is the reason I bought the glasses- to help me see small letters, such as those on the phone and in books.” – Female, 48

5% are Detractors : (

They want to see:

- 1. More accurate prescription of lenses
(7 beneficiaries)
- 2. Provision of multifocal lenses
(5 beneficiaries)
- 3. Better comfort with long-term use
(4 beneficiaries)

“Bring better eye specialists who can recommend the exact lenses that will work for me. For example, I was given stronger lenses which cause itching in my eyes.” – Male, 67

Challenge Experience: Overview

Female beneficiaries are more likely to report facing challenges with the glasses compared to their male counterparts (28% vs 17%).

Challenge rate is closely linked to satisfaction. The NPS of beneficiaries facing no challenges is significantly higher than for those facing challenges (58 vs 10). Addressing challenges and thereby improving challenge resolution can help drive increased satisfaction among beneficiaries.

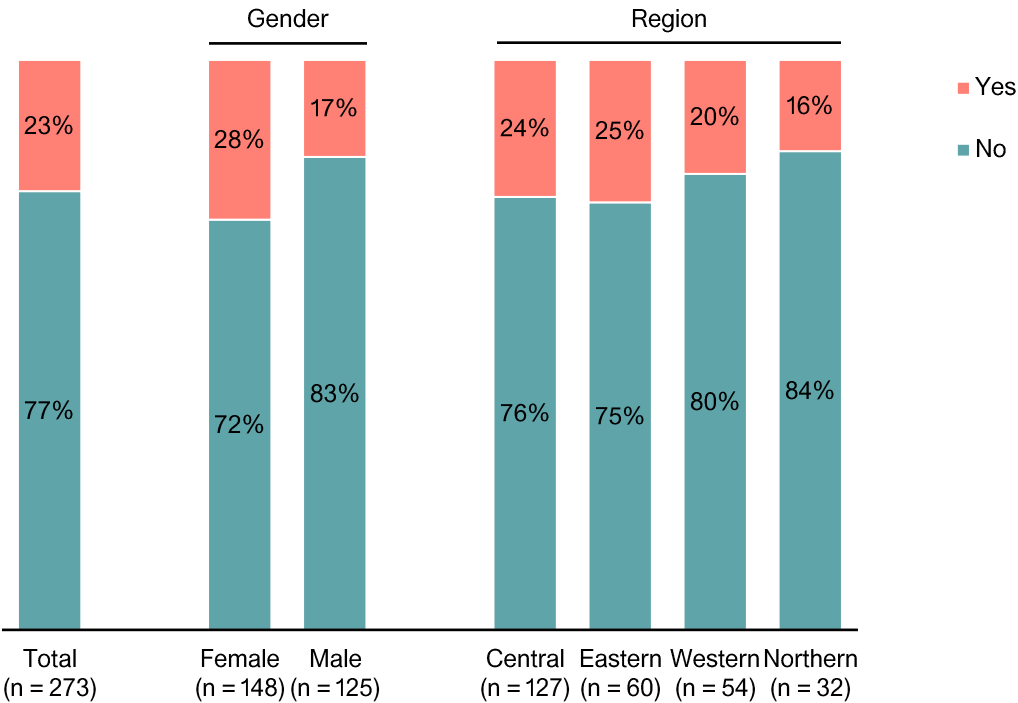
Insight

Of those experiencing challenges, 98% say their challenge is yet to be resolved. Consider focusing on challenge resolution mechanisms to strengthen beneficiary satisfaction.

23% of beneficiaries experienced a challenge with the glasses. Nearly all challenges reported remain unresolved.

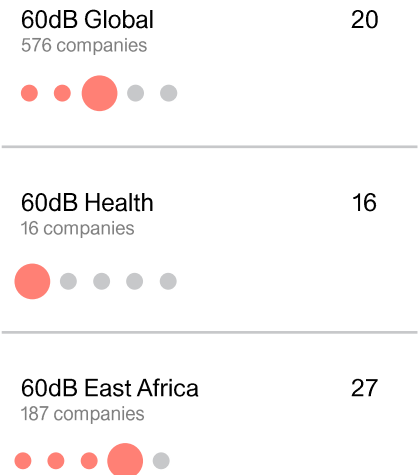
Beneficiaries Reporting Challenges

Q: Have you experienced any challenges with the glasses? (n = 273)



Benchmarks

Relative performance analysis.



Challenge Experience: Top Issues

In addition to the top challenges shown on the right, others include:

- Incorrect prescription (18%)
- Poor build quality (14%)
- Poor storage facility for glasses (8%)

Beneficiaries from the Western region are significantly more likely to report incorrect prescriptions as a challenge they faced with the glasses, compared to those from other regions (46% vs 12%).

Recommendation

Consider training CHEs to instruct beneficiaries on the appropriate use of reading glasses to help resolve challenges and improve beneficiary experience.

Physical discomfort while using the glasses is the top challenge reported by beneficiaries.

Most Common Issues for 23% of Beneficiaries Who Say They’ve Experienced a Challenge

Q: Please briefly explain the challenge you have faced. (n = 62). Open-ended, coded by 60 Decibels.

42%	mention physical discomfort while using glasses (9% of all beneficiaries)	“When I read for a long time while wearing my glasses, my eyes feel very heavy. I don't know why this happens.” – Female, 45
26%	talk about inability to see long distances with glasses (6% of all beneficiaries)	“When I put the glasses on, I cannot see the things that are far, they only help in reading what is in the book and on the phone and writing.” – Male, 35
19%	report temporary vision impairment after using glasses (4% of all beneficiaries)	“I don't know, but these glasses create temporary blindness or blurring when I remove them after usage.” – Male, 48

Price Perception

Typically, beneficiaries pay around 10,000 UGX for their glasses. 84% find the price they paid for their glasses to be 'good' or 'very good'.

Nearly all beneficiaries were able to report the exact price they paid for their glasses. 82% of beneficiaries say they paid exactly 10,000 UGX for their glasses.

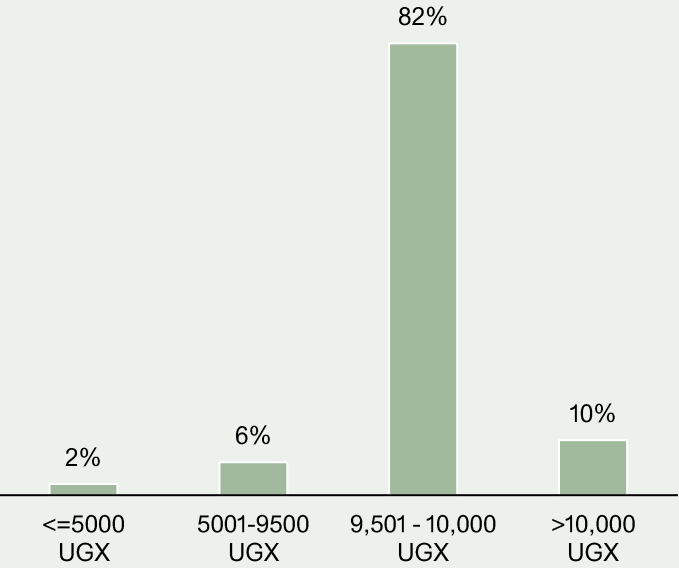
Beneficiaries in the Western region are significantly more likely to report the price to be 'very good' compared to beneficiaries residing in other regions (65% vs 37%).

Beneficiaries who do not have good alternatives to RGI's glasses are significantly more likely to report that the price is 'very good' compared to those with alternatives (47% vs 31%).

Price Paid for Glasses

Q: What was the price paid for the glasses? (n = 267)

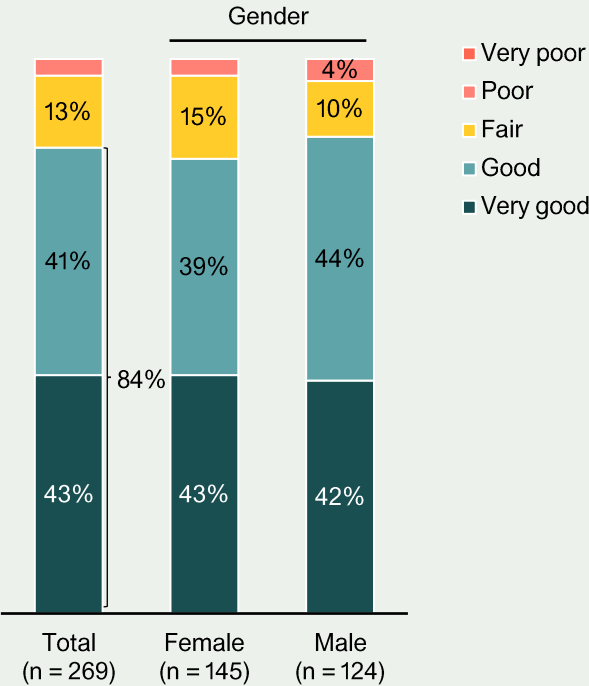
Average Price
10,208 UGX (2.73 USD*)
Min: 5000 UGX
Max: 30000 UGX



*1 UGX = 0.00027 USD

Price Perception

Q: How do you rate the price of the glasses? (n = 269)



Maintenance of Glasses

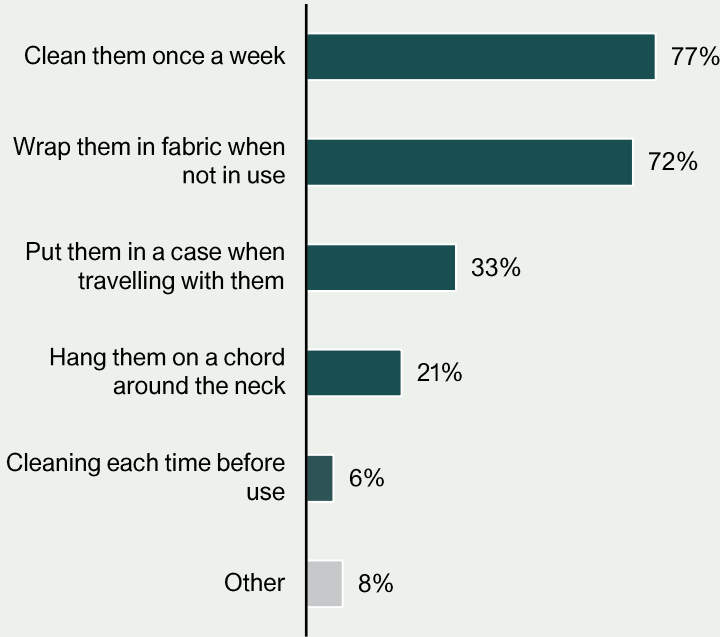
All beneficiaries practice at least one measure to maintain their glasses. The top measures reported include weekly cleaning and wrapping glasses in fabric when not in use.

The top maintenance practices adopted by beneficiaries are listed on the right. Others include:

- Storing in polythene bag (4%)
- Personalized storage solutions (4%)

Maintenance Measures Taken

Q: Which of the following measures do you take with your glasses? Select all that apply (n = 273)



“I have a small leather bag where I put them and hang it up on the nail in my house, I clean them every time am going to use them.” - Female, 56

“I was given these glasses in a nylon bag, and it tore, so I got a piece of cloth with which I wrap it and put in my bag. I clean them wherever am going to use them, sometimes daily or after two days but not once a week.” - Female, 72

“I have a tin where I put my glasses after use, and when I want to use them, I clean them the put them on.” - Male, 55

Beneficiary Suggestions

51% of the beneficiaries had a specific suggestion. They would primarily like to have storage cases for their glasses.

In addition to the top suggestions shown on the right, others include:

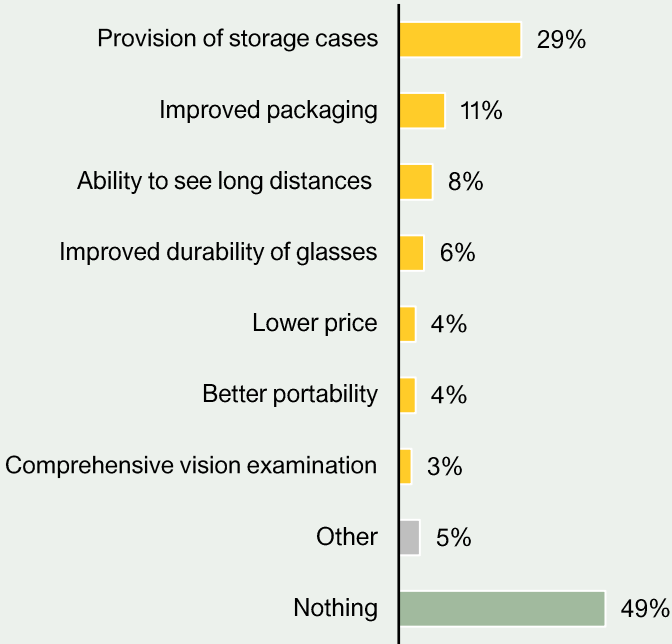
- Improved fit and comfort
- Improved and unique designs
- Ability to see in bright light

Recommendation

The primary suggestion from beneficiaries is also a request voiced by Passives. Providing better storage solutions for the glasses may help convert these Passives into Promoters and thereby improve beneficiary satisfaction.

Suggested Improvements

Q: What about glasses can be improved? (n = 273). Open-ended, coded by 60 Decibels.




“If its possible, the glasses should come with their casing, I keep mine in a polythene bag since the box got spoiled and I’m afraid they may break any time.”
- Male, 63

“Change the glasses from only reading glasses to a variety of functions like seeing outside when the sun is too much.”
- Female, 43

“Make the glasses more portable as their current size is too big therefore the size should be reduced.” - Female, 46

Table of Contents

“I am now able to read my farming books without problem and when I get pesticides or insecticides, I can read the prescriptions well and this has helped me improve my farming techniques.”
- Male, 35



- Beneficiary Profile
 - > Demographics
 - > Income Profile
 - > Discovery & Motivation to Purchase
 - > First Access & Availability of Alternatives
- Impact Performance
 - > Self-Confidence
 - > Dependence on Others
 - > Ability to Work
 - > Money Earned
 - > Quality of Life
- Experience with Glasses
 - > Net Promoter Score
 - > Challenge Experience
 - > Price Perception
 - > Maintenance of Glasses
 - > Suggestions
- Segmentation Analysis
 - > Tenure Focus
 - > Gender Focus
 - > Age Focus

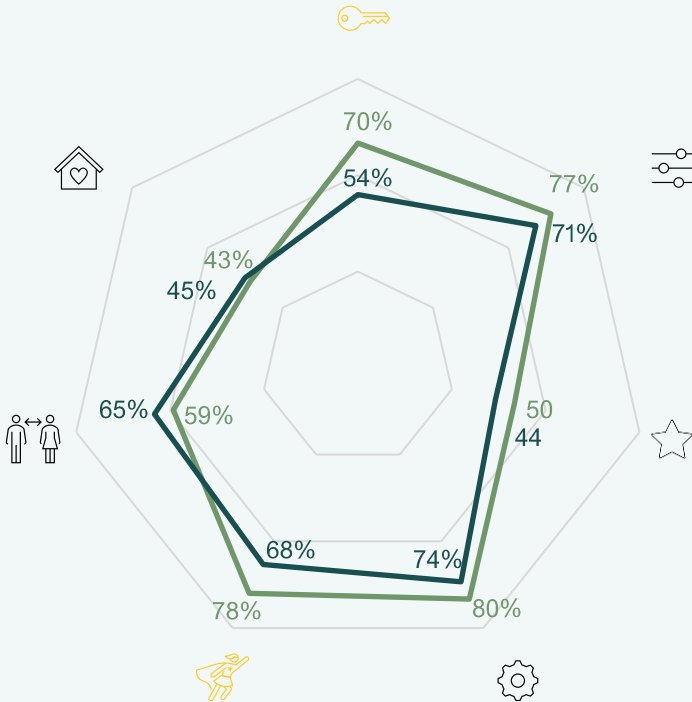
Tenure Focus

Beneficiaries who have been using their glasses for 3 months or less are more likely to report increased confidence because of the glasses.

We checked for trends by beneficiary tenure across impact and experience metrics.

Metrics that have statistically significant differences by tenure have been highlighted in yellow.

Trends by Tenure



Key

≤ 3 months
n = 150

> 3 months
n = 123

First Access
% accessing for first time

Alternatives
% no access to alternatives

Net Promoter Score®
% Promoters - % Detractors

No Challenges
% no challenges

Change in Confidence
% 'very much increased'

Dependence on Others for Daily Tasks
% 'never' depend on others after using the glasses

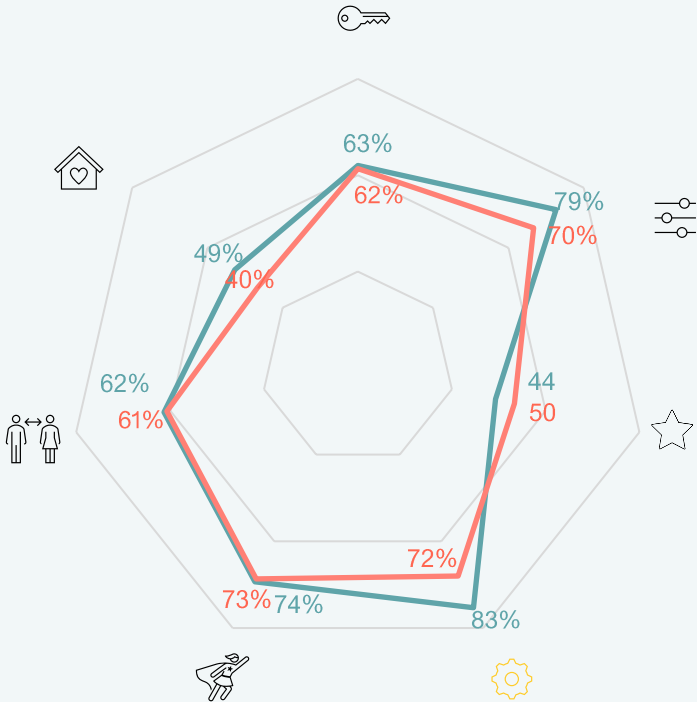
Quality of Life
% 'very much improved'

Gender Focus

Female beneficiaries are more likely to report challenges with their glasses compared to male beneficiaries.

We checked for trends by gender across impact and satisfaction metrics. Metrics that have statistically significant differences by gender have been highlighted in yellow.

Trends by Gender



Key

Male
n = 125

Female
n = 148

First Access
% accessing for first time

Alternatives
% no access to alternatives

Net Promoter Score®
% Promoters - % Detractors

No Challenges
% no challenges

Change in Confidence
% 'very much increased'

Dependence on Others for Daily Tasks
% 'never' depend on others after using the glasses

Quality of Life
% 'very much improved'

Age Focus

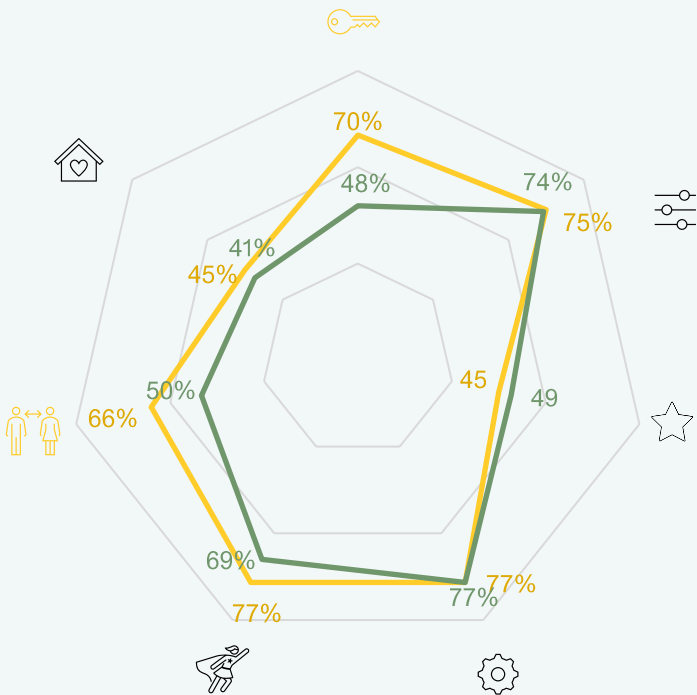
Beneficiaries younger than 60 years of age are more likely to be accessing reading glasses for the first time compared to those over the age of 60.

We checked for trends by beneficiary age across impact and satisfaction metrics.

Beneficiaries under the age of 60 are also more likely to say they never depend on others to execute their daily tasks after use of glasses compared to their more senior counterparts.

Metrics that have statistically significant differences by age have been highlighted in yellow.

Trends by Age



Key

≤ 59 years
n = 178

≥ 60 years
n = 90

First Access
% accessing for first time

Alternatives
% no access to alternatives

Net Promoter Score®
% Promoters - % Detractors

No Challenges
% no challenges

Change in Confidence
% 'very much increased'

Dependence on Others for Daily Tasks
% 'never' depend on others after using the glasses

Quality of Life
% 'very much improved'

What Next?

...& Appendix

How to Make the Most of These Insights

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Example tweets or Facebook posts to share publicly

- 94% of our beneficiaries say the quality of their lives has improved since accessing reading glasses support. “I am now able to see objects that are very far which was a problem before getting the glasses and I can read small letters, especially on my phone.”#ListenBetter with @60_decibels
- 96% of beneficiaries say their confidence in their abilities has improved because of the glasses. #ListenBetter with @60_decibels

What You Could Do Next. An Idea Checklist From Us To You :-)

Engage Your Team	<input type="checkbox"/>	Send deck to team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
	<input type="checkbox"/>	Set up team meeting & discuss what’s most important, celebrate the positives & identify next steps
Spread The Word	<input type="checkbox"/>	Reach a wider audience on social media & show you’re invested in your beneficiaries – we’ve added some example posts on the left
Close The Loop	<input type="checkbox"/>	We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ'
	<input type="checkbox"/>	After reading this deck, don’t forget to let us know what you thought here!
Take Action!	<input type="checkbox"/>	Collate ideas from team into action plan including responsibilities
	<input type="checkbox"/>	Keep us updated, we’d love to know what changes you make based on these insights

Detailed Benchmarking Comparison

Relative to 60dB benchmarks, RGI performs well on impact and experience metrics.

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework – see next slide.

Information on the benchmarks is found below:

Company Data	
# Beneficiaries	273
60dB Global Benchmark	
# companies	576
# respondents	152k +
60dB Health Benchmark	
# companies	16
# respondents	3500 +
60dB East Africa Benchmark	
# companies	187
# respondents	47k+

Comparison of Company Performance to Selected 60dB Benchmarks

Dimension	Indicator	HE	60dB Global Benchmark	60dB Health Benchmark	60dB East Africa Benchmark
Who ○	Inclusivity Ratio	0.65	0.65	0.74	0.73
	% female	54	43	78	40
How Much ≡	% reporting ‘very much improved’ quality of life	44	38	40	48
	% reporting ‘very much improved’ ability to work	41	-	-	-
	% reporting ‘very much increased’ earnings	8	-	-	-
	% reporting ‘very much increased’ confidence	74	-	-	-
Contribution +	% first time accessing service	63	68	65	74
	% saying no good alternatives are available	74	65	65	71
Risk △	% experiencing challenges	23	20	16	27
Experience	Net Promoter Score	47	50	57	45

Impact Management Project

We aligned your results to the Impact Management Project. We’re big fans of the IMP – it’s a simple, intuitive and complete way of conceptualizing impact.

We take pride in making the data we collect easy to interpret, beautiful to look at, and simple to understand and act upon.

We also align our data with emerging standards of best practice in our space, such as the [Impact Management Project](#) (IMP).

The IMP introduces five dimensions of impact: Who, What, How Much, Contribution, and Risk.

These dimensions help you check that you haven’t missed any ways of thinking about, and ultimately measuring, the positive and negative changes that are occurring as a result of an intervention.



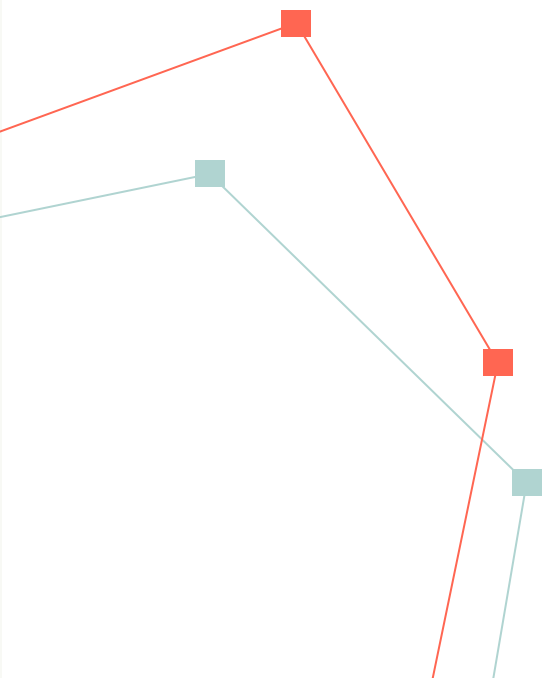
Dimension	Explanation
Who ○	The Who of impact looks at the stakeholders who experience social and environmental outcomes. All things equal, the impact created is greater if a particularly marginalized or underserved group of people is served, or an especially vulnerable part of the planet protected. For the who of impact, we tend to work with our clients to understand poverty levels, gender and disability inclusivity.
What Impact □	What investigates the outcomes the enterprise is contributing to and how material those outcomes are to stakeholders. We collect most of this what data using qualitative questions designed to let customers tell us in their own words the outcomes they experience and which are most important to them.
How Much ≡	How Much looks at the degree of change of any particular outcome.
Contribution +	Contribution seeks to understand whether an enterprise’s and/ or investor’s efforts resulted in outcomes that were better than what would have occurred otherwise. In formal evaluation this is often studied using experimental research such as randomised control trials. Given the time and cost of gathering these data, this is not our typical practice. We instead typically ask customers to self-identify the degree to which the changes they experience result from the company in question. We ask customers whether this was the first time they accessed a product of technology like the one from the company, and we ask how easily they could find a good alternative. If a customer is, for the first time, accessing a product they could not easily find elsewhere, we consider that the product or service in question has made a greater contribution to the outcomes we observe.
Risk △	Impact Risk tells us the likelihood that impact will be different than expected. We are admittedly still in the early days of figuring out how best to measure impact risk – it’s an especially complex area. That said, where customers experience challenges using their product or service, we do think that this correlates with a higher risk that impact does not happen (i.e. if a product or service is not in use then there’s no impact). Hence, we look at challenge rates (the percent of customers who have experienced challenges using a product or service), and resolution rates (the percent of customers who experienced challenges and did not have them resolved) as customer based proxies for impact risk.

Calculations & Definitions

For those who like to geek out, here’s a summary of some of the calculations we used in this deck.

Metric	Calculation
Net Promoter Score®	The Net Promoter Score is a common gauge of customer loyalty. It is measured through asking customers to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of customers rating 9 or 10 out of 10 ('Promoters') minus the % of customers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.
Inclusivity Ratio	<div>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off customers. It is calculated by taking the average of Company % / National %, at the \$2.15, \$3.65 & \$6.85 lines for low-middle income countries. The formula is:</div> <div>$\sum_{x=1}^3 \frac{([Company] Poverty Line \\$x)}{(Country Poverty Line \\$x)} / 3$</div>

Methodology



271 phone interviews completed in March – April 2024.

Methodology

Survey mode	Phone
Country	Uganda
Language	Luganda, Runyoro
Dates	March- April 2024
Sampling	Random sample of 273 beneficiaries from a database of 546 beneficiaries shared by Healthy Entrepreneurs
Response rate	72%
Average time p/interview	18 mins

Accuracy

Confidence Level	~90%
Margin of Error	~4%

Responses Collected

Beneficiaries	273
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Thank You For Working With Us!

Let's do it again sometime.

About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their clients, suppliers, and customers. Its proprietary approach, Lean Data, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 1300+ trained Lean Data researchers in 80+ countries who speak directly to customers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit 60decibels.com.

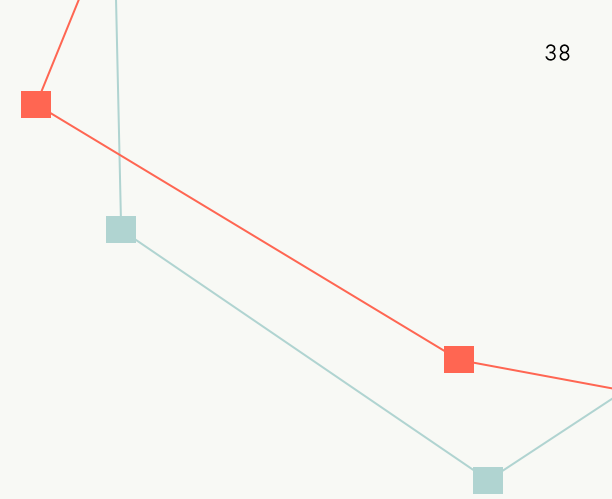
We are proud to be a Climate Positive company. 

Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey [here](#)!

Acknowledgements

Thank you to Olivia Elson, Mark Lorey, Anna Vos, and Jonah Ngobi for their support throughout the project. This work was generously sponsored by Bayer Foundation.



Glasses have made my life easy and comfortable.

I can now do my tailoring work without any challenges.

Glasses have made reading easy
for me and I am able to
> read loan agreements
> read documents before signing
> and read instructions for
fertilizers

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