

Impact & Data Analysis

CONTENT FOR https://the-cm.com/info/impact_and_data_analysis

PLEASE NOTE: The screenshots used in this document are from the live version of CM's platform, that's about to be updated. They will be replaced along with the platform update.

The Citizens Media Ltd® Impact and Data Analysis services are achieved through a combination of qualitative and quantitative data capture that considers both the circulation of CM Coins™ – the [Community Exchange](#) – and the conversations themselves.

Our services coordinate analysis with information on location, demographics, environment and economy, as provided through Community and Business Pages[?].

Analysed data is used to:

1. Uplift solutions and problem solving across like communities throughout the world;
2. Enable funders to see who will do the most with what they give;
3. Help identify how we can equitably and apolitically exchange both locally and globally.

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Quantitative Analysis

Quantitative Analysis is achieved through:

1. [Circulation of CM Coins™](#)
2. [Number of Jobs and Businesses supported](#)

3. Community Demographics, Culture and Environment

Circulation of CM Coins™

As economic activity – so circulation of CM Coins™ – in a Community Marketplace increases, so does the impact of funds received.

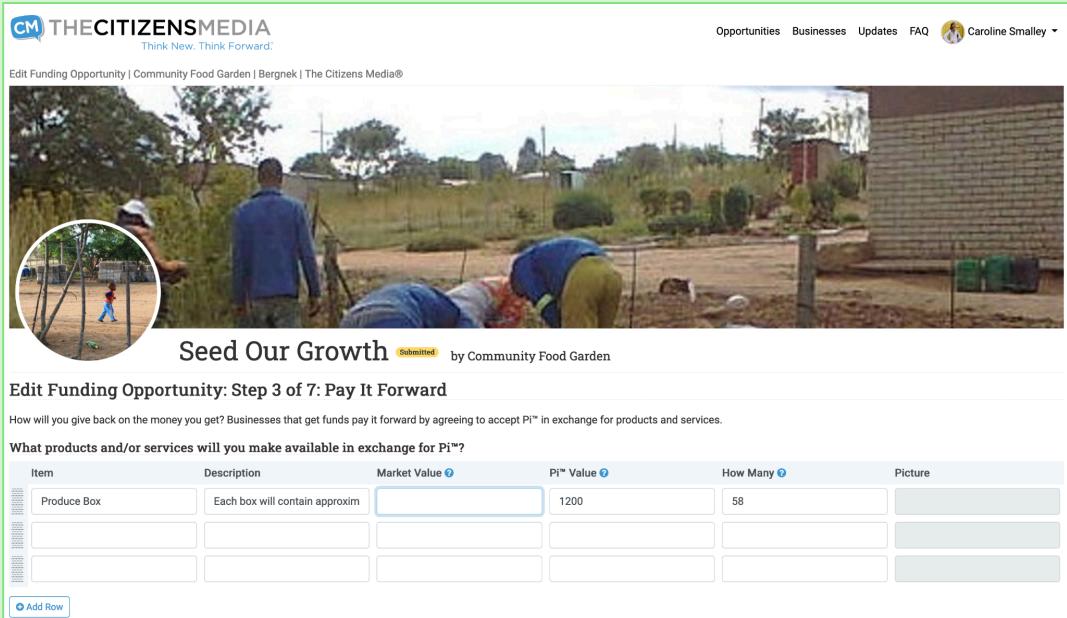
How It Works

When a community business submits a **Funding Opportunity** they are required to list products and services they promise to give in return for CM Coins™ which are given to Community Members who created content that helped attract funds. This is their Commitment Pool.

Product listings include a value (in fiat currency and CM Coins™), quantity to be released and when.

Businesses receiving CM Coins™ in exchange for products become motivated to help increase the community's marketplace by supporting other businesses, thus increasing economic activity taking place. Once their Funding Opportunity has been released, their promise is made public.

Example screenshot of a **Funding Opportunity Commitment Pool**:



The screenshot shows a website interface for 'THE CITIZENS MEDIA'. At the top, there is a navigation bar with links for 'Opportunities', 'Businesses', 'Updates', 'FAQ', and a user profile for 'Caroline Smalley'. The main content area features a large photo of people working in a garden. Below the photo, the title 'Seed Our Growth' is displayed, followed by the text 'Submitted by Community Food Garden'. The page then transitions to 'Edit Funding Opportunity: Step 3 of 7: Pay It Forward'. It includes a note about agreeing to accept Pi™ in exchange for products and services. A table is provided for listing products and services, with the first row showing 'Produce Box' as an item, 'Each box will contain approxim' as the description, '1200' as the Market Value, and '58' as the Pi™ Value. There is also a 'Picture' column with a placeholder image. A 'Add Row' button is at the bottom of the table.

The circulation of CM Coins™ relative to the amount of funding received is measured and displayed as the **Impact Indicator**. Impact Indicators are provided for individual businesses and the community as a whole.

How are Impact Indicators calculated?

To learn more, see [Community Exchange](#) (downloadable PDF)

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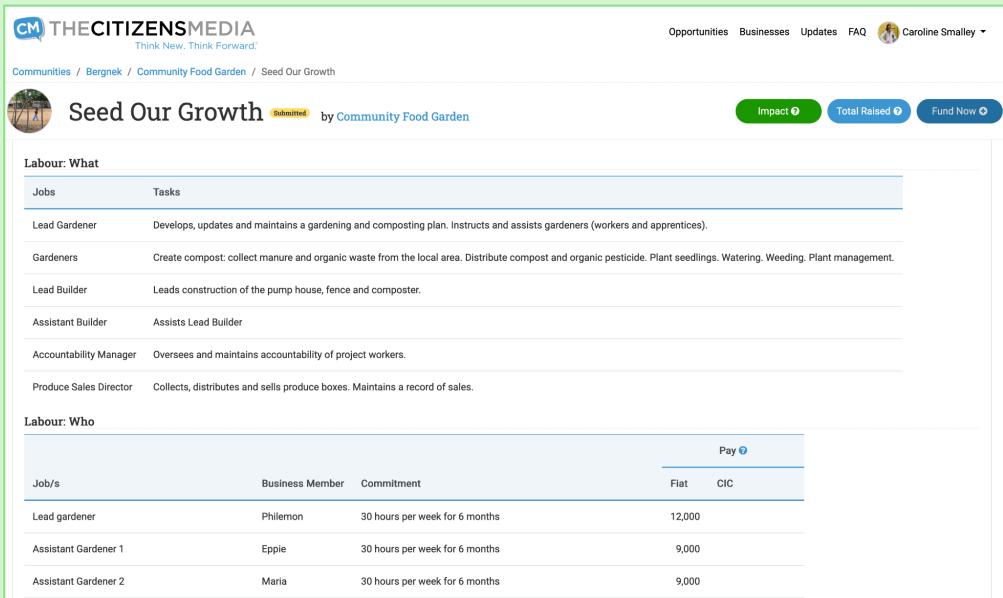
Jobs and Businesses Supported

Identification of jobs and businesses enabled through funds.

How It Works

When a Community Business submits a Funding Opportunity[?] they are required to provide a detailed budget about what funding is for. This includes materials, outsourced contracts (where applicable) and local labour.

Example screenshot of a Funding Opportunity budget in development:



The screenshot shows a web page for 'Seed Our Growth' submitted by 'Community Food Garden'. The page is titled 'Seed Our Growth' and includes tabs for 'Impact', 'Total Raised', and 'Fund Now'. The content is organized into sections: 'Labour: What' and 'Labour: Who'. The 'Labour: What' section lists various roles and their descriptions, such as 'Lead Gardener' (Develops, updates and maintains a gardening and composting plan. Instructs and assists gardeners (workers and apprentices).) and 'Gardeners' (Create compost: collect manure and organic waste from the local area. Distribute compost and organic pesticide. Plant seedlings. Watering. Weeding. Plant management.). The 'Labour: Who' section lists staff members with their roles and pay details. For example, 'Lead gardener' is a Business Member with a commitment of 30 hours per week for 6 months, paid at a flat rate of 12,000. 'Assistant Gardener 1' and 'Assistant Gardener 2' are also listed with similar details.

Job/s	Business Member	Commitment	Pay
Lead gardener	Philemon	30 hours per week for 6 months	12,000
Assistant Gardener 1	Eppie	30 hours per week for 6 months	9,000
Assistant Gardener 2	Maria	30 hours per week for 6 months	9,000

Here's a link to an [Example Funding Opportunity](#) that we were working on with a community pre-COVID.

Community Demographics, Culture & Environment

Information relating to a community's demographics, culture and environment is captured through **Community Pages**, which must be released before community members can submit a business. Here's a link to an [Example Community Page](#).

For more information about how Community Pages work, see [Platform Pages](#) (downloadable PDF).

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Qualitative Analysis

Qualitative Data is produced through [Platform Pages](#) and conversations that take place:

1. Within and between members of participating communities seeking funds, and;
2. Between potential funders and community members.

Content is orientated around community needs, challenges, opportunities, ideas and solutions. Conversations take place through comments, blogs and forums.

Common challenges that warrant exploration beyond the platform itself – such as localised alternative energy solutions – can be identified and transferred to RFP's (requests for proposals). The creation and delivery of proposals will be coordinated through [CM's management](#).

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