



# MEMBER SPOTLIGHT

Individual Member  
Brazil

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**Mariana Roquette**  
Innovation and Impact Analysis Consultant  
HousingPact

## PLEASE INTRODUCE YOURSELF AND YOUR WORK.

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I'm 38 years old and I've had a very diverse professional life. I am a physiotherapist by training and did two specializations in the area, in 2009 I did an MBA in management and social entrepreneurship and changed my occupation. After that, I started working in the waste management sector, developed a software, went through an acceleration process and was invested. In 2016, I started my career as an innovation and network consultant and today I manage a social business housing program. Impact analysis has always been a "problem to be solved" and today with SROI I see many opportunities in my program and in other fields. In the first semester I was hired to evaluate a 1 year creativity project by Faber Castell that was applied in public schools in the state of Minas Gerais.

## WHY DOES SOCIAL VALUE MATTER TO YOU?

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Social value, in my view, is what remains for the participants even after the project no longer exists. When we started to look at this, we had indications of how to improve the projects and more accuracy to explain what people feel about it. In a world where people are feeling lonely and success is often measured by revenue, understanding what people value is a great tool to change it.

## WHY DID YOU DECIDE TO JOIN SVI?

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I decided to become a member of Social Value International because I know how challenging it can be to measure the social impact of a program or project. And I wanted, in addition to learning the method, to exchange with other people who already know or who are also learning to do the best job possible. I also see that being part of a group that has common goals supports me as a person in overcoming the obstacles that arise in this profession.

## HOW HAS SVI MEMBERSHIP BEEN OF VALUE TO YOU?

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Participating in SVI has given me recognition in my country and clear direction on how I can get support through the network.



**DISCOVER  
THE BENEFITS OF  
SVI MEMBERSHIP  
NOW**

[www.socialvalueint.org/membership](http://www.socialvalueint.org/membership)

**SOCIAL VALUE**  

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**INTERNATIONAL**