



How we measure our impacts

Each sustainability service we provide or project we undertake works toward different, but often overlapping, sustainability outcomes and intended impacts.

For example, the Forest Stewardship Council certification applies to forest-based products only, while the Rainforest Alliance certification is only applicable to agricultural commodities such as coffee and bananas. However, despite the different scopes, these two schemes have similarities in their ultimate goals, such as protection of nature and well-being of people.

To find a way to measure and monitor the combined impacts across our various services and project activities, we need a common unit of measurement. This is where we have drawn inspiration from our Sustainability Framework – a single framework for defining and benchmarking sustainability across different commodities and sectors.

Impact Monitoring Framework

The **Sustainability Framework** consists of 4 main **PRINCIPLES**, supported by 25 specific **CRITERIA**.

Because the Sustainability Framework is designed around sustainability outcomes, not around a specific commodity or landscape type, its **PRINCIPLES** and **CRITERIA** provide a natural means to therefore measure our impact on these intended outcomes.

In terms of our **Impact Monitoring Framework**, the 4 **PRINCIPLES** are referred to as our **Key Impacts**, and the 25 **CRITERIA** are our **Impact Indicators**.



(See the detailed Principles & Criteria on the next page)

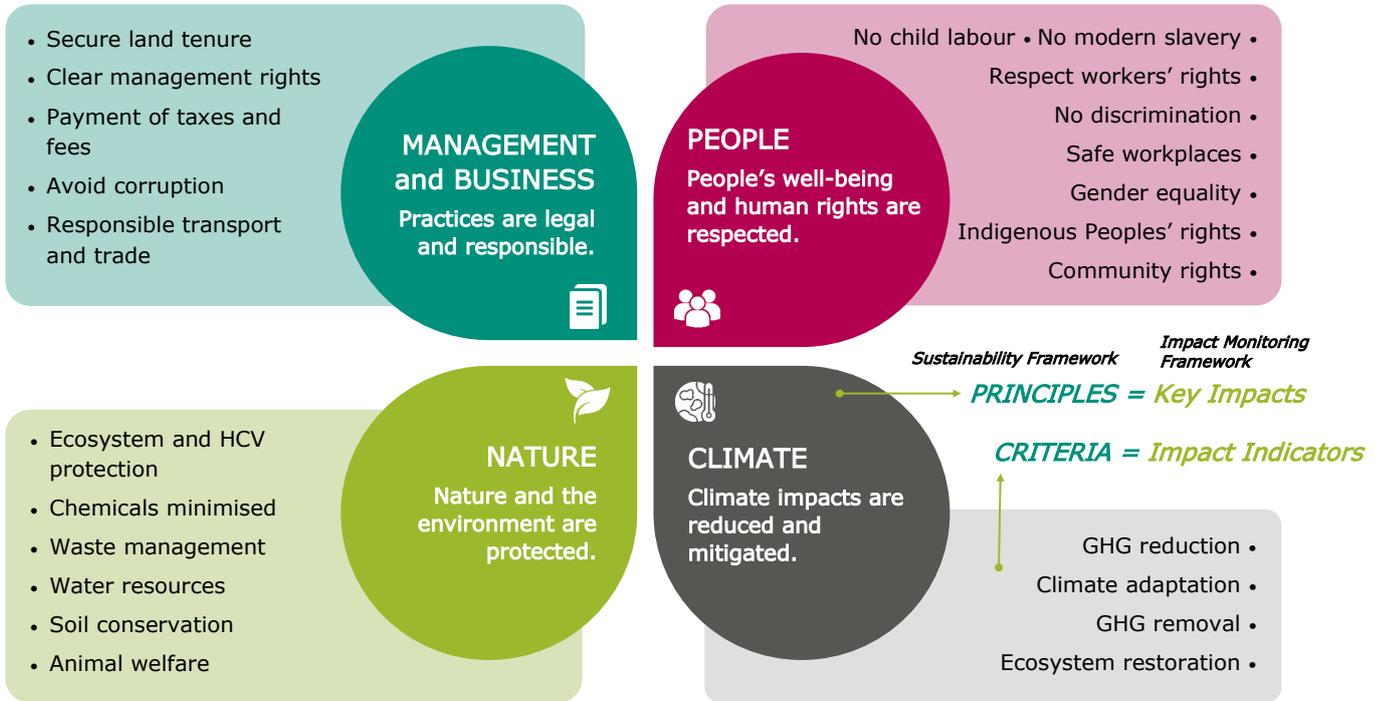
We help forge businesses and people's commitments for meaningful change

– this is the core outcome of each activity we undertake.

Therefore, our impact is measured by the achievements of our clients and partners that we work with through our sustainability services and projects.



Impact Monitoring Framework (cont.)



To read more about the Sustainability Framework, including its development, stakeholder consultation review processes, and how it is applied across various commodities and types, visit www.preferredbynature.org/services/sustainability-framework

Methodology

We have conducted benchmark studies to assess how each sustainability scheme that we work with contributes to each criterion of the Sustainability Framework.

When is a scheme counted in the impact measurement? – Only those schemes that fully meet the criterion of the Sustainability Framework, or meet the intention of the criterion with only minor differences in gaps of individual indicators (i.e., dark or light green in the table below). We will then include figures from our work related to that scheme in the measurement of the related **Impact Indicator**.

The **Key Impact** is a summary of all impact indicators across that corresponding principle area in the Sustainability Framework. At this level, if at least one of the criteria for each scheme either fully, or with intent (i.e., dark or light green), meets the benchmark, then it is counted in the measurement.

Classification of the benchmark results

Colour	Explanation
	Fully covered. The contents and intention of all indicators in the Sustainability Framework are addressed. Differences may still exist in wording and structure of how topics are presented.
	The intention of the criterion is covered . There may be differences or gaps in individual indicators within a criterion, but we think that the overall intent of the relevant criterion is covered.
	Some aspects are not covered and need to be considered additionally. In this case, we have specified the indicators that would need to be considered in addition to the standard that has been benchmarked, for compliance with the Sustainability Framework.
	Intention of the criterion is not addressed in the benchmarked standard. The indicators of the Sustainability Framework need to be used to verify compliance.
	The criterion is considered not applicable for the sector or commodity of the benchmarked standard.



Data Monitoring

Each **Key Impact** or **Impact Indicator** is measured according to the number of organisations we work with.

The eligible organisations for our count are those who successfully meet the requirements for a sustainability scheme.

For example, they are currently holding active certificate(s) issued by us according to the sustainability scheme(s) that are counted in our impact measurement as described before

The **unit of measurement** for each Key Impact and Impact Indicator are different, depending on the aim of the intended outcome for each specific indicator.

For example, for Key Impact 2, which focuses on peoples' well-being and respect of human rights, it makes most sense to measure the number of people that are positively impacted.

For Key Impact 3, which is regarding protection of nature and the environment, we use the figures of the area of land that is positively impacted.

The data may also be further disaggregated for each indicator, such as by country or sector, according to what helps to more deeply illustrate the intended sustainability outcome of that indicator.

When possible, the data is also disaggregated by the number of non-conformities (NCRs) issued against that indicator.

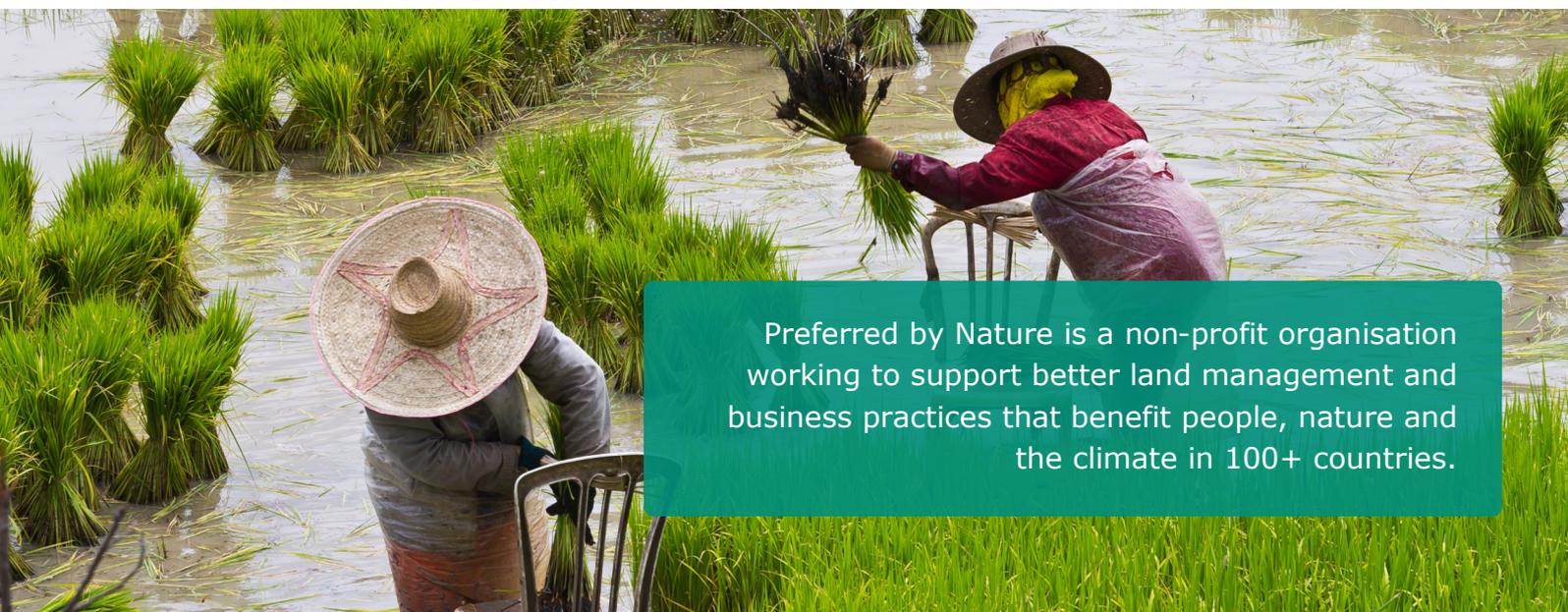
Non-conformities are issued by Preferred by Nature when we assess that the organisation does not fully meet the criteria of the indicator, and we require that the organisation makes actual changes to their operations to meet relevant sustainability criteria. This is important for demonstrating impact as it gives us an actual measurement of where Preferred has assessed that our clients and partners must implement a change to their operations for sustainability improvement.

Contact us

Further questions or comments regarding how we monitor our impacts, please contact:



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Preferred by Nature is a non-profit organisation working to support better land management and business practices that benefit people, nature and the climate in 100+ countries.