Introduction to MetODD-SDG

A method for economic players and mission-driven organizations to track their contribution to the Sustainable Development Goals (SDGs).
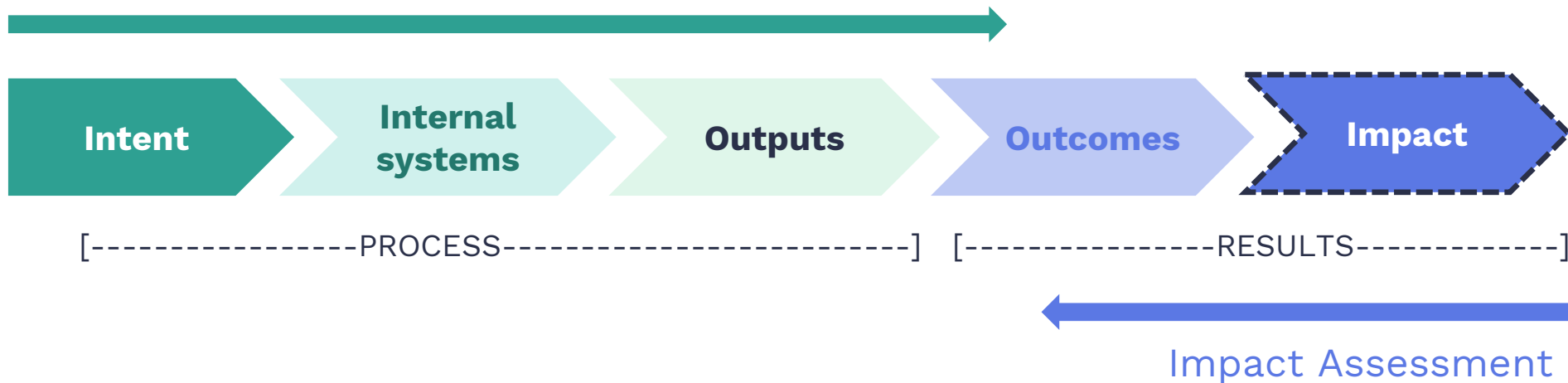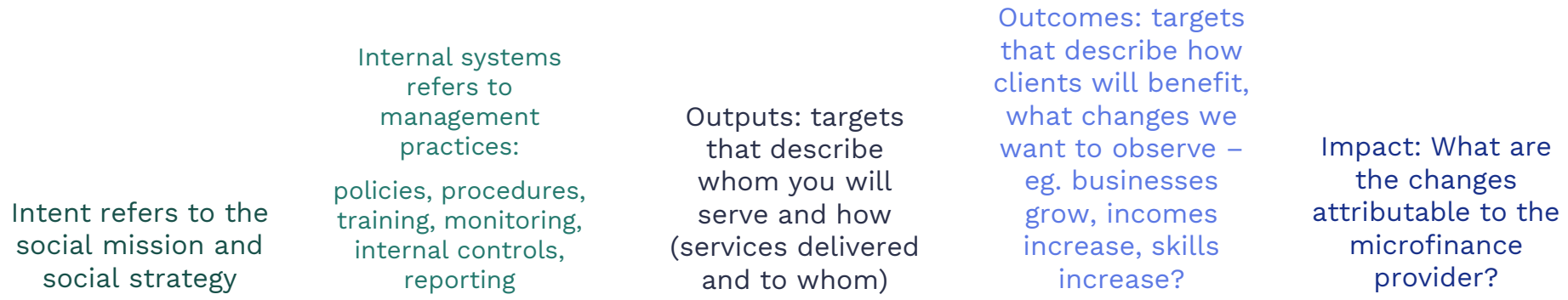
About Us

- Cerise+SPTF is a joint venture between two of the global leaders in **social and environmental performance management.**

- We support a wide cross-section of stakeholders from all over the world with the tools they need to achieve their social and environmental strategies.
  - ➤ *Financial service providers, social businesses, impact investors, networks, professional associations, regulators, and donors.*

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What do we mean by performance management?

- **Social and Environmental Performance:** The effective translation of an institution's mission into practice in line with accepted social values.
- **Social and Environmental Performance Management (SEPM):** the implementation of management practices that put into practice the social mission of the institution.

Social and Environmental Performance Management

| Intent | Internal systems | Outputs | Outcomes | Impact |

[------------------------PROCESS--------------------------] [---------------RESULTS------------]

Impact Assessment

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Intent refers to the social mission and social strategy

Internal systems refers to management practices:

policies, procedures, training, monitoring, internal controls, reporting

Outputs: targets that describe whom you will serve and how (services delivered and to whom)

Outcomes: targets that describe how clients will benefit, what changes we want to observe – eg. businesses grow, incomes increase, skills increase?

Impact: What are the changes attributable to the microfinance provider?

Social and Environmental Performance Management

Intent → Internal systems → Outputs → Outcomes → Impact

[------------------PROCESS--------------------------] [----------------RESULTS------------]

Impact Assessment

CAUSE EFFECT

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The underlying hypothesis of Social and Environmental Performance

Strong commitment and effective management to the social mission will lead to better and positive impact on the clients/end-beneficiaries.

Financial performance	Social & Environmental performance

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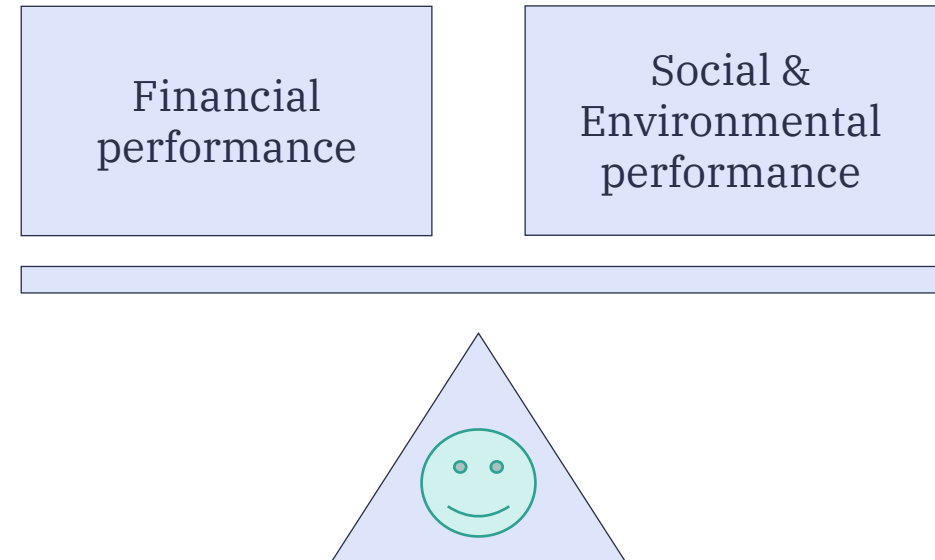
Benefits of good SPEM

- Improved customer loyalty

- Less loan default

- Improved reputation

- Less staff turnover

- Better data to make decisions

- Better changes in clients' lives

With a strong SPM, an institution is more likely to have loyal staff, loyal clients, and better financial performance

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What is MetODD-SDG?

A curated list of indicators to measure achievement of the SDGs

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SDGs - A coherent and unifying framework at international level for sustainable development
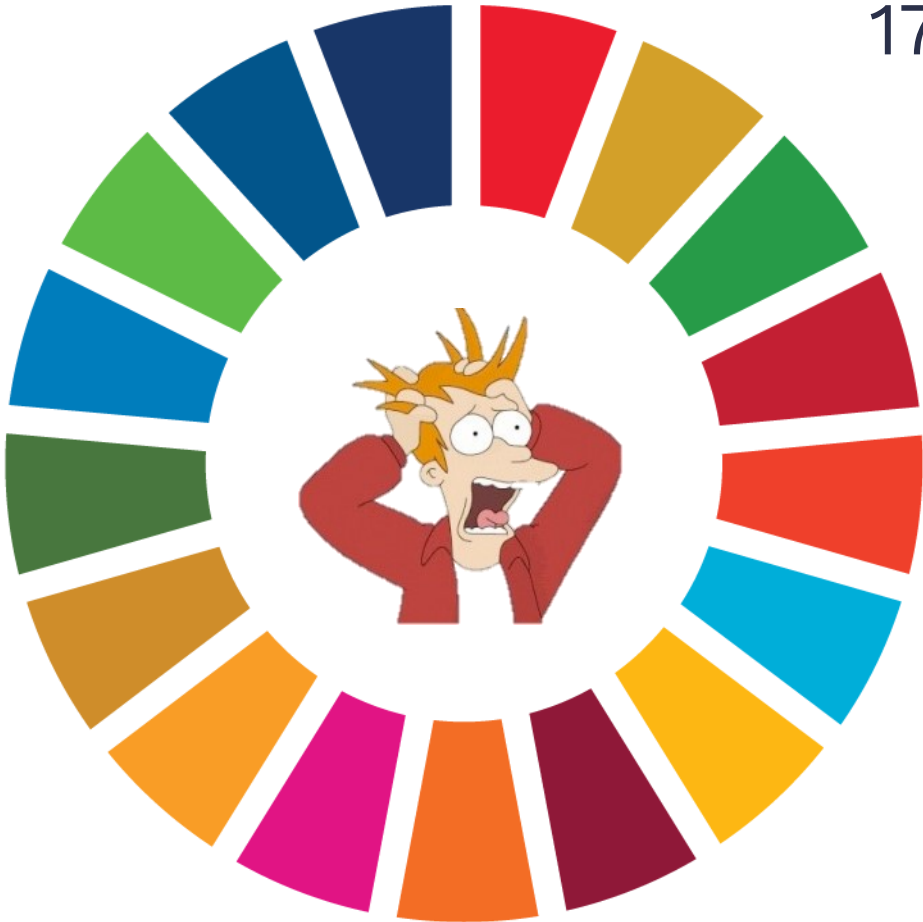
But difficult to operationalize the SDGs at the micro-level

17 objectives...

over 160 targets...

measured by 284 indicators...

All at the macro level !

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Work of CERISE and its working group on SDGs
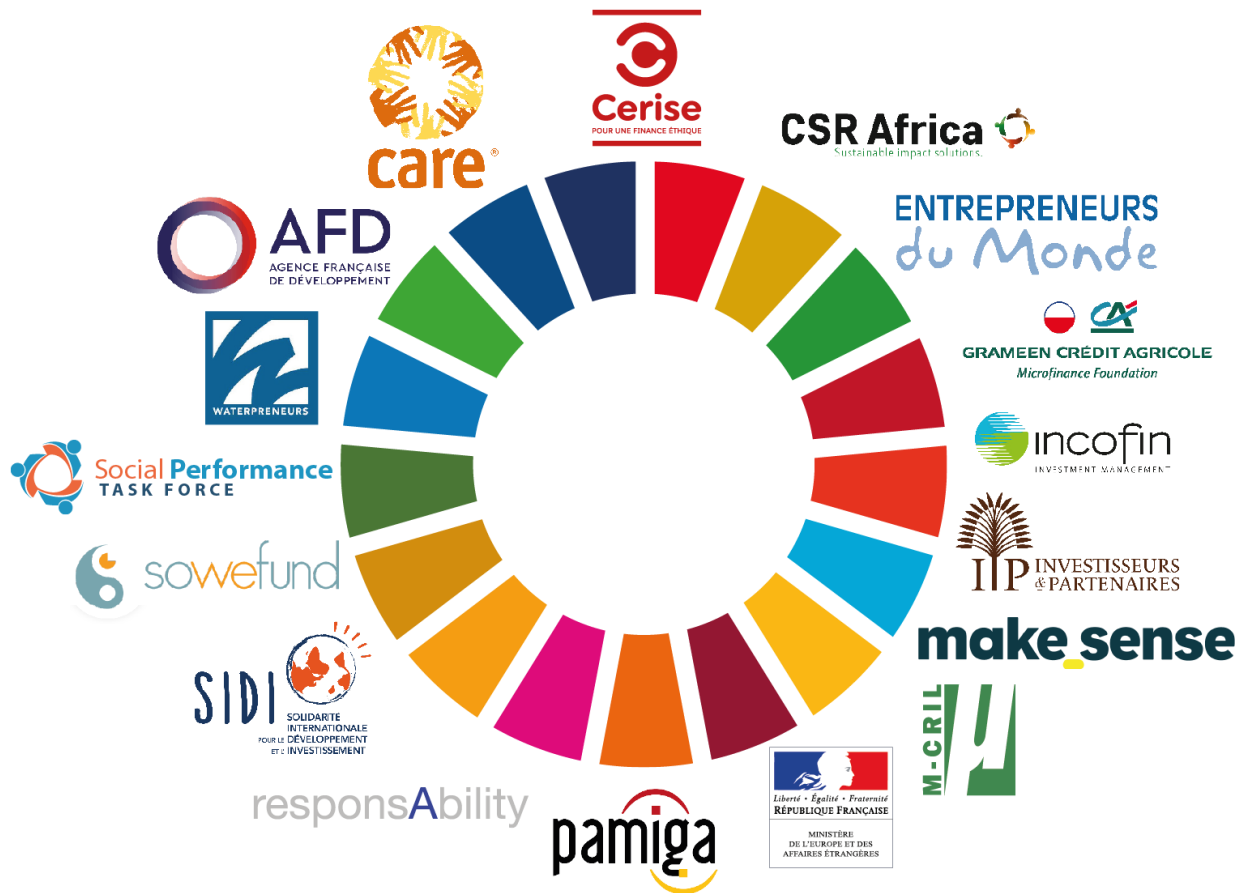
Objective: propose a **simple framework** to allow social enterprises and financial service providers to **use the SDGs and measure their contribution** for their achievement

Result: the first **list of micro-level indicators**, iteratively defined so that mission-driven organizations can **track their contributions at the SDGs targets level**

MetODD-SDG

An operational framework to assess the achievement of the social mission along the SDGs.

- MetODD-SDG enables organizations to identify indicators to **measure the achievement** of their social and environmental objectives by linking them to the SDG Targets.

- MetODD-SDG covers **16 SDGs and 73 Targets** (out of 169), suggesting a limited **list of standard operational indicators** relevant for economic players.

- The list can be used as a **logical framework**, from intention to impact, to guide steering and decision-making.

- MetODD-SDG is **aligned with international standards**, including IRIS 5.0, UN Global Compact, UNPRI, IRIS+, HIPSO, and CSAF.

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Why use MetODD-SDG?

Simple and a **limited number** of operational indicators adapted to most situations.

Indicators structured in **6 categories** from simple to more complex – learn as you go.

The framework is to be adapted to the **specificities** of your organization – mission, sector of activities.

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Overview

SDG targets considered key for Social Enterprises

A - Global outreach (people)

Scale in total number of beneficiaries reached/ covered

B - Global outreach (product)

Scale in total number of products sold / distributed / offered

C - Accessibility/ affordability

Indicators to track ease of access / efforts to reach the target population

D - Satisfaction

Indicators to measure beneficiary satisfaction and monitor changes

E - Outcome

Indicator of change (on the short run) or perception of change by the beneficiaries

F - Impact

The organizations can track the changes at the national level, measured on the SDG framework, to see whether their actions are in line with changes observed at the national level, and how they may have played a role

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Indicators

A - Global outreach (people)	Indicator parameter	Indicator code	Title of the indicator
Scale in total number of beneficiaries reached/ covered	Access to basic services	SDG1-A1	Number of unique individuals who were clients of the organization during the reporting period.

Additional segmentation for target public relevant for SDG's targets
a - Number of rural individuals
b - Number of urban individuals
c - Number of poor* individuals
e - Number of women
j - Number of children and youth

- Aligned with international reference (here IRIS+)
- Additional segmentation
- Choose the indicators interesting for you and add personalized indicators if you need to!

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Indicators

Indicators related to accessibility							
Indicator parameter	**Indicator code**	**Title of the indicator**	**Output**	**Unit**	**Comments**	**IRIS reference**	**IRIS code**
Basic services, social protection, financial services	SDG1-C1	Number of unique client individuals who were served by the organization and provided access, during the reporting period, to products/services they were unable to access prior to the reporting period		U.		Number of client individuals, provided new access	PI2822
Financial inclusion	SDG1-C2	Average loan size disbursed by the organization during the reporting period		USD		Average Loan Size Disbursed	PI5160

- Aligned with international reference (here IRIS+)
- Additional segmentation
- Choose the indicators interesting for you and add personalized indicators if you need to!

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A Case Study with MetODD-SDG

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Babywell, a social business on infant nutrition

Social mission:

"Improve the nutrition, health and well-being of vulnerable families in the local community – and ultimately breaking the cycle of poverty – by fighting chronic child malnutrition among children aged 6 to 24 months. Babywell wants to reduce growth retardation and early mortality rates by distributing a high-quality food to supplement baby meals, through a unique yet secure channel (restaurants for babies), and by providing nutritional education sessions."

Babywell, a social business on infant nutrition

Social mission:

Who	**What**	**How**	**Why**
• Very disadvantaged families • Local (rural) community • Women (mothers) • Babies 6-24 months	• High quality food for babies • Original and secure distribution network (restaurants) • Nutrition education	• Avoid stunted growth • Reduce early death rates	• Improve the nutrition, health and well-being of vulnerable families • Break the circle of poverty

MetODD-SDG

➢ **Choose the Targets** to which Babywell's social mission contributes

➢ **Prioritize** Targets - and therefore the SDGs

➢ Rely on the **standard indicators** proposed in MetODD-SDG

➢ Sorting and determining **personalized indicators**

➢ *Optional: determine the objective to be achieved ("Result" column)*

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Babywell, a social business on infant nutrition

Social mission:

⚠️ **2-3 SDGs maximum !**

Who	**What**	**How**	**Why**
• Very disadvantaged families • Local (rural) community • Women (mothers) • Babies 6-24 months	• High quality food for babies • Original and secure distribution network (restaurants) • Nutrition education	• Avoid stunted growth • Reduce early death rates	• Improve the nutrition, health and well-being of vulnerable families • Break the circle of poverty

⬇️ | ⬇️ | ⬇️ | ⬇️

| 1 NO POVERTY · 5 GENDER EQUALITY | 2 ZERO HUNGER · 4 QUALITY EDUCATION | 3 GOOD HEALTH AND WELL-BEING | 2 ZERO HUNGER · 3 GOOD HEALTH AND WELL-BEING · 1 NO POVERTY |

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Babywell, a social business on infant nutrition

Social mission:

⚠️ **2-3 SDGs maximum !**

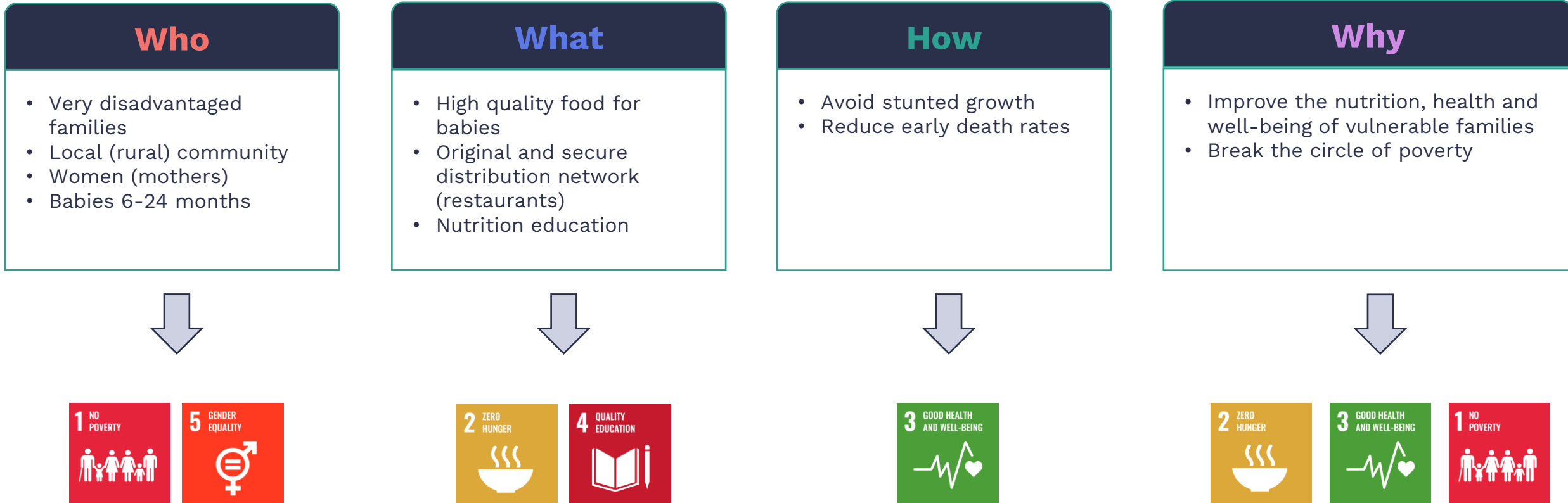| Who	What	How	Why
• Very disadvantaged families • Local (rural) community • Women (mothers) • Babies 6-24 months	• High quality food for babies • Original and secure distribution network (restaurants) • Nutrition education	• Avoid stunted growth • Reduce early death rates	• Improve the nutrition, health and well-being of vulnerable families • Break the circle of poverty

MetODD-SDG

2 ZERO HUNGER

Targets 2.1 & 2.2

Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture.
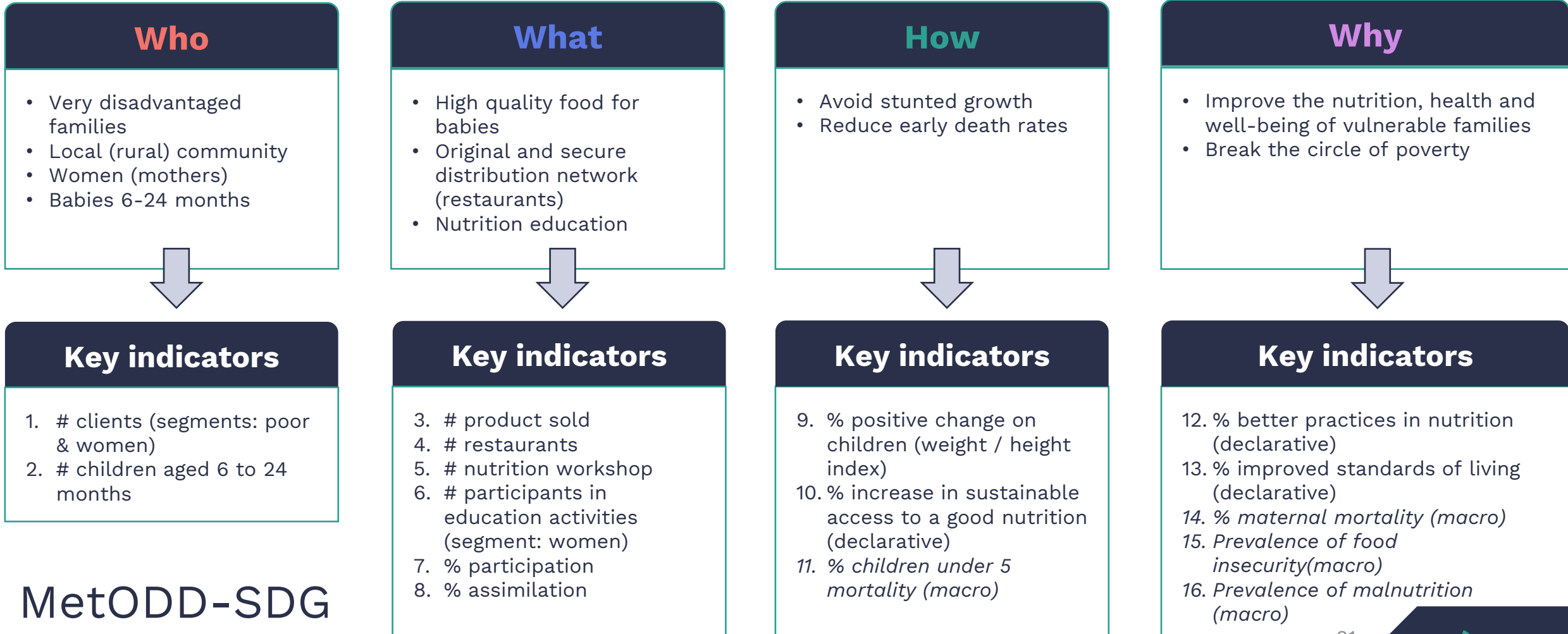
3 GOOD HEALTH AND WELL-BEING

Targets 3.2 & 3.4

Goal 3: Ensure healthy lives and promote well-being for all at all ages.

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Babywell, a social business on infant nutrition

Social mission:

Who	What	How	Why
• Very disadvantaged families • Local (rural) community • Women (mothers) • Babies 6-24 months	• High quality food for babies • Original and secure distribution network (restaurants) • Nutrition education	• Avoid stunted growth • Reduce early death rates	• Improve the nutrition, health and well-being of vulnerable families • Break the circle of poverty

Key indicators	Key indicators	Key indicators	Key indicators
1. # clients (segments: poor & women) 2. # children aged 6 to 24 months	3. # product sold 4. # restaurants 5. # nutrition workshop 6. # participants in education activities (segment: women) 7. % participation 8. % assimilation	9. % positive change on children (weight / height index) 10. % increase in sustainable access to a good nutrition (declarative) 11. *% children under 5 mortality (macro)*	12. % better practices in nutrition (declarative) 13. % improved standards of living (declarative) 14. *% maternal mortality (macro)* 15. *Prevalence of food insecurity(macro)* 16. *Prevalence of malnutrition (macro)*

MetODD-SDG

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Goal 2: Zero Hunger End hunger, achieve food security and improved nutrition and promote sustainable agriculture							Case study of a social business working on improving nutrition

Targets considered key of Social Enterprises	2.1 By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round
	2.2 By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons

A - Global outreach (people)

		Indicator relevant when the public are the customers					
	Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
Scale in total number of beneficiaries reached/ covered	Food security	SDG2-A1	Number of unique individuals who were clients of the organization during the reporting period.		U.	Total of beneficiaries	Client Individuals: Total (PI4060)
		SDG2-A1c	Number of unique poor individuals who were clients of the organization during the reporting period		U.	Living under the national poverty line	na
		SDG2-A1e	Number of women who were clients of the organization during the reporting period		U.		na
		SDG2-A1k	Number of children aged 6 to 24 months who were clients of the organization during the reporting period		U.	Hypothesis: At least one meal/day, 5days/week during 10 months	na

B - Global outreach (product)

		Indicators					
	Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
Scale in total number of products sold / distributed / offered	Production	SDG2-B1	Number of product/service sold by the organization during the reporting period		U.	Number of distributed meals	Units/Volume Sold: Total (PI4060)

C - Accessibility/ affordability

		Indicators related to accessibility					
	Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
Indicators to track ease of access / efforts to reach the target population	Food security	SDG2-C1	Number of unique client individuals who were served by the organization and provided access, during the reporting period, to products/services they were unable to access prior to the reporting period		U.		Number of client individuals, provided new access (PI2822)
	Distribution channels	SDG2-C2	Number of active restaurants for babies during the reporting period		U.	Hypothesis: The restaurants allow a better accessibility for the beneficiaries, with satisfactory costs for the organization, and the guarantee that the meals benefit to the children	na
	Geographical spread	SDG2-C3	Number of cities where active restaurants for babies were located during the reporting period		U.	Hypothesis: the organization aims to cover the country	na

		Indicators related to affordability					
	Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
	Food security	SDG2-C4	Number of unique individuals who were clients of the organization during the reporting period, declaring to have sufficient income to buy the product (high-quality meals for babies)		U.		na

D - Satisfaction

		Indicators					
	Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
Indicators to measure beneficiary's satisfaction and monitor the changes		SDG2-D1	Price-performance ratio				na
		SDG2-D2	Net Promoter Score				na
		SDG2-D3	Effort Rate				na

E - Outcome

	Indicators on observed changes		Indicateur relatif au prix				
	Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
Indicator of change (on the short run) or perception of change by the beneficiaries	Improving nutrition	SDG2-E1	% of children aged 6 to 24 months who have experienced a positive change in their malnutrition status (weight / height index)		%		na
	Indicators of perception of changes		Indicateur relatif au prix				
	Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
	Improving nutrition	SDG3-E2	% of beneficiaries who report an increase in sustainable access to a healthy, nutritious and sufficient diet for their children		%	Calculation based on the total number of beneficiaries	na
	Improving standards of living	SDG3-E3	% of beneficiaries who report a perception of improved standards of living		%	Calculation based on the total number of beneficiaries	na

F - Impact

		UN IAEG-SDGs indicators					
	ODD.Cible.Indicateur	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
The organizations can track the changes at the national level, measured on the SDG framework, to see whether their actions are in line with changes observed at the national level, and how they may have played a role	2.1	SDG3-F1	Prevalence of moderate or severe food insecurity in the population, based on the Food Insecurity Experience Scale (FIES).		%		na
	2.2	SDG3-F2	Prevalence of malnutrition (weight for height <=2 or >2 standard deviation from the median of the World Health Organization (WHO) Child Growth Standards) among children under 5 years of age		%		na

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Goal 3: Good Health and Well-Being for People
Ensure healthy lives and promote well-being for all at all ages

Cerise — **Case study of a social business working on improving nutrition**

Targets considered key of Social Enterprises	3.2 By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births
	3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

A - Global outreach (people)
Scale in total number of beneficiaries reached/ covered

	Indicators					
Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
Access to health services/products	SDG3-A1	Number of unique individuals who attended sensitization and nutrition education workshops during the reporting period		U.		na
	SDG3-A1e	Number of women who attended sensitization and nutrition education workshops during the reporting period		U.		na

B - Global outreach (product)
Scale in total number of products sold / distributed / offered

	Indicators					
Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
Material and contents	SDG3-B1	Number of contents (training materials, brochures, posters...) developed for the awareness and nutritional education of beneficiaries		U.		na
Nutrition education services	SDG3-B2	Number of sensitization and nutrition education workshops conducted during the reporting period with a minimum participation rate of 80%		U.	Workshops with low participation rates are not considered impacting	na

C - Accessibility/ affordability
Indicators to track ease of access / efforts to reach the target population

	Indicators related to accessibility					
Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
Access to information	SDG3-C1	Number of participants in sensitization and nutrition education activities who demonstrate a good level of understanding of workshops and communication materials		U.	Data in surveys, questionnaires and immediate evaluation of workshops	na
Attendance to nutrition education services	SDG3-C2	Effective participation rate of total beneficiaries in sensitization and nutrition education workshops during the reporting period		%	Analyze the obstacles to participation (distance, schedules, information...)	na

	Indicators related to affordability					
Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
		na				na

D - Satisfaction
Indicators to measure beneficiary's satisfaction and monitor the changes

	Indicators					
Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
Satisfaction	SDG2-D1	Price-performance ratio				na
	SDG2-D2	Net Promoter Score				na
	SDG2-D3	Effort Rate				na

E - Outcome
Indicator of change (on the short run) or perception of change by the beneficiaries

	Indicators on observed changes					
Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
Knowledge assimilation / Multiplication	SDG3-E1	% assimilation of knowledge disseminated during sensitization and nutrition education workshops		%	Data in surveys, questionnaires and evaluation of workshops after 6 months	na

	Indicators of perception of changes					
Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
Appropriation of practices	SDG3-E2	% of beneficiaries who report they have changed their practices to prevent chronic child malnutrition		%	Calculation based on the total number of beneficiaries	

F - Impact
The organizations can track the changes at the national level, measured on the SDG framework, to see whether their actions are in line with changes observed at the national level, and how they may have played a role

	UN IAEG-SDGs indicators					
ODD.Cible.Indicateur	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
3.2.1	SDG3-F2	Maternal mortality ratio		%		na
3.4	SDG3-F4	Children under 5 mortality ratio		%		na

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Thank you for watching!

Join our working groups to explore innovative approaches to measure and manage outcomes in relation with the SDGs!

cerise-sptf.org/outcomes/

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