Sustainability Performance in Food & Agriculture

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This webinar is part of an ongoing series “The Power of Poverty Assessment”
Agenda

1. Introduction to COSA
2. Performance Monitoring Basics
3. Case Study: Global Company
Together building a new level of collective impact

- balancing scientific rigor with business-driven pragmatism
Collective Impact

Global Learning = Sustainability
Common Language  
≡  
Bridge to Sustainability
100+ Standardized Indicators

**THEMES**

**ENVIRONMENTAL**
1. Resource Management
2. Soil
3. Biodiversity
4. Climate Change

**SOCIAL**
1. Living and Working Conditions
2. Basic Human Rights and Equity
3. Community
4. Trading Relationships

**ECONOMIC**
1. Producer Livelihoods
2. Risk and Resilience
3. Competitiveness
4. Producer Organization
Double food within current footprint

... we need to measure what matters and then manage it.
“Most programs today are practice based. Tomorrow they will be performance based.”
Children registered in school at grade level

Year 1

Certified: 89%, 95%, 95%, 87%, 87%
Control: 74%, 61%, 46%, 47%, 37%

Year 2

Certified: 32%, 40%, 46%, 47%, 18%
Control: 61%, 61%, 37%, 26%

Four Different Certification Groups
SUSTAINABILITY PERFORMANCE MONITORING

Baseline

In depth

Year 1 Year 2 Year 3

Impact

Strategic Decisions
<table>
<thead>
<tr>
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<th>Performance Monitoring</th>
<th>Impact Assessment</th>
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<tbody>
<tr>
<td>1. Why</td>
<td>Is project progressing as planned?</td>
<td>What did the project achieve?</td>
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<tr>
<td>2. Where</td>
<td>Off-farm</td>
<td>On-farm</td>
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<tr>
<td>3. Who</td>
<td>Technicians and field staff</td>
<td>COSA research partners</td>
</tr>
<tr>
<td>4. When</td>
<td>Continuous</td>
<td>Beginning-end</td>
</tr>
<tr>
<td>5. How</td>
<td>Short and quick</td>
<td>In-depth and rigorous</td>
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Toolkit for Performance Monitoring: Steps

1. Set up
   - Clarify objectives
   - Adapt indicators
   - Dashboard plan
   - Technology choices

2. Work Plan
   - Staffing
   - Timing
   - Resources
   - Quality assurance

3. Survey
   - Localize questions
   - Translate

4. Training
   - Set up
   - Train local capacity

5. Gather Data
   - Interviews

6. Analyze & Report
   - Appraise Dashboard
   - Generate reports

7. Learn
   - Integrate continuous improvement
   - Feedback lessons for operations
CASE STUDY

Mondelez global investment to make “coffee farming more profitable, sustainable and respected.”

- COSA is helping Mondelez develop and implement a Learning System
- $200 million investment to create one million coffee entrepreneurs by 2020
COSA Performance Monitoring: A Unique System

1. **Customizable** mission-critical questions about sustainability
2. **Low-cost** and **locally administered** during normal field operations
3. **Real-time** management tool for decision making
4. **Comparable** across countries or projects
5. **Auditable** (if desired) to improve accuracy and reliability
Unpacking the Toolkit
COSA Tech:
Digital Data Collection

1. Just-in-time data sharing
2. Quality control and accuracy
1. Natural interview flow
   (skip logic and branching)
Five key principles

1. Common indicators
   reduce confusion

2. Standardized measures
   improve project design + assessment

3. Local capacity
   for relevance

4. Multi-dimensional view
   offers systemic understanding

5. International validity
   best practice
Thank you

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Link to Current Webinar Series – The Power of Poverty Assessment:
http://wdi.umich.edu/research/bop/ppaserie

Link to Past Webinar Series – Assessing Multidimensional Poverty Impacts:
http://wdi.umich.edu/research/bop/webinar2014