

## Make the SDGs a roadmap for impact!

Measuring the contribution of microfinance institutions, social businesses, and impact investors to the UN Sustainable Development Goals.



Following its various working groups, CERISE launches in October 2020, the “**LabODD**” to support impact organizations (**microfinance institutions, social businesses** – in **agri-business** an **energy access** – and **impact investors**) to better measure the results with their beneficiaries, in connection with the **Sustainable Development Goals**. Today, the combination of advances in Social Performance Management (SPM), digitization and the unifying framework of the SDGs, leads to a promising context. CERISE and its partners within the LabODD will work for three years for the structuring and capacity building of organizations, to:

1. **Understand the SDG framework** and operationalize results measurement for practitioners.
2. **Guide the collection and analysis of data from beneficiaries** for decision-making.
3. **Facilitate the use of data** through visualization for monitoring contribution to the SDGs.

The LabODD, led by CERISE, operates as a formal **working group** to ensure 1) the coordination of applications in the field, 2) collective creation through regular meetings, exchange of experiences, capitalization, and drafting of operational guides and 3) the dissemination of open access resources.

At the end of the project, beneficiary impact organizations will be equipped to measure their contribution to the SDGs and ensure **a better impact on their beneficiaries**.

## LabODD ID Card

<b>Objective</b>	<b>Make the SDGs a roadmap for impact!</b>	
<b>Animation</b>	<a href="#">CERISE</a> - 71 cours Anatole France, 33000 Bordeaux, France Contact: Celia Fernandez, <a href="mailto:c.fernandez@cerise-spm.org">c.fernandez@cerise-spm.org</a>	
<b>Intervention focus</b>	<b>Africa:</b> Burkina Faso, Ethiopia, Madagascar, Senegal, Togo <b>Asia:</b> India, Myanmar, Philippines, Cambodia	
<b>Goals of the LabODD</b>	<p><b>Main goal: Making the SDGs a roadmap for impact</b>          The overall objective of the LabODD is to equip and support impact organizations (microfinance institutions, social enterprises, and investors) so that they adopt and apply results-based management and reporting, centered on beneficiaries, and linked to ODD.</p> <p><b>Specific objectives:</b></p> <ol style="list-style-type: none"> <li>1. Impact organizations understand the issues of measuring results, appropriate the SDG framework, and incorporate these elements into the definition of their strategy and the implementation of their operations.</li> <li>2. Impact organizations collect and analyze outcome data at the level of their beneficiaries. These data are reliable, useful for decision-making, in line with their desired contribution to the SDGs.</li> <li>3. Impact organizations base their reporting and analysis of the contribution to the SDGs on visual, synthetic, constructive, and calibrated results data.</li> </ol>	
<b>Target groups</b>	<p><b>Direct beneficiaries:</b></p> <ul style="list-style-type: none"> <li>• 20 LabODD member organizations, including 10 French NGOs</li> <li>• 20 partner organizations on the ground</li> <li>• 10-12 local consultants</li> </ul> <p><b>Indirect beneficiaries:</b></p> <ul style="list-style-type: none"> <li>• The populations of southern countries (around 4 million customers)</li> <li>• Impact organizations that are not partners of the project (around 1000 people and around 100 impact organizations)</li> </ul>	
<b>Expected results</b>	<p>40 impact organizations within the LabODD:</p> <ul style="list-style-type: none"> <li>• <b>integrate the measurement of results into their strategies and operations</b> (data management). They know the SDGs, understand them and integrate them into their “theory of change” and their reporting tools</li> <li>• <b>collect and analyze useful and pragmatic results data</b> from their beneficiaries to guide strategic decision-making. These organizations reach around 4 million households in Africa and Asia</li> <li>• <b>benefit from an online tool for collecting data on the results by SDGs</b>, Visual and synthetic dashboards enhance the data for an analysis of the contribution to the SDGs.</li> </ul>	
<b>Total project time</b>	<b>3 years (July 2020 - June 2023)</b>	
<b>Total project cost</b>	<b>756 000 €</b>	<ul style="list-style-type: none"> <li>• 60% AFD co-financing (450,000 euros)</li> <li>• 40% investor funding and time contribution from LabODD members</li> </ul>

## Details of specific objectives & activities

### **SPECIFIC OBJECTIVE 1:**

In order to be able to achieve the SDG targets, it is necessary to engage impact organizations (microfinance institutions, social enterprises, impact investors), so that they appropriate this framework and measure their results in relation to their objectives. This involves convincing them of the value of measuring results for their beneficiaries so that they can integrate it into their strategies (“theory of change”), their operations (data management) and their reporting framework (accountability).

**Organizations will be trained on the SDG framework and an initial inventory will make it possible to adapt the resources and information that will be disseminated** (good practices, guidance note for navigating the SDGs). LabODD members and their partners in the field will be able to grasp the challenges of measuring results and will know how to define their expected results and the indicators to be monitored (with the support of CERISE's MetODD-SDG tool). **The LabODD will meet at least 4 times a year; two virtual training sessions** and one in-person session will be conducted; dissemination will be facilitated by an e-learning module and active communication on social networks and the CERISE website.

By the end of the project, organizations will have improved their understanding of the SDG framework – compared to the initial state. They will integrate the measurement of results into their strategies and operations; their business plans and/or impact reports will demonstrate ownership of the SDGs and monitor changes for their beneficiaries, in line with their own goals.

### **SPECIFIC OBJECTIVE 2:**

The main challenge is to ensure management centered on the beneficiaries. For this, impact organizations must be able to make informed decisions, fueled by real monitoring of results (data on beneficiaries) made easier thanks to digitalization. It is therefore a matter of **strengthening the capacity of organizations to collect data at the level of beneficiaries, according to the SDG targets sought** (definition of data, frequency, collection protocol and support for surveys). The **exchange of experiences and approaches** with members of the LabODD, the SPTF and eMFP in particular, will make it possible to capitalize on French and international expertise on the use of existing and new data to measure the contribution to the SDGs (satisfaction, perception of changes, etc.). About ten **support projects** will be carried out with partners in the field, with the help of the MetODD-SDG tool, updated with simple, standardized indicators, tested in the field, and focused on users. LabODD will organize **an international workshop and two methodological guidance notes** will be produced.

Ultimately, impact organizations will have changed their practices in relation to the data collected to better implement their theory of change and their SDG targets. A network of people (local consultants, French CSOs) will be structured and active to support partners in measuring their results, collecting data from beneficiaries, and analyzing their contribution to the SDGs.

### **SPECIFIC OBJECTIVE 3:**

To achieve the SDG targets, it is crucial to avoid “rainbow-washing” and to make more transparent and concrete the reporting of impact organizations on their contribution to the SDGs. Giving meaning and interest to the data will motivate the monitoring of results, for a better impact on the end beneficiaries. Impact organizations will have access to **an online tool to collect, visualize and analyze standard results data for key SDGs (MetODD-SDG in digital**

**version**). They will be able to build **benchmarks** and will benefit from **report formats to guide decision-making and communication** (SDG-specific dashboards, benchmarking reports, etc.). The online MetODD-SDG tool and data visualization approaches will be widely disseminated through web communication channels and sample dashboards will be constructed. Virtual training sessions will be organized.

Mission organizations will be able to show how their activities contribute to the SDGs, through these visualization and data aggregation tools, particularly with regard to changes among their beneficiaries (poverty reduction, food security, gender equality, access to financial services, clean energy, better economic opportunities, etc.).

## Key project partners

**The project partners are the members of LabODD**, from previous CERISE working groups and potential new partners:

**Infrastructures (CERISE's strategic partners):** Social Performance Task Force (SPTF); Social Inclusive Business Camp (SIBC); European Microfinance Platform (e-MFP); Consultative Group to Assist the Poor (CGAP).

**Networks / Technical Assistance Providers:** ACEP Group (France), ADA (Luxembourg), Advans (France), Ankuram (Inde), ATIA (France), CARE France, CIDR-Pamiga (France), Entrepreneurs du Monde (France), Finansol (France), GRET (France), IRAM (France), MCRIL (Inde), MFR (Italie), Positive Planet (France), Scale Changer (France), etc.

**Impact investors:** Alterfin (Belgium), BRS (Belgium), Grameen Credit Agricole Microfinance Foundation (France/Luxembourg), Incofin (Belgium), Investors and Partners (France), Oikocredit (Netherlands), ResponsAbility (Switzerland), SIDI (France), Triple Jump (Netherlands), etc.

**Microfinance institutions:** BRS Partners (Ethiopia), ACEP Network (Madagascar, Burkina-Faso, Senegal), Advans Network (Myanmar, Cambodia), CIDR-Pamiga partners (Madagascar, Ethiopia, Senegal), ATIA partners (Madagascar), Partners of Incofin (India, Myanmar, Africa/to determine), partner GRET (Myanmar), partner EDM (Togo), etc.

**Social businesses (focus Access to energy):** Partners of EDM (Togo, Philippines, Cambodia), SIBC Community/Development Campus

**Social enterprises (focus Agri-business/ producer organizations):** Partners of SIDI (Madagascar, Burkina-Faso), partners of GCAMF (Senegal), ADA (West Africa), SIBC Community (West Africa)

**The LabODD is open to any structure that wants to be an active participant, in line with its objectives and its charter.**