

# Introduction to



A method for mission-driven organizations to track their contribution to the SDGs

## zoom

- Please **mute** your microphone
- Please write your **Name, Country and Organization** the Conversation tab
- Ask your **questions** in the Conversation tab
- **Raise your hand** if you want to intervene
- You can activate your **camera** when you intervene
- **The meeting is recorded**, you will find the link on CERISE website
- You will receive this **presentation** after the meeting



# Your speakers today



Cécile Lapenu,  
Director of CERISE



Célia Fernandez, Social Business  
Project Manager



# Let's begin with a short survey

About the SDG framework and MetODD-SDG tool



<https://cerise-spm.org/en/>

About CERISE

Social Performance

What we do

You are...

Publications

Blog

Contact



Social performance  
management for  
microfinance, social  
business & impact investing

*Make your mission a  
reality*

FIND OUT HOW

## SOCIAL AUDIT TOOLS



1998: French NGO pioneer in Social Performance



iram



**For a transparent, responsible, inclusive financial sector with a strong social impact**

# Mission & Activities

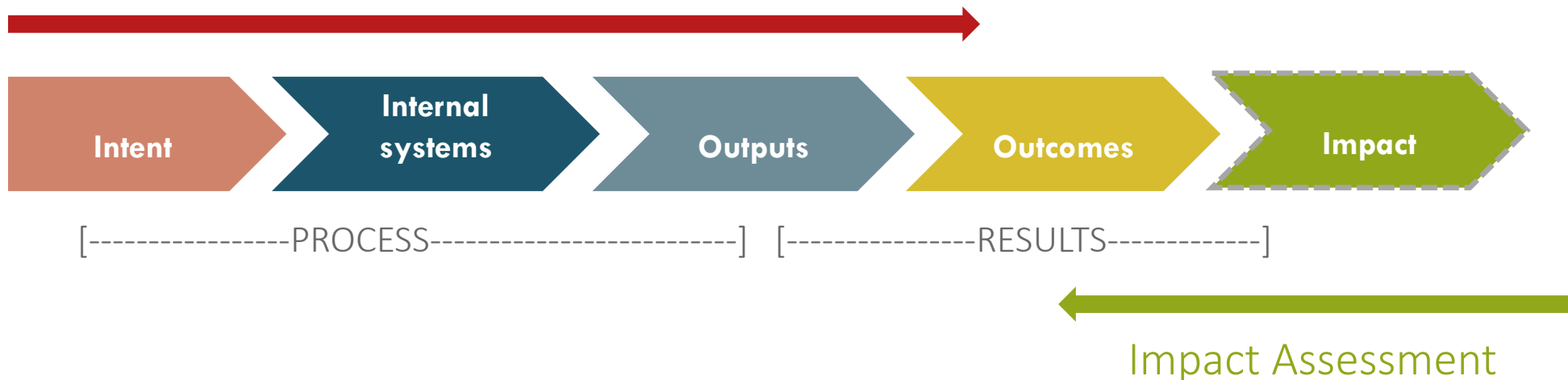
Support impact investors, inclusive finance and social enterprises to achieve their social mission.

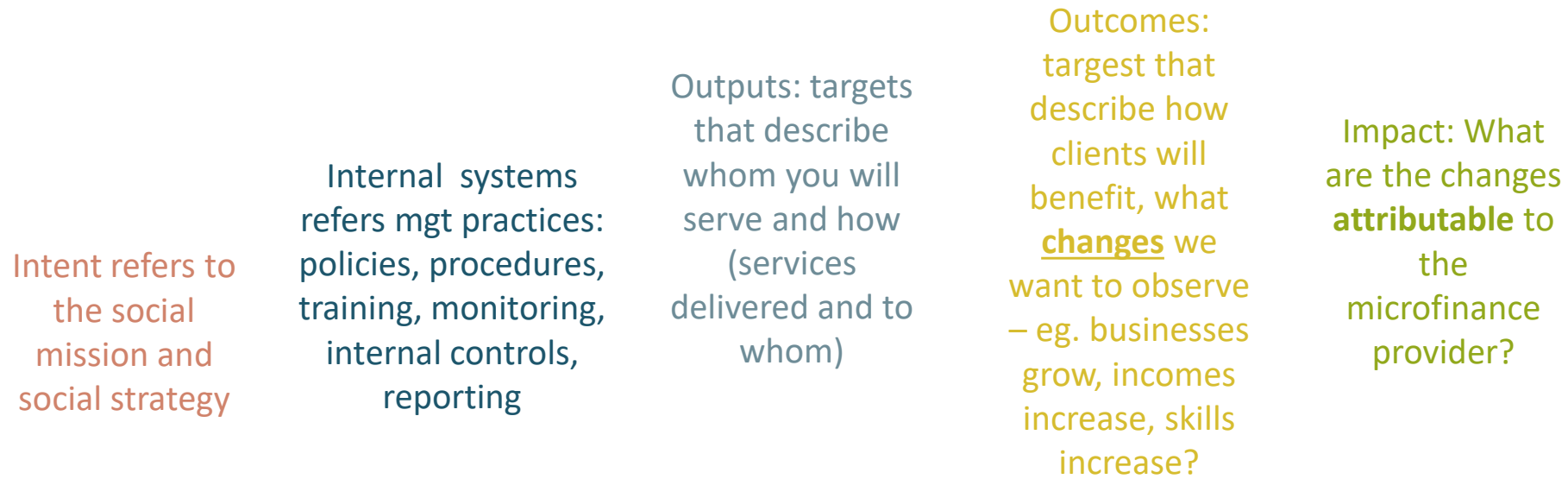
- Collective social norms
- Social audit tools to assess performance
- Social audit services, advice and technical assistance to improve practices
- Qualification of auditors worldwide

# What do we mean by Social Performance?

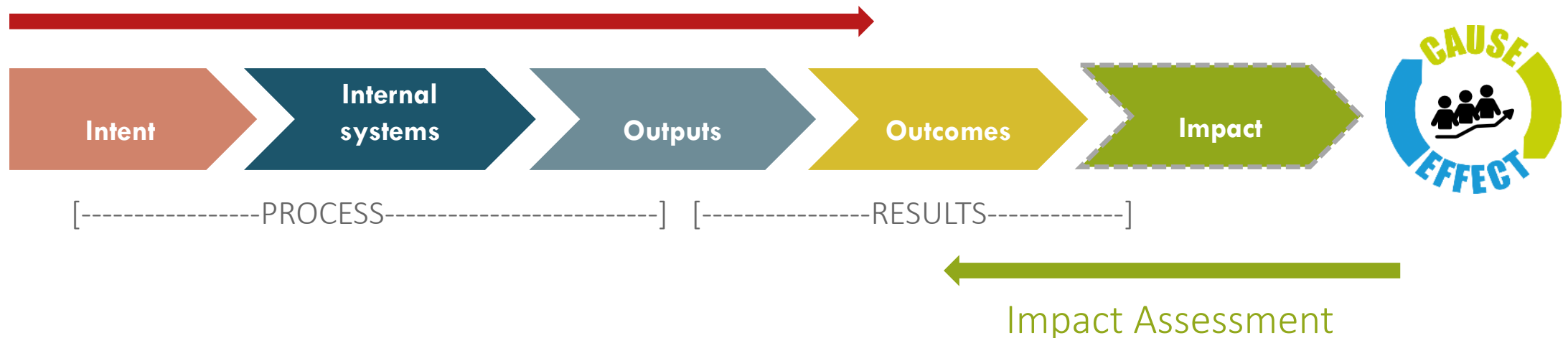
- **Social Performance**: The effective translation of an institution's mission into practice in line with accepted social values.
- **Social Performance Management (SPM)**: the implementation of management practices that put into practice the social mission of the institution.

## Social Performance Management



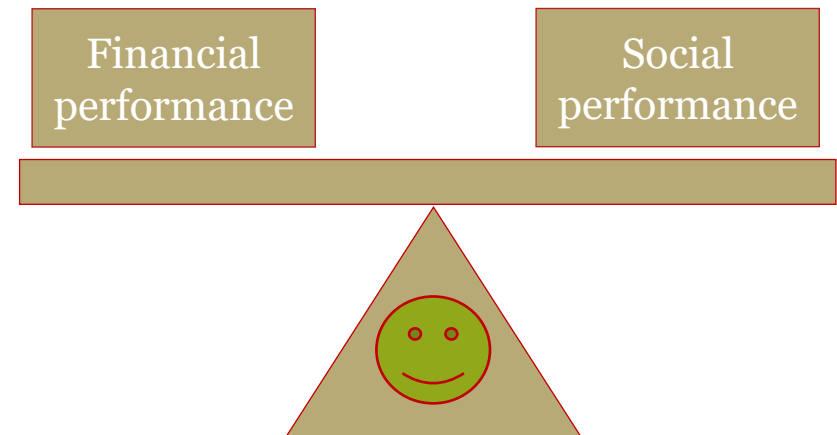


## Social Performance Management



# The underlying hypothesis of Social Performance

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











# Benefits of good SPM

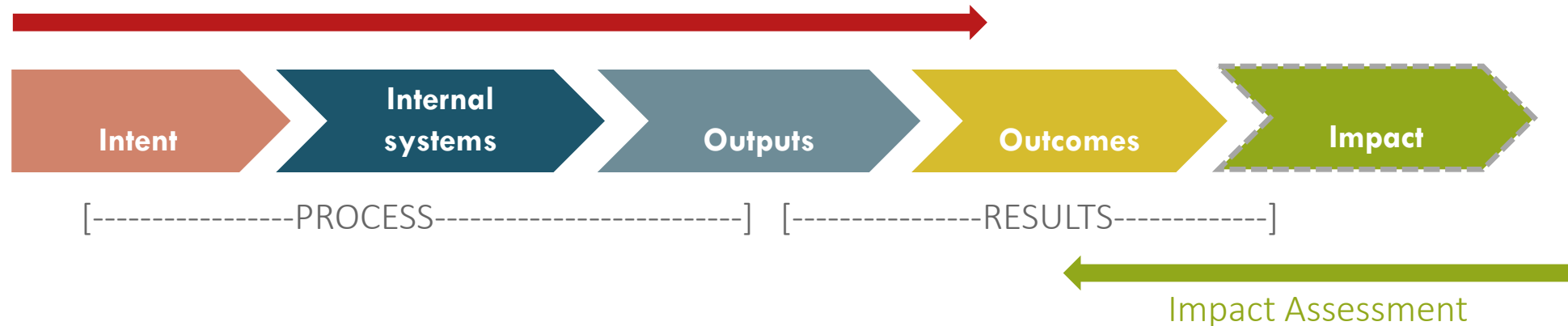
- Improved customer loyalty
- Less loan default
- Improved reputation
- Less staff turnover
- Better data to make decisions
- Better changes in clients' lives

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

# SPM all the way to short-term outcomes

Microfinance institutions	 Social audit		
	 Social due-diligence		
Social enterprises	 Social audit		
	 Social due-diligence		
Social investors	 Social audit		

Social Performance Management



# Social audit tools by CERISE

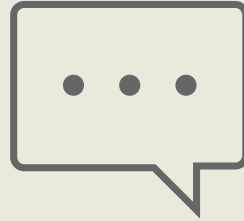
- **Inclusive Finance: Social Performance Indicators (SPI)** to assess the performance of microfinance institutions
- **Social Business Scorecard (SBS)**, assessment of social enterprises
- **Impact Driven Investors Assessment (IDIA)**, evaluation of the social strategy of impact investors, foundations and donors
- **Contributions to the SDGs: MetODD-SDG**, a list of microeconomic indicators to report aligned with the SDGs



<https://cerise-spm.org/en/>



# QUESTIONS?



- You can **speak** and activate your **camera** when you intervene
- Or write your **questions** in the Conversation tab

What is  
MetODD-SDG?



# SDGs - A coherent and unifying framework at international level for sustainable development



# But difficult to operationalize the SDGs at the micro-level



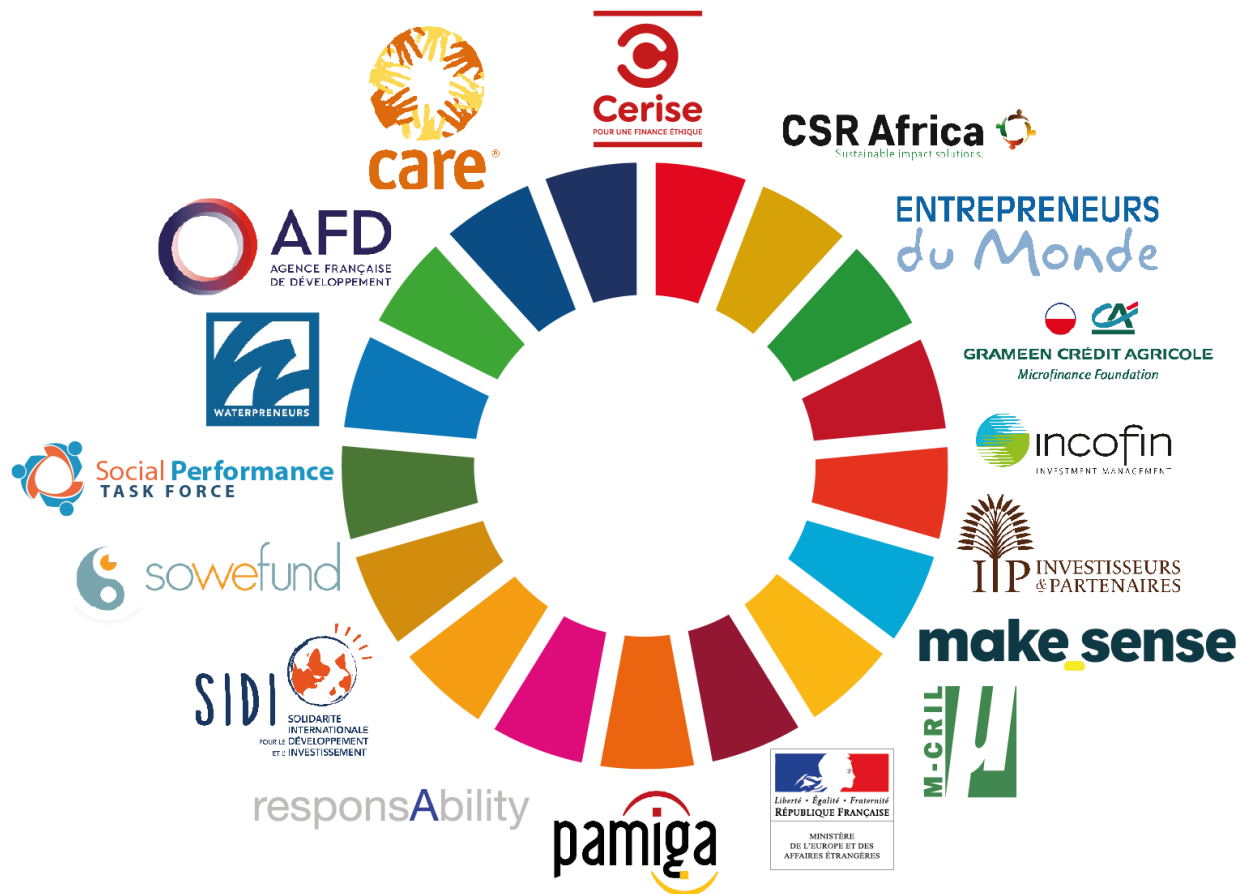
17 objectives...

over 160 targets...

measured by 284 indicators...

**All at the macro level !**

# 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**

# Why use **MetODD-SDG**?

- An operational framework to assess the **achievement of the social mission** along the SDGs
- Covers 16 SDGs with **73 out of 169 Targets** useful for mission-driven organizations
- Simple and a **limited number of operational indicators** adapted to most situations
- Aligned with international standards including **IRIS Catalog**
- 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

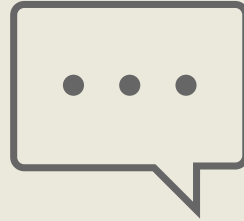


## Let's follow BiBi, social entrepreneur in Maradoondi

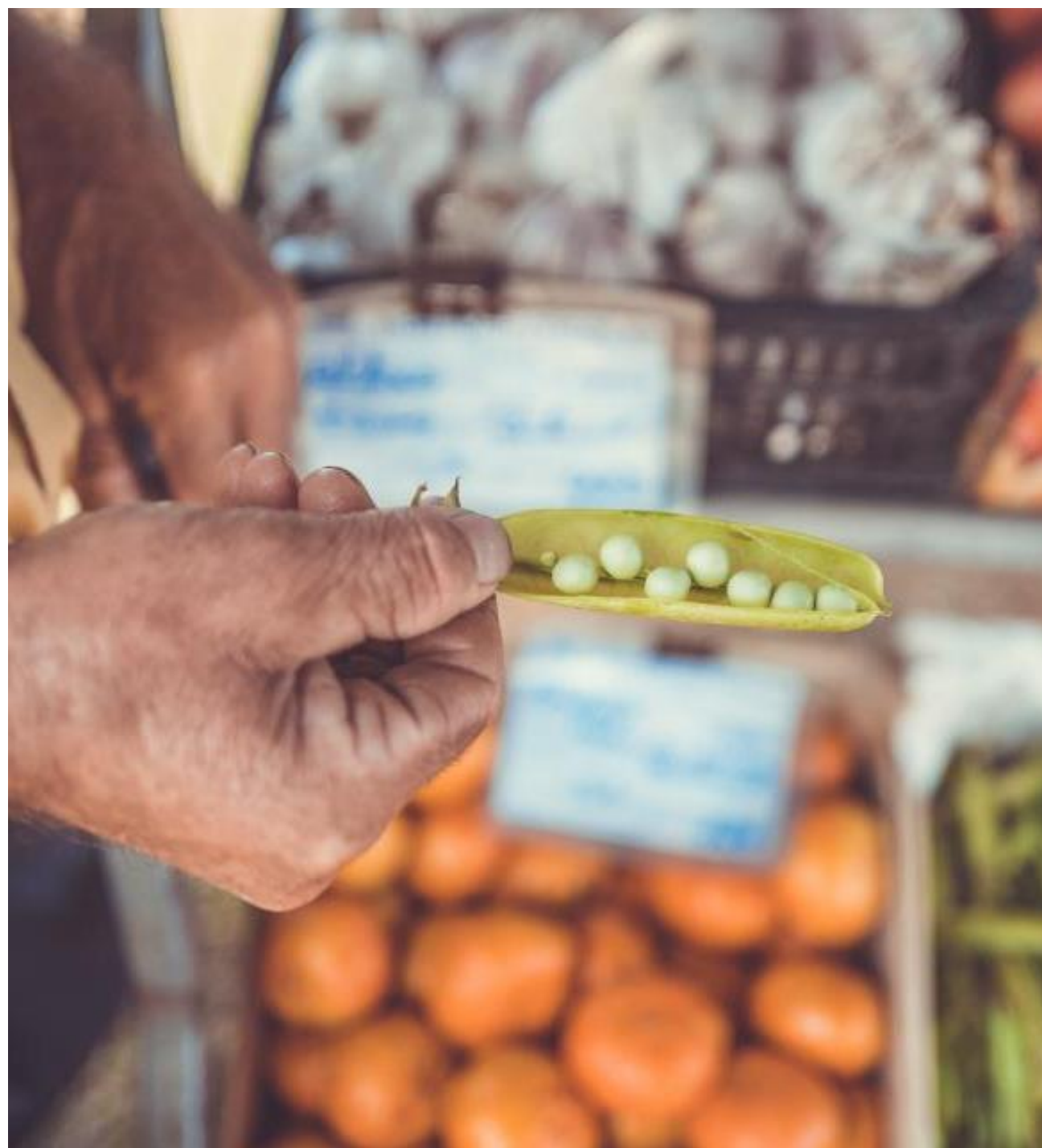


<https://youtu.be/-Uok5yWnyFI>

# QUESTIONS?



# A peak into MetODD-SDG



# 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

# Indicators

A - Global outreach (people)	Indicator parameter	Indicator code	Title of the indicator
	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
<ul style="list-style-type: none"> <li>a - Number of rural individuals</li> <li>b - Number of urban individuals</li> <li>c - Number of poor* individuals</li> <li>e - Number of women</li> <li>j - Number of children and youth</li> </ul>

# 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			

# How to navigate into MetODD-SDGs?

## Live Demo!

MetODD-SDG v1.1 – 04/11/2020

<https://cerise-spm.org/en/metodd-sdg/>





## MetODD-SDG, a case study

## 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
<ul style="list-style-type: none"><li>• Very disadvantaged families</li><li>• Local (rural) community</li><li>• Women (mothers)</li><li>• Babies 6-24 months</li></ul>	<ul style="list-style-type: none"><li>• High quality food for babies</li><li>• Original and secure distribution network (restaurants)</li><li>• Nutrition education</li></ul>	<ul style="list-style-type: none"><li>• Avoid stunted growth</li><li>• Reduce early death rates</li></ul>	<ul style="list-style-type: none"><li>• Improve the nutrition, health and well-being of vulnerable families</li><li>• Break the circle of poverty</li></ul>

- MetODD-SDG support:



- **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)*

# Babywell, a social business on infant nutrition



- Choose priority Targets and SDGs:

 **2-3 SDGs maximum !**

## Who

- Very disadvantaged families
- Local (rural) community
- Women (mothers)
- Babies 6-24 months



## What

- High quality food for babies
- Original and secure distribution network (restaurants)
- Nutrition education



## How

- Avoid stunted growth
- Reduce early death rates



## Why

- Improve the nutrition, health and well-being of vulnerable families
- Break the circle of poverty



# Babywell, a social business on infant nutrition



- Choose priority Targets and SDGs:



Who	What	How	Why
<ul style="list-style-type: none"><li>• Very disadvantaged families</li><li>• Local (rural) community</li><li>• Women (mothers)</li><li>• Babies 6-24 months</li></ul>	<ul style="list-style-type: none"><li>• High quality food for babies</li><li>• Original and secure distribution network (restaurants)</li><li>• Nutrition education</li></ul>	<ul style="list-style-type: none"><li>• Avoid stunted growth</li><li>• Reduce early death rates</li></ul>	<ul style="list-style-type: none"><li>• Improve the nutrition, health and well-being of vulnerable families</li><li>• Break the circle of poverty</li></ul>



Targets 2.1 & 2.2

**Goal 2:** End hunger, achieve food security and improved nutrition and promote sustainable agriculture.



Targets 3.2 & 3.4

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

# Babywell, a social business on infant nutrition



- Choose key indicators:

## Who

- Very disadvantaged families
- Local (rural) community
- Women (mothers)
- Babies 6-24 months



## Key indicators

1. # clients (segments: poor & women)
2. # children aged 6 to 24 months

## What

- High quality food for babies
- Original and secure distribution network (restaurants)
- Nutrition education



## Key indicators

3. # product sold
4. # restaurants
5. # nutrition workshop
6. # participants in education activities (segment: women)
7. % participation
8. % assimilation

## How

- Avoid stunted growth
- Reduce early death rates



## Key indicators

9. % positive change on children (weight / height index)
10. % increase in sustainable access to a good nutrition (declarative)
11. % children under 5 mortality (macro)

## Why

- Improve the nutrition, health and well-being of vulnerable families
- Break the circle of poverty



## Key indicators

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)



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)  Scale in total number of beneficiaries reached/ covered	Indicator relevant when the public are the customers						
	Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
	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)  Scale in total number of products sold / distributed / offered	Indicators						
	Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
	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 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
	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 to measure beneficiary's satisfaction and monitor the changes	Indicators						
	Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
		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	Indicateur relatif au prix						
	Indicator parameter	Indicator code	Title of the indicator	Output	Unit	Comments	IRIS reference
	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
	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  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
	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



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/product	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
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

# QUESTIONS?

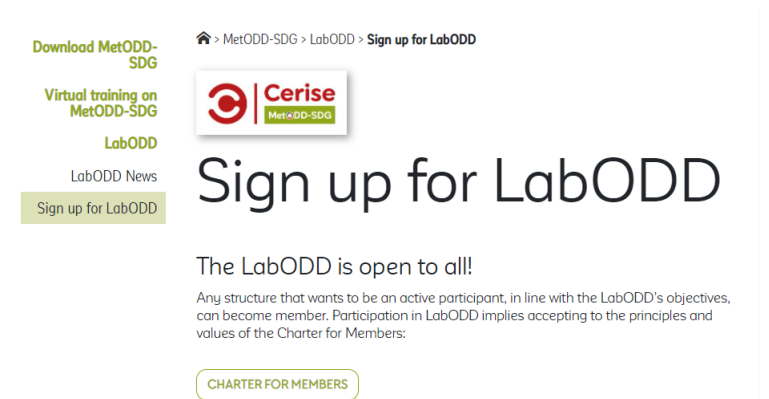


# Next steps

## The road to MetODD-SDG version 2

- Refine indicators: updated with IRIS+/Navigating Impact + GIIN analysis on Impact + users' feedback based on clients' surveys around the world
  - Facilitate the use, navigation and choice of indicators
  - Support stakeholders to collect new data and using dashboards
- ➔ [Join us in our LabODD / SDG Lab](#), to be part of this journey!

**Thank you for your attention  
and see you soon!**



The screenshot shows a web page for 'MetODD-SDG'. On the left, there is a vertical menu with links: 'Download MetODD-SDG', 'Virtual training on MetODD-SDG', 'LabODD', 'LabODD News', and 'Sign up for LabODD'. The main content area has a breadcrumb trail 'Home > MetODD-SDG > LabODD > Sign up for LabODD' and a 'Cerise MetODD-SDG' logo. The title 'Sign up for LabODD' is prominently displayed. Below it, a message states 'The LabODD is open to all!' and explains that any structure can become a member by accepting the principles and values of the Charter for Members. A button labeled 'CHARTER FOR MEMBERS' is at the bottom.