



Monitoring & Evaluation System Report

Union for Ethical BioTrade (UEBT)

- April 2017 -

1. Background

1.1. About UEBT

UEBT promotes private sector engagement in the sourcing of natural ingredients with respect for people and biodiversity. It brings together companies and non-private sector organisations committed to Ethical BioTrade, working primarily in the cosmetics, food and pharmaceutical sectors. UEBT member companies collect or grow plant material (for example, through wild collection, agroforestry or agriculture); produce plant-based ingredients such as extracts, vegetable and essential oils, tinctures, and active ingredients; or conduct research and development on new ingredients and products. For all these activities, the Ethical BioTrade standard, managed by UEBT, guides company practices and drives sustainable business growth, local development and biodiversity conservation.

UEBT Vision

To be the leading association of companies that are involved in biodiversity based innovation and sourcing, driving sustainable business growth, local development and biodiversity conservation.

UEBT Mission

To promote Ethical BioTrade practices by offering UEBT members independent verification, technical support and networking opportunities for biodiversity-based innovation and sourcing.

1.2. About the UEBT Monitoring and Evaluation (M&E) System

UEBT has an M&E system in place to gain insights into the results of its strategies, the reach of its approach (e.g. the number of suppliers, workers, countries it reaches, etc.), and the changes promoted in member companies and their supply chains (e.g. outputs and impacts). The UEBT M&E system is based on regular collection of data, case studies and evaluation of selected activities. UEBT also explores new M&E approaches to improve its system and reduce costs.

As a member of ISEAL Alliance, UEBT developed its M&E System following ISEAL's Code of Good Practice for Assessing the Impacts of Social and Environmental Standard Systems.

The UEBT M&E system is proportionate to the size of the organisation and its verification and certification activities and will be further developed as the organisation grows.

2. Scope and Boundaries of the UEBT M&E System

UEBT achieves most of its impact through the commitment and work on Ethical BioTrade of its Trading Members – members that are directly involved in the supply chain of Ethical BioTrade goods and services. In 2016, UEBT had 34 *Trading Member*. These Trading Members are located in 16 countries, with over two thirds in Latin America and Europe.

UEBT has defined M&E objectives until end of 2017, when its current strategic plan ends. Findings of UEBT's M&E efforts will serve as inputs for the new UEBT strategic plan, the revision of the Ethical BioTrade standard, and its assurance protocols. New M&E objectives will be set when the new strategic plan and revised standard are adopted in 2017.

Objectives until the end of 2017:

- Collect, and improve the quality of, information with regard to the reach of UEBT and its members;
- Gain insight in impacts in priority areas of the UEBT Theory of Change (TOC), to allow improvements to the UEBT TOC, the Ethical BioTrade standard, and the UEBT assurance approach, as well as inform the strategic plan 2017-2020;
- Develop a better understanding of possible ways to systematically measure impact in these areas in the future & test new ways of monitoring to give insight in impacts.

UEBT has identified four priority areas for M&E: the reach of UEBT members, the impact of UEBT membership requirements on companies, the impacts in UEBT certified supply chains, and the results of UEBT work to promote Ethical BioTrade practices.

3. Roles and Responsibilities

In 2015-2017 UEBT has one staff member who is (part-time) dedicated to the coordination of M&E efforts. Other UEBT staff members are tasked to contribute to collection of M&E data, and are involved in assessing, learning from and improving such tasks. Staff dedication varies per year, but is estimated that the total time dedicated by UEBT staff amounts to 0.25 FTE, which correspond to 15% of UEBT's total staff resources, and 25% of the resources that are dedicated to verification and certification.

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[Who is who?](#)

In addition to staff resources, UEBT makes available financial resources for travel and for consultants involved in the case studies. UEBT finances this mostly from unrestricted financial resources, which is significant in view of UEBT's rather limited unrestricted resources. Resources and efforts dedicated to UEBT M&E efforts are thus proportionate to the size of its operations. M&E efforts will develop as the organisation grows.

4. Defining Intended Change

4.1. UEBT Theory of change (TOC)

UEBT aims to contribute to a process of market transformation in the cosmetics, food and natural pharmaceutical sectors. Through Ethical BioTrade concepts and tools, it provides a model and platform for businesses to contribute to local development and biodiversity conservation, in support of the implementation of the Sustainable Development Goals (SDGs) and the objectives of the Convention on Biological Diversity (CBD).

To achieve its mission, UEBT adopted distinct strategies that can be grouped in three clusters:

- UEBT as an agent of change, carrying out awareness-raising activities on Ethical BioTrade and providing advisory services to UEBT members, non-member companies, international organisations, governments, and other actors.
- UEBT as a leading association of companies involved in biodiversity-based innovation and sourcing, which provides members with guidance and tools to lead by example and promotes experience-exchange.
- UEBT as a credible and effective standard system, providing a credible back-up of the Ethical BioTrade commitments and practices of UEBT member companies towards their clients and stakeholders.

In order to identify expected changes UEBT adopted a TOC in 2014. Following the adoption of UEBT certification services, the TOC was revised in 2015, including through consultation with the UEBT Board of Directors. This new version is publicly available on the UEBT website "[UEBT Theory of Change](#)".

5. Performance monitoring and outcome and impact evaluation

Based our TOC, we have defined four categories of indicators: Satisfaction, Reach, Outputs and Outcome/impacts indicators. For each of them UEBT has defined the data source, method of collection, frequency, responsible of the data collection and report system (see Table 1).

Type of Indicators	Scope			Data collected by	Reports
	Source	Method of collection	Frequency		
Satisfaction	All Trading Members	Survey	Annually	UEBT secretariat	Annually
Reach	All Trading Members	Self report Audit report	Annually	Members Auditors	Annually
	Certificate Holders	Audit report	Annually	Auditors	Annually
Outputs	All Trading Members	Self report Audit report	Annually Each 3 years	Members Auditors	Annually
	Certificate Holders	Audit report	Annually	Auditors	Annually
Outcomes/ Impacts	Trading Member: focus "Management System"	Case studies	Based on M&E work plan	Conducted by UEBT and/or Commissioned	Full and Summary
	Certificate Holder: Focus "certified supply chains"	Case studies Baselines studies & impact	Based on M&E work plan	Commissioned to Local Researchers	Full and Summary

The list of indicators is publicly available on the UEBT website "[Description of UEBT's M&E System & list of indicators](#)".

6. Outcome and impacts

6.1. Case studies on UEBT membership impacts

In 2014-15, UEBT assessed experiences with the implementation of its membership requirements. Based on the outcomes of this internal assessment, measures have been taken to strengthen and improve the membership verification approach.

Through member company interviews and discussions with the UEBT Board of Directors, UEBT defined the expected impact areas of UEBT membership (see table 2). UEBT is currently conducting cases studies to corroborate and refined these areas and identifying relevant indicators.

In view of its limited resources, UEBT has decided to focus in first instance on impacts in larger companies, as these are most likely to contribute significantly to UEBT's TOC. At a later stage, UEBT seeks to better understand if impacts are different in other types of member companies, such as small and medium enterprises (SMEs).

Table 2. Changes expected at the Membership Levels	
<i>Objective: at least 2 case studies before end of strategic plan (i.e. end 2017), which represents 5% of UEBT Trading Members. More case studies may be conducted if additional resources become available</i>	
Key impact areas ¹	Changes expected to be assessed
1. Brand value of UEBT membership	<ul style="list-style-type: none"> - Back up of marketing claims - Client appreciation of UEBT membership - Continued social license to operate - Networking/business opportunities - Role in sustainability
2. Management System	
a) Improved management of natural ingredients	<ul style="list-style-type: none"> - Effective system of supplier management - Biodiversity aspects integrated in R&D - Meeting Ethical BioTrade Targets
b) Risk reduction /management related to Ethical BioTrade	<ul style="list-style-type: none"> - Natural ingredient portfolio assessed - Understanding strategic supply chains - System weaknesses (found in audits)
c) Internal capacities	<ul style="list-style-type: none"> - Staff trained on Ethical BioTrade issues - Tools used - Access to best practices - Advantages through precompetitive cooperation
d) Supplier development	<ul style="list-style-type: none"> - Trust and dialogue - Compliance with supplier requirements - Quality
e) ABS	<ul style="list-style-type: none"> - Risk minimized - Legal compliance - Benefits shared - Increased dialogue among supply chain actors.
3. Socioeconomic & biodiversity improvements in the supply chains	<ul style="list-style-type: none"> - Investments in supply chains - Compliance with UEBT STD measured by companies - Improvement income, biodiversity, etc.

6.2. Case studies on change promoted in certified supply chains

UEBT carries out case studies to get insights into changes generated in supply chains, as a result of member interventions and application of the Ethical BioTrade standard.

UEBT has decided to focus M&E efforts on certified supply chains, as these comply with the UEBT standard and the results of member interventions are most likely to be measurable.

UEBT has defined the areas of intended change that should be the focus of the case studies (see table 3). The exact indicators to be used will depend on the cultivation system, organizational set-up, and geographical areas of the impact study.

Table 3. Focus areas for impacts at the level of sourcing areas:		
<i>At least 3 case studies started before end of 2017. This represents 67% of certificate holders, and 4% of certified suppliers. More case studies may be conducted if additional resources become available.</i>		
Key Area Impact	UEBT Standard component	Intended change to be assessed
1. Biodiversity conservation & sustainable use	Principle 1 C1.1/1.2 Principle 2 C2.1/2.2/2.4	<u>Cultivation System:</u> <ul style="list-style-type: none"> - Evidence of impacts on contribution to biodiversity conservation & restoration. - Evidence of reduced negative environmental impacts <u>Wild Collection:</u> <ul style="list-style-type: none"> - Evidence that over time the regeneration rate is not affected.

¹ UEBT impact studies at company level should focus on one or more of the following key issues. These issues will be further refined in the 2016/17.

		- Evidence of contribution to biodiversity conservation & restoration
2. Creating Value	Principle 3 C3.1/3.2/3.3	- Evidence that requirements on pricing result in prices that move towards the equivalent of living wage - Impacts of contributions to local development projects to improve local livelihoods
3. Rights of actors	Principle 6 C6.2/6.3	- Change with regard to working conditions - Evidence of respect (or no disrespect) of rights of communities and indigenous communities in supply chains
4. Role of UEBT member companies	UEBT IMS protocol UEBT Std	- Role and effectiveness of support strategies - Role and effectiveness of applying requirements

6.3. Assessment of outcomes of other selected UEBT TOC strategies

- UEBT also seeks to assess the outcomes of other strategies of its TOC, such as advisory, awareness raising, or contributing to an enabling environment.
- During each strategic plan UEBT selects which strategies will be assessed, depending on the efforts and resources that have been put in.
- Assessments are designed and carried out by UEBT and include interviews, review of feedback of activities, etc.

The information about the impacts studies that UEBT is developing has been added on the Sustainability Impacts Learning Platform (<http://www.sustainabilityimpactslearningplatform.org>). Also, UEBT will make publicly available on its website a summary of the results of each impact and outcome study.

7. Improving the effectiveness of the M&E system

M&E is systematically incorporated into UEBT operations. It is included in membership and certification audit protocols, in member self-reporting, and feedback loops in UEBT support activities.

UEBT also assesses new ways to monitor and collect M&E data, in order to improve its systems, increase effectiveness and promote learning.

As part of this process UEBT has been made publicly available on its website a summary the results of the activities undertaken as par of the 2014-2017 strategic plan "[UEBT M&E annual report 2017](#)".

8. Opportunities for stakeholder engagement

UEBT is committed to reach out to, and engage its stakeholders in an open and trusted dialogue. This commitment is reflected in the UEBT governance as well as its assurance and M&E system.

UEBT conducts the majority of its stakeholder engagement through its governance bodies, which incorporate a balanced and representative group of stakeholders. In the case of UEBT TOC, the consultation will be conducted together with the UEBT standard revision and the list of indicators will be subject to consultation in the context of the UEBT standard and assurance committees.

Furthermore, relevant documents, as well as information on opportunities for stakeholder engagement, will be publicly available on the UEBT webpage on "[Monitoring & Evaluation](#)".