ISEAL members’ collective reporting efforts: findings and learnings

ISEAL Member Webinar
14th February 2019
Aim of today’s webinar

› Update members on the past, present and future of our collective reporting efforts as an Alliance

› Share learnings around data collection, use, quality and wider M&E system development

› Share key insights from recent efforts
Welcoming our new members to the call today...
Structure of today’s webinar

› Part 1: ISEAL collective reporting efforts – what, why and how (10 minutes)
› Part 2: Going about collective reporting – approaches & opportunities; limitations & learnings (10 minutes)
› Part 3: Insights from our latest efforts: what we are learning and what we can say (20 minutes)
› Open discussion (15 minutes)
› Closing messages and key information (5 minutes)
Part 1
ISEAL collective reporting efforts - what, why and how?
Collective reporting is...

› Bringing together data and information from multiple ISEAL members for the purpose of joint reporting
Why?

› Demonstrate the reach, effectiveness, and impact of credible sustainability standards

› Contribute to increasing effectiveness:
  • Foundation for learning and future collective action

› Monitor our performance against shared goals
Initial vision of collective reporting

- Members report to ISEAL on a set of common indicators
- Define common indicators

Not only about reporting:

Common indicators also provide guidance to members on effective metrics and indicators.
From indicators to reporting

**Metrics**

Have you heard about the ISEAL common core indicators?

**Common indicators on the ISEAL community site**

Focused primarily on:
- social and economic impacts in agriculture
- market penetration and reach

**In development:**
- Basic reach indicators relevant for all members and sectors
- Guidance on location data collection (certification atlas)

**Reports**

Market penetration (with FiBL and ITC State of Sustainable Markets)
Multiple certification (in agriculture)
Geographic reach (in agriculture)
An evolving concept

ISEAL members and the SDGs

Certification atlas dashboard

Add GIS data layers

Cert atlas data layer

Visual depiction of pattern of results

Code results from research reports in standardized way

Reports

ISEAL alliance
A few key takeaways

› **On indicators**
  - Easier to align on reach and outcome indicators, than on practice-based indicators
  - Challenge to find meaningful cross-sector indicators

› **On collective reporting**
  - Be flexible
  - Meaning and value can be lost with aggregation
  - Data quality, management, and governance challenges are holding us back – individually and collectively
Part 2

Going about collective reporting – approaches & opportunities; limitations & learnings
Collecting reporting - challenges

1. All members face challenges on data quality and turning data to knowledge
2. Gaps amongst systems in how data is being collected, analysed and reported
3. Opportunity to learn from shared best practices
Collecting reporting - opportunities

**Short-term:**

1. Guidance for users entering in data and data quality checks
2. Create a clean and updated centralized data warehouse
3. Report queries should be standardized
Collecting reporting - opportunities

**Longer-term:**

1. Possible agreement on common approaches for users entering in data and data quality checks
2. Collect farm level data, with unique IDs
3. Standard naming – systems should use drop down list vs. open fields
4. Standardized certification lists
Collecting reporting – moving forward

Moving forward:

1. Gains to be made by working together namely on data quality and translating data to knowledge
2. Diving into details is complicated, however diving deep leads to improved understanding on gaps and opportunities
Part 3
Insights from our latest efforts: what we are learning and what we can say

Coffee plantation seen from a drone in Nicaragua © Giuseppe Cipriani for UTZ
Multiple Certification in Coffee & Cocoa

Multiple certification patterns of ISEAL member schemes in the coffee and cocoa industries

October 2018
Multiple certification

Most common approach for calculation:

- Minimum potential amount of multiple certification - assume 0% multiple certification
- Maximum potential multiple certification overlap - assume 100% multiple certification
- Average level of multiple certification calculated by taking the average of the minimum and maximum

Note: Approach by Research Institute of Organic Agriculture (FiBL), the International Trade Centre (ITC), and the International Institute for Sustainable Development (IISD), which is used in the annual State of Sustainable Markets reports.
Multiple certification

What we know now

1. The FiBL-ITC-SSI multiple certification calculation is relatively comparable to the actual multiple certification figures for coffee and cocoa ISEAL members
2. Only applicable at macro level and in terms of certified area
3. Multiple certification figures still likely over-reported -> members only collect data at group level
Multiple certification

What can we say?

1. Multiple certification has a stronger presence in coffee than in cocoa
2. Multiple certified groups tend to be larger than non-multiple certified groups
3. Multiple certification is higher in certain regions/countries than others
4. The most common multiple certification combination is UTZ and Rainforest Alliance
5. Multiple certification is largely double certification, triple certification is minimal
Multiple certification

How can this be used?

1. Improved understanding of whether we are bringing new entities into the system
2. Avoiding double counting in market data
3. Identifying trends and improving data quality and credibility of programs
4. Understanding costs of certification/burden of certificate holders
Reaching far and wide

Collective presence and growth trends of ISEAL member schemes across seven commodities

January 2019
Data sources and approach

› Dataset collected and cleaned by FiBL as part of their SSI report initiatives
› Additional analysis by ISEAL
› Secondary data sources used to add context
The focus of this paper is seven agricultural commodities – bananas, cocoa, coffee, cotton, palm oil, sugarcane and tea – and the leading ISEAL member schemes operating in these sectors.

<table>
<thead>
<tr>
<th>Scope: Seven commodities and seven ISEAL member schemes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bananas</strong></td>
</tr>
<tr>
<td><strong>Cocoa</strong></td>
</tr>
<tr>
<td><strong>Coffee</strong></td>
</tr>
<tr>
<td><strong>Cotton</strong></td>
</tr>
<tr>
<td><strong>Palm oil</strong></td>
</tr>
<tr>
<td><strong>Sugarcane</strong></td>
</tr>
<tr>
<td><strong>Tea</strong></td>
</tr>
</tbody>
</table>
ISEAL member schemes have a strong and growing presence in the seven commodities globally with their certification footprint strongest in the cocoa, coffee, tea and palm oil sectors.

**Bananas**
- % ISEAL Member Schemes: 3%
- % Other VSS: 4%
- % Non-certified: 93%

**Cocoa**
- % ISEAL Member Schemes: 28%
- % Other VSS: 3%
- % Non-certified: 70%

**Coffee**
- % ISEAL Member Schemes: 27%
- % Other VSS: 8%
- % Non-certified: 65%

**Cotton**
- % ISEAL Member Schemes: 7%
- % Other VSS: 4%
- % Non-certified: 89%

**Palm Oil**
- % ISEAL Member Schemes: 11.7%
- % Other VSS: 0.1%
- % Non-certified: 88%

**Sugarcane**
- % ISEAL Member Schemes: 14%
- % Other VSS: 2%
- % Non-certified: 84%

**Tea**
- % ISEAL Member Schemes: 3%
- % Other VSS: 1%
- % Non-certified: 96%

**ISEAL member schemes include:**
- BCI, Bonsucro, Fairtrade, GCP, Rainforest Alliance, RSPO, UTZ

**Other Voluntary Sustainability Standards (VSS) include:**
- Cotton made in Africa, Global GAP, Organic, Proterra Foundation
Area under certification is expanding in these commodities for the seven schemes collectively with harvested area tripling from 2011 – 2016.
The seven ISEAL member schemes have a collective production presence in 62 countries across the seven commodities.

Fig 05 | FIBL (2018)

Number of commodities with certification present per country | 2016
ISEAL member schemes combined presence in seven primary commodities

Fig 08 | FIBL (2018). Zero countries have certification in all seven primary commodities.
Nearly half of the global certified production of the seven commodities takes place in low and lower-middle income countries.
Banana certification, through the Fairtrade and Rainforest Alliance schemes, was present in 16 countries in 2016 expanding into 6 new countries since 2011 and accounting for 3% of global harvested banana area. ISEAL member certification footprint is highest in Colombia, Costa Rica and Guatemala.

Top 5 producing countries
- Colombia
- China
- Indonesia
- Brazil
- Ecuador

Top 5 certified countries
- Colombia
- Costa Rica
- Indonesia
- Brazil
- Dominican Republic

Top 5 exporting countries
- Ecuador
- Costa Rica
- Guatemala
- Colombia
- Philippines

New certified presence
- Between 2011-16
  - Belize
  - Brazil
  - Cameroon
  - Côte d'Ivoire
  - Malawi
  - Mexico
Open discussion
2019 Global Sustainability Standards Symposium

A week of meetings and events in The Hague:

Monday 17 June
• M&E systems & research methodology training *(ticketed)*
• AGM *(ISEAL members only)*

Tuesday 18 June
• Global Sustainability Standards Symposium – From evidence to action: what supply chain initiatives can learn from the experience of standards *(ticketed)*

Wednesday 19 June
• The role of standards in moving farmers from poverty to a living income *(ISEAL members and invited guests)*
• Community conversation to launch review of the ISEAL Credibility Principles *(ISEAL members and subscribers)*
• M&E Community of Practice meeting *(ISEAL members)*

For further information visit: isealalliance.org/symposium2019
M&E and Research Methods Training Workshop

Save the date!
Monday 17 June | The Hague

Join us for a full day workshop for sustainability standard initiatives and other organisations who want to further their work on the monitoring and evaluation (M&E) of their systems.

In addition to this, the day will also focus on Research Methods and will explore how specific tools and methods can be used to for impact evaluations.

This workshop will be taking place as part of the side meetings and events at ISEAL’s 2019 Sustainability Standards Symposium

Registration details to be released shortly. For more information, please email: training@isealalliance.org
Thank you!

www.iseal.org