



Demonstrating Collective Impact in the Global Coffee Sector

A project on indicator alignment



PRESENTERS



Daniele Giovanucci

President

Committee on Sustainability Assessment (COSA)



Jack Lord

Data and Policy Analyst

Open Data Services (ODS)



Lars Kahnert

Program Manager

Global Coffee Platform (GCP)

Let's discuss today

- Introduction to the project, what do we aim at, why and how?
- How you can participate
- Questions and answers



1. Click on "Raise Hand" button



If you want to **comment** or ask **questions** in the Q&A session

2. Use the Q&A box



To **place your questions** and get feedback from to the presenters

3. We will silence your mic



To avoid undesired **background noises**. But you can ask to speak in the Q&A session!

4. Remember



This session is being recorded for archive purposes

OVERVIEW

- 1 year project
- Supported by the ISEAL Innovations Fund
- Implemented in partnership with the Rainforest Alliance (UTZ/RA), COSA, GCP and OpenDataServices
- Scope: Farm-level sustainability performance data

Open & Inclusive Approach – Contribute, Participate & Co-Shape!



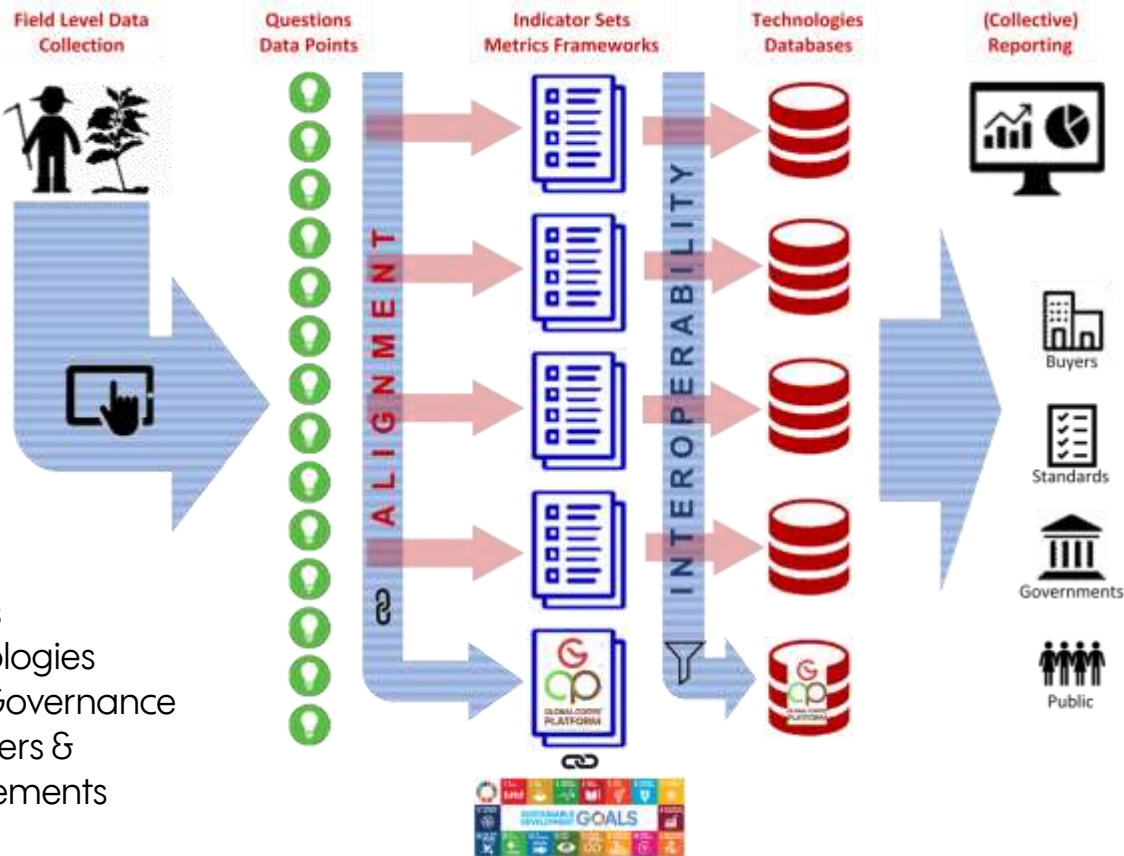
INSIGHTS

- Demand for (impact) data increases, putting further burden on data producers
- Many different parties collect farm data, but these data “do not speak the same language” and are often not comparable or interoperable
- There are reservations and sensitivities with regards to sharing data
- There is no unique identifier for a farm



"Before I write my name on the board, I'll need to know how you're planning to use that data."

FACILITATING DIVERSITY



Diversity

- Metrics
- Technologies
- Data Governance
- End Users & Requirements

Potential

1. Alignment
2. Interoperability
3. Comparable Reporting

UNDERLYING PRINCIPLES

Acknowledging that

Different stakeholders

- use their own **metrics**
- use their own **technologies** and databases
- govern their own data and decide which data to share at which level of aggregation,

we aim at facilitation and alignment by

- developing an agreed structure of prioritized indicators & metrics / data points
- developing a technical data standard to enable & facilitate data exchange for these prioritized indicators

while

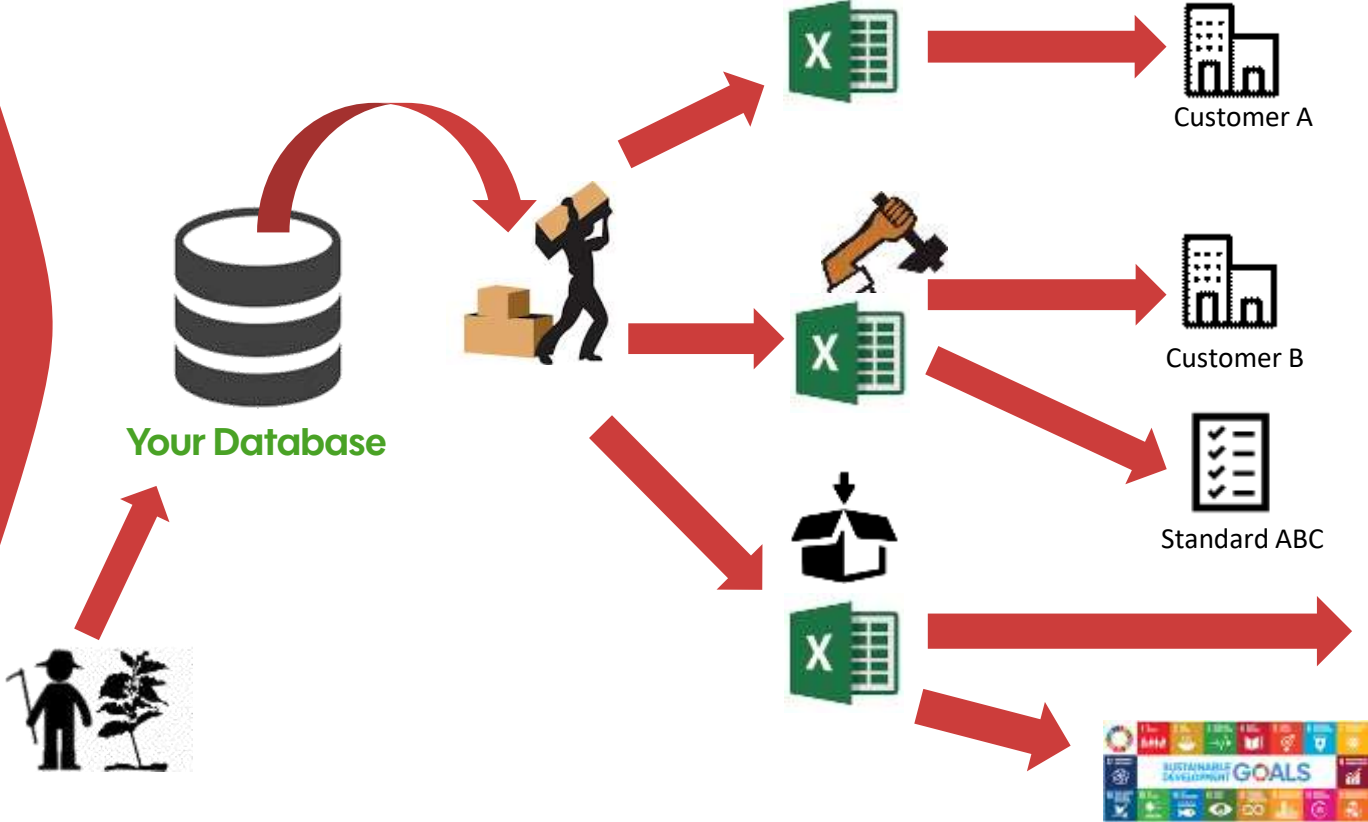
- following a **technology-agnostic** approach, acknowledging the co-existence of diverse technology solutions
- respecting individual stakeholders' sovereignty over their data



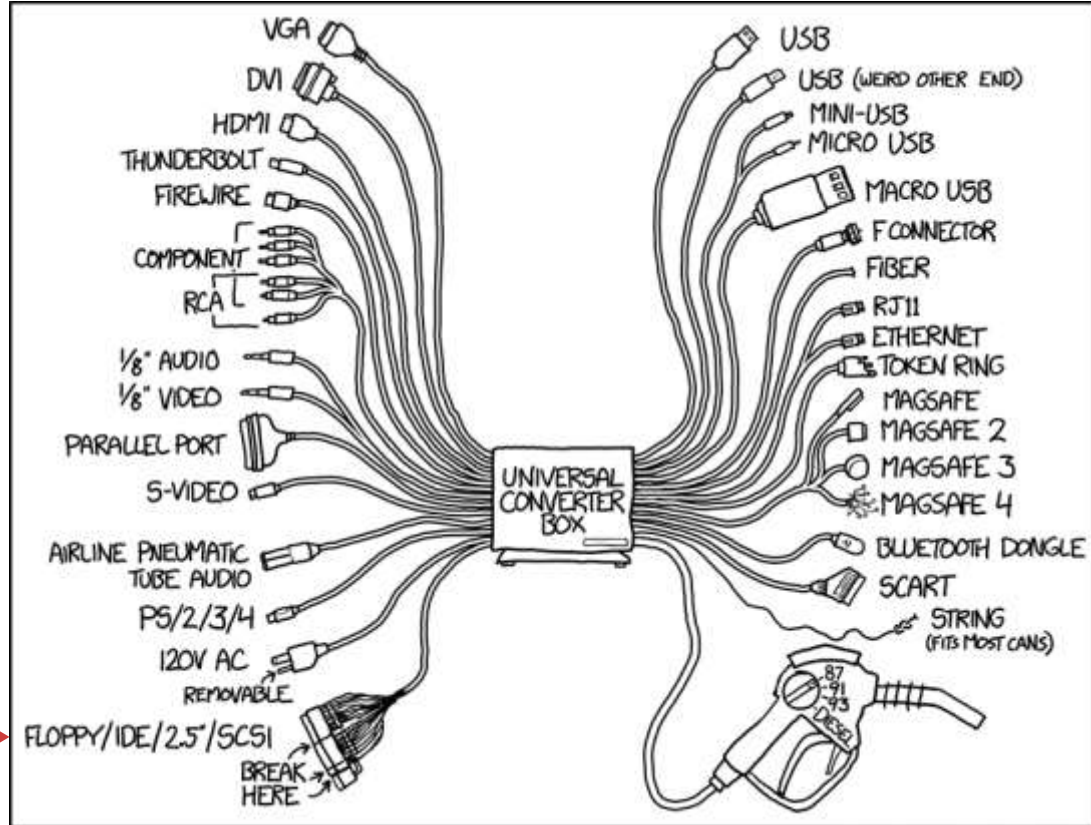
Objective:

develop a technical standard for common metrics to facilitate data interoperability & exchange for collective impact reporting, based on **a structured repository of most commonly used indicators**, related to the ISEAL Common Core Indicators and the SDG indicators.

FROM A TRADITIONAL DATA FLOW....



.....TOWARDS A DATA STANDARD



SOME THINGS ARE TRIVIAL, OTHERS NOT

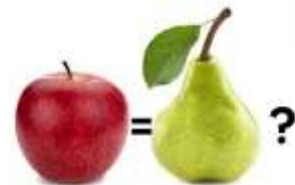


GLOBAL COFFEE
PLATFORM
for a sustainable coffee world

First / Last Name	Tran Thi Nguyen
Geolocation	41.25 -120.9762
Cost	2000 USD
Yield	27 bags/a
Water Usage	High

Farmer Name	Nguyen Tran Thi
Location	41°25'01"N 120°58'57"W
Production Cost	Fertilizer: 260000 VND/a Labour: 2300000 VND/m Energy: 43000 VND/month
Yield	900 Kg/ha
Water	250 litres/ha

Name	Nguyen
Georeference	S17 33 08.352 W69 01 29.74
Cost of Production	Fertilizer A: 260000 VND/a Fertilizer B: 260000 VND/a Fertilizer C: 260000 VND/a Labour: 2300000 VND/m Fuel: 43000 VND/month Electricity: 434587 VND
Productivity	900 Kg/ha
Water Usage	25 litres/kg



After Tim Davies, ODS

...HENCE, WE NEED TO FOCUS:

- Limited number of farm-level impact metrics based on commonly agreed priorities
- + Basic Farm Characteristics
- + Unique Farmer IDs

➔ Allow for later expansion



WHAT NEEDS TO BE DONE ?

1. Semantic comparison of metrics

Based on common indicators & metrics

- One-on-one discussions conducted by COSA
- Stakeholder discussion on final result



2. Schema / standard development by OpenDataServices

- Iterations with stakeholders
- Validation with a limited number of datasets
- Stakeholder consultation on final result

3. Facilitate standard maintenance and usage

Governance model, documentation platform, user guidance & adoption support, maintenance tools

COSA ACTIVITIES

1. Develop a set of 10-15 performance monitoring indicators based on common indicators of SCC & GCP
2. Gather structured feedback on the defined set of common indicators from stakeholders
3. Distil brief guidelines that cover appropriate data collection standards for users
4. Elaborate guidelines with instructions to define an optimal data structure for technical representation of the indicators

COSA TIMELINE

BY WHEN	MILESTONE
Jul 2018	Stakeholder Webinar to present initial indicator list
Aug 2018	Collect feedback from stakeholders
Oct 2018	Synthesize feedback and deliver distilled Performance Monitoring indicators
Dec 2018	Deliver guidance documentation and technical representation of indicators

DATA STANDARD DEVELOPMENT

- The process of creating a standard involves breaking indicators down into **unambiguous, documented** and **machine-readable** components
- Standards facilitate **information exchange** and reduce the burden of **error-checking**
- Standards allow for **diversity** in both **information-collection** and **data storage**
- Standards also allow data publishers and users to **identify commonalities** and **prioritise targets** for future data collection



DATA STANDARD



For example '100 kg' might be broken down into three fields:

- **100** written as an integer (i.e. entered into a field where only whole number values are valid, and values such as 'one hundred' or '100.34' or 'approx 100' would be rejected)
- **KG** written as a value from the UNCEFACT Recommendation 20 codelist of units of measure, so that the schema can rely upon the external technical definitions of units of measure maintained by UNCEFACT, and any available conversion factors they may publish.
- **estimated** written as the value from a codelist¹ maintained in the schema to record the measurement accuracy

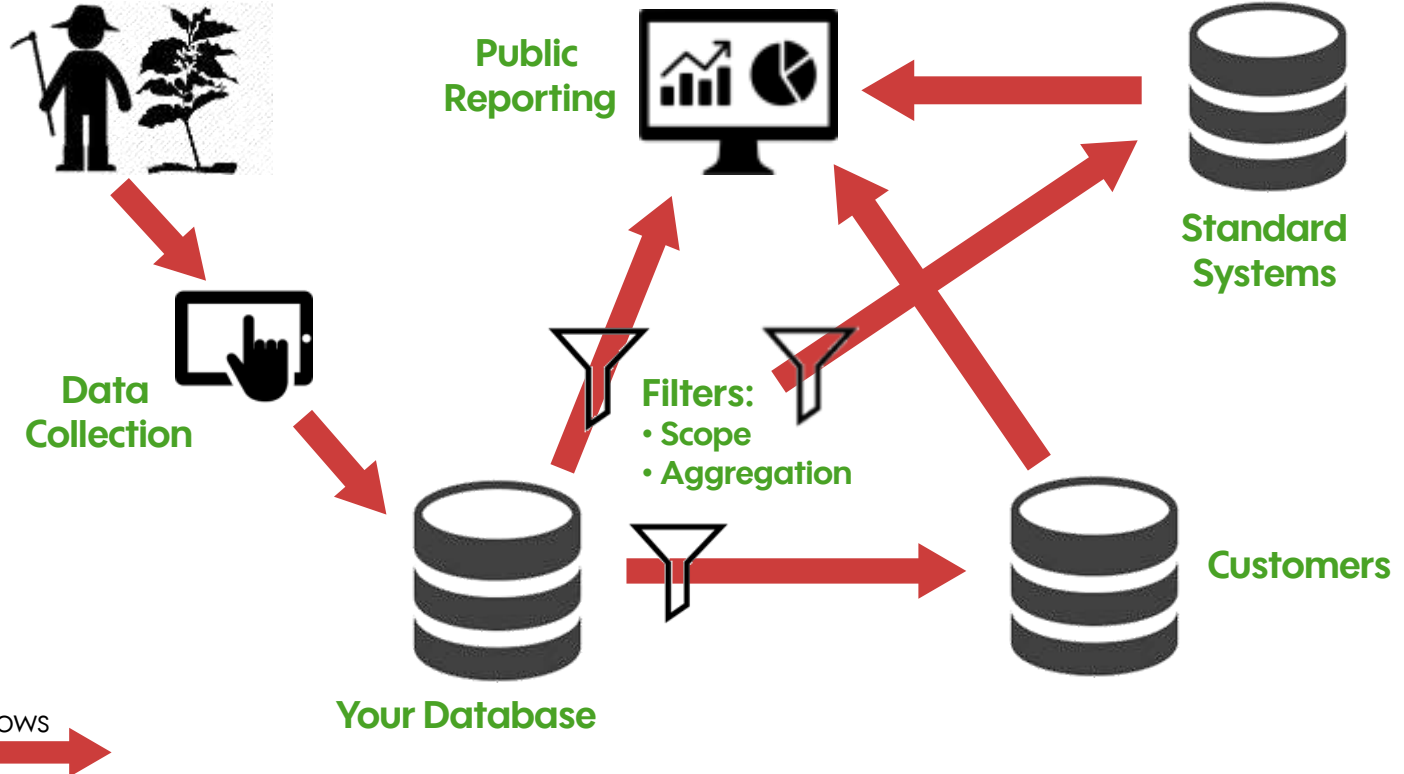
JSON Representation

This data can be represented in JSON in the following structure

```
{
  "metrics": [
    {
      "code": "pMCT",
      "value": 0.3,
      "numerator": {
        "code": "nPWT",
        "value": 3
      },
      "denominator": {
        "code": "nTPART",
        "value": 10
      },
      "dimensions": {
        "periodStartDate": "2017-01-01",
        "periodEndDate": "2018-01-01",
        "geographicCoverage": {
          "description": "United Kingdom",
          "gazeteer": {
            "scheme": "geonames",
            "identifiers": [
              "2635167"
            ]
          }
        }
      }
    }
  ],
  "attributes": {
    "source": "Survey",
    "sourceType": "estimate"
  }
}
```

To be embedded in the „framework data“ by UTZ

DATA STANDARD USAGE OPTIONS



FACILITATE STANDARD USAGE

- Define governance model
- Documentation platform
- Develop pragmatic self-service tools & adoption guidance
- Showcase success stories & value of data sharing & collective reporting

Those are good numbers.
Don't just throw them away.



WHAT IS IN FOR YOU

- Streamline data production
- Considerably reduce data transaction cost
- Comparable reporting
- Facilitate access to finance for producers through the inclusion of indicators relevant for finance



GET INVOLVED

Take an Interview

How do the data you collect relate to the proposed list?

Co-validate the datapoints
co-shape the governance

- Coffee Producers
- Traders
- Roasters, Retailers
- Sustainability Standards
- Financial Institutions
- Implementers, NGOs
- Technology Providers
- Other

Co-validate the data standard
(tech people)

Share the indicators you collect (optional)

Conduct a pilot

➔ **PIONEER THE DATA STANDARD ADOPTION!!**

**REGISTER
AND INDICATE YOUR INTERESTS
HERE:**

<https://bit.ly/2N6w9mD>



HIGH-LEVEL TIMELINES

BY WHEN	MILESTONE
Today	Outreach webinar
Aug 2018	Provide feedback on indicators / datapoints
Oct 2018	Feedback loop on semantic comparison results
Dec 2018	Feedback loop on technical data standard
Jan 2019	Standard governance and adoption support
Feb 2019	Standard usage pilot



**QUESTIONS?
RECOMMENDATIONS?**

Thank you!



Daniele Giovanucci: dg@thecosa.org

Matthew Bare: mbare@ra.org

Henk Gilhuis: henk.gilhuis@utz.org

Lars Kahnert: kahnert@globalcoffeeplatform.org

The ISEAL Innovations Fund is supported by the following partners:

