

BPP Impact Measurement System – Partner Guide



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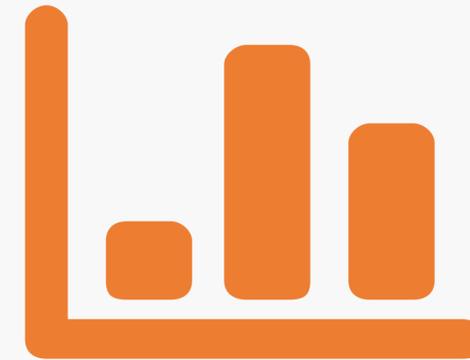
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 - Short, medium, long term outcomes
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1. Purpose and Principles



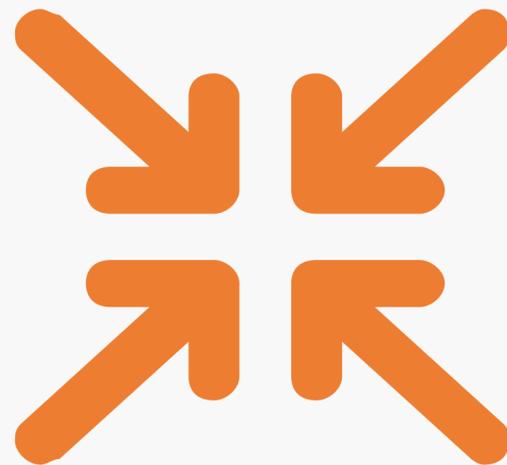
1. What is the purpose of the Impact Measurement System?

1. To track progress
2. To analyse and learn
3. To understand impact across all BPP partnerships



2. What data is stored in the Impact Measurement System?

1. Planned activities and outcomes
2. Indicators to measure progress
3. How to calculate, where to find data, who and how often data is collected



| Principles | Practice |
|---|--|
| IMS <u>does not replace</u> BPP partner systems for data collection and analysis | <ul style="list-style-type: none"> - Supports partner project monitoring and analysis - Enables analysis of entire BPP portfolio |
| Shared responsibility for data collection and validation | <ul style="list-style-type: none"> - Partners collect and record results data - Relationship managers 'certify' data quality |
| Commitment to keeping data in IMS accurate, up-to-date and evidence-based | <ul style="list-style-type: none"> - Update results in IMS on a quarterly basis - Submit evidence with six-monthly progress reports via Smartygrants |
| Content is confidential , not be shared without partner agreement | <ul style="list-style-type: none"> - Partners and relationship managers will have access to their own project information in the IMS |
| Only collect and measure data that is essential to the success of your business plan | <ul style="list-style-type: none"> - A minimum of one indicator to be included per activity and outcome |
| The IMS is an iterative tool to support project analysis and learning | <ul style="list-style-type: none"> - Regular reflection points should be scheduled to develop insights from the data to inform or improve project delivery. - Any proposed changes to activities, outcomes or targets in then IMS to be agreed with the BPP relationship manager |

2. Validating your BPP Impact Model

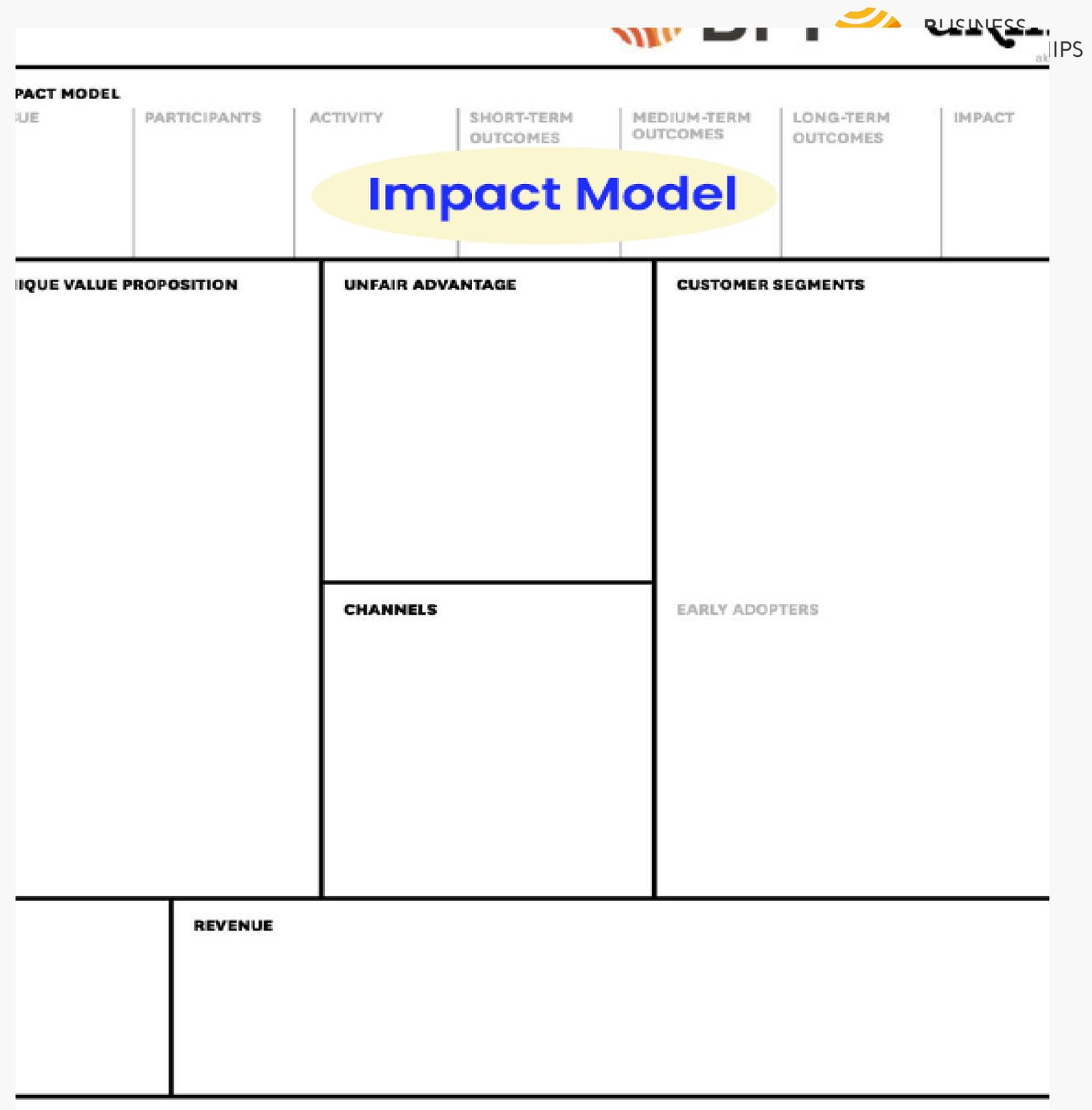


BPP Impact Measurement System (IMS)

The IMS replicates the structure of the **impact model** in the BPP business plan



Don't forget to include your commercial outcomes in addition to your social and environmental outcomes

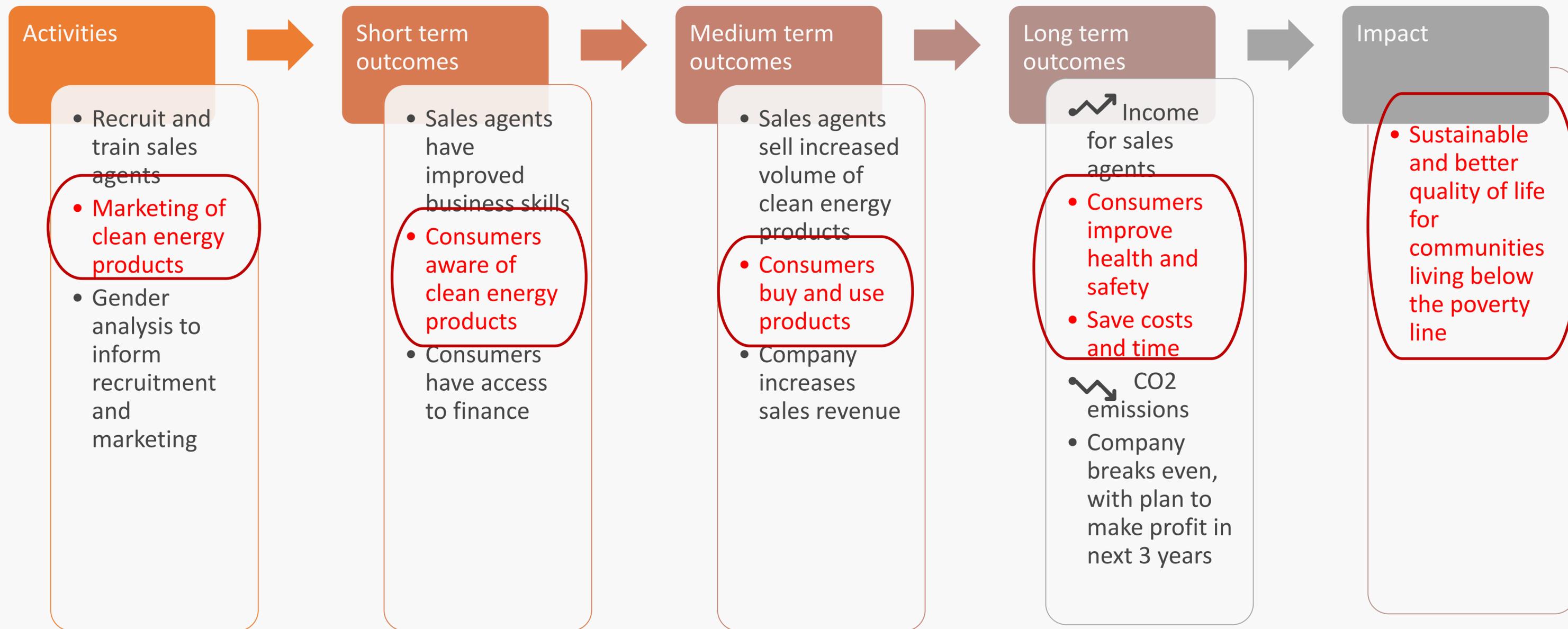


Case study – Pollinate Energy

- **What?** Pollinate Energy sell affordable solar energy products and affordable payment plans to poor households in urban slums
- **Why?** Create jobs in marginalised communities and enable families living below the poverty line to replace kerosene and candles which are hazardous to human health and the environment
- **How?** company recruits and trains door-to-door sales agents in a franchise model and earns a % of their sales
- **BPP contribution?** Expand proven sales model from urban to rural areas and increase gender diversity in sales team



Impact Model



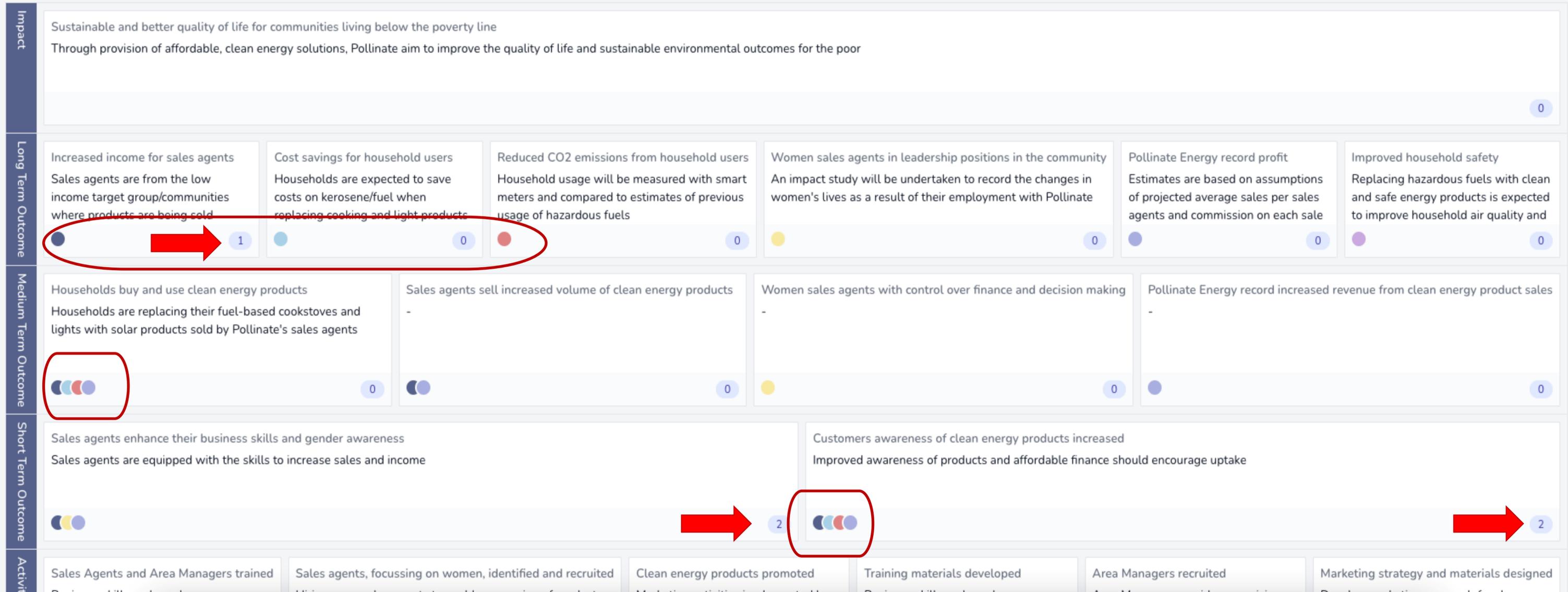
Pollinate Energy - Example Initiative

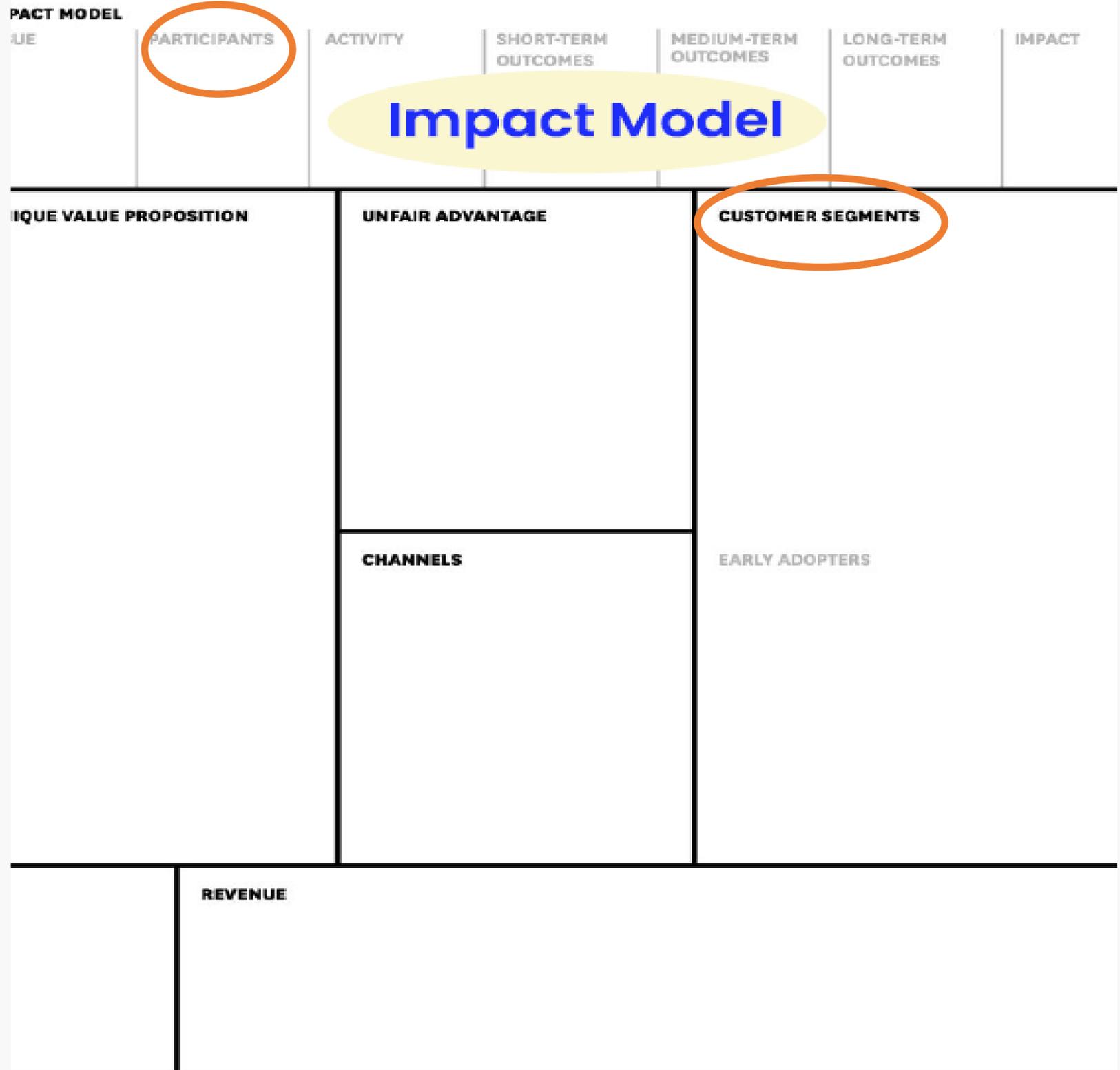
Edit

Agriculture March 1, 2021 - March 1, 2024

Diagram

Views ▾





Participants

In the IMS, participants are integrated into the description of outcomes and activities.



When reviewing your impact model in the IMS, is it clear who you are trying to influence?



Projects

Create new project

Click "View" to open project

| PROJECT | ESTIMATED TIMELINE | OWNER | |
|--|--------------------------------|-------------|----------------------|
|  Pollinate Energy - Example Initiative Agriculture | March 1, 2021 - March 1, 2024 | Emma Tiaree | View |
|  BookingSamoa Tourism Network Tourism | April 1, 2021 - March 31, 2023 | Thu Ha Dang | View |
|  Samoa Pathology Laboratory Health | June 1, 2021 - June 1, 2024 | Emma Tiaree | View |
|  WE Samoa Digitalization | June 1, 2021 - June 1, 2024 | Emma Tiaree | View |





Pollinate Energy - Example Initiative

Agriculture March 1, 2021 - March 1, 2024

To add a new outcome or activity, click "Add Element"

Edit

Theory of Change = Impact Model

Theory of Change

Theory of Change

+ Add Element

Diagram

Performance

User Access

Impact



Sustainable and better quality of life for communities living below the poverty line

Through provision of affordable, clean energy solutions, Pollinate aim to improve the quality of life and sustainable environmental outcomes for the poor

Updated March 30, 2021

Long Term Outcome



Increased income for sales agents

Sales agents are from the low income target group/communities where products are being sold

Updated March 30, 2021



Cost savings for household users

Households are expected to save costs on kerosene/fuel when replacing cooking and light products with solar products

Updated March 22, 2021

Click on "element" to open and edit (and eventually to record results)



Impact describes the **high-level changes** you expect to see from your initiative that links to your overall **purpose**.

These are changes that ideally your initiative would contribute to but where it is difficult to measure attribution. In other words, the impact is beyond the control of your initiative alone and there are many other drivers contributing to it.

Impact

Sustainable and better quality of life for communities living below the poverty line

Impact

 Edit

Description

Through provision of affordable, clean energy solutions, Pollinate aim to improve the quality of life and sustainable environmental outcomes for the poor

Objective

To improve the economic and health benefits of poor households while protecting the environment

To change the impact statement and any other “element” info, click “edit”



Long-term outcomes

- Describe the ultimate **social, environmental and commercial benefits** that are
 - brought about by the **changes in usage** of your product/service OR
 - **change in behaviour** of your suppliers, employees and other stakeholders that interact with your business.

Cost savings for household users

Long Term Outcome



Only include what you can reasonably expect to measure at the end of the BPP project cycle

Description

Households are expected to save costs on kerosene/fuel when replacing cooking and light products with solar products

Objective

To improve the financial position of low income households



Long-term outcomes

Element Details

Update the element details.

Name

Cost savings for household users

Description

Households are expected to save costs on kerosene/fuel when replacing cooking and light products with solar products

Objective

To improve the financial position of low income households

Attributions

Sustainable and better quality of life for communities living below the poverty line

When creating a new long-term outcome, remember to link the long-term outcome to the impact statement through the “attributions” field



Medium-term outcomes

Element Details
Update the element details.

Name
Households buy and use clean energy products

Description
Households are replacing their fuel-based cookstoves and lights with solar products sold by Pollinate's sales agents

Objective
To increase usage of clean energy products

Attributions

- Increased income for entrepreneurs
- Cost savings for household users
- Reduced CO2 emissions from household users
- Women entrepreneurs in leadership positions in the community
- Profits for Pollinate Energy

Describe changes in

- the **usage or a product/service**
- **new work opportunities** that are now available in the market; OR
- any **early signs** of any **changes in behaviour** that is necessary to achieve your ultimate social and commercial goals.

To select more than one 'attribution', hold down the CTRL key and select multiple attribution fields



Short-term outcomes

Element Details

Update the element details.

Name

Customers awareness of clean energy products increased

Description

Improved awareness of products and affordable finance should encourage uptake

Objective

To increase sales and customer benefits from clean energy products

Attributions

Households buy and use clean energy products
Entrepreneurs sell increased volume of clean energy products
Women entrepreneurs with control over finance and decision making
Pollinate Energy record increased revenue from clean energy product sales

- Short-term outcomes describe the **effect of your business activities.**

- This will generally show:

- how you expect to **reach** participants
- what they need to **know or access**



Activities

Key activities are captured in the BPP IMS to track and measure contribution towards outcomes.

More detailed planning of activities should be captured in your work plan or internal project management system.

Element Details
Update the element details.

Name
Marketing strategy and materials designed

Description
Develop marketing approach for clean energy products informed by customer segmentation and gender analysis

Objective
To acquire new customers from low income target group

Attributions
Entrepreneurs and Area Managers enhance their business skills and gender awareness
Customers awareness of clean energy products increased

Element Details
Update the element details.

Name
Clean energy products promoted

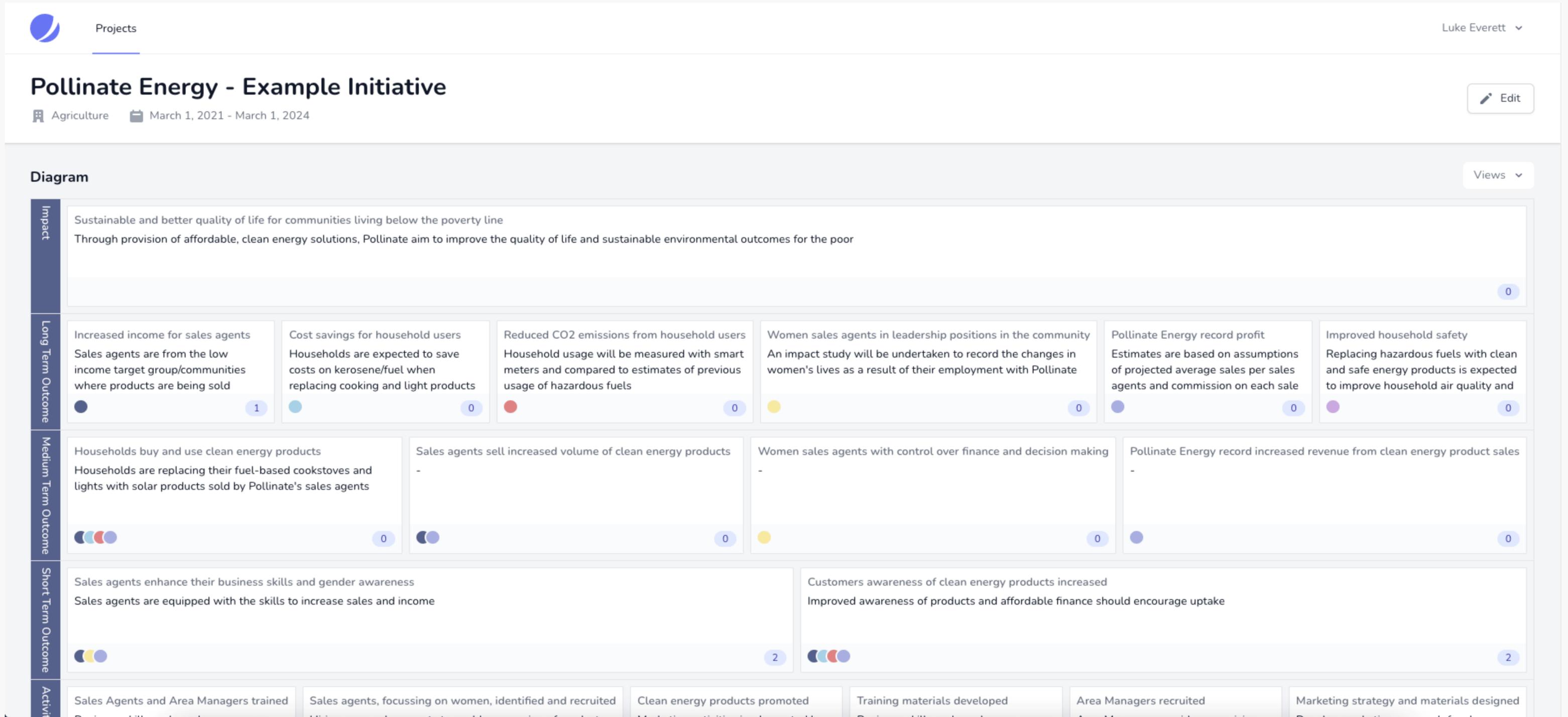
Description
Marketing activities implemented by sales agents and through social media

Objective
To increase awareness of products and acquire new customers from rural and low income target groups

Attributions
Entrepreneurs and Area Managers enhance their business skills and gender awareness
Customers awareness of clean energy products increased



Testing logic



3. Developing your BPP Impact Measurement Plan

Define indicators

Include at least one indicator for each outcome

Customers awareness of clean energy products increased

Short Term Outcome

Edit

Description

Improved awareness of products and affordable finance should encourage uptake

Objective

To increase sales and customer benefits from clean energy products

Indicators

Create new indicator

| INDICATOR | DISAGGREGATION | BASELINE VALUE | INFO. SOURCE | TIMING | MET |
|--|----------------|----------------|---------------------------|-----------|-----|
| # additional households reached Quantitative | | | Marketing records | Quarterly | Rev |
| % customers that recognise Pollinate brand Quantitative | | | Customer awareness survey | Annually | Onl |

Output indicator

Performance indicator

• An indicator is a **metric** designed to measure the extent of what you think or want to happen actually happens. It can signal whether changes in strategy or implementation are needed to achieve your planned outcomes.

• There should be a **minimum of one indicator for every outcome and activity** in the IMS. Indicators may be a mix of types. Its important to distinguish between:

- **quantitative and qualitative** indicators
- **outputs and performance** indicators

• To track the impact of the business plan on the BPP's **key target groups** of women, people living with disability and people with income of less than \$3.20 a day, indicators should be **disaggregated** wherever possible.

Data strategy

When creating a 'new indicator', include all the key information about how the indicator will be measured, where the data will be obtained, who will do it and when.

The frequency of measurement should be driven by your data needs to test whether what you anticipate happening actually happens

Indicator Details

Enter the indicator details.

Name

Type

Select from drop down menu: quantitative or qualitative

Description

Baseline Period

Pre-BPP or first BPP result?

Information Source

Collection Timing

Data Collector

Calculation Method

Select from drop down menu: cumulative, time period, average

Unit of Measure

E.g. Number, currency (AUD), percentage, tonnes, hectares.

Method of Collection

Disaggregation

- When creating a 'new indicator', it is important to consider how you will disaggregate it in order to track differences or changes within your target groups.
- The participants and GESI section in your business plan should largely inform this,

Disaggregation Types

Enter the disaggregation types for your indicator

Disaggregation Name

Total

Disaggregation Baseline

Click the green + icon to create more Disaggregations

The disaggregation name is customisable. E.g. You can delete "Total" and change to "Total Households" "Households".=, "Individuals" etc.

Include a baseline value for Total and each Disaggregation type.



Establish baselines

At the outset of a program it is important to acquire **baseline data**, which will be used to compare progress at each results measurement interval and at the end of the program period

additional households reached

additional households reached through marketing activities is a proxy for customer awareness

 Edit

| Baseline Period | Information Source | Timing |
|-----------------------------|-----------------------------------|--------------------------|
| Pre-BPP project | Marketing records | Quarterly |
| Method | Collector | Unit of Measure |
| Review of marketing records | Marketing Manager | Number |
| Calculation Method | Disaggregation Names | Disaggregation Baselines |
| Time-period | Total Households | 9300 |
| | of which Below Poverty Line | 9300 |
| | Total Individuals | 42780 |
| | of which Women | 21390 |
| | of which Living with a Disability | n/a |

% customers that recognise Pollinate brand

Online customer survey sample of 2000 customers selected at random

 Edit

| Baseline Period | Information Source | Timing |
|----------------------|---------------------------------|--------------------------|
| First survey results | Customer awareness survey | Annually |
| Method | Collector | Unit of Measure |
| Online survey | Marketing Manager | Percentage |
| Calculation Method | Disaggregation Names | Disaggregation Baselines |
| time-period | Total customers | 0 |
| | of which Women | 0 |
| | of which People with Disability | 0 |

Targets and Results

Example indicator: Quarterly sales agent income from sales of clean energy products (AUD)

Increased income for sales agents
Long Term Outcome

[Edit](#)

Description
Sales agents are from the low income target group/communities where products are being sold

Objective

Indicators

[Create new indicator](#)

| INDICATOR | DISAGGREGATION | BASELINE VALUE | INFO. SOURCE | TIMING | METHOD |
|--|----------------|----------------|---------------|-----------|----------------------|
| \$ (AUD) quarterly sales income of sales agents Quantitative | | | Sales records | quarterly | Analysis of sales re |

Step 1: click on indicator hyperlink



Targets and Results

The **indicator window** summarises key data collection information for the indicator, including the way data will be **disaggregated** when recorded in the IMS



\$ (AUD) quarterly sales income of sales agents Edit

| | | |
|---------------------------|--------------------|-----------------|
| Baseline Period | Information Source | Timing |
| First result of project | Sales records | quarterly |
| Method | Collector | Unit of Measure |
| Analysis of sales reports | Finance Officer | AUD |
| Calculation Method | | |
| Time-period | | |

Disaggregations

| Disaggregation Names | Disaggregation Baselines | Disaggregation Description |
|--|--------------------------|----------------------------|
| Total | n/a | n/a |
| Women | n/a | n/a |
| People with a disability | n/a | n/a |
| Sales agents with baseline HH income of less than \$3.20/day | n/a | n/a |

The **results window** appears directly below the indicator window. This is where you enter your targets and results



Results Record new result

| TARGET DATE | TARGET RESULT | RESULT DATE | RESULT VALUE | DISAGGREGATION | DESCRIPTION | CERTIFICATION |
|-------------|---------------|-------------|--------------|----------------|-------------|---------------|
|-------------|---------------|-------------|--------------|----------------|-------------|---------------|

Recording Targets

Results

[Record new result](#)

| TARGET DATE | TARGET RESULT | RESULT DATE | RESULT VALUE | DISAGGREGATION | DESCRIPTION | CERTIFICATION |
|-------------|---------------|-------------|--------------|----------------|-------------|---------------|
|-------------|---------------|-------------|--------------|----------------|-------------|---------------|

Step 2: To enter your first target, click “Record new result”

For each indicator, it is good practice to include a projected target.

You may either set an **end-of-project target**, or **periodic targets** throughout the project.

Result Details
Enter the result and target information.

Disaggregation:

Add disaggregation results

Target Date: Target Value:

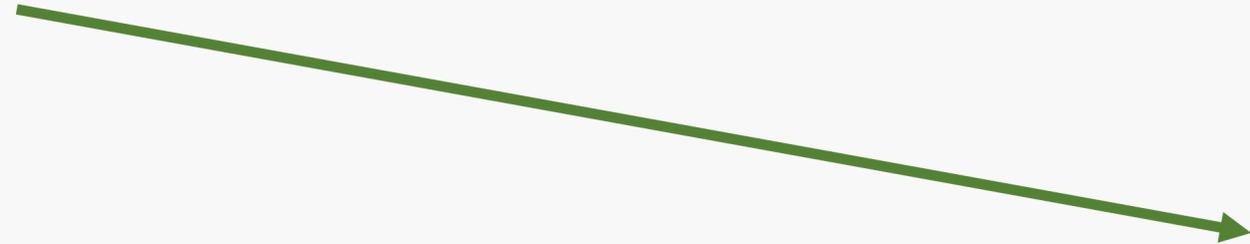
Result Date: Result Value:

Description:

Step 3: enter your “Target Date” and “Target Value”

Disaggregating Targets

Step 4: If you intend to collect disaggregated data, click “Add disaggregation results”



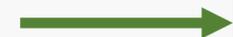
Add disaggregation results

Target Date: 31/03/2022 Target Value: 8000

Result Date: Result Value:

Description:

Step 5: Enter your disaggregation types and Target Value.



Disaggregations
Enter the breakdown of the Total results.

| Disaggregation | Target Value | Result Value |
|------------------------------|--------------|----------------------|
| Women | 8000 | <input type="text"/> |
| People with a disability | 1600 | <input type="text"/> |
| Sales agents with baseline t | 4000 | <input type="text"/> |

4. Recording and analysing results

Recording results

Step 6: To enter a Result against a Target, click the three dot icon corresponding to the relevant target and select "New result against target"

Quarterly targets have been pre-populated in the IMS for the first year project implementation period

Results Record new result

| TARGET DATE | TARGET RESULT | RESULT DATE | RESULT VALUE | DISAGGREGATION | DESCRIPTION | CERTIFICATION |
|-------------|---------------|-------------|--------------|----------------|-------------|---------------|
| 2021-09-30 | 10000 | | | Total | | ⋮ |
| 2021-12-31 | 8000 | | | Total | | ⋮ |
| 2022-03-31 | 8000 | | | Total | | ⋮ |

📄 New result against target

✎ Edit

Recording disaggregated results

Step 7: Enter your “Result Date” and “Result Value”

Result Details

Enter the result and target information.

Disaggregation

Total

Add disaggregation results



Target Date

30/09/2021

Target Value

10000

Result Date

30/09/2021

Result Value

8000

Description

Step 8: Enter the “Result Value” against the relevant disaggregation type

Disaggregations

Enter the breakdown of the Total results.

Disaggregation

Women

Target Value

10000

Result Value

8000

Disaggregation

PWD

Target Value

2000

Result Value

0

Disaggregation

Sales agents with baseline t

Target Value

5000

Result Value

6000

Cancel

Save

Adding evidence to your results

Step 9: To attach evidence to your result, select “Upload Document”

The screenshot shows a web application interface with a left sidebar containing 'Performance', 'Documents', and 'User Access'. The main content area is divided into several sections:

- Performance Summary:** A table with four columns: Baseline Period, Information Source, Timing, and Unit of Measure. Values include 'First result of project', 'Sales records', 'quarterly', and 'AUD'.
- Disaggregations:** A table with three columns: Disaggregation Names, Disaggregation Baselines, and Disaggregation Description. It lists categories like 'Total', 'Women', 'People with a disability', and 'Sales agents with baseline HH income of less than \$3.20/day'.
- Results:** A table with columns: TARGET DATE, TARGET RESULT, RESULT DATE, RESULT VALUE, DISAGGREGATION, DESCRIPTION, and CERTIFICATION. It contains five rows of data for different target dates from 2021-09-30 to 2022-03-31.

A blue button labeled 'Record new result' is located in the top right corner of the Results section. A green callout box on the left contains the text 'Step 9: To attach evidence to your result, select “Upload Document”'. A green arrow points from this box to a dropdown menu that appears when hovering over a row in the Results table. The dropdown menu contains the following options: 'Edit', 'Documents (0)', 'Upload Document', and 'New result against target'.

| TARGET DATE | TARGET RESULT | RESULT DATE | RESULT VALUE | DISAGGREGATION | DESCRIPTION | CERTIFICATION |
|-------------|---------------|-------------|--------------|----------------|-------------|---------------|
| 2021-09-30 | 10000 | 2021-09-30 | | Total | | |
| 2021-09-30 | 10000 | 2021-09-30 | 8000 | Total | | |
| 2021-10-31 | 500 | | | Total | | |
| 2021-12-31 | 8000 | 2021-12-31 | | Total | | |
| 2022-03-31 | 8000 | 2022-03-31 | | Total | | |

Adding evidence to your results

Step 10: Upload file here

Document Upload
Upload any documents pertaining to the recorded result.

Description

Document



Upload a file.
Up to 10MB

Cancel Upload

Adding evidence to your results

Step 11: Enter description of file

Step 12: Click “Upload” to complete uploading document

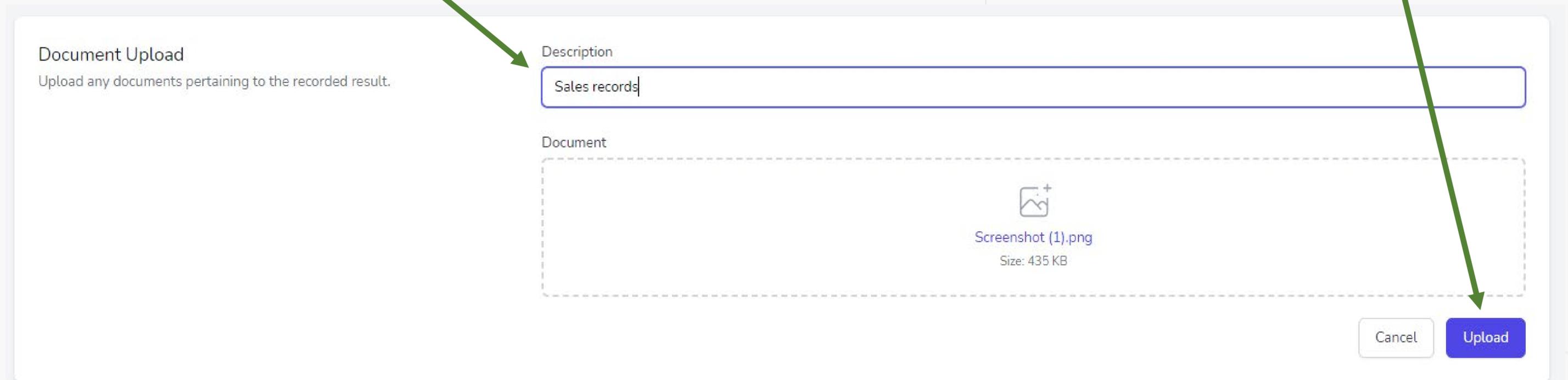
Document Upload
Upload any documents pertaining to the recorded result.

Description
Sales records

Document

 Screenshot (1).png
Size: 435 KB

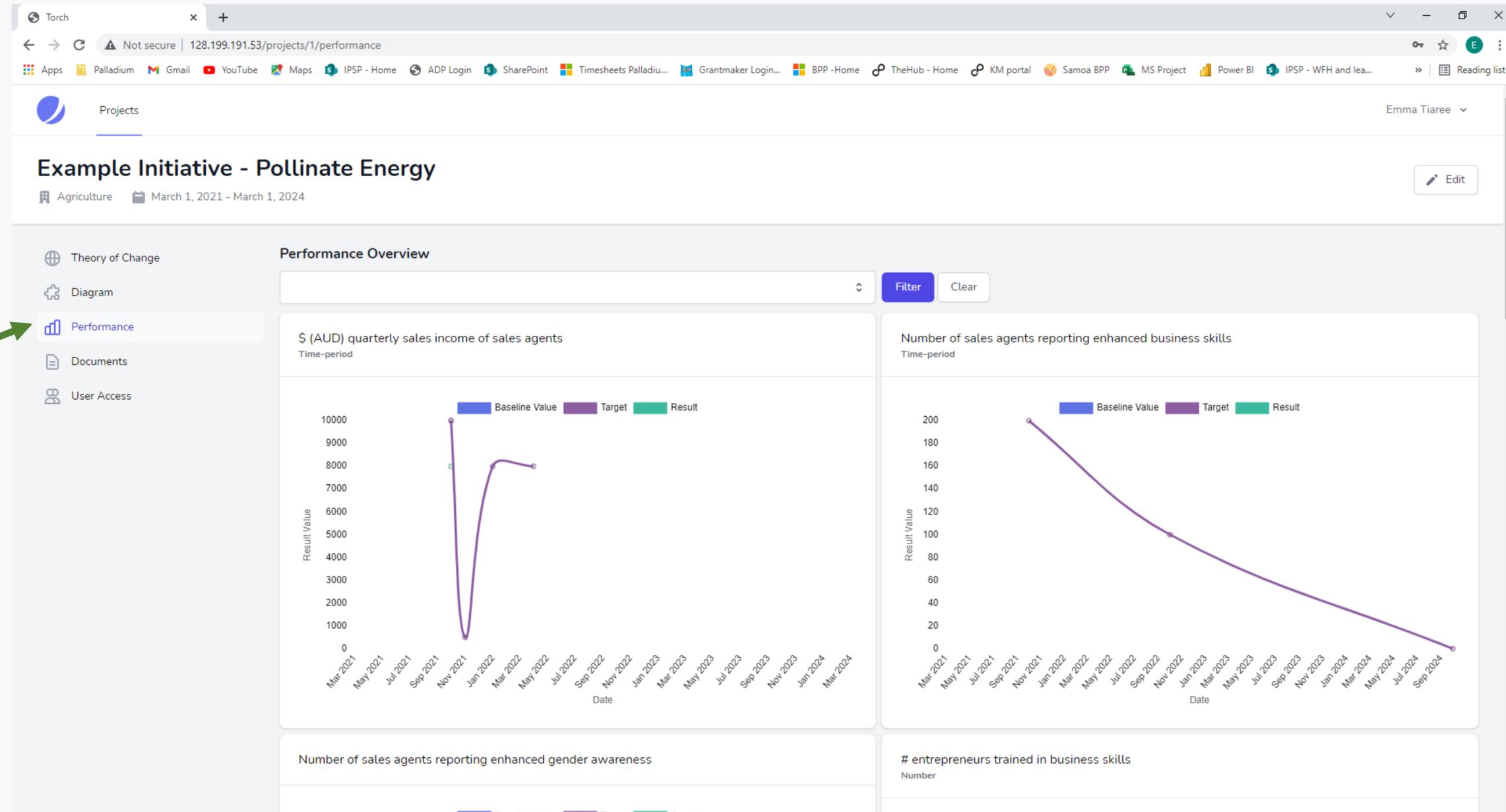
Cancel Upload



Data analysis

The **Performance** view in the IMS enables tracking progress of results against your targets.

Click "Performance" to access visualisations of your results against targets



Performance Overview

Example Initiative - Pollinate Energy
Agriculture | March 1, 2021 - March 1, 2024

- Theory of Change
- Diagram
- Performance**
- Documents
- User Access

\$ (AUD) quarterly sales income of sales agents

| Date | Baseline Value | Target | Result |
|----------|----------------|--------|--------|
| Mar 2021 | 10000 | 10000 | 10000 |
| May 2021 | 10000 | 10000 | 10000 |
| Jul 2021 | 10000 | 10000 | 10000 |
| Sep 2021 | 10000 | 10000 | 10000 |
| Nov 2021 | 10000 | 10000 | 10000 |
| Jan 2022 | 10000 | 10000 | 10000 |
| Mar 2022 | 10000 | 10000 | 10000 |
| May 2022 | 10000 | 10000 | 10000 |
| Jul 2022 | 10000 | 10000 | 10000 |
| Sep 2022 | 10000 | 10000 | 10000 |
| Nov 2022 | 10000 | 10000 | 10000 |
| Jan 2023 | 10000 | 10000 | 10000 |
| Mar 2023 | 10000 | 10000 | 10000 |
| May 2023 | 10000 | 10000 | 10000 |
| Jul 2023 | 10000 | 10000 | 10000 |
| Sep 2023 | 10000 | 10000 | 10000 |
| Nov 2023 | 10000 | 10000 | 10000 |
| Jan 2024 | 10000 | 10000 | 10000 |
| Mar 2024 | 10000 | 10000 | 10000 |

Number of sales agents reporting enhanced business skills

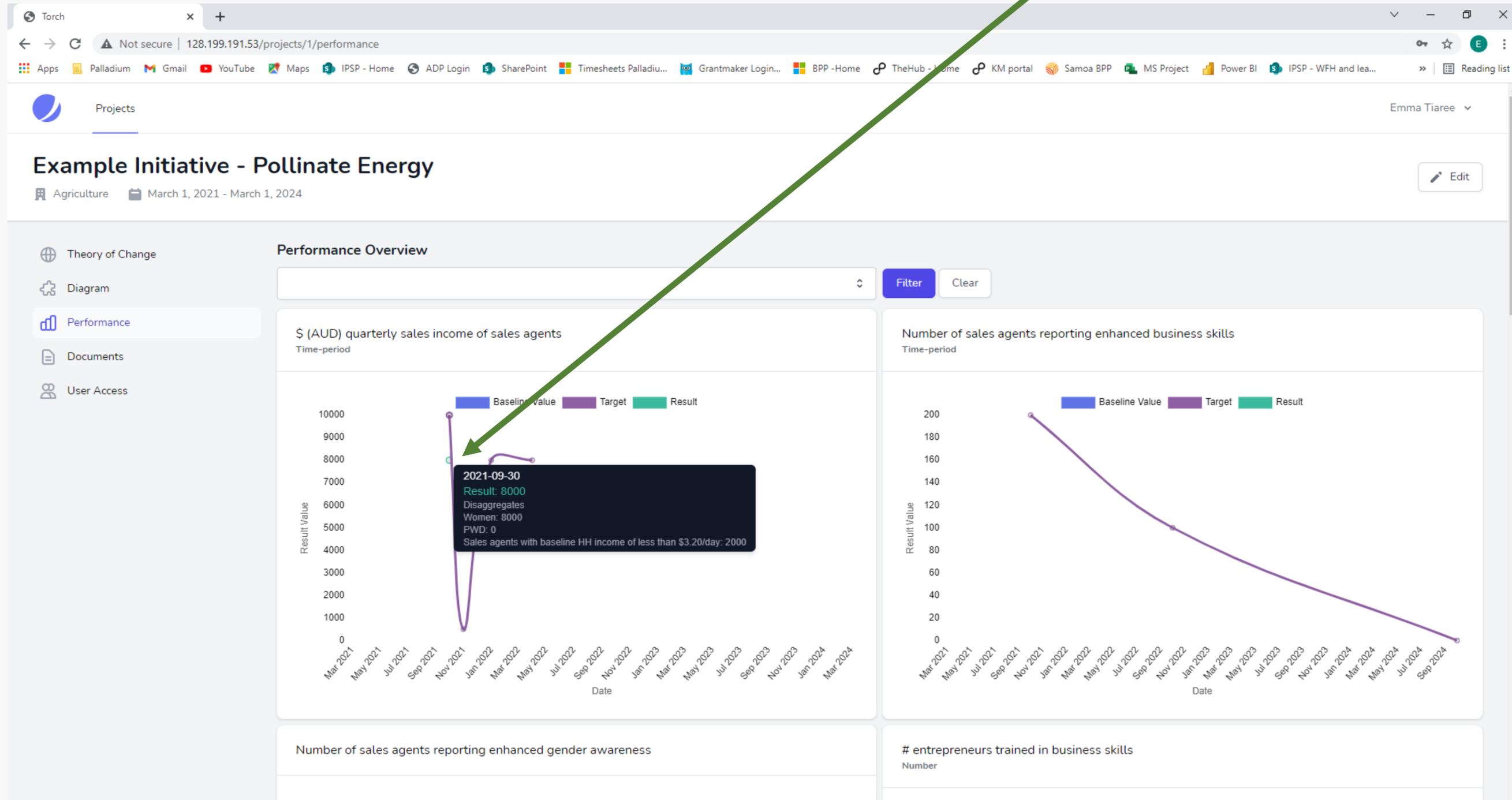
| Date | Baseline Value | Target | Result |
|----------|----------------|--------|--------|
| Mar 2021 | 200 | 200 | 200 |
| May 2021 | 200 | 200 | 200 |
| Jul 2021 | 200 | 200 | 200 |
| Sep 2021 | 200 | 200 | 200 |
| Nov 2021 | 200 | 200 | 200 |
| Jan 2022 | 200 | 200 | 200 |
| Mar 2022 | 200 | 200 | 200 |
| May 2022 | 200 | 200 | 200 |
| Jul 2022 | 200 | 200 | 200 |
| Sep 2022 | 200 | 200 | 200 |
| Nov 2022 | 200 | 200 | 200 |
| Jan 2023 | 200 | 200 | 200 |
| Mar 2023 | 200 | 200 | 200 |
| May 2023 | 200 | 200 | 200 |
| Jul 2023 | 200 | 200 | 200 |
| Sep 2023 | 200 | 200 | 200 |
| Nov 2023 | 200 | 200 | 200 |
| Jan 2024 | 200 | 200 | 200 |
| Mar 2024 | 200 | 200 | 200 |
| May 2024 | 200 | 200 | 200 |
| Jul 2024 | 200 | 200 | 200 |
| Sep 2024 | 200 | 200 | 200 |

Number of sales agents reporting enhanced gender awareness

entrepreneurs trained in business skills

Data analysis

Hover over any data point to view details of disaggregations



IMS Technical Support



BPP IMS Help Centre (Go to Manage Account → Help Centre)



technicalsupport@thebpp.com.au

