

# BPP Impact Measurement System – Partner Guide



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

## 2. Validating your BPP Impact Model

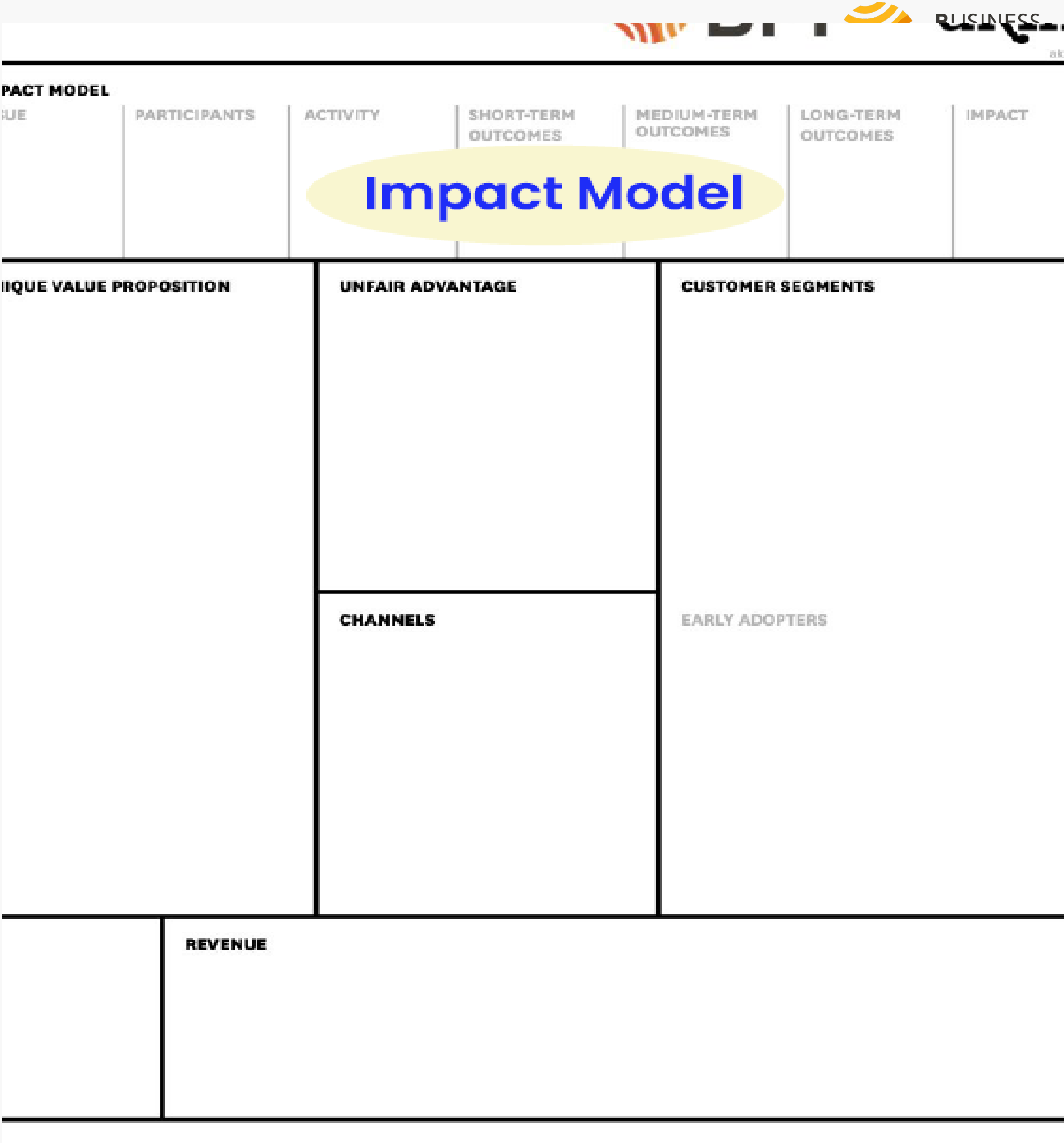


# BPP Impact Measurement System (IMS)

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





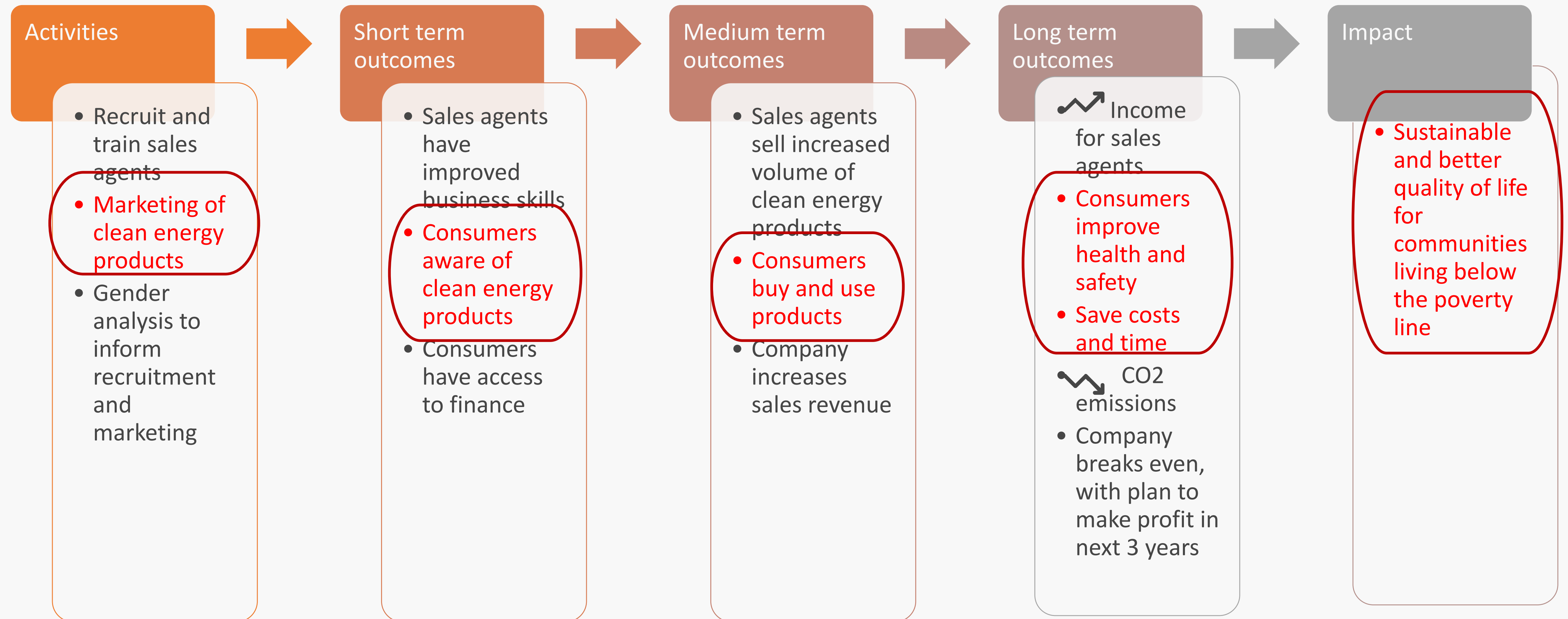
# Case study – Pollinate Energy

- **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





Projects

Luke Everett ▾

# Pollinate Energy - Example Initiative

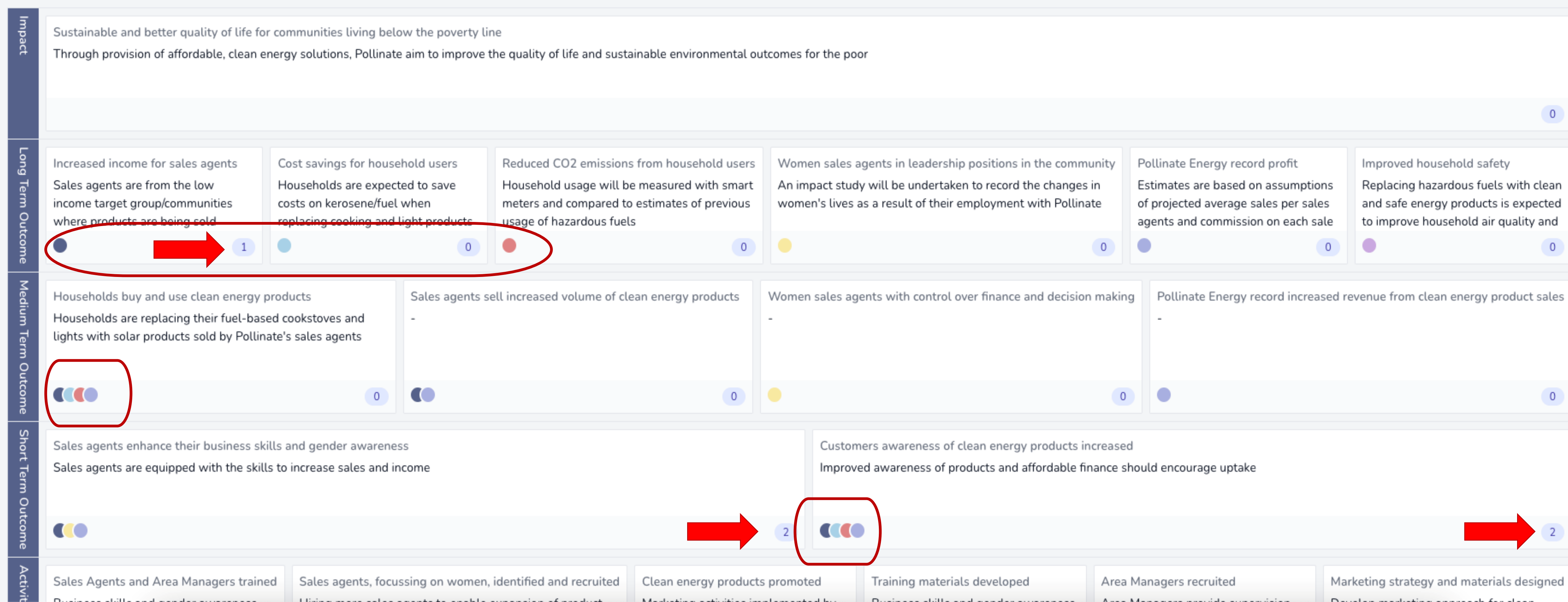
Agriculture

March 1, 2021 - March 1, 2024

Edit

## Diagram

Views ▾

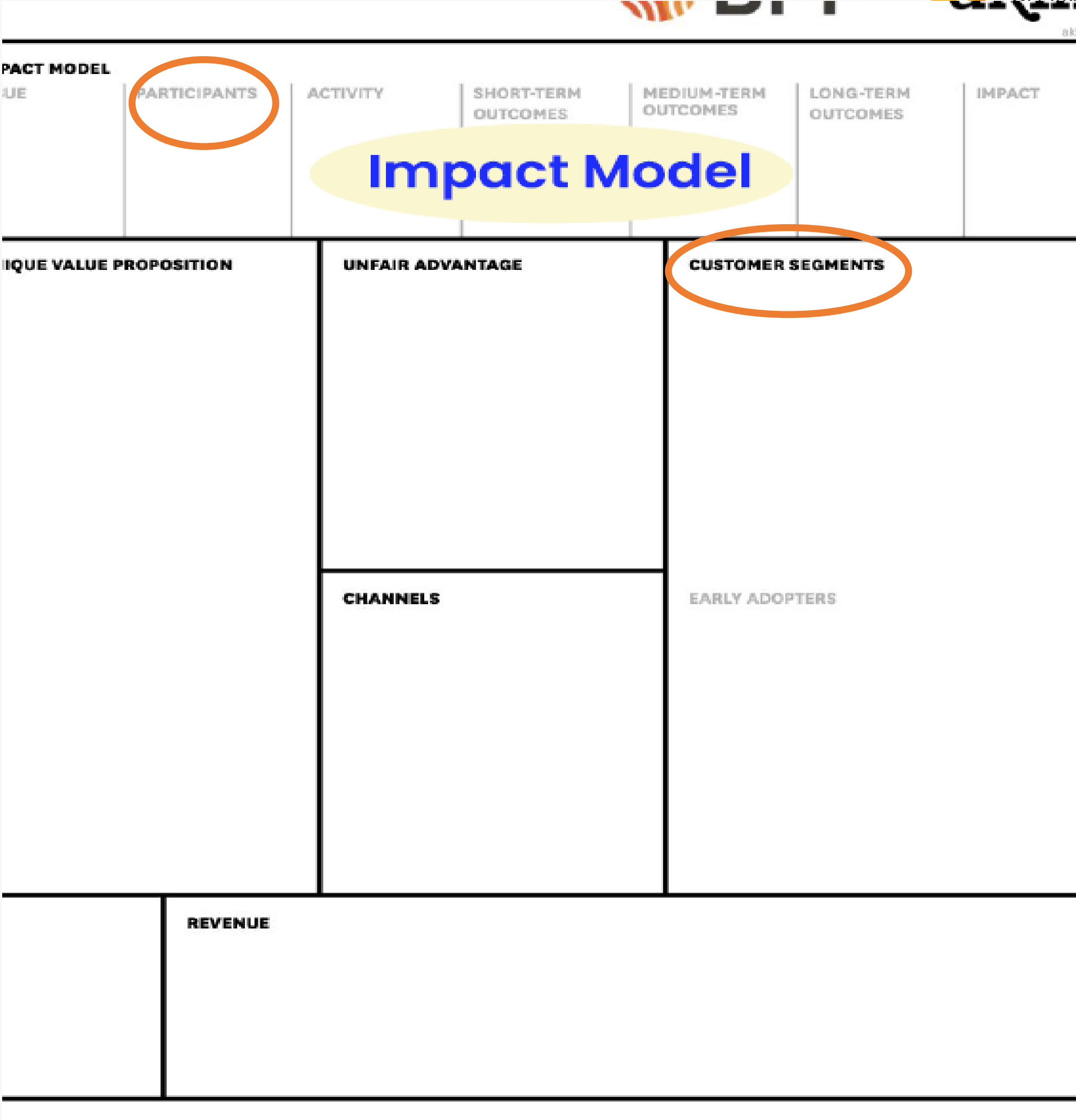


# Participants

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	<a href="#">View</a>
 BookingSamoa Tourism Network Tourism	April 1, 2021 - March 31, 2023	Thu Ha Dang	<a href="#">View</a>
 Samoa Pathology Laboratory Health	June 1, 2021 - June 1, 2024	Emma Tiaree	<a href="#">View</a>
 WE Samoa Digitalization	June 1, 2021 - June 1, 2024	Emma Tiaree	<a href="#">View</a>







# 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**.

## Impact

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.

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  
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

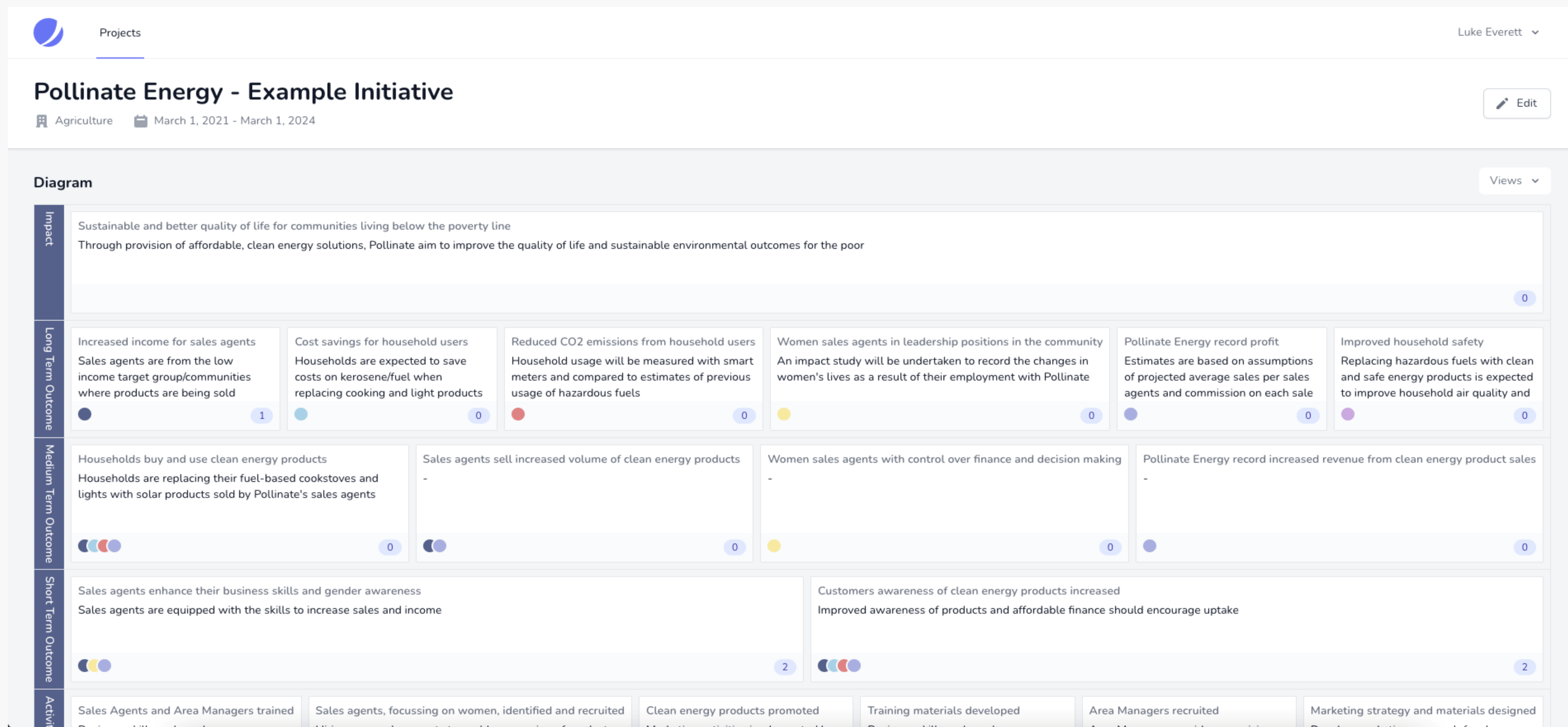
Entrepreneurs and Area Managers enhance their business skills and gender awareness

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	← Output indicator		Marketing records	Quarterly	Rev
% customers that recognise Pollinate brand Quantitative	← Performance indicator		Customer awareness survey	Annually	Onl

- 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

Select from drop down menu:  
quantitative or  
qualitative

Type

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

Disaggregation Baseline

Total



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

Click the green + icon to create more Disaggregations


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.

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

Result Details  
Enter the result and target information.

Disaggregation  
Total

Add disaggregation results ☐

Target Date  
31/03/2022

Target Value  
8000

Result Date

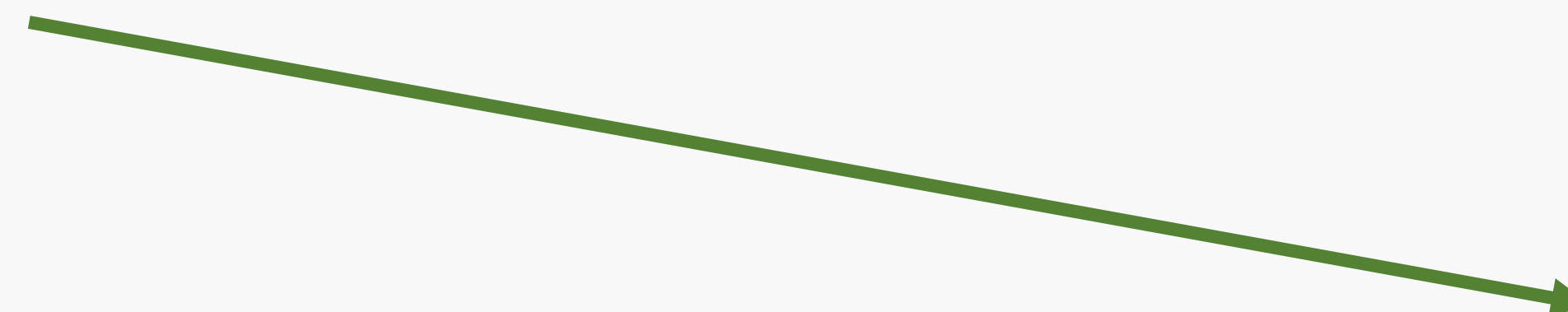
Result Value

Description

Cancel Save

# 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

Disaggregation

Target Value

Result Value

People with a disability

1600

Disaggregation

Target Value

Result Value

Sales agents with baseline I

4000

# 4. Recording and analysing results

# Recording results

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

**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”

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”

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

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

Disaggregations

Enter the breakdown of the Total results.

Disaggregation	Target Value	Result Value
Women	10000	8000
PWD	2000	0
Sales agents with baseline I	5000	6000

Cancel

Save



# Adding evidence to your results

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

Performance

Documents

User Access

Baseline Period

First result of project

Method

Analysis of sales reports

Calculation Method

Time-period

Information Source

Sales records

Collector

Finance Officer

Timing

quarterly

Unit of Measure

AUD

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

Results

Record new result

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		

Edit

Documents (0)

Upload Document

New result against target

# 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

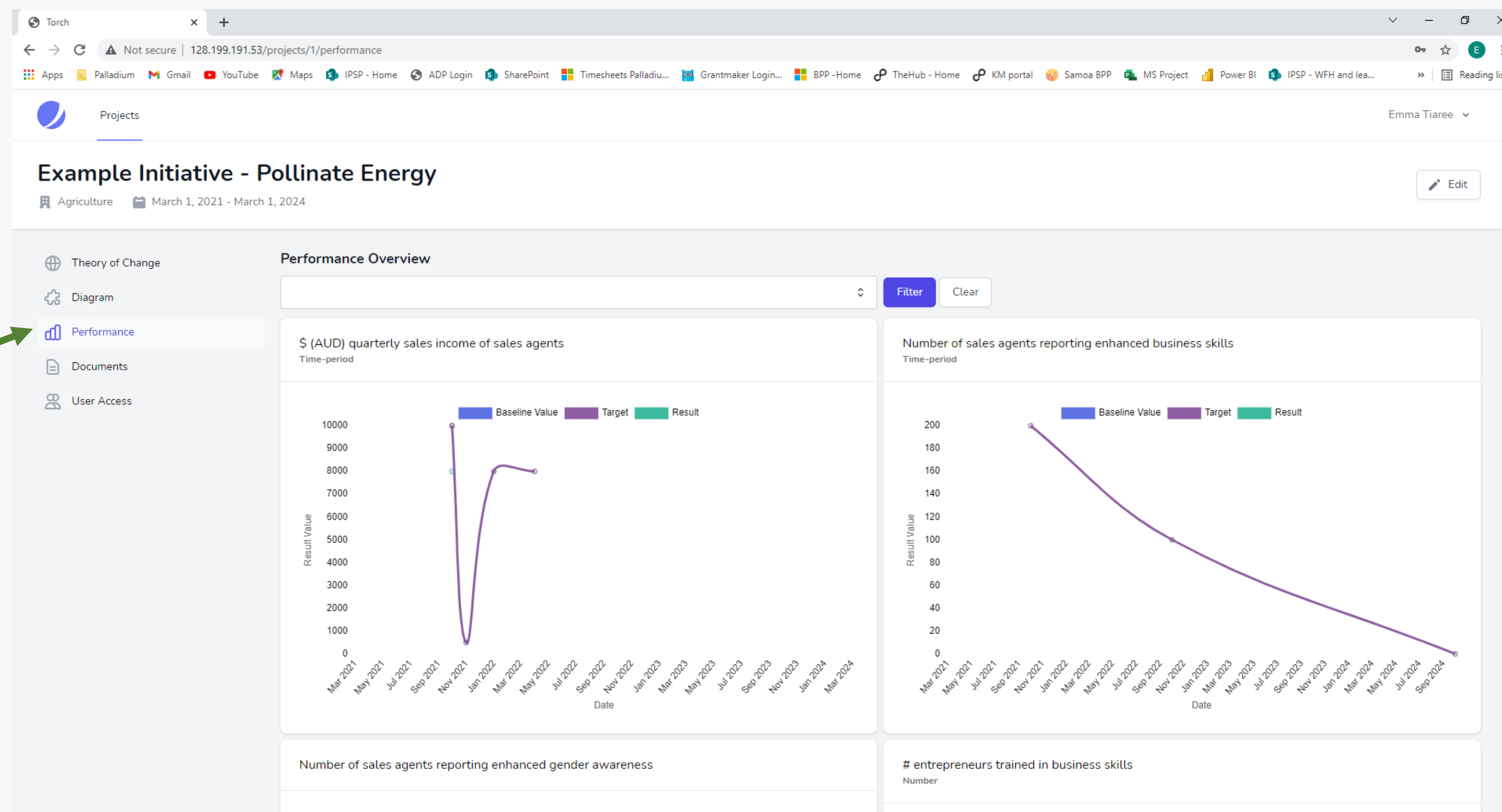
Document

 Screenshot (1).png  
Size: 435 KB

Cancel Upload

# Data analysis

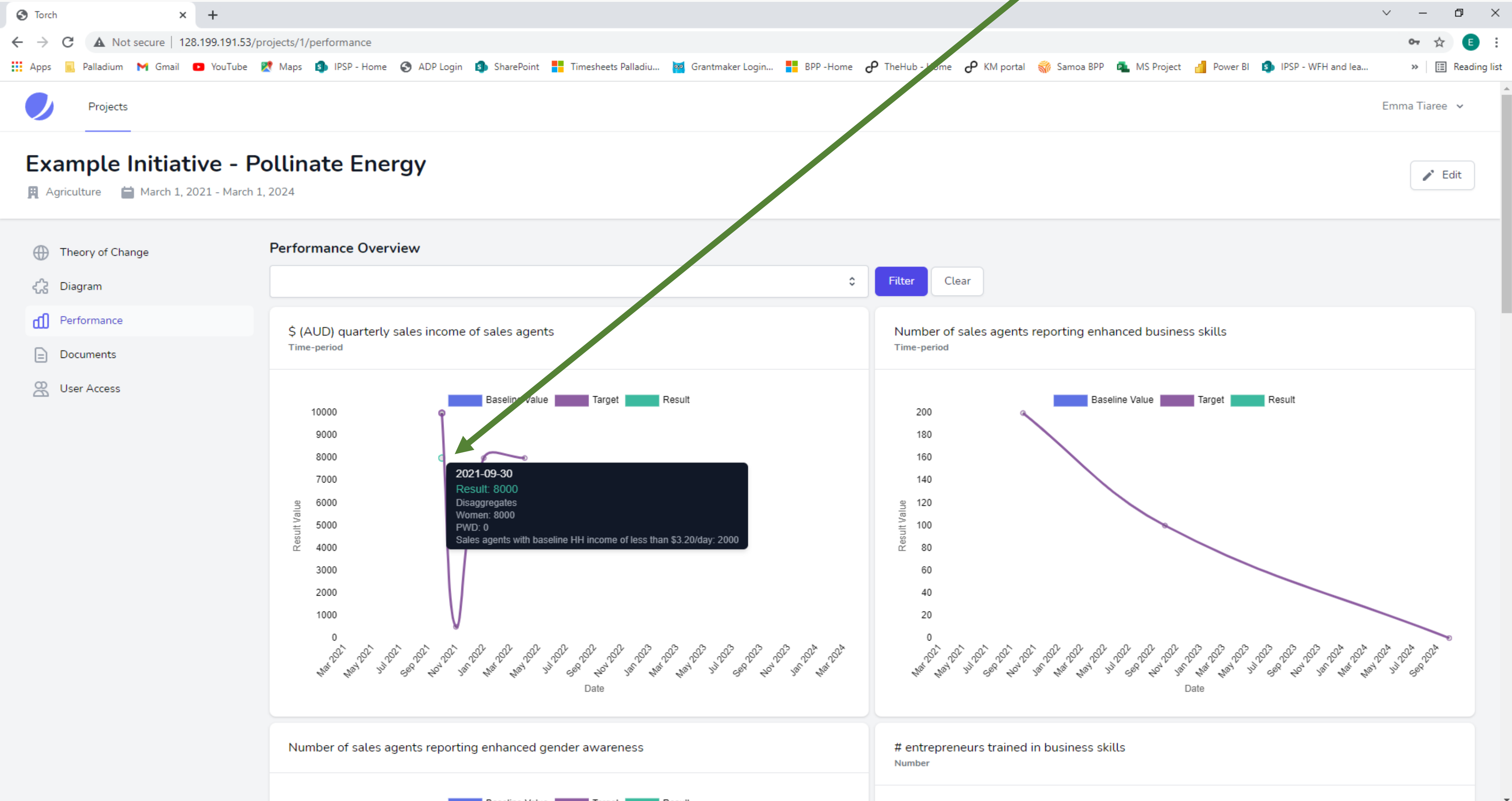
The **Performance** view in the IMS enables tracking progress of results against your targets.



Click “Performance” to access visualisations of your results against targets

# 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](mailto:technicalsupport@thebpp.com.au)

