

# DCED Global Seminar 2024

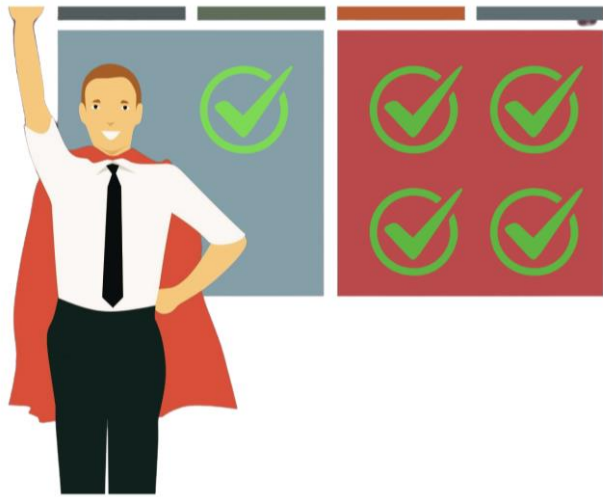
## Measuring Green: What does this mean?

3 October 2024

## > Measuring Green – Back to confessions!



**How we thought this session might look**



Successful examples of how PSD programmes are measuring their green impact



**How the session actually looks**



Identify a way forward



## > The measurement challenges

- ❖ What is green PSD impact?
- ❖ It is new – lack of examples to draw from
- ❖ What are the magic indicators?  
Outreach/Income/Jobs/●
- ❖ Greenwashing
- ❖ How far should we measure?
- ❖ When to rely on models? Which models?
- ❖ Is there a PSD/MSD/MRM expert?



# A common Green PSD Theory of Change (DRAFT)

Economies contribute to climate change mitigation

Economies reduce adverse or enhance positive effects on the environment

Economies adapt and/or become more resilient to climate change

Economies adapt to and/or become more resilient to environmental risks

Economies create more inclusive and green economic opportunities

Businesses and individuals avoid the loss of, or enhance, biodiverse ecosystems

Businesses and individuals emit fewer greenhouse gases

Businesses and individuals use resources more efficiently and sustainably by reducing waste, pollution and/or the depletion of scarce natural resources

Businesses and individuals maintain or create jobs using green practices and business models

Businesses and individuals maintain or generate more net income using green practices and business models

Businesses and individuals become or remain productive and competitive using green practices and business models

Consumers increasingly use green products, services and practices

## *Enablers of green practices and business models change*

- **Developing country governments** adopt and/or improve policies, laws & regulations, and incentives to mandate/encourage green practices and business models
- **Industry platforms and public-private fora** agree on voluntary codes of practice standards
- **Commercial product and service providers or buyers** enable businesses and individuals to adopt and scale green practices and business models, e.g., financial service providers

## *Adopters of green practices and business models change*

Businesses and individuals change behavior (e.g., starting up/registering, investing in and scaling up green practices and business models)

**Business Environment Reform:** Promoting enabling policy & legal frameworks and public incentives

**Sector-or market-wide approaches:** Addressing constraints and opportunities in sectors, markets and value chains

**Private Sector Engagement:** Incentivizing, mobilizing, and collaborating with, influential businesses and individual financial intermediaries

**Targeted support:** Assisting specific entities such as vulnerable MSMEs directly

**Key donor approaches to promote inclusive green private sector development**

## > Work together on 4 cases

RECONOMY -  
Muamer  
Niksic

Commercial  
Agriculture for  
Smallholders  
and  
Agribusiness  
(CASA) –  
Harrison  
Wambua



Alliances  
Caucasus –  
Helen  
Bradbury

Tanzania  
Green Growth  
Facility –  
Stephen  
Berson





# RECONOMY

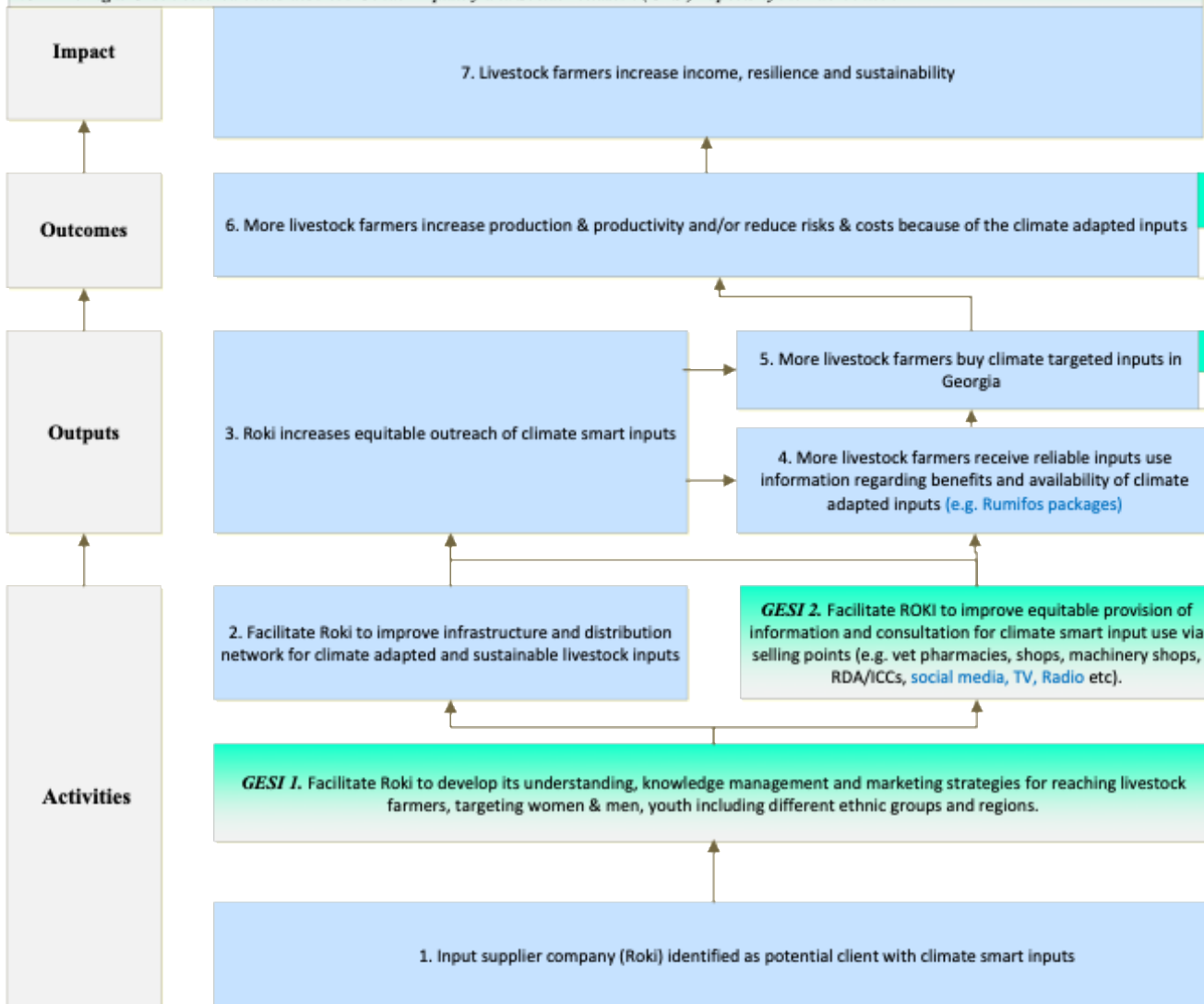


## Outcome 1: Result Chain for Climate Smart Inputs Vet Input Supplier Roki Ltd

*Livestock farmers improve productivity and resilience through climate smart inputs*

*NOTE 1: White colored boxes describe indirect benefits/ copying and crowding in results of the intervention*

*NOTE 2: Light Green colored boxes describe Gender Equality and Social Inclusion (GESI) Aspects of the Intervention*



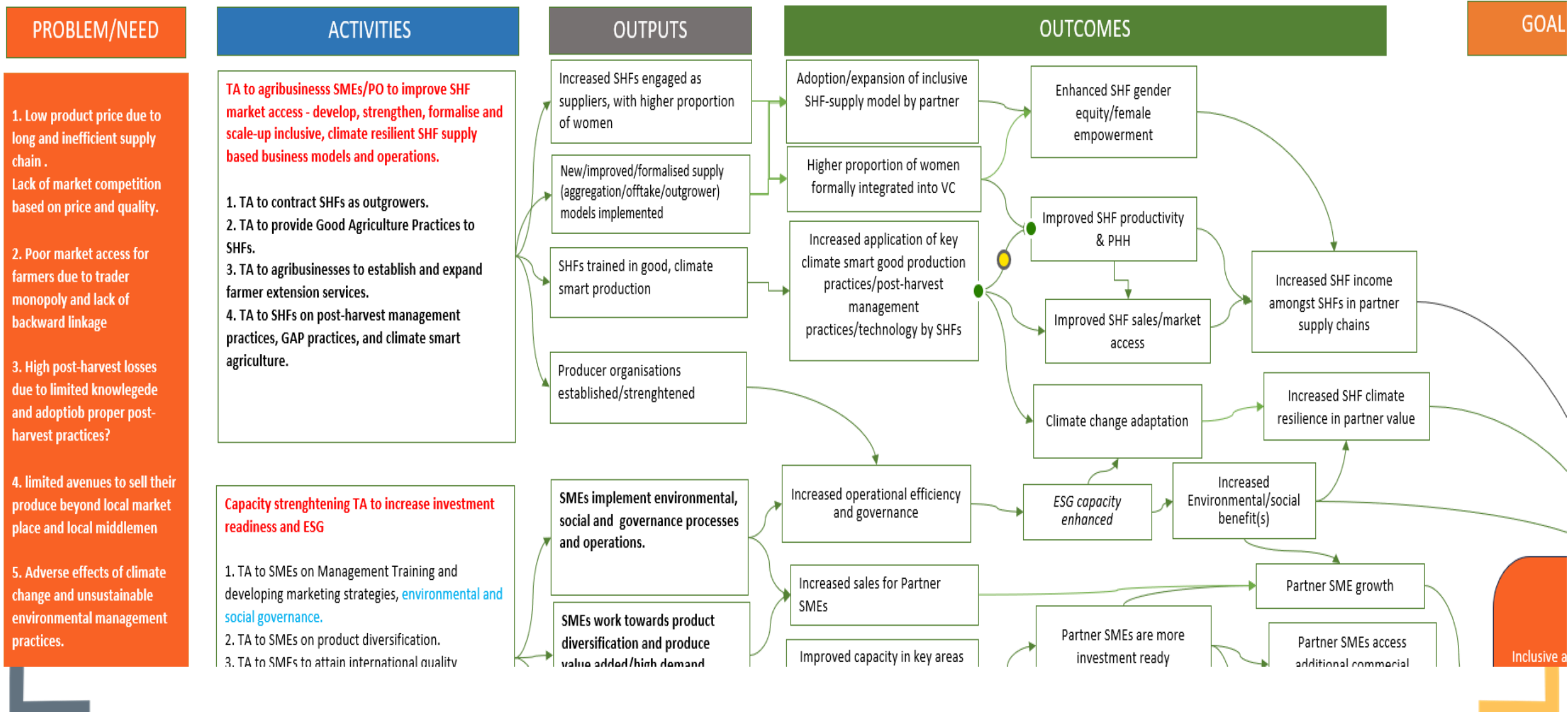
## Indicators (Disaggregated by gender, age, ethnicity)

7.1 NAIC for livestock farmers  
7.2. # of persons who consider that they are more resilient to deal with the adverse effects of climate change  
7.3 Better sense of **financial sustainability** (Qualitative)  
7.4. Better sense of **environmental sustainability** (Qualitative)  
7.5. Reduced carbon footprint from improved livestock efficiency

6.1. Increased milk yield  
6.2. Increased liveweight of cattle  
6.3. % decrease in livestock disease rate (on average)  
6.4. % decrease in death rates (on average)  
6.5 More efficient input use e.g. feed and medicines  
6.6. Satisfaction of farmers with productivity and reduced risks (Qualitative)

3.1. Number and location of selling points supplied  
3.2. Number and location of municipalities covered  
4.1. Number and location of livestock farmers receiving information about benefits and availability of climate smart vet inputs  
5.1. Number of livestock farmers bought climate smart vet inputs  
5.2. Reasons for using climate-targeted inputs among female and male farmers, and ethnic minority groups during the intervention lifetime. (Qualitative)

Number of climate change impact focus groups conducted (FG report)  
Number of packages designed for climate-adapted products  
Number of vet pharmacies equipped with ROKI product-targeted stalls  
Number and location of trainings conducted  
Number and location of trainings participants  
Number of posters/infographics/banners/stickers printed  
Number of Video for Social Media  
Number of TV & Radio reported on Roki  
Number of views through social media  
Number leaflets in ethnic minority languages  
Number of ethnic minority selling points where ROKI improved its distribution and marketing







### Impact Indicators

- Number of new jobs
- Number of increased incomes

### Outcome Indicators

- Reduced GHG emissions (tCO<sub>2</sub>e)
- Increased sustainable land management practices (ha.)
  - Increased sales
  - Volume of investment mobilised
- Number of areas where GGF has contributed to transformational change

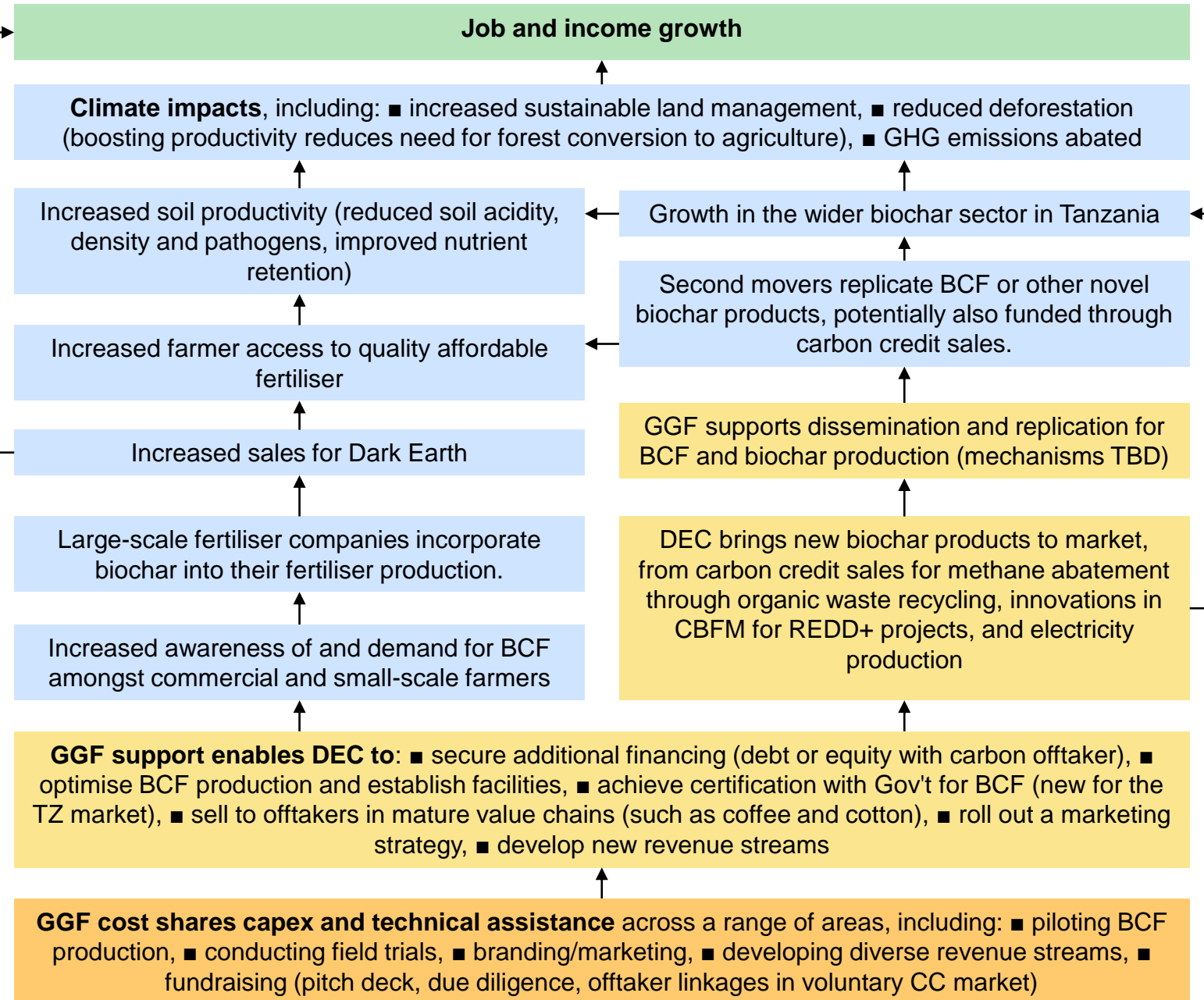
### Colour key

Impact

Outcomes

Outputs

Activities



### GGF strategies to reach scale:

- Help DEC sell to fertiliser companies already operating at scale
- Remove regulatory barriers to BCF by helping DEC certify product with Gov't (DEC's BCF is novel for TZ market)
- Encourage second movers to replicate biochar production through disseminating proof of concept (activities TBD)
- Diversify biochar uses and product offerings

## > 4 cases – 3 Questions

RECONOMY - Muamer Niksic + Adam Kessler

Alliances Caucasus – Helen Bradbury + Mujeeb Zulfiqar

CASA – Harrison Wambua + Phitcha Wanitphon

Tanzania GGF – Stephen Berson + Aly Mielbradt



**Q1: Is the project adequately capturing its green impact?**

**Q2: What else measure or could they measure things differently? (Practical)**

**Q3: How do you reflect back to the bigger picture on what is needed to support the community to measure green impact meaningfully?**