



DCED Global Seminar 2024

Measuring Green: What does this mean?

3 October 2024





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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)

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

Impact	11. Women and youth, including the most disadvantaged and excluded, benefit from improved economic opportunities (better income and decent and green jobs) inclusively and sustainably
Sector	
Outcome	10. Target groups engage in internships and get employed in EE/RE (2025-2026)
	9. Target groups gain new green skills aligned with market demand to start their career in EE/RE (2025-2026)
Output	 Women and youth including disadvantaged who want to start a green career in the EE/RE take up the inclusive, affordable & demand-driven trainings (2025)
	7. Training providers offer new inclusive, affordable & demand-driven green skills trainings and improve the existing trainings with industry feedback (2024)
Activity	5. RECONOMY co-invests and supports training providers to market the green courses inclusively and stereotype-free to youth and women, potential trainees (October 2024)
	4. RECONOMY supports training providers to develop new/update inclusive, affordable, green skills development, short-term courses / curriculums with feedback from the private sector in EERE and construction (August 2024)
	RECONOMY co-invests in purchasing equipment and elaboration of educational materials for green skills training provision (October 2024)
	RECONOMY facilitates discussion between training and private sector companies (input suppliers, equipment installers and construction companies) to understand demand/need for green construction skills and linkage opportunities (July 2024)
	RECONOMY forms partnerships with public and private training providers to update/introduce green construction skills trainings (February 2024)

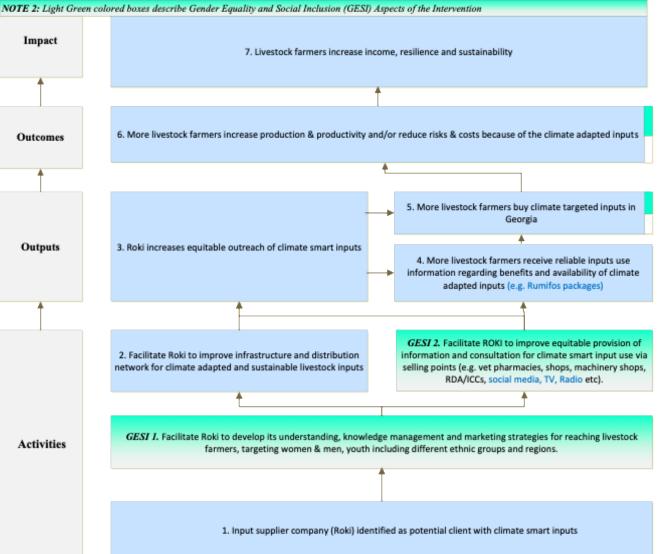
- 1. Number of women and youth with decent and green job opportunities
- 2. Number of women and youth with additional income
- 3. % of women and youth with additional income and decent job opportunities who express satisfaction with their situation
- 1. Number of women and youth engaged in internships/job placement
- 1. Number of women and youth with improved green skills relevant to market needs
- 2. % of women and youth who express satisfaction with the relevance of green skills
- 1. Number of women and youth, including disadvantaged attended the courses
- 2. % of women and youth satisfied with the training delivery
- 1. Number of demand-driven training packages developed/improved and offered
- 2. Amount of co-investment by training providers and private sector for the inclusive, affordable & demand-driven trainings provision
- 3. Amount of revenues generated from offering new/improved demand-driven training courses
 - RECONOMY supports training provider to partner with potential private employers for inclusive internship and/or job placement for graduates (December 2024)



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



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

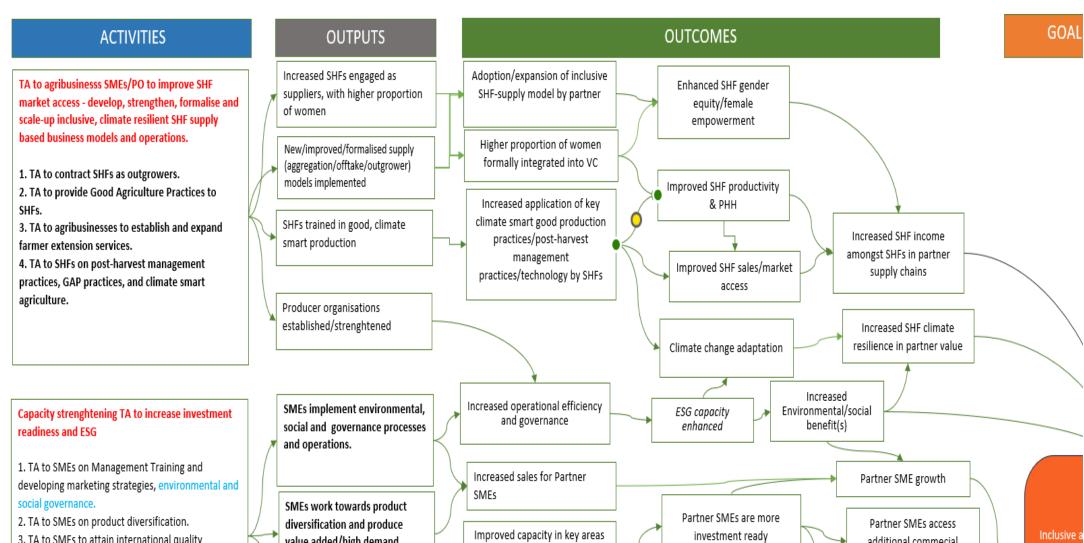
Number leaflets in ethnic minority languages

Number of ethnic minority selling points where ROKI improved its distribution and marketing



PROBLEM/NEED

- 1. Low product price due to long and inefficient supply chain .
- Lack of market competition based on price and quality.
- 2. Poor market access for farmers due to trader monopoly and lack of backward linkage
- 3. High post-harvest losses due to limited knowlegede and adoptiob proper post-harvest practices?
- 4. limited avenues to sell their produce beyond local market place and local middlemen
- 5. Adverse effects of climate change and unsustainable environmental management practices.





Impact Indicators

- Number of new jobs
- Number of increased incomes

Outcome Indicators

- Reduced GHG emissions (tCO₂e)
- 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

Job and income growth

Climate impacts, including: ■ increased sustainable land management, ■ reduced deforestation (boosting productivity reduces need for forest conversion to agriculture), ■ GHG emissions abated

Increased soil productivity (reduced soil acidity, density and pathogens, improved nutrient retention)

Increased farmer access to quality affordable fertiliser

Increased sales for Dark Earth

Large-scale fertiliser companies incorporate biochar into their fertiliser production.

Increased awareness of and demand for BCF amongst commercial and small-scale farmers

Growth in the wider biochar sector in Tanzania

Second movers replicate BCF or other novel biochar products, potentially also funded through carbon credit sales.

GGF supports dissemination and replication for BCF and biochar production (mechanisms TBD)

DEC brings new biochar products to market, from carbon credit sales for methane abatement through organic waste recycling, innovations in CBFM for REDD+ projects, and electricity production

GGF support enables DEC to: ■ secure additional financing (debt or equity with carbon offtaker), ■ optimise BCF production and establish facilities, ■ achieve certification with Gov't for BCF (new for the TZ market), ■ sell to offtakers in mature value chains (such as coffee and cotton), ■ roll out a marketing strategy, ■ develop new revenue streams

GGF cost shares capex and technical assistance across a range of areas, including: ■ piloting BCF production, ■ conducting field trials, ■ branding/marketing, ■ developing diverse revenue streams, ■ fundraising (pitch deck, due diligence, offtaker linkages in voluntary CC market)

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

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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?