

ProTerra Foundation Monitoring and Evaluation

As per ISEAL definition, Monitoring and Evaluation is “an ongoing process through which an organisation concludes its contribution to intended outcomes and impacts. A monitoring and evaluation system consists of a set of interconnected functions, processes, and activities, including a systematic collection of monitoring data on specified indicators and the implementation of outcome and impact evaluations”.

This document describes the key elements and interconnections of the ProTerra Monitoring and Evaluation (M&E) System.

About the ProTerra Foundation

ProTerra Foundation is a not-for-profit organisation that envisages a world where all businesses contribute to the protection of biodiversity by switching to sustainable production, conserving natural resources, and ensuring that workers and local communities are treated with dignity and respect.

The ProTerra Foundation’s mission is to be a global network of businesses supporting more sustainable agricultural practices, in the food and feed supply chains, where relevant the conversion to non-GMOs and full respect for workers and communities’ dignity.

ProTerra long-term goals

- Promote that workers and communities be treated with dignity and respect.
- Protect the environment, environmental services, and biodiversity.
- Foster good agricultural practices.
- Secure and increase the supply of sustainably produced, fully traceable, non-GMO ingredients for feed and food.

ProTerra Monitoring and Evaluation Framework

ProTerra implements activities and adopts practices to ensure that certified organizations and members of ProTerra Network derive benefits from its M&E system once it relates to the provision of support and capacity building for improved sustainable performance, sectorial data for GHG emissions, opportunities to be part of learning events and to exchange experience on good practices, among other benefits.

To monitor and evaluate performance, ProTerra has defined a series of indicators. These indicators are critically analysed and help ProTerra review its strategy for the coming year, adjusting its budget and labour effort to drive increased positive impact to stakeholders.

The indicators currently considered in the M&E and the expected sustainability outcomes, impacts, and unintended effects are listed below.

For details on the correlation of each indicator to the UN SDGs, to ProTerra goals and stakeholders directly impacted, please refer to the [ProTerra Theory of Change](#) available on the ProTerra Webpage.

Table 1 – ProTerra initiatives, impacts, and outcomes

Topic related to ProTerra Initiative (refer to the ProTerra Theory of Change)	Indicators (per year)	Sustainability Outcomes ¹	Impacts	Unintended effects	Stakeholders who have an interest in this aspect of the M&E system
<u>A Global Standard</u>	Tons ² /number of products certified Number of countries/regions we operate in Number/type of raw materials	Performance assurance in areas such as good agricultural practices, environmental protection, and respect for human rights.	Positive continuous improvement alignment of the Standard requirements within companies and farms. Increasing outreach, creating scale. International collaboration.	Possibility of premium price and access to niche markets. Restriction to niche markets. Creating synergies for international companies. Jurisdictional approaches in the region.	Farmer, Trader, Carrier, Processor, Buyer and Consumer
<u>Certification and verification</u>	Number of certified and/or verified organisations. Tons ³ /number of products certified	Delivery of a credible, traceable and sustainable supply chain.	Ensuring sustainable products are delivered to society.	Strengthen management systems and risk management of organisations.	Buyer and Consumer
<u>Labelling and claims guidelines</u>	Number of companies using claims of B2C products Type of labelled products	Communicate to society in general and to end consumers in special, the sustainable aspects of products.	Contributing to a clear decision making on consumption patterns, emphasizing sustainable and non-GMO ingredients/ products. Customers making well-informed choices	Access to niche markets. Confusion due to a huge number of labels.	Buyer and Consumer
<u>Training and publications</u>	Number of training organised. Number of people trained. Number of the webinars in which ProTerra presented and or organised. Number of newsletters published.	Educate and inform stakeholders on sustainability topics/practices.	Positive change in behaviour, improving day-to-day practices, related to sustainability.	Local development. Companies making well-informed choices and increasing awareness.	Farmer, Trader, Carrier, Processor, Buyer and Consumer
<u>Community Network</u>	Number of members	Forming a network of practice and support that allows actors of the food and feed supply chain to participate in discussions that help to create and transfer knowledge.	Improved knowledge leads to a better understanding of gaps, sourcing, opportunities and risks. Therefore, it continuously improves business practice.	Companies not actively participating due to too many initiatives.	Farmer, Trader, Carrier, Processor, Buyer, Consumer, ProTerra Network Members

¹ All these outcomes relate to ProTerra's long term goals to promote that workers and communities be treated with dignity and respect; to protect the environment, environmental services, and biodiversity; to foster good agricultural practices and to secure and increase the supply of sustainably produced, fully traceable, non-GMO ingredients for feed and food.

² Measuring unit can be distinct depending on the product (examples of product are soy lectin, soy oil or any multiproduct ingredient).

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<u>Member recruitment and retention</u>	Number of new members	Forming a network of practice and support that allows actors of the food and feed supply chain to participate in discussions that help to create and transfer knowledge.	Improved knowledge leads to a better understanding of gaps, sourcing, opportunities and risks. Therefore, it continuously improves business practice.	Companies not actively participating due to too many initiatives.	Farmer, Trader, Carrier, Processor, Buyer, Consumer, ProTerra Network Members
<u>Benchmark and partnership</u>	Number of benchmarks completed Number of recognition agreements and new partnerships	Reducing the audit burden ⁴ to stakeholders serves as a stimulus toward the implementation of different/complementary certification alternatives.	This supports the improvement of sustainability practices of certified organisations. Creating synergies.	Influencing competition.	Farmer, Trader, Carrier, Processor, NGO, Government
<u>Smallholder interpretation and regional interpretations</u>	Number of interpretations Effectiveness (survey)	Scale-up best practice practices according to the cultural and economic context.	Improve good agricultural practices, environmental protection, and respect for human rights. Decrease complexity and increase access to certification. Continuous improvement.	Local development.	Farmer, Trader, Carrier, Processor, NGO, Government
<u>Coordination/Participation in response to sustainability challenges</u>	Number of events organised and attended by ProTerra	Knowledge sharing.	Improved knowledge leads to a better understanding of gaps, sourcing, opportunities, and risks. Therefore, it continuously improves business practice. Exchanging best practices. International collaboration.	Companies not actively participating due to too many initiatives. Influencing competition.	Farmer, Trader, Carrier, Processor, NGO, Government
<u>National / regional situation assessment</u>	Number of initiatives managed by ProTerra.	Better possibility of effectively implementing initiatives at the local level.	Drive changes to sustainable agricultural uses. Create awareness.	Local development. Misuse of information.	Farmer, Trader, Carrier, Processor, NGO, Government
<u>CO₂ reduction initiatives</u>	Number of ProTerra-specific initiatives developed.	Supporting stakeholders to reduce their carbon emissions is a key aspect of sustainable agriculture.	Demonstrating impacts of farming practices on GHG emissions. Support stakeholders to differentiate from non-certified products (reduced/avoided LUC emissions). Stakeholders' access to primary/more specific data. Increase deforestation-free supply chains.	Stimulate the market for low-carbon services and products and alternative sources of energy. Influencing competition and complexity (contradicting methodologies, results).	Farmer, Trader, Carrier, Processor, NGO, Government

Boundaries and scope of the M&E

The ProTerra Monitoring and Evaluation system will be implemented to monitor the outputs and outcomes associated with the ProTerra initiatives to achieve its core objective which is to support more sustainable agricultural practices, in the food and feed supply chains.

⁴ Reduction of audit burden: for example: producers can be audited once against a single standard, rather than have to be audited by every different client or against multiple standards).

The physical scope and boundaries of ProTerra's M&E system are:

1. Scope: ProTerra covers any type of agricultural commodity in the food and feeds supply chain. It includes in its scope farming activity, storage, transport, trading, and processing.
2. Boundary: ProTerra applies to any region of the globe and currently has a general set of requirements and a specific set for Europe (please refer to ProTerra Europa).

Roles and Responsibilities

ProTerra CEO has overall responsibility for M&E and counts on the support of the Secretariat in compiling data and record keeping.

Publicly Available Information about the M&E System

See ProTerra's [Theory of Change](#) on the Foundation's webpage. ProTerra will regularly update (at least annually) the documentation of the scope and boundaries of its monitoring and evaluation system.

ProTerra results are reported on its webpage at: <https://www.proterrafoundation.org/resources/> under **Results**.

Opportunities for stakeholder engagement and input are advised through the ProTerra newsletter or pop-ups on the Foundation webpage. To opt-in to the newsletter, sign up [ProTerra Foundation](#) webpage (see sign-up link at bottom of the page).

ProTerra Foundation welcomes your input into the development, contact us at info@proterrafoundation.org