

**Standard Core and Supplemental Indicators
for Value-Addition-to-Firms Projects
June 2008**

Value Addition to Firms (VA2F) Standard Indicators							Definitions / Clarifications / Examples	Baseline (outcomes & impacts)
Indicators	Products	Corporate Governance	Linkages & Mobilization AS	Business Enclaves	SME Toolkit	IFC Training AIDS		
OUTPUTS	Number of workshops, training events, seminars, conferences, etc.	C	C	S	S	C	Number of workshops, training events, seminars, conferences, etc., held or significantly contributed to by the project. This includes IFC Advisory Services events that are run by IFC's clients and other project partners.	
	Number of participants in workshops, training events, seminars, conferences, etc.	C	C	C	S	S	Number of individuals attending workshops/training events/seminars/ conferences, etc. This includes IFC Advisory Services events that are run by IFC's clients and other project partners. One may use headcounts or sign-in sheets at project events; this does not require a unique count of trainees (e.g., if a person attends 3 different training events, the count is "3"). Note that this does NOT include those trained by project-trained NGOs/training partners/consultants/educational institutions. Projects that wish to track reach of project-trained entities should use the relevant outcome level indicator. Trainers trained are included.	
	Number of women participants in workshops, training events, seminars, conferences, etc.	C	C	S	S	S	Number of women attending any workshops, training events/seminars/conferences, etc. conducted by the project. Repeat participants are handled as in the indicator above. This indicator is a subset of the indicator "Number of participants in workshops/training events, seminar, conferences, etc."	
	Number of entities receiving in-depth advisory services		S	S		S	Number of firms/FIs/SMEs/NGOs/ government entities receiving a tailored program of support, including one-on-one consulting services, mentoring, or other direct assistance. This indicator is a subset of the indicator "Number of entities receiving advisory services". For VA2F, entities are typically large firms and/or SMEs, but may also be NGOs, and government entities. For example: in-depth AS may include (1) farmers who have been directly trained/reached through program-financed resources (eg IFC or Client staff, contracted consulting firms, or grantee NGOs); or (2) helping SMEs attain international export certifications/standards, or (3) helping large firms develop AIDS policies or improve corporate governance.	
	Number of entities receiving advisory services	C	C	C	S	C	Number of unique entities to whom IFC is providing direct Advisory Services. Any form of substantive advisory services should be counted here. This includes training for MSMEs in-depth advisory services, workshops, conferences, etc. This indicator is the broadest measure of how many entities received some form of assistance via IFC Advisory Services. Please note that one should never aggregate this indicator with the "in-depth" indicator above, since the one above is a subset of this one.	
	Number of training modules and new products developed	S	S	C	S	S	Number of training modules (e.g., manuals covering a certain topic, such as pricing; also includes new products, such as content related products developed by the project).	
	Number of trainers trained	C	S	C	S	S	This is a subset of the output indicator above ("Number of participants in workshops, training events, seminars, conferences, etc.") It counts the number of trainers trained by IFC. "Trainers" may include any individuals who conduct one-on-one or group training sessions.	
	Number of participants reporting satisfied or very satisfied with workshops, training, seminars, conferences, etc.	S	S	S	S	S	Number of participants reporting being satisfied or very satisfied with workshops, training seminars, conferences, etc. on a scale of 1 to 5 where 1 is Very Dissatisfied, 2 is Dissatisfied, 3 is Neither Satisfied no Dissatisfied, 4 is Satisfied, and 5 is Very Satisfied. This data must be collected using standard evaluation forms at the end of every event. This indicator is a subset of the indicator "Number of participants providing feedback on satisfaction."	
	Number of participants providing feedback on satisfaction	S	S	S	S	S	Number of respondents completing standard evaluation form. Above indicator "Number of participants reporting satisfied or very satisfied with workshops, training, seminars, conferences, etc." will be a subset of this indicator, enabling calculation of % satisfied.	
	Number of procedures/policies/practices recommended for improvement or elimination	S	S			S	Number of policies/procedures/practices and/or corporate documents that IFC Advisory Services have recommended for improvement or elimination.	
	Number of new laws/regulations/amendments/codes drafted or contributed to the drafting	C	S				Laws/regulations/codes should be counted only if IFC has significantly contributed to the drafting of new/amended law/regulation/code. The project should count amendments separately only if each amendment addresses a separate and distinct concept.	
	Number of media appearances	C	C	C	C	C	Number of times the project or project-related content is mentioned in the media (TV, radio, press). This indicator excludes marketing and brochure distribution. Press releases should only be counted if they are carried by the media. If the same article appears in five newspapers, count five. If the same TV story is on the air five times, count five. Do not include brief quotes, announcements, brief mentions of project staff or activities, or media appearances that discuss project-relevant issues without mentioning the project itself..	
	Number of people reporting on knowledge/attitudes/practices			S	S	C	Number of completed surveys received in which respondents report on Knowledge, Attitudes, and/or Practices	
	Number of content items (pages(s) with a master-level title and metadata) translated				C		Indicator measuring quantity of web-content translated into local language	
Number of local content items (page(s) with a master-level title and metadata) added				C		Indicator measuring quantity of web-content added to a web-site supported by IFC Advisory Services		

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OUTCOMES	Number of entities that implemented recommended changes	C	C			C	Number of entities to which we provided advisory services that implemented at least one recommended change. For example, changes to SMEs' policies/practices, or changes in farming/environmental practices would be counted.	Baseline is zero.
	Number of recommended procedures/policies/practices that were improved/eliminated	S	S			S	This relates to output indicator "Number of procedures/policies/practices proposed for improvement or elimination." Count the number of recommended improvements to corporate documents or policies/procedures that have been implemented/adopted.	Baseline is zero.
	Number of recommended laws/regulations/amendments/codes enacted	C	S				This relates to the output indicator "Number of new laws/regulations/amendments/codes drafted or contributed to the drafting". Count the number of recommended laws/regulations/ amendments/codes enacted by the relevant legislative body. Summary information on all laws/regulations passed should be provided in the comments section following the indicator section in the PSR. Include a description of the level of implementation. A municipal decree is enacted when signed by the mayor/municipal assembly; a ministerial decree is enacted when signed by the minister, etc.	Baseline is zero.
	Total number of SME contracts signed		C				Total number of contracts signed during the supervision cycle that were facilitated by IFC Advisory Services relating to supplier development. This should include SME contracts signed with subcontractors to IFC's client firm (or the next level in the value chain), when relevant.	Baseline is the number of SME contracts in existence at project start.
	Total value of SME contracts signed (US\$)		C				Total value in US \$ of contracts signed during the supervision cycle and facilitated by IFC Advisory Services relating to supplier development. This should include SME contracts signed with subcontractors to IFC's client firm (or the next level in the value chain), when relevant.	Baseline is the total \$ value of SME contracts at project start.
	Number of individuals trained by project-trained people and/or institutions	C	S	C	C	S	Number of individuals in workshops/training events/seminars/conferences, etc. conducted by project-trained trainers and/or institutions. Please note that changes in individuals' skills/policies/practices resulting from these trainings should be considered <i>impacts</i> in this case, and may require special consideration/customization from project staff. Please consult an evaluation officer for assistance.	Baseline for this indicator would be zero if the training performed by project-trained trainers represents fundamentally new training activities (e.g., IFC introduced new curricula or substantially new training materials.) Otherwise, the baseline should be the number of people trained by project-trained people in the six-month period prior to project-start.
	Number of training-related materials/tools distributed/sold (e.g., DVDs, workbooks, equipment, supplies training participants will need, etc.)		S	C	C		Count any materials or tools relating to training that were sold or distributed. Do not include fees for services sold, because this information is essentially captured in total sales/revenues impact indicators.	Baseline is usually zero, because the training related materials/tools are not being distributed prior to project-start.
	Number of people reached by IFC's partners/clients	C	C	C	C	C	Number of people reached by IFC's partners/clients inclusive of individuals trained by project-trained people and/or institutions (example: people reached through Business Edge training material sold separately from training events). This also includes people exposed to IFC Against AIDS community outreach events, and people who directly benefit from Linkages community-development projects.	Baseline is the number of people who were reached by these sorts of activities (e.g., AIDS-awareness activities) during the six-month period prior to project-start.
	Number of women trained by project-trained people and/or institutions	C	S	C	S	S	Subset of above indicator "Number of individuals trained by project-trained people and/or institutions." Count the number of women attending any workshops/training events/seminars/conferences, etc. conducted by project-trained trainers and/or institutions.	Baseline is the number of women who were reached by these sorts of activities (e.g., AIDS-awareness activities) during the six-month period prior to project-start.
	Number of page-views from emerging markets				C		Measure of how many website page-views came from emerging markets.	Baseline is typically zero because SME Toolkit does not exist in a given market prior to the project.
Number of visitors from emerging markets				C		Measure of how many website visitors came from emerging markets.	Baseline is typically zero because SME Toolkit does not exist in a given market prior to the project.	

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IMPACTS	Number of entities reporting improved performance (e.g., improvements in productivity, operations, loan terms, valuations) facilitated by advisory services.	C	S	C	C	S	Number of clients and/or beneficiaries reporting improved operations, clearer roles, reduced cost of capital, improved loan terms, higher valuations, etc. as a result of the advisory services received (including, for example, improved corporate governance practices.)	Baseline is typically zero.
	Number of entities accessing financing	C	C	S	S		Number of clients and/or beneficiaries reporting that IFC Advisory Services facilitated investment/partners/joint ventures (e.g., as a result of corporate governance improvements).	Baseline here is the number of entities (e.g., firms) that had accessed investment/financing during the 6-month period prior to project start.
	Total incremental sales revenue (US\$)	S	C	S	S		The incremental difference in sales revenues (US \$) for project-relevant entities and revenue-streams. For example, if revenue for the 6-month pre-project period was \$100K, and revenue for the first 6-month supervision period was \$125K, then record \$25K for the first supervision cycle. Include, for example, revenues enjoyed by firms conducting Business Edge trainings, and revenues of SMEs in a linkages project through the lead firm and/or other firms, etc. Do not include sales revenues for an IFC-client firm. If period-to-period sales decline for any reason, record a negative value for that cycle.	Baseline data is mandatory for this indicator, and is defined as total sales for the 6-month period prior to project start; this may have to be estimated based on info gathered during pre-project scoping. For example, if revenue for the 6-month pre-project period was \$100K, and revenue for the first 6-month supervision period was \$125K, then record \$25K for the first supervision cycle.
	Value of financing facilitated by advisory services (US\$)	C	C	S	S		Volume of investment/capital raised by clients as a result of the advisory services received. Only include cases in which there is evidence to suggest that because IFC advisory services were provided, the client was able to attract additional investment and capital. Also, please include a note in the Project Supervision Report describing the type of evidence that substantiates this measure. When relevant, this measure may include any investment that the client makes in its own operations as a result of IFC's advisory services (e.g., following the advice provided via advisory services, the client invests in a computer system, farmers invest in new capital, clients invest in corporate social responsibility programs, etc.)	Baseline is typically zero.
	Value of IFC financing facilitated by advisory services (US\$)	C	C	S	S	S	Volume of IFC investment/capital by clients as a result of the advisory services received (i.e., because IFC provided advisory services, the client was able to attract IFC investment and capital).	Baseline is value of IFC investment/financing facilitated at any point pre-dating project start.
	Value of aggregate private sector savings from recommended changes (US\$)	S	S				Aggregated cost savings for businesses resulting from administrative procedures/policies/practices that were improved/eliminated and/or law/regulation/amendments/codes passed in the jurisdiction in which the project operates. The # of affected firms multiplied by the reduction in costs-per-firm = Aggregate savings. This may include cost-savings from localizing procurement.	Baseline is typically zero.
	Number of formal jobs	S	C	S			Number of formal jobs linked to IFC's Advisory Services that were created or lost. For example, IFC's corporate social responsibility projects may encourage SMEs to hire additional staff. Similarly, farmer-training programs may lead farmers to hire more workers, or farmers may substitute away from labor when they upgrade to more productive equipment and machinery. This indicator may have to be estimated (if so, please describe methodology in the Project Supervision Report).	Baseline is the number of formal jobs among target group of beneficiaries/clients at project start.
	Change (after receiving IFC Advisory Services) in % of people reporting accurate knowledge					C	Note that this indicator can only be measured once at the end of the project; if you measure it more than once, then DOTS will not cumulate it properly. This is an IFC Against AIDS impact indicator because the outcomes are client (firm-level) changes in practices/policies/procedures which lead to changes in employees' knowledge/attitudes/practices.	Baseline is the percentage of people reporting accurate knowledge at project start.
	Change (after receiving IFC Advisory Services) in % of people reporting accurate attitudes					C	Note that this indicator can only be measured once at the end of the project; if you measure it more than once, then DOTS will not cumulate it properly. This is an IFC Against AIDS impact indicator because the outcomes are client (firm-level) changes in practices/policies/procedures which lead to changes in employees' knowledge/attitudes/practices.	Baseline is the percentage of people reporting accurate attitudes at project start.
Change (after receiving IFC Advisory Services) in % of people reporting accurate practices					C	Note that this indicator can only be measured once at the end of the project; if you measure it more than once, then DOTS will not cumulate it properly. This is an IFC Against AIDS impact indicator because the outcomes are client (firm-level) changes in employees' knowledge/attitudes/practices.	Baseline is the percentage of people reporting accurate practices at project start.	