



# ToC & M&E: Benefits and Lessons Learnt

RSPO  
November 9, 2016



## Demonstrating impact



**UTZ CERTIFIED IMPACT REPORT**  
**JANUARY 2014**  
Combining results from 24 external impact studies and data from UTZ Certified

**Impact of UTZ Certification of cocoa in Ivory Coast**  
Assessment framework and baseline

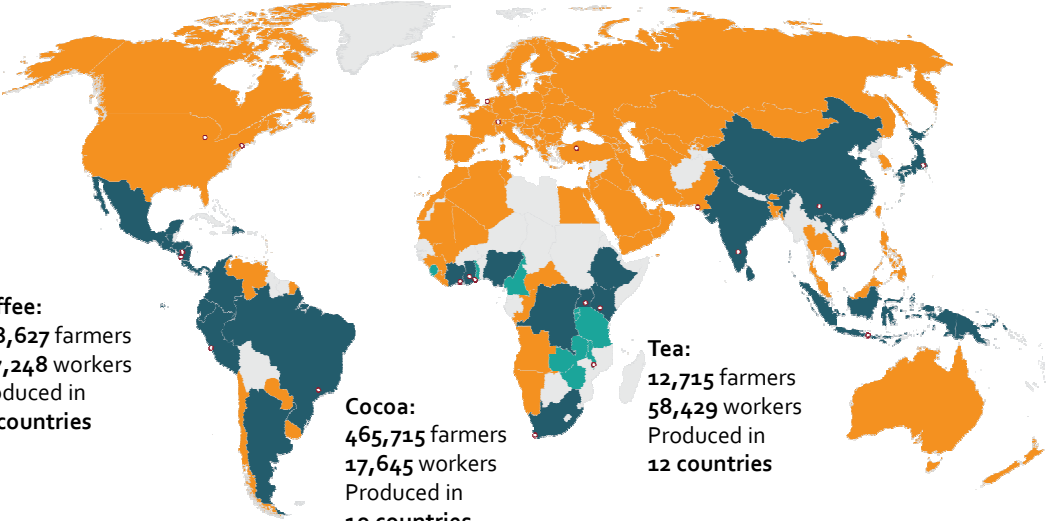
Waters (Dagobert), Tschopp (Shirley), Van Der Stoep (van der Stoep), Lück (Wagner), Lück (Kubackiewicz), Perceval (Rut) and Rogier (Toussaint)



# Market Intelligence



**Coffee:**  
188,627 farmers  
257,248 workers  
Produced in  
23 countries



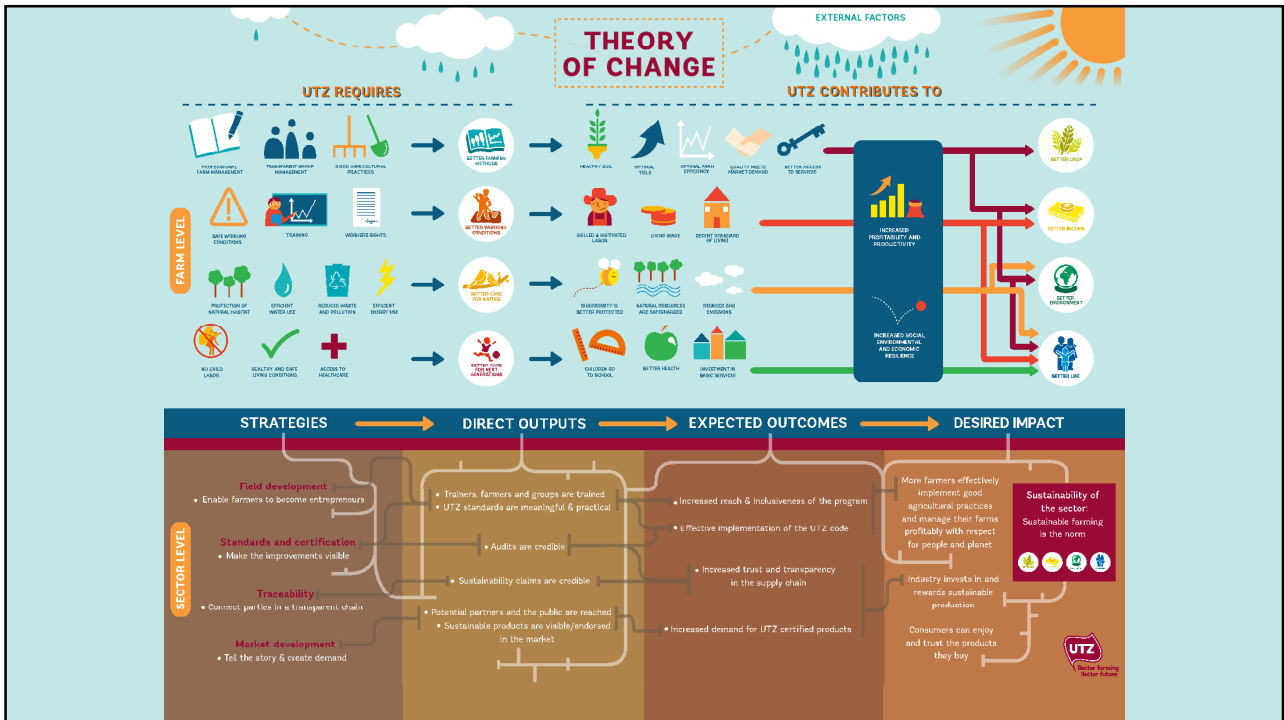
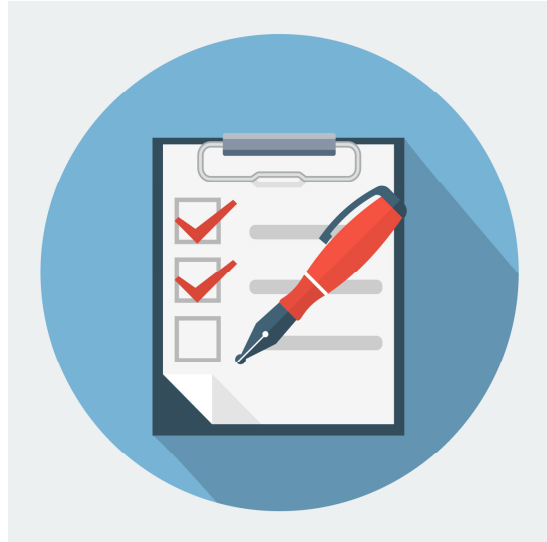
**Cocoa:**  
465,715 farmers  
17,645 workers  
Produced in  
19 countries

**Tea:**  
12,715 farmers  
58,429 workers  
Produced in  
12 countries

# Better training & services



# Better transparency & assurance





Tessa Witte - Laan



Peter Konijn



Henriette Walz



Elisa Trepp

**Investment in M&E**  
**7 % annual budget**  
**7 FTE**



Noura Hanna











Marieke Lenders




Henk Gilhuis



Anne Dullemeijer



**LET THE DATA TALK**  
**M&E Strategy Café**  
29 October 2015 - UTZ Kafé



# Nutshell Brazil evaluation



## EVALUATION REPORT UTZ COFFEE PROGRAM BRAZIL



**89** Certification Holders  
**17** Key coffee stakeholders in Brazil



**57** workers interviewed

Study included farmers from Minas Gerais and São Paulo states

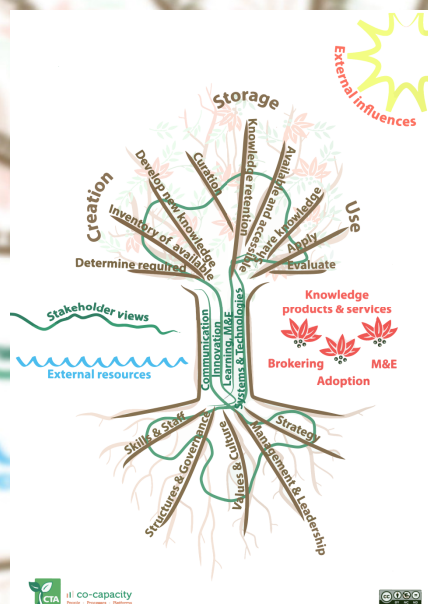


### THE STUDY



This evaluation study was carried out by BSD Consulting and Ibi Eté Consultoria. The objective of this evaluation study was to describe the effects of UTZ certification, in social, environmental and economic areas, as experienced by UTZ certified coffee farmers and workers in Brazil.

# Knowledge Management Tree





**ANY QUESTIONS?**

