



EXPLORE THIS PROGRAM
 ASPEN NETWORK OF DEVELOPMENT ENTREPRENEURS

ANDE Core Metrics

One of the ANDE governing principles is for all members to participate in reporting common social and financial indicators to help the sector build understanding of the work that is happening. Only by reporting common indicators can we provide aggregated data to benchmark individual performance and measure the sector as a whole. While these indicators only speak to part of the story of the work being done, they form a core baseline when looked at across the ANDE membership. Over time, this baseline will tell the story of the positive financial, social, and environmental impact that is derived from supporting SGB growth.

| ANDE Core Metrics | | |
|---|---|--|
| Revenue | Revenue resulting from all business activities during the reporting period. Earned revenue is total revenues less "Contributed Revenue" (Grants and Donations). | Indicator of a growing or catalytic business |
| Employees | Number of full-time employees at the end of the reporting period. | Indicator of a growing or catalytic business |
| Wages | Value of wages (including bonuses) paid to all full-time employees during the reporting period. | Indicator of benefits passed onto community |
| Additional Finance Mobilized | New Investment Capital: Value of cash flows from the organization's financing activities (both loans and investments) during the reporting period. | Indicator of leverage generated by initial investment |
| GHG Emissions | Greenhouse gases emitted through organization's operations in tonnes of CO2 equivalent during the reporting period. Refer to International Panel on Climate Change (IPCC) emission factors. Leverage Global Reporting Initiative (GRI) guidance for this calculation. Footnote calculations and assumptions. | Indicator of environmental responsibility of business |
| Potential Impact Area of SGB | | |
| <i>Members should consider where the greatest benefit lies in the business it is reporting on. If the potential impact is based on the clients it reaches, the benefit of the product sold, or the suppliers it engages, the appropriate metrics should be reported. It is not necessary to report on clients, products and suppliers for all investments.</i> | | |
| Clients | Number of clients during the reporting period. Note: This is intended to capture the number of individual consumers served by the organization, not the number of consumer transactions. For example, a customer who makes two purchases during a period would only be counted once. <i>For microfinance clients, this refers to active clients. For healthcare providers, this refers to patients.</i> | Indicator of the reach or scale of a business that seeks to have impact through a service |
| Products | Units/Volume Sold: Amount of the product or service sold by the organization during the reporting period. This metric should be reported in conjunction with "Unit of Measure" | Indicator of the reach or scale of a business that seeks to have impact through its products |
| Total Suppliers | Total Suppliers: Number of individuals who sold to the organization during the reporting period. | Indicator of impact on the community it reaches |
| Sector Specific Indicators: | | |
| <i>The ANDE metrics working group is beginning to discuss appropriate metrics to capture around specific areas of focus. The initial focus areas include: Access to Finance, Agriculture & Food, Base of Pyramid, Education, Energy, Environment, Fair Trade, Health, Minorities or Previously Excluded Populations, Rural, Urban, Water, Women, and Youth.</i> | | |
| *For organizations who have a primary focus on economic development it is our hope that more specific measures will be provided on the type of employees SGBs employ. This includes part time, temporary, female, female manager, manager, and minority/previously excluded employees. | | |
| **ANDE is an advocate of the TIME toolkit, which is a step by step guide for entrepreneurs to measure their environmental outputs. Coming soon: collection methodologies on how to measure GHG emissions and other resources on how to measure additional environmental outputs will be available for all ANDE members. | | |

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