



Midiendo impactos ➡ Agricultura Sostenible

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## COSA

Es un consorcio independiente

Que busca acelerar los procesos  
de agricultura sostenible

A través de un Sistema  
estandarizado y robusto de  
monitoreo y evaluación de la  
sostenibilidad

En un balance entre rigor  
científico y pragmatismo  
empresarial



COSA Tools

COSA Advisory

Schweizerische Eidgenossenschaft  
 Confédération suisse  
 Confederazione Svizzera  
 Confederaziun svizra  
 Swiss Confederation  
 Federal Department of Economic Affairs,  
 Education and Research EAER  
 State Secretariat for Economic Affairs SECO

UNFSS  
 A Platform of International Dialogue on Voluntary Sustainability Standards

UNCTAD  
 FAO  
 UNEP  
 International Trade Centre

FORD FOUNDATION  
 IFC International Finance Corporation  
 IDB  
 BIN

IISD International Institute for Sustainable Development  
 GRAMEEN FOUNDATION  
 iséal alliance  
 Connecting the World's Poor to Their Potential

rootcapital  
 PIONEERING FINANCE FOR RURAL COMMUNITIES  
 Triodos Sustainable Trade Fund  
 Euricse  
 European Research Institute on Cooperative and Social Enterprises

SCAN Sustainable Commodity Assistance Network  
 IITA Research to Nourish Africa  
 SUSTAINABLE FOOD LABORATORY  
 SSI STATE OF SUSTAINABILITY INITIATIVES

sourcemap where things come from  
 W D I William Davidson Institute AT THE UNIVERSITY OF MICHIGAN  
 IFOAM

Rainforest Alliance  
 cirad  
 CATIE Solutions for environment and development Soluciones para el ambiente y desarrollo  
 World Agroforestry Centre

ISSFD  
 IEP Instituto de Estudios Peruanos  
 ICRAF  
 ICCRI

FINANCE ALLIANCE FOR SUSTAINABLE TRADE  
 THE UNIVERSITY OF SYDNEY  
 swisscontact Swiss Foundation for Technical Cooperation  
 ICCRI

FAIRTRADE  
 UTZ Certified Better farming Better future  
 ina  
 CRECE  
 CIHEAM





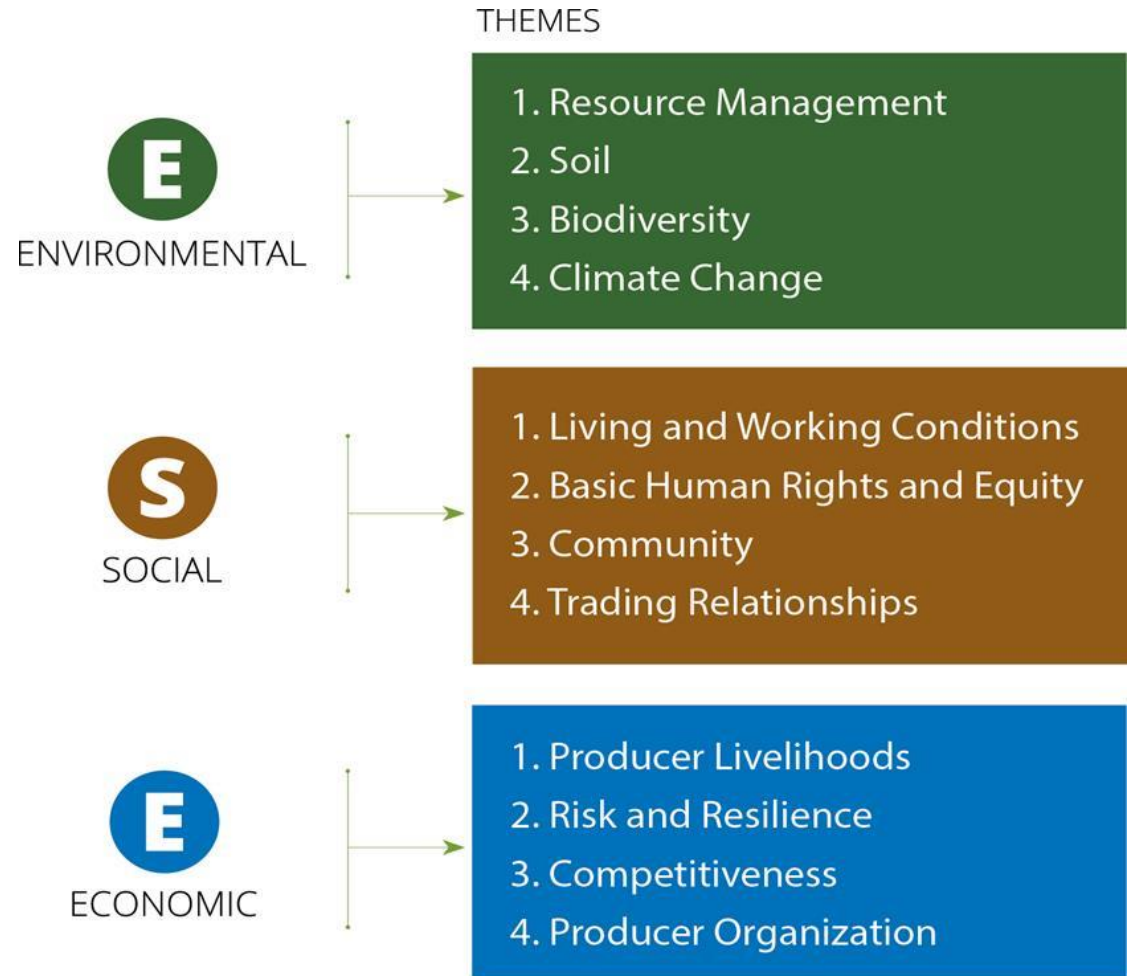
# Estudios comparativos en 12 países productores de café y cacao

Se han iniciado estudios Algodón, Azúcar, Palma Aceitera y Té

Figure 5.1 Countries Implementing COSA Tools



100+  
Indicadores  
estandarizados



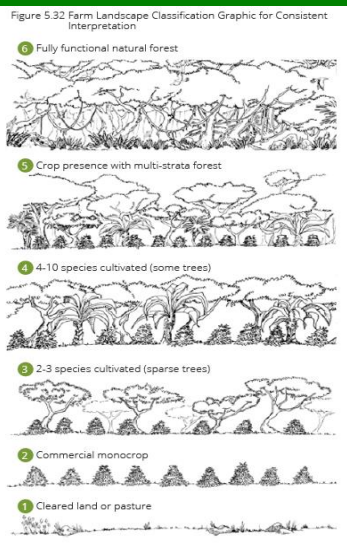


Environmental

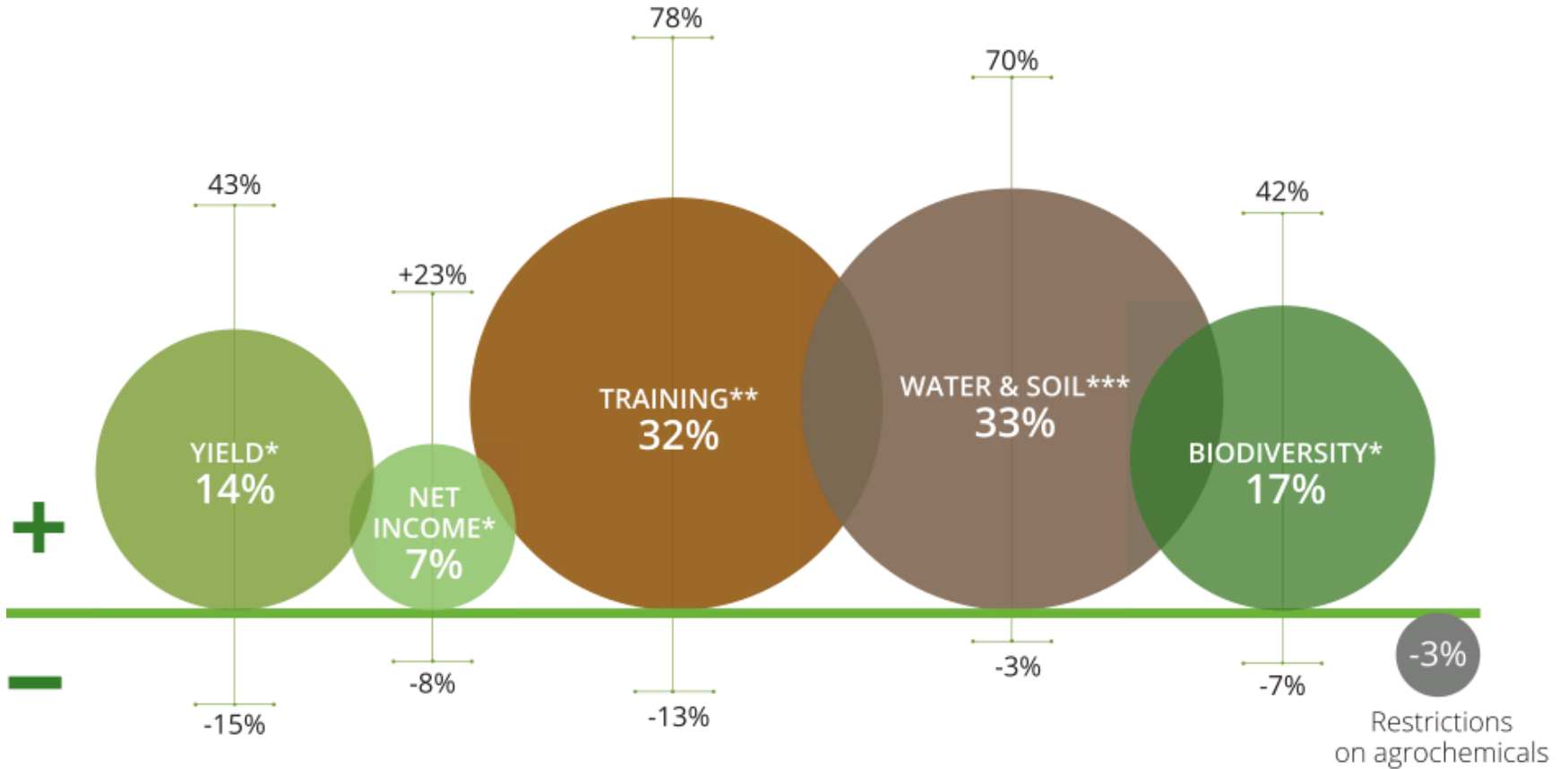
Table 5.3 COSA Indicators: Global Themes and Core Elements of COSA Environmental Indicators

GLOBAL THEME	CORE ELEMENTS
Water	Water Quality Water Quantity
Resource Management	Resource/input management Waste management
Soil	Conservation Soil Health
Biodiversity	Plant Diversity Tree Density
Climate Change	Sequestration & Mitigation
Perception	Environmental situation

<b>Plant Diversity</b>	Plant and tree diversity	Levels of biodiversity: cleared land or pasture, monoculture, 2-3 cultivated species (sparse trees), 4-10 cultivated species (some trees), crop presence with multi-strata forest, fully functional natural forest; practices followed that preserve or enhance biodiversity	
<b>Genetic Diversity</b>	Species and varietal diversity	Portion of focus crop(s) that are improved varieties (locally adapted or native heirloom varieties, selected to thrive in local conditions, hybrid, genetically altered, genetically selected); number of other crops or animal products produced on farm for sale, trade, or consumption	
	<b>Tree Density</b>	Trees per hectare	
	<b>Forestation</b>	Number and types of trees planted or removed; land area altered by planting or removing trees	



## Tangible Multi-country Outcomes (Certified vs. Uncertified)



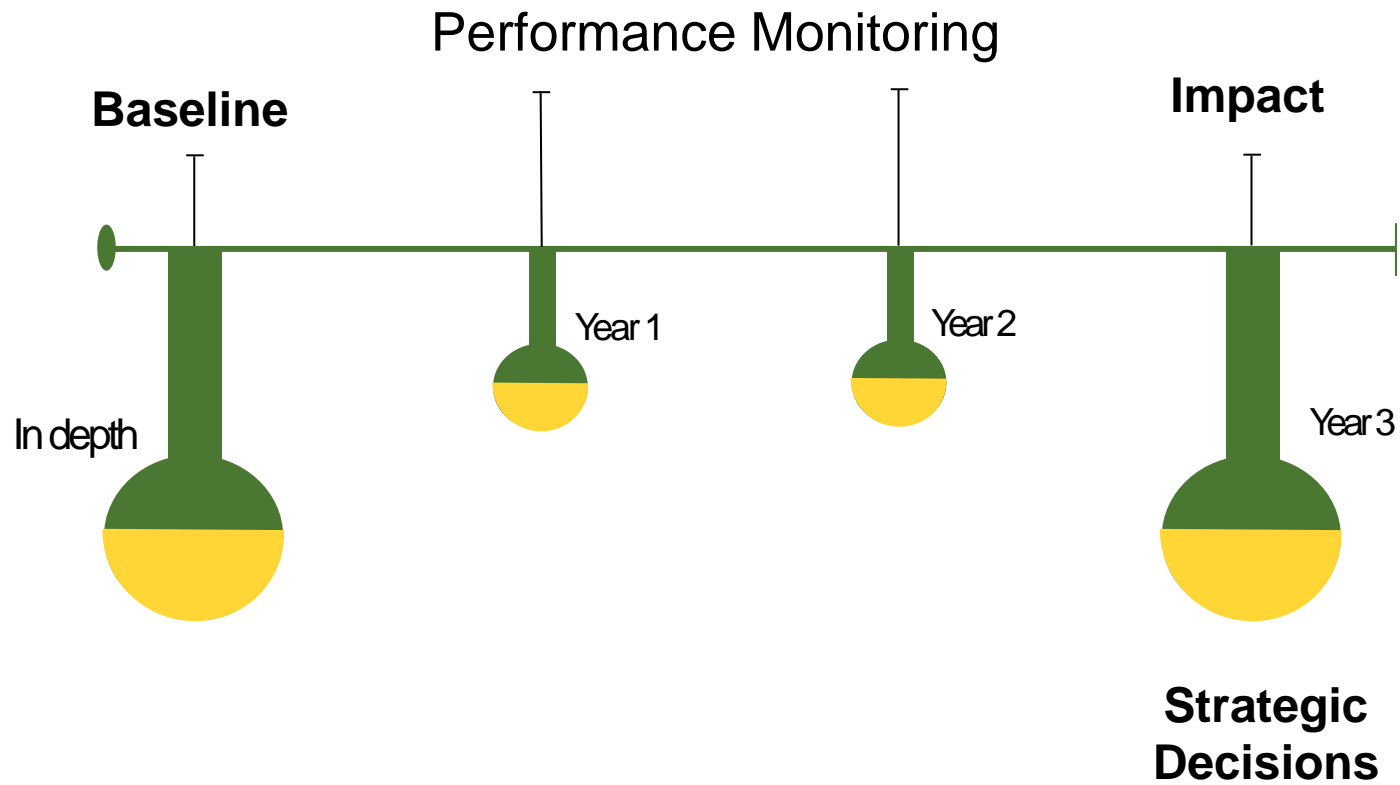
**Sample:** Each data sphere = 5,200 to 16,000 farm surveys with control groups in 5-11 countries



La mayoría de los programas de  
certificación y monitoreo evalúan el  
cumplimiento de ***prácticas***,

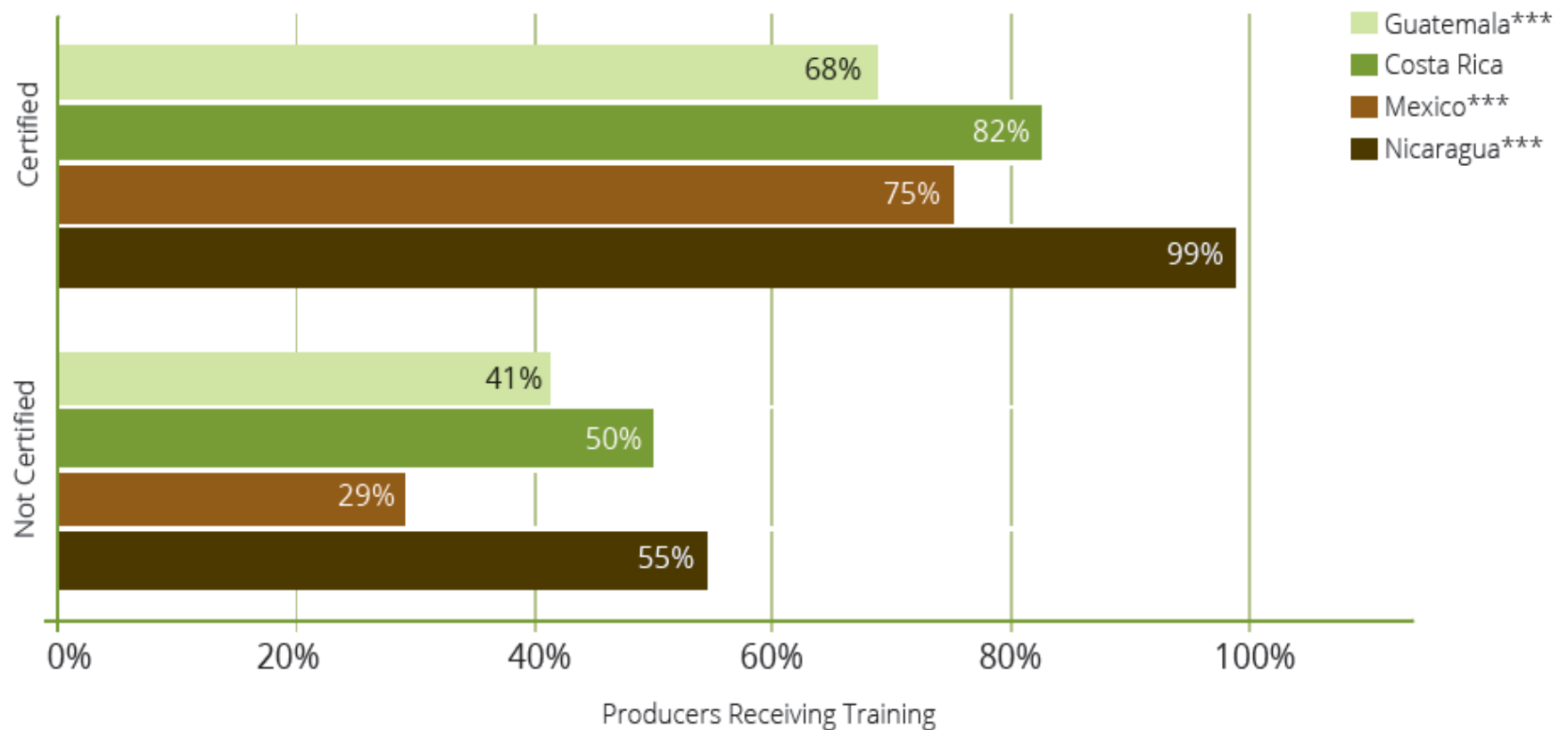
cuando se debería estar midiendo  
***desempeño.***

# Desempeño versus Impacto



# Mayor capacitación implica cambios en el manejo de la finca?

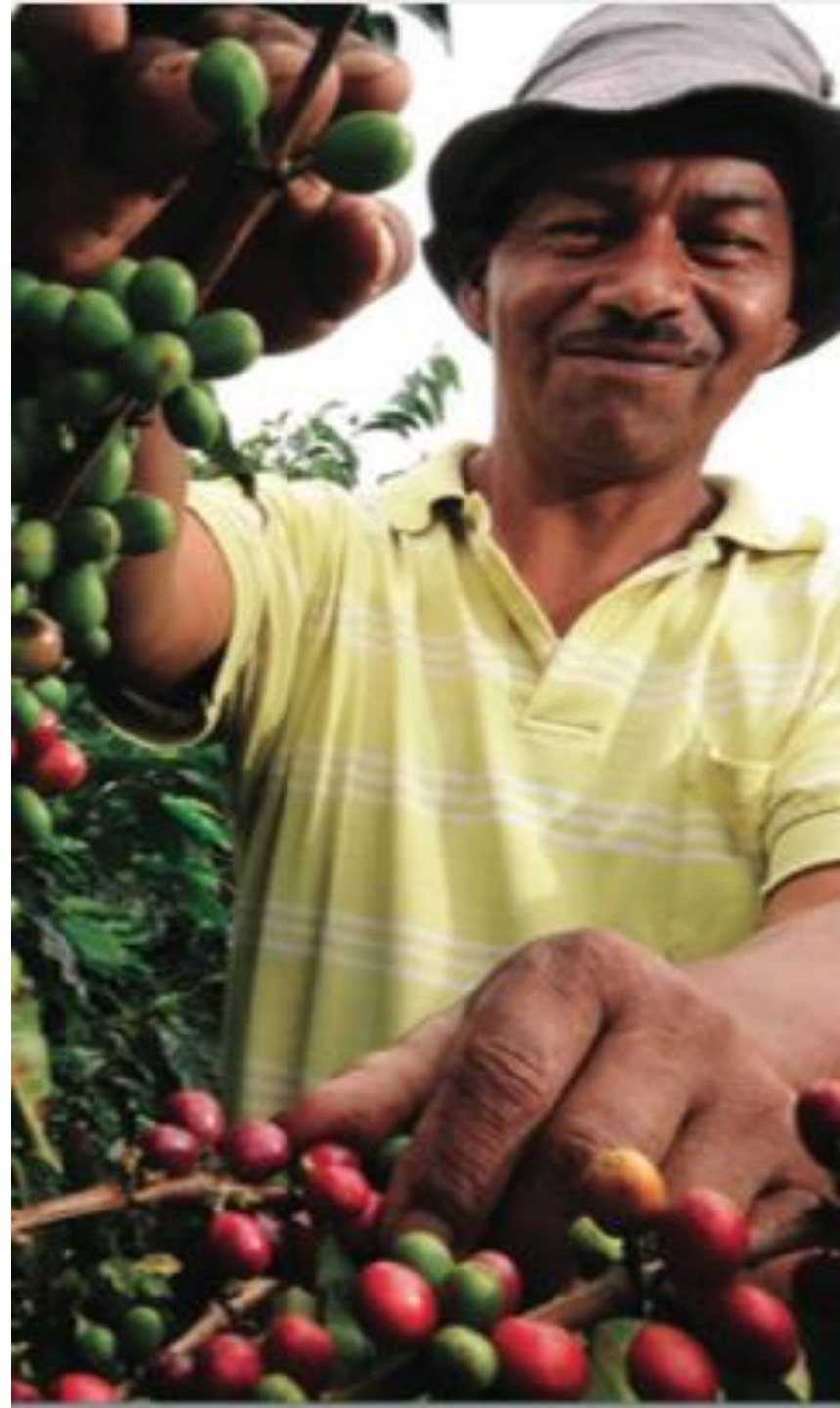
Figure 5.20 Training Levels: Comparing Certified and Conventional in Four Countries



	<b>Monitoreo de desempeño</b>	<b>Evaluación de impacto</b>
<b>1. Por qué</b>	El proyecto Avanza como planeado?	Cuáles fueron los logros del proyecto
<b>2. Dónde</b>	En la finca o fuera de la finca	En la finca
<b>3. Quién</b>	Técnicos, personal de campo	Investigadores, encuestadores
<b>4. Cuándo</b>	Continuo	Al principio y al final
<b>5. Cómo</b>	Encuesta corta y rápida	Más larga y comprensiva
<b>6. Qué</b>	Desempeño del grupo meta y del proyecto	Impacto del Proyecto en el grupo meta

## Monitoreo de Desempeño

- 1. A medida: Indicadores de desempeño clave (Key performance Indicators) KPI & y preguntas sobre sostenibilidad**
- 2. Costo mucho menor, y administrado localmente durante las operaciones de campo (15 a 20 minutos)**
- 3. Comparable entre países o entre proyectos**
- 4. Auditable** para mejorar la precisión y la confianza



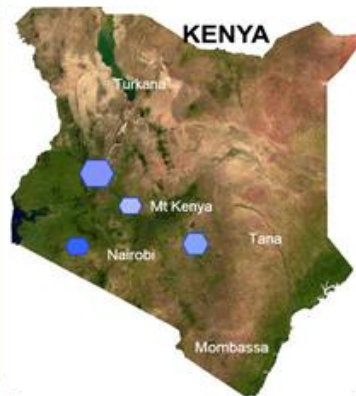


PERFORMANCE MONITORING DASHBOARD



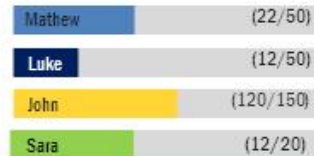
**SMARTINDICATORS**

Harvest	Training	Fertilizer
Pesticid	Energy	Income
Security	Water	Perceptions



**MANAGERS DESK**

Surveys completed by team



**SURVEYWATCH**



Real-time information dashboard

# El caso de la Federación de Cafeteros de Colombia



**Federación Nacional de  
Cafeteros de Colombia**

- FNC (560,000 miembros) quería entender el impacto de los Sellos Voluntarios de Sostenibilidad

- El premio daba una impresión negativa y el apoyo de la Federación a estos procesos decreció

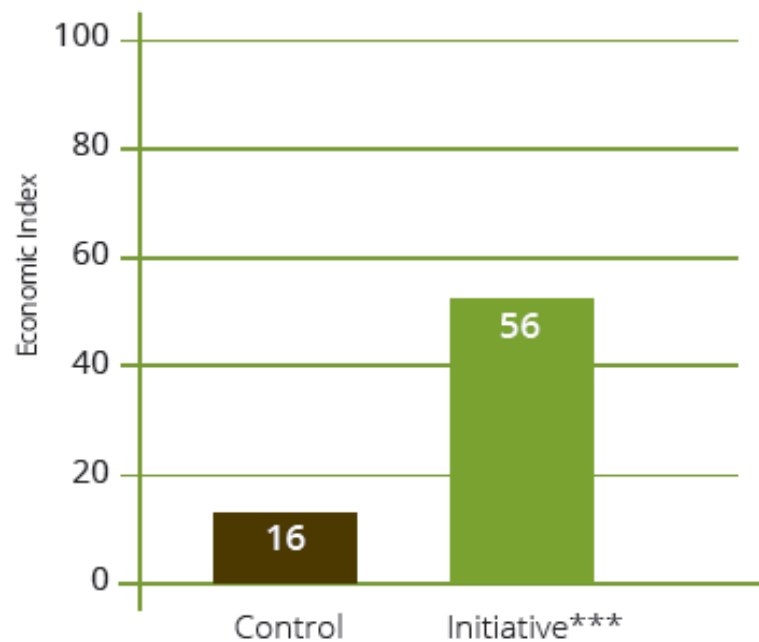
- Se present el informe de 3 años de encuestas a 5000 productores.

- Encuestas realizadas con socio local (CRECE)



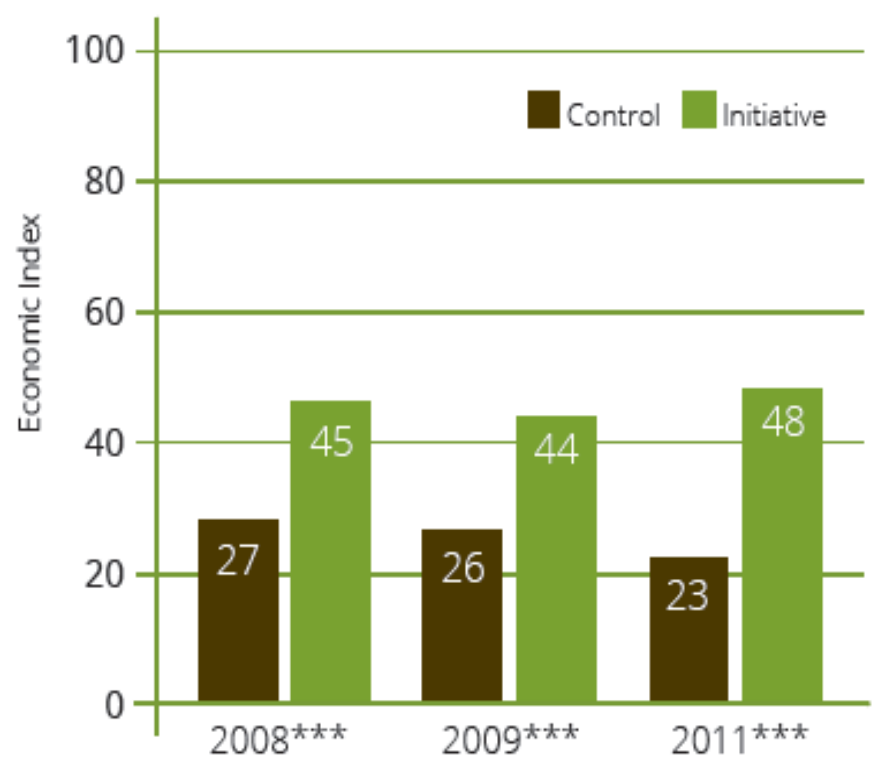
# Percepción de Colombia and Costa Rica

Figure 5.6 Economic Index for Certified vs. Conventional Producers in Costa Rica



NB: This is a first-year analysis of differences that, although substantial, must be tracked over time to see if they alter over the longer term

Figure 5.7 Economic Index: Comparing Certified to Control Group over Time in Colombia







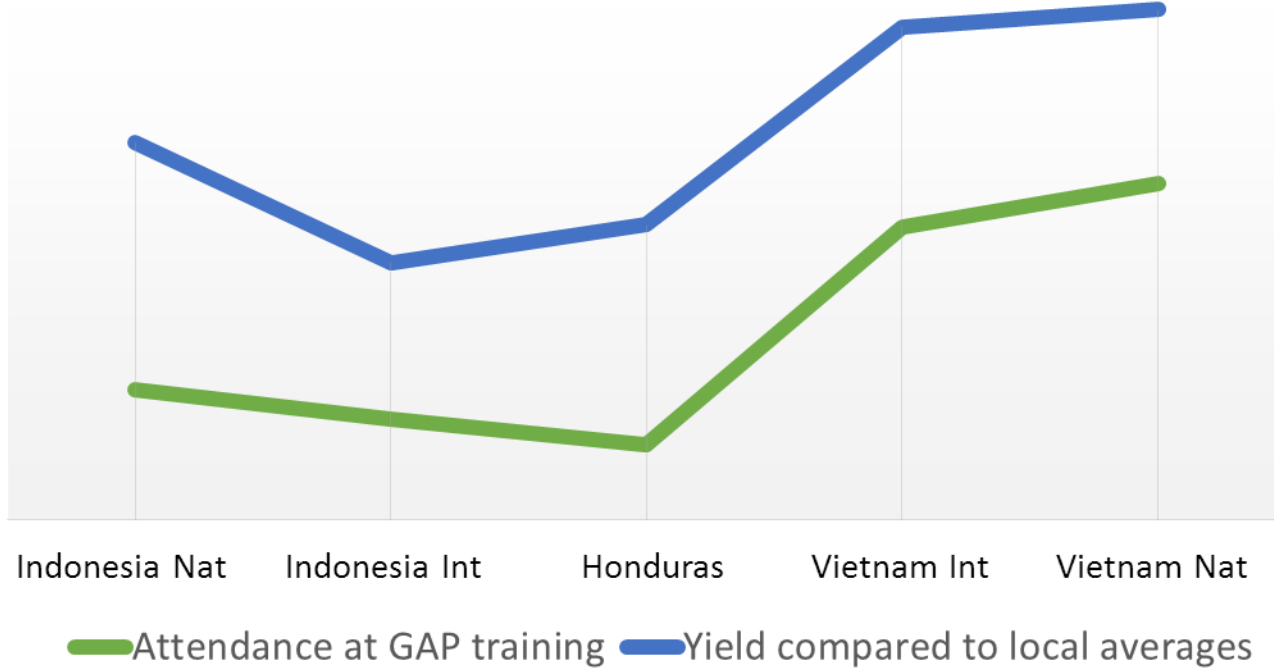
NESPRESSO

One of the world's fastest-growing multinationals, concerned that its suppliers are below-average in environmental results.

Statistically rigorous data helped reconfigure their approach...

within two years, measurable improvement of environmental practices among its farmer-suppliers

## Good Practices correlate with higher yields





# Cinco principios claves

**1 Indicadores comunes**  
procesos comparables

**2 Medidas estandarizadas**

**3 Capacidad local**  
Socios locales

**4 Multi dimensional**

Permite una vision más  
holística

**5 Validez Internacional**



Gracias

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