

September 2021

CVA's Impact Measurement Framework

Final Deliverable



- 01 Project Vision**
- 02 What we learnt**
- 03 CVA's Impact Measurement Framework**
- 04 Impact drivers and metrics**
- 05 Data considerations**
- 06 Next steps**

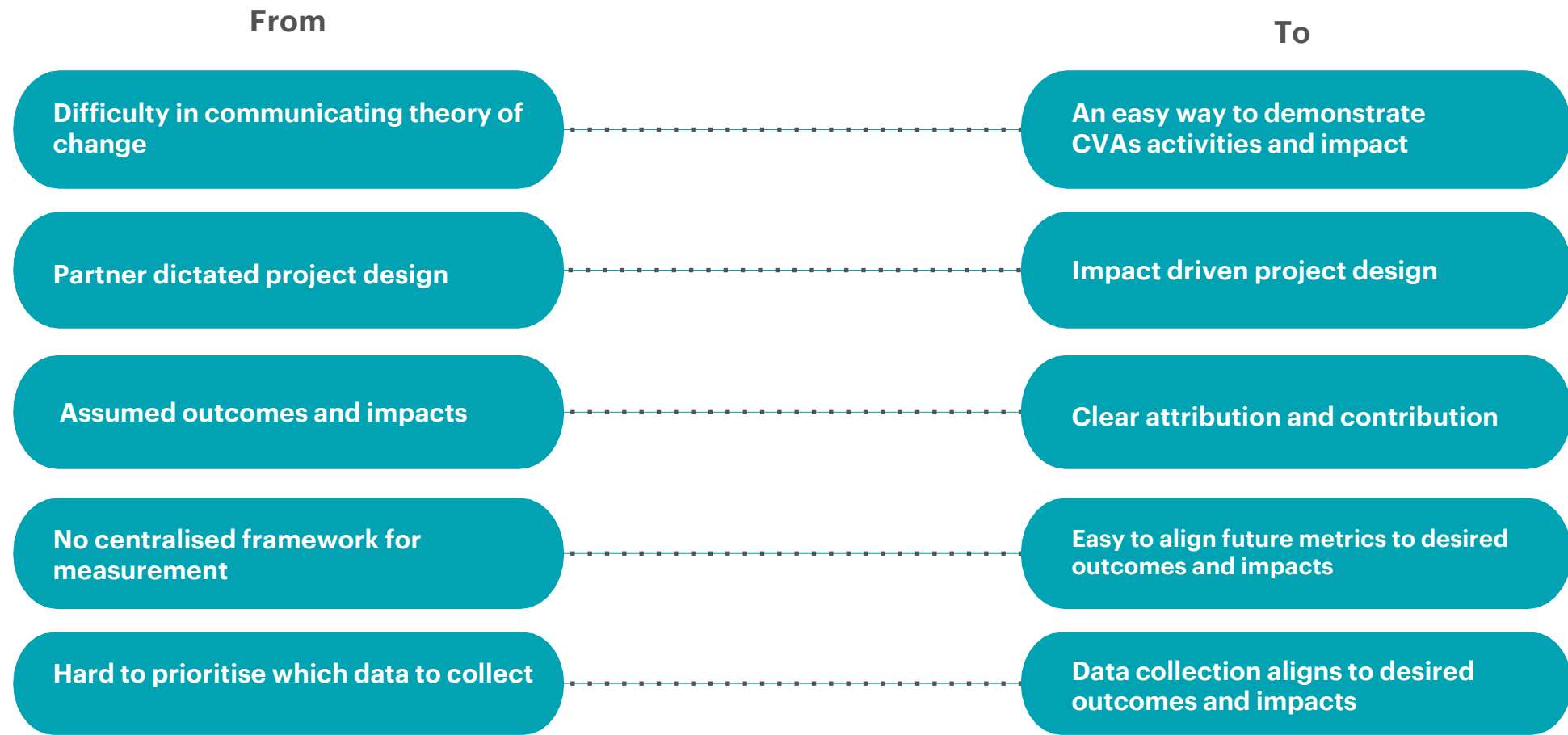
Project Challenge

How might we define, measure, and communicate the impact that CVA creates in a way that speaks to its various stakeholders and helps the organisation to move towards its new strategic vision.

The CVA Impact Measurement Framework

Defines the impact of the organisation's campaigns, projects, and activities, connecting the actions of CVA Community of Nature Stewards to tangible outcomes, and illustrating how these actions work to achieve the organisation's vision.

How an Impact Measurement Framework can support CVA



Our Journey



START POINT

- Recent pivot in strategy
- Lacked ability to tell their story and communicate their vision for impact
- Measurement focused on partner requirements rather than measuring impact
- Needed a tool to measure and demonstrate their impact



END POINT

- CVA now have a clear and visually appealing way to tell their story of impact
- It allows for CVA to communicate their values to external stakeholders
- The IMF serves as a tool to support future project design and evaluation
- It articulates the metrics, that are needed to be measured to demonstrate impact

Accenture Development Partnerships

- Accenture was brought in to facilitate the co-creation of an Impact Measurement Framework between CVA and Accenture

CO-CREATE

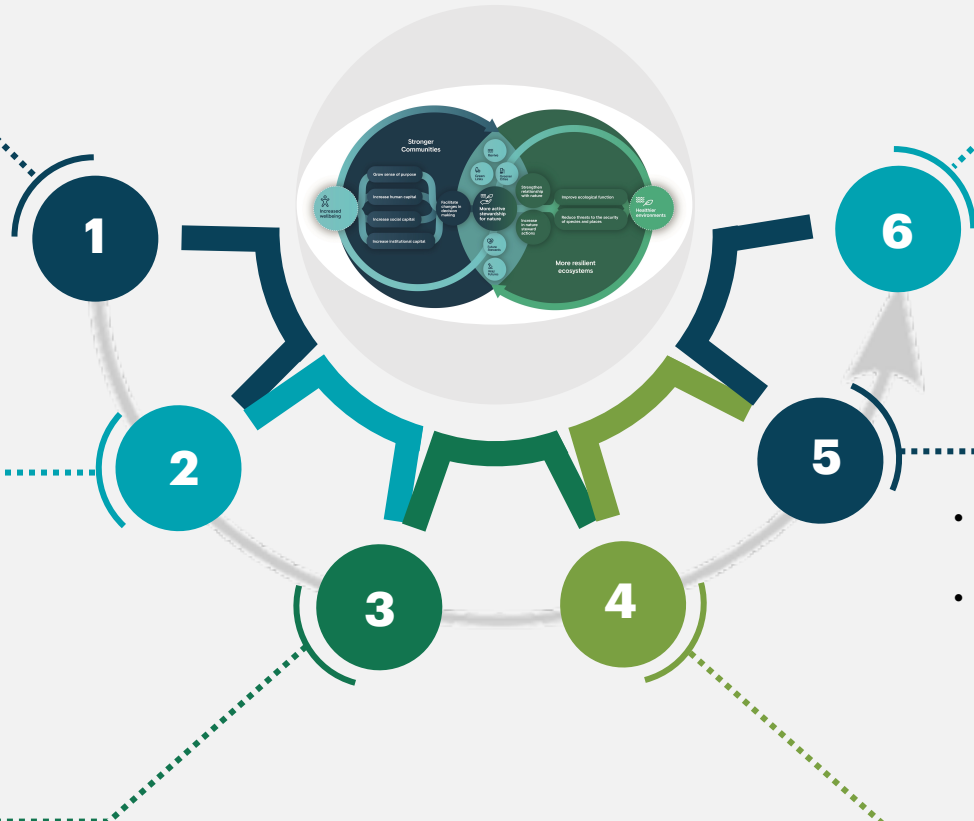
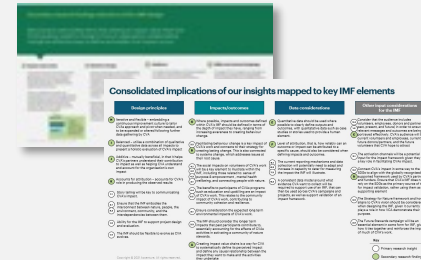
- Throughout this process there was continued high collaboration across CVA and Accenture
- The team managed to define the theory of change, and the IMF inputs and align on final elements of the framework

RESEARCH

- The team conducted primary research and secondary research to help us understand the purpose, elements, best practices, considerations, insights in developing an IMF

SYNTHESISE

- Through our research, we synthesised our findings that fed into the design of the IMF



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We set out to explore perceptions of CVA's impact and the need for an impact measurement framework



“Want to be able to answer the question with the framework: ‘why is it important to involve people as nature stewards?’”

What we learnt:

- People believe CVA makes an impact. Sometimes it’s hard to articulate what it is.
- An IMF will be an important part of how CVA communicates its impact to all stakeholders
- CVA facilitates the opportunity for people to connect with nature throughout their projects
- Impacts on participants include an increased sense of purpose, awareness and education, and connecting with other people
- It is important not to overlook the environmental outcomes that CVA creates, both immediate and long term

We explored how other organisations define, communicate and measure their impact

The IMF's that stood out to CVA were 'clean and simple to understand', used an element of qualitative evidence to 'humanize the data' and 'consider the medium and long-term considerations of outcomes'



What we learnt:

- There is a shift towards outcomes-based reporting, where simply measuring the outputs of an organisation's work is now not enough. Increasing insight & data capture capabilities and accessibility of these are playing a role in this
- Using qualitative stories or case studies to humanise the quantitative data adds depth to impact measurement
- There is now an emphasis on learning and continuous improvement as part of impact measurement and assessment, rather than just 'evaluation'
- Accounting for the degree of attribution an organisation has over their impact adds legitimacy to that organisation's impact measurement

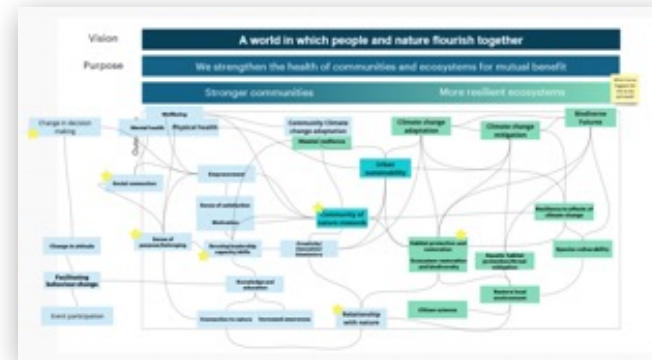
Case studies included:

- Eco.Business Fund
- Royal Bank of Canada
- Urban Climate Action
- Volunteering Service Overseas
- CSIRO
- B4SI
- Eat Up Australia

We came together as a team to co-create the CVA Impact Measurement Framework

Session 2: mapping relationships

Session 1: prioritising impacts and outcomes



Session 3: metrics and measurement

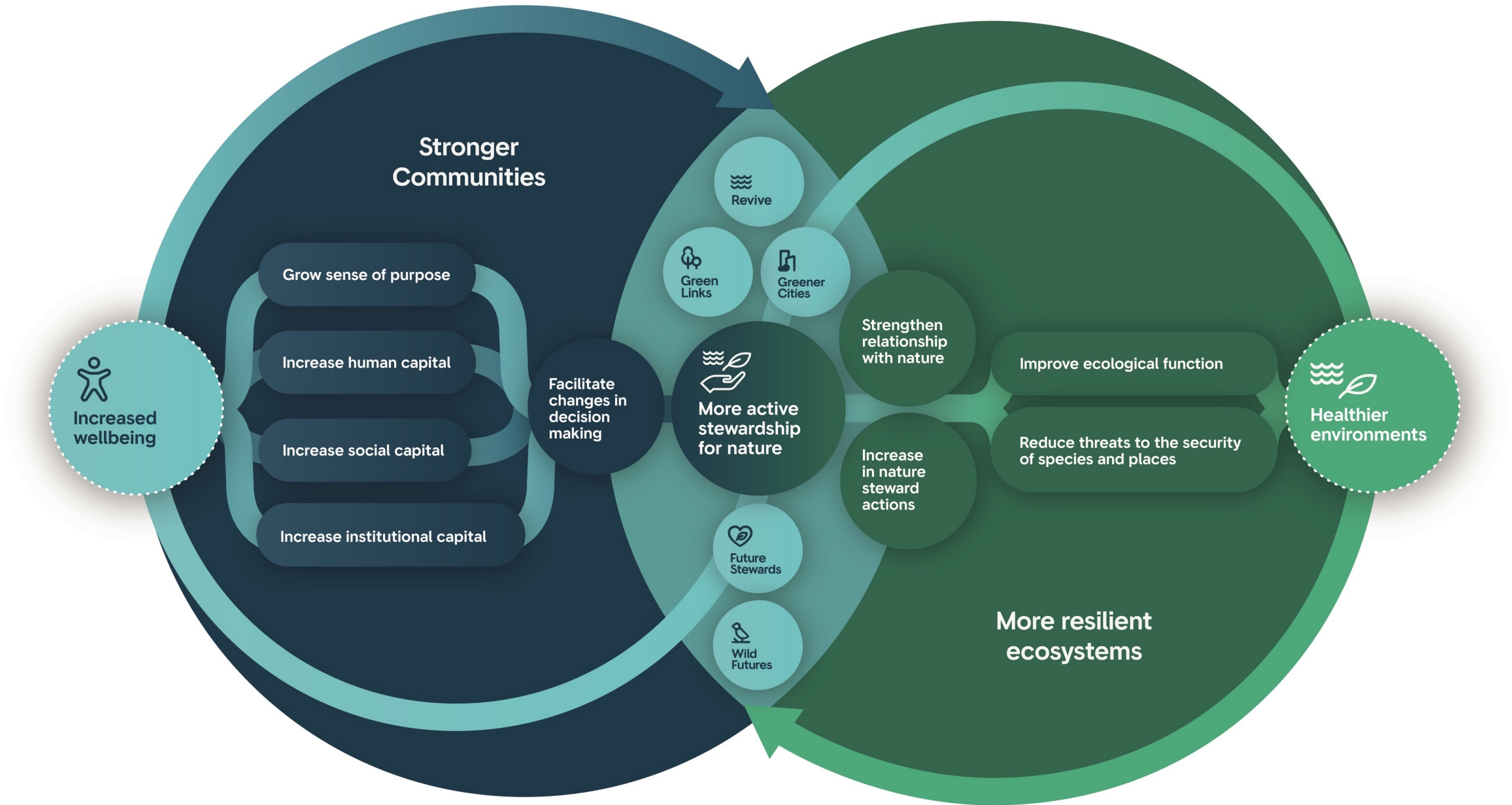


“Which attributes are we talking about? (To make them really, really good-looking?)”

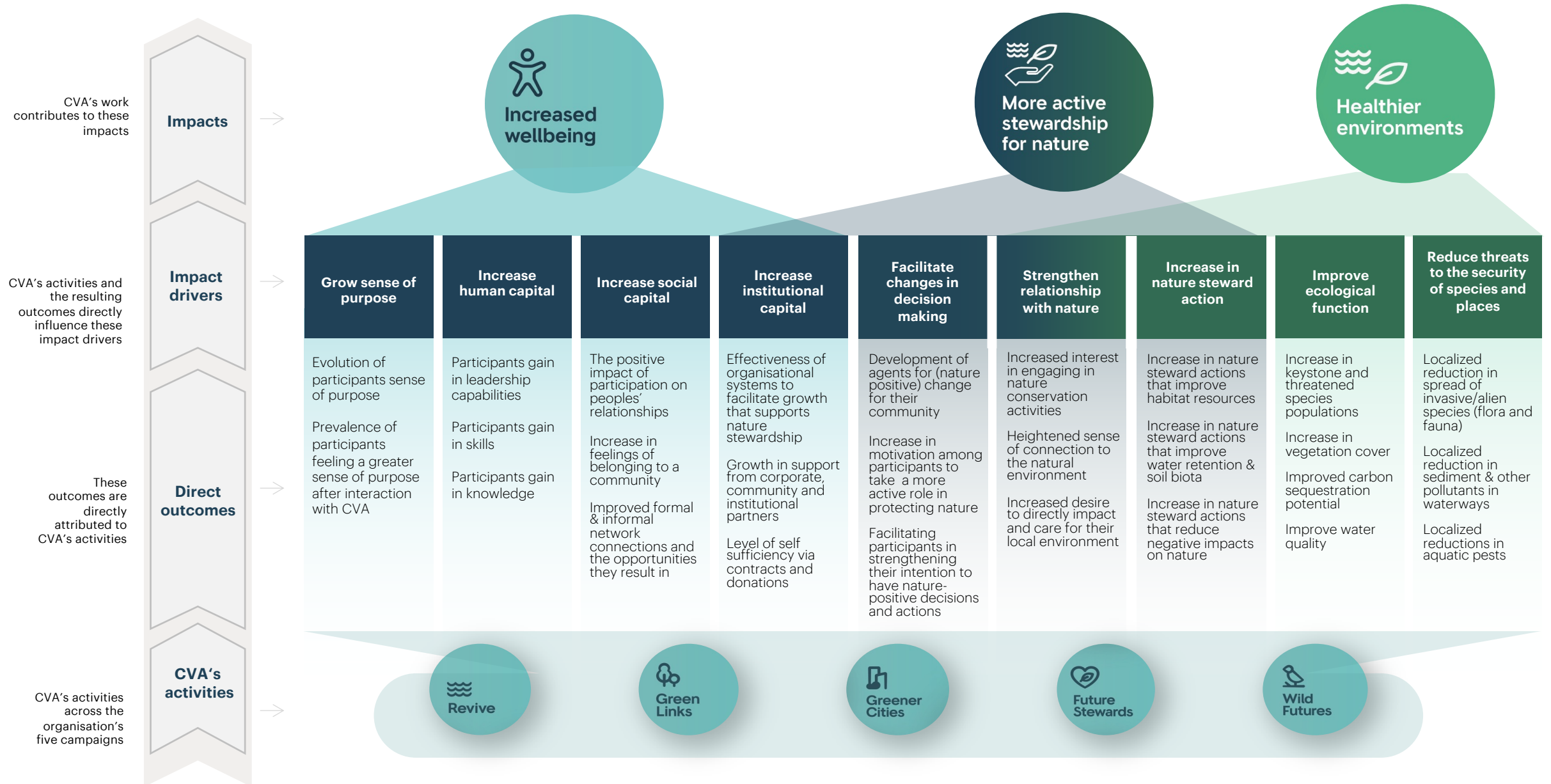
What we learnt:

- There was strong alignment on the types of social outcomes that CVA creates
- Things got a bit confusing once we tried to prioritise which outcomes were the most important to focus on for the final framework
- The environmental outcomes were less clear initially, but working with the wider team iterating things became more clear
- Aligning on meaning of the various concepts, and then the wording and descriptions is VERY HARD!
- There is a strong belief in the importance of this work for CVA, demonstrated by the commitment to co-creation from the CVA team

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Impact assessment approach



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**Increased
wellbeing**

Impact driver

Grow sense of purpose

Participation in CVAs activities often results in an increased sense of purpose at the individual level, which generally relates to caring for the environment and participating in something meaningful. This is often enhanced by the shared experiences of CVA volunteers with others.

Example: feeling supported and/or motivated to make a positive impact on nature.

In order to measure this impact driver, the following metrics and indicators are designed to demonstrate and track CVA's contribution to **growing sense of purpose**. This will aid the monitoring and the meaningful change resulting from these.



Metric 1

Evolve participants' sense of purpose and belonging



Proposed measurement approach

Qualitative measurement of the most significant change observed. Method may include participant testimonial and/or videos



Considerations

Qualitative measurement approach will allow CVA to build a more comprehensive depiction of its impact



Metric 2

Increase prevalence of participants feeling a greater sense of purpose after interaction with CVA



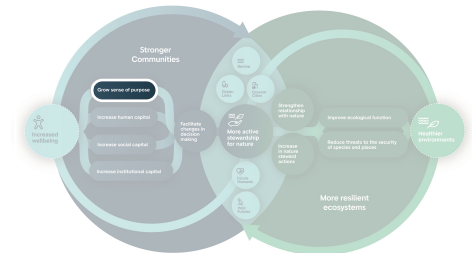
Proposed measurement approach

Use of a participant survey before and after activity to gather quantitative data on the number and proportion of participants who feel an increase in sense of purpose.



Considerations

Potential survey question: Do you associate with the following goal statement: "I feel that I have a greater sense of purpose having interacted with CVA"



Impact driver

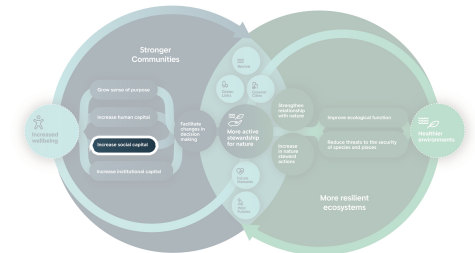
Increase social capital

Involvement with CVA initiatives can result in people forming informal and formal relationships, which lead to friendships, kinships, occupational networks that in turn facilitate and aid trust, sense of belonging, mental health, and wellbeing.

Example: reduction in feelings of isolation.

In order to measure the impact driver, the following metrics and indicators are designed to demonstrate and track CVA's contribution to **increasing social capital**. This will aid the monitoring and the meaningful change resulting from these.

<p>Metric 1</p> <p>Achieve positive impact of participation on peoples' relationships as a result</p> <p>Proposed measurement approach</p> <p>Utilise participant surveys to gather quantitative data on the impact they observe in themselves related to this metric.</p> <p>Considerations</p> <p>To supplement the above measurement approach, CVA could also consider participant stories as a qualitative measure.</p>	<p>Metric 2</p> <p>Increase feelings of belonging to a community</p> <p>Proposed measurement approach</p> <p>Utilise participant surveys to gather quantitative data on the impact they observe in themselves related to this metric.</p> <p>Considerations</p> <p>An example survey question could be: After involvement with the CVA, do you feel that you belong as a member in this community?</p>	<p>Metric 3</p> <p>Improve formal & informal network connections and the opportunities they result in</p> <p>Proposed measurement approach</p> <p>Development of a network map based on data gathered.</p> <p>Considerations</p> <p>The network map could also encompass the number of relationships, as well as how strong their relationships are.</p>
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Impact driver

Increased institutional capital

CVA provides effective organisational capacity (systems, processes and networks) for people and organisations to undertake nature stewardship actions.

Example: CVA can strengthen the legitimacy of smaller, newer groups/organisations they partner with given their own organisational legitimacy, systems, partnerships and resources.

In order to measure the impact driver, the following metrics and indicators are designed to demonstrate and track CVA's contribution to **increasing institutional capital**. This will aid the monitoring and the meaningful change resulting from these.



Metric 1

Demonstrate effectiveness of organisational systems to facilitate growth that supports nature stewardship



Proposed measurement approach

Utilise a survey to determine an 'Effectiveness score' (1-5) from internal staff.



Considerations

The method above makes use of a subjective indicator.



Metric 2

Growth in support from corporate, community and institutional partners



Proposed measurement approach

Quantify the number and depth of partnerships.



Considerations

This utilises the proxy of growth of support for quantitative data.



Metric 3

Show level of self sufficiency via contracts and donations



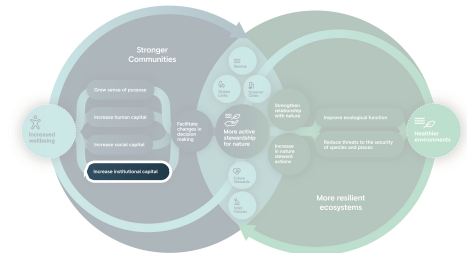
Proposed measurement approach

Utilise CVA's internal financial data to determine current and projected self sufficiency.



Considerations

This metric supports the overall driver as it is a necessary attribute to ensure functional institutional capital into the future.





**More active
stewardship
for nature**

Impact driver

Facilitate changes in decision making

By inspiring and connecting people to nature, CVA's work helps people to build motivation to change their behaviours, and provide the skills and resources to support those changes.

Examples: buying different products, taking public transport instead of driving sometimes, growing their own food, inspiring others to make changes in their decision making

In order to measure the impact driver, the following metrics and indicators are designed to demonstrate and track CVA's contribution to **facilitating changes in decision making**. This will aid the monitoring and the meaningful change resulting from these.



Metric 1

Development of agents for (nature positive) change for their community



Proposed measurement approach

Use of a participant survey, with data gathered over time (such as inclusion of an annual survey) to measure a potential increase.

Potential use of participant case studies as supportive data.



Considerations

Example survey questions could include: Have you encouraged other people in your life to adopt more nature positive approach in life?



Metric 2

Increase in motivation among participants to take a more active role in protecting nature



Proposed measurement approach

Use of participant survey to quantitatively determine the proportion of participants who feel more motivated to take an active role in protecting nature after their interaction with CVA.



Considerations

Ability to use this data to review CVA's interactions with participants and be able to identify which activities potentially increase motivation to a greater extent than that of others.



Metric 3

Facilitate participants in strengthening their intention to have nature-positive decisions and actions



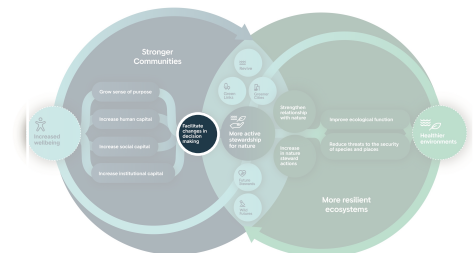
Proposed measurement approach

Use of participant survey to gather data on the proportion of people making more environmentally responsible choices in daily life. Potentially this survey should also be conducted annually as well as following a CVA event.



Considerations

The direct actions resulting in this intention is measured in a corresponding impact driver



Impact driver

Strengthen relationship with nature

CVA facilitates people to develop and strengthen their relationship and connectedness with nature.

Example: Increased feeling of connection with nature as a result of interacting with nature

In order to measure the impact driver, the following metrics and indicators are designed to demonstrate and track CVA's contribution to **strengthening relationship with nature**. This will aid the monitoring and the meaningful change resulting from these.



Metric 1

Increase interest in engaging in nature conservation activities



Proposed measurement approach

Use of participant survey or poll, to measure the % increase from before and then periodically after a conservation activity.



Considerations

Potential to also utilise web analytics to gather data on number of percentage increase of returning visitors on website (a measure of interest) and the conversion rate from visitors to volunteer bookings (measure of action).



Metric 2

Heighten sense of connection to the natural environment



Proposed measurement approach

Use of survey to determine the percentage or number of people who observe in themselves a heightened sense of connection to nature or the environment after their experience with CVA.



Considerations

Ability to use this data to perform a before/after comparison to measure impact.

Potentially also consider supplemental qualitative measurement such as participant stories and case studies.



Metric 3

Increase desire to directly impact and care for their local environment



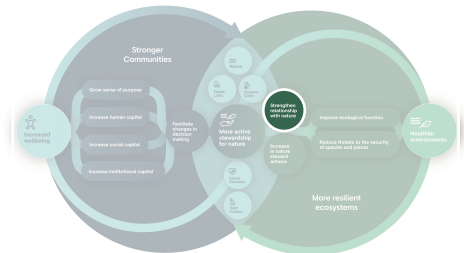
Proposed measurement approach

Use of participant survey at varying intervals, including before and after involvement with CVA to determine an increase in desire.



Considerations

Consider a wider audience in gathering data for this metric. Surveying not only volunteers at events but potentially partners, website visitors.



Impact driver

Increase in nature steward actions

The day-to-day actions that participants of CVA work take, in response to their experience with CVA. This includes actions related to the other environmental impact drivers - improving ecological function and reducing threats to nature.

This is a direct outcome of the 'Facilitate changes in decision making' impact driver

In order to measure the impact driver, the following metrics and indicators are designed to demonstrate and track CVA's contribution to **increasing nature steward actions**. This will aid the monitoring and the meaningful change resulting from these.



Metric 1

Increase in nature steward actions that improve habitat resources



Proposed measurement approach

Quantitative measurement would be done via a participant survey, with potential supporting material o photos/testimonies and/or social media posts



Considerations

Potential survey question: How many people have added critical habitat resources to their local landscapes?



Metric 2

Increase in nature steward actions that improve water retention & soil biota



Proposed measurement approach

Quantitative measurement would be done via a participant survey, with potential supporting material o photos/testimonies and/or social media posts



Considerations

Potential survey question: How many people have improved water retention, soil biota and organics in their local landscape?



Metric 3

Increase in nature steward actions that reduce negative impacts on nature



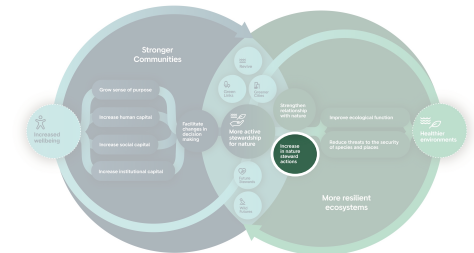
Proposed measurement approach

Quantitative measurement would be done via a participant survey, with potential supporting material o photos/testimonies and/or social media posts



Considerations

Potential survey questions: How many people changed practices that detrimentally affect wildlife?
How many people demonstrably





Healthier
environments

Impact driver

Improve ecological function

CVA's on-ground conservation work includes localised maintenance or augmentation of ecological communities and matrixes to support the full complement of species and processes that are or were/should be contained there.

Example: reductions in volume of litter on beaches and in waterways, increase in vegetation cover, species monitoring and habitat condition surveys

In order to measure the impact driver, the following metrics and indicators are designed to demonstrate and track CVA's contribution to **improving ecological function**. This will aid the monitoring and the meaningful change resulting from these.



Metric 1

Increase in keystone and threatened species populations



Proposed measurement approach:

Measure population growth of targeted species over time



Considerations:

This is currently done by some of CVA's research partners



Metric 2

Increase in vegetation cover



Proposed measurement approach:

Measure hectares of vegetation planted, combined with spacial mapping to determine impact and percentage increase in vegetation cover.



Considerations:

Field App is currently used as part of the salesforce software to assist with data collection



Metric 3 etc...

Improve carbon sequestration potential



Proposed measurement approach:

Measurement is dependent on the type of vegetation planted or restored (i.e. what type of tree) in identifying the theoretical amount of carbon stored.



Considerations:

Currently available scientific research regarding green & blue carbon capture (external of CVA) provides the foundation of this measurement



Metric 4

Improve water quality



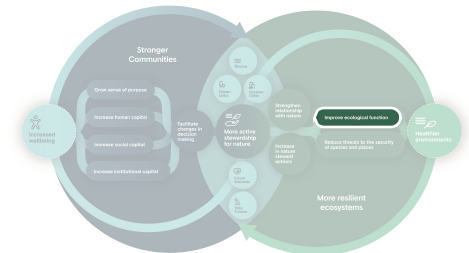
Proposed measurement approach:

Measure through water sampling, utilizing a baseline to compare improvement to.



Considerations:

Measurement of this metric is done at project level



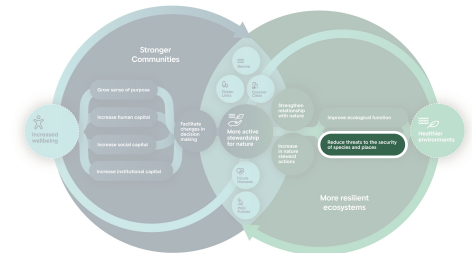
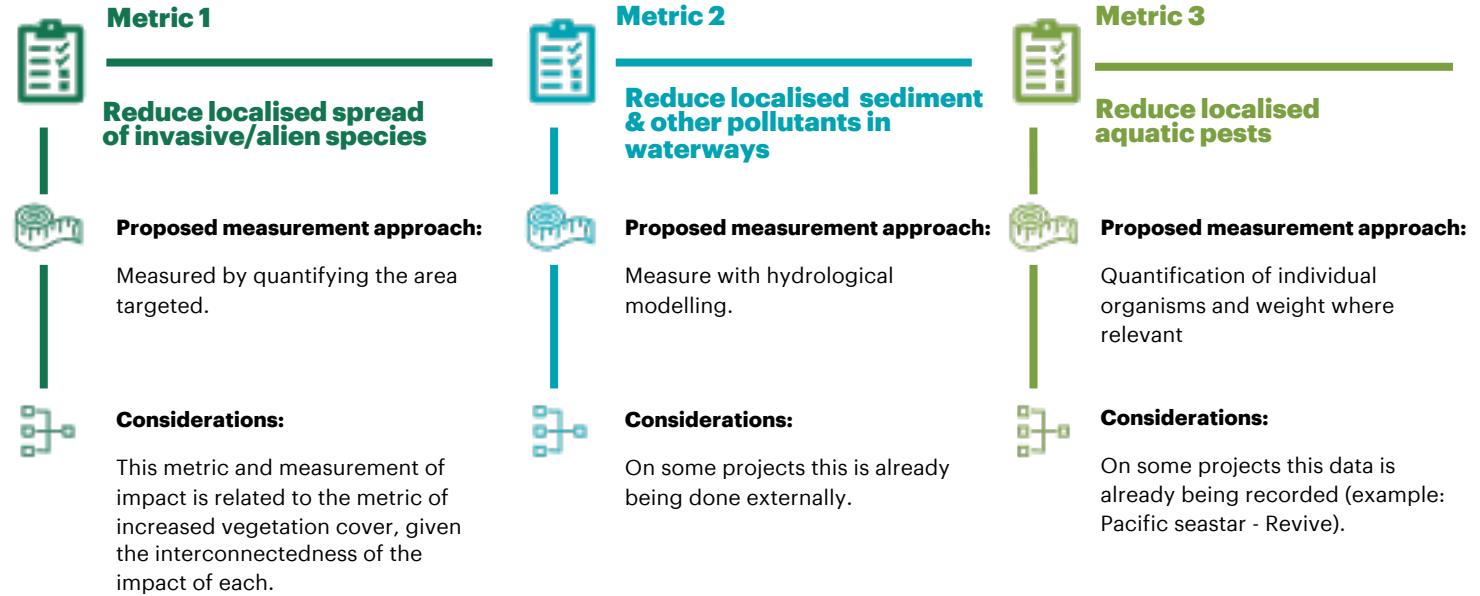
Impact driver

Reduce threats to the security of species and places

CVA's on-ground conservation work includes interventions that reduces processes and events that may cause harmful ecological or physiological impacts on an ecosystem.

Example: reduction in coastal dune erosion, minimising spread of alien species.

In order to measure the impact driver, the following metrics and indicators are designed to demonstrate and track CVA's contribution to **reducing threats to the security of species and places**. This will aid the monitoring and the meaningful change resulting from these.



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Current data sources



Observations

- Salesforce is the primary platform that CVA uses to track project deliverables. An excel extract was provided to the team and it contains many metrics predominantly focused on quantitative environmental measurement.
- Metrics within this system are often pre-loaded from partnership contracts, as well as containing a standard set of measures to track delivery progress and revenue recognition.
- We understand that CVA are in the process of reviewing the list of metrics for measurement.

IMF implications

Activities and metrics measured are predominantly focused on environment outcomes. With the pivot of the vision for impact, these metrics will need to be revised to be fit-for-purpose for the impact drivers, and more importantly for CVA's vision.

FieldBase

Observations

- FieldBase may become a toolkit for consistent data and currently is in prototype stage.
- Initially allowing people to manage project from a safety lens, the future goal state is that it will pivot to allow CVA to collect, compile, analyse, and visualize data not only over time, but also at different levels (individual/ personal impact, group impact, campaign impact, national impact).

IMF implications

Although not a current tool to demonstrate CVA impact, the formation of CVA's vision for impact and the IMF will influence the future state and design of FieldBase.

Surveys

National environment and community survey

- Survey conducted in 2021, and therefore not a live data source.
- From some of the inputs on what volunteers would be interested, in there were multiple responses that reflect elements within the IMF such as ones relating to leadership development, local community, and educational opportunities.

CVA Corporate Partner Survey 2020

- The survey for partners, although may not meet the needs in capturing data for impact driver metrics, it may however become a tool to evaluate the IMF itself on its efficacy in demonstrating vision for impact.
- The IMF should be able to answer various queries posed within the survey itself, such as the understanding of CVA's theory of change, social impact derived, showing indicators of long-term impact etc.

Data considerations

Data collection

- Metrics for each impact driver should also be reviewed in the lens of data collection.
- In reviewing the measurement approach and data collection for metrics, there are certain elements to consider. Such as:
 - Is this something already being measured?
 - How difficult is this to measure?
 - Are there any quick win metrics that we can start to measure immediately?
 - Which metrics may require extra resources to measure?
 - What type of data to collect (quant vs qual)
 - What tools can you use?
 - Baseline data, frequency, follow up data?

Data compilation & tools

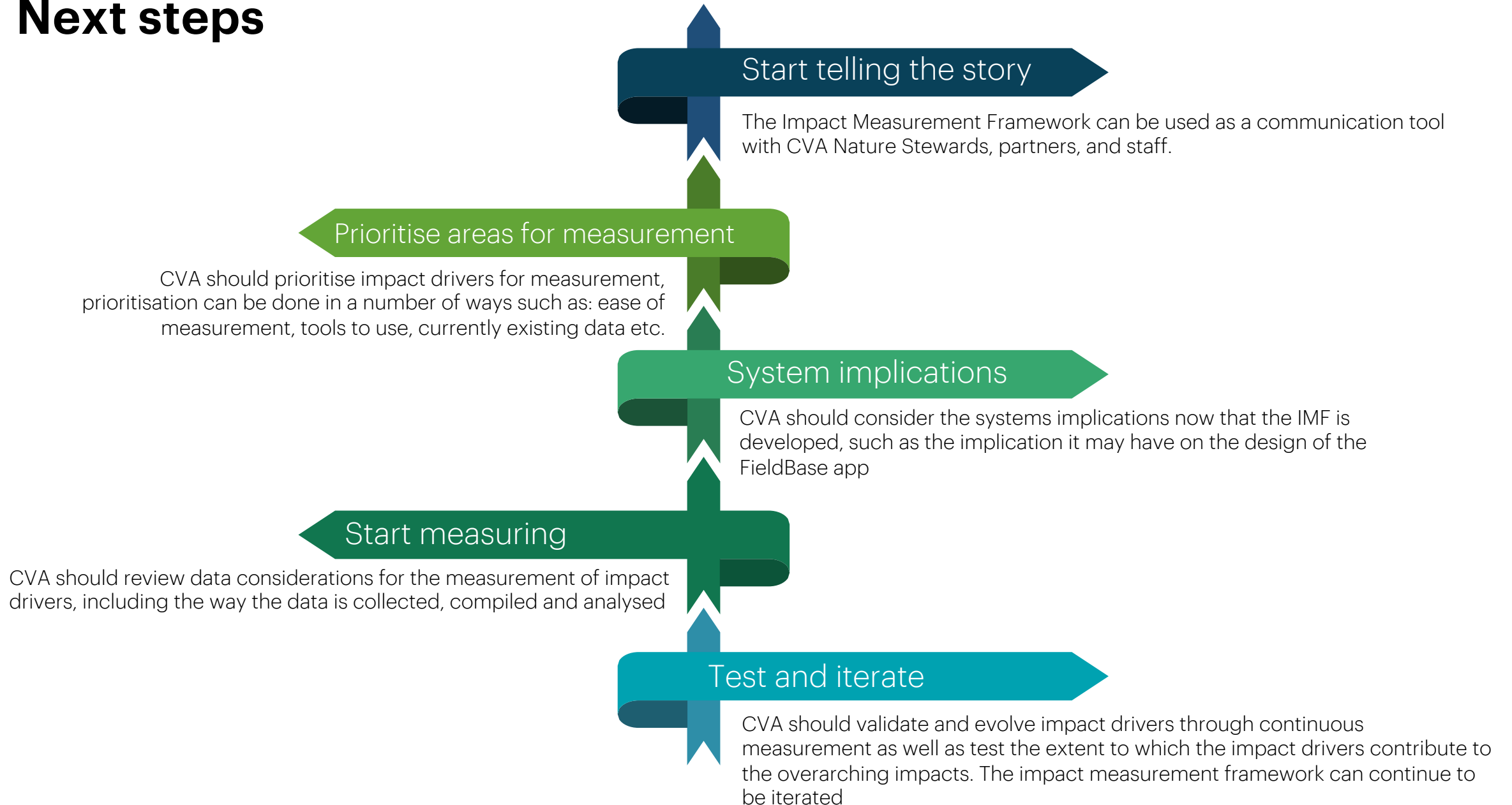
- Data compilation can become tricky in the sense that if we are collecting data in multiple different ways and within different tools it becomes increasingly challenging to compile it in one central location.
- Linking data that is stored or moving data to a single source provides a better view of the overall picture.
- Assess the tools that CVA currently use, can these be adapted to be fit for purpose?

Data analysis

- Similarly with data compilation, having multiple areas of where data is collected and compiled poses a risk in which integration may be required to be able to view the full picture of impact
- Within data analysis, in order to build a comprehensive picture it is important that we try and match quantitative metrics with their qualitative counterparts
- It is also important to think about the summary and visualisation of data at multiple levels (individual level, group level, campaign level etc) and whether your results are improving over time

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Next steps





Thank you!

