

IMPACT MEASUREMENT



Ubuntu
Impact
Investments



The beginning of a prosperous journey

SCROLL DOWN

Measuring the impact of sustainable investment

November 2016

CONTEXT



“The time is right to build a sustainable hospitality and tourism brand in Africa”

How we deliver value

“The need for sustainable businesses and sustainable development is key to addressing Africa’s economic, social and environmental challenges and demands, noting that the continent has the capacity to transition to a green economy without the adverse effects that have accompanied growth in other regions”. The integrated approach embodied in sustainable development is Africa’s most promising way forward, *(Ms. Migiro 2016, UN Deputy Secretary-General from 2007 to 2012)*.

By measuring our impact we provide continue insight of how we generate and, potentially, destroy value for all stakeholders who are relevant. We examine the impacts that arise directly through the effect of our activities and indirectly through their effects on stakeholders in the local communities, organizations in the supply chain, customers in the marketplace, and other stakeholders (for example local governments). Measuring our impact helps us making the right decisions in achieving our sustainable goals and demonstrating the value we create to stakeholders.

SDG’s shape the context for defining our impact objectives

We have a holistic understanding of how our brand activities deliver value to the supply chains and communities in which we operate, through the contribution to the economy and the public finances and through the impact on the environment and wider society.

- Sustainable impact is central to our existence
- Sustainable development is our long term goal.
- Our product and service portfolio offers solutions for global sustainability issues.
- We have an international focus
- We work closely with (local) governments in realising and contributing to SDG’s

Given this, we define our goals in line with SDG’s. We monitor and measure how our impact contributes to the realization of the SDG’s



DEFINING OUR IMPACT



Scope of our impacts:

- As a result of the direct operations
- From downstream distribution, retail and disposal
- From upstream suppliers as a result of purchases
- From outside the business value chain and communities the business affects

How far does our impacts reach along the value chain?

This means understanding the dimensions of total value through end-to-end mapping to ensure that all impacts are considered and a structure for capturing impacts is formed.

It also means determining the social, economic and environmental impacts from each part of the value chain, how they arise, what methodologies can and should be used to assess them and what data need to be collected to apply them.

This requires mapping of the total impacts and understanding of each one – how they arise, what methodologies to assess them with and the data needed to do so.

MEASURING OUR IMPACT



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Key Tools & Methods

Shown below are some key tools and methods for assessing, measuring, or reporting our impact. The tools and methods used will depend on our defined impact areas.

B Corp (B Impact Assessment)

Certified for-profit that meets comprehensive and transparent social and environmental performance standards.

Global Impact Investing Rating System (GIIRS)

Social and environmental impact ratings for companies and funds.

Impact Reporting & Investment Standards (IRIS)

International standard metrics that describe the social, environmental, and financial performance.

Sustainable Livelihoods (SL)

Integrated approach that considers key factors of development required in reducing poverty.

Social Return On Investment (SROI)

Principles for assigning a dollar value to the social, economic and environmental outcomes of an activity or organization.

Demonstrating Value (DV)

Method for improving social ventures' operations, planning, and communication of value to the community.

Global Reporting Initiative (GRI)

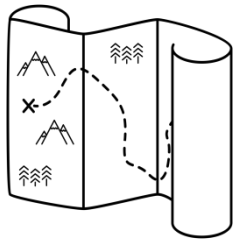
Guidelines for measuring and reporting economic, environmental, social and governance performance.

IMPLEMENTATION



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Impact Analysis



Our value chain and impact areas



Objectives



Defining our objectives, based on our impact areas and in line with the 2030 sustainable development agenda (SDG)



KPI's



Collect and source data to monitor performance

12.2

By 2030, achieve the sustainable management and efficient use of natural resources

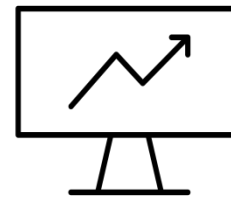
7.2

By 2030, increase substantially the share of renewable energy in the global energy mix

9.5

Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending

Monitoring



Collect data



R&D expenditures (% GDP)

Country	Value/Rating
Korea, Rep.	4 ●
Israel	3.9 ●
Finland	3.5 ●
Japan	3.4 ●
Sweden	3.4 ●
Denmark	3 ●
Germany	2.9 ●
Switzerland	2.9 ●
Austria	2.8 ●
Slovenia	2.8 ●
USA	2.8 ●
Iceland	2.6 ●
Australia	2.4 ●
France	2.3 ●
Belgium	2.2 ●

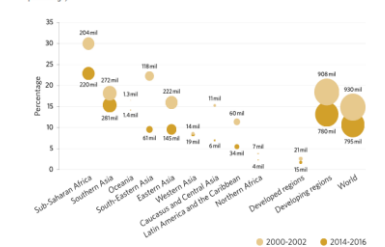


Analyse data and value impact

Proportion of the population covered by a third-generation mobile network, by location and technology, 2015 (percentage)



Number and proportion of undernourished people, 2000-2002 and 2014-2016 (millions and percentage)



Note: Vertical position of the bubbles represents the percentage of the population that is undernourished. The size of the bubbles represents the number of undernourished people. The proportion of undernourished people is less than 5 per cent for Northern Africa and Developed regions for fourth time series.

ABOUT SUSTAINALIZE



IMPACT MEASUREMENT REFERENCES