

ASI's outcomes and impacts

ASI AGM Week, Molde, Norway – 4 June 2019

Session today

- ASI outcomes – what do we know so far?
- The Aluminium Story – ASI in context, Pernelle Nunez, Manager – Sustainability, International Aluminium Institute (IAI)
- Demonstrating impact – a research perspective, Penda Diallo, Lecturer in Sustainable Mining, Camborne School of Mines, University of Exeter

ASI outcomes – what do we know so far?

Marieke van der Mijn, ASI Director of Impacts and Partnerships
ASI AGM Week, Molde, Norway – 4 June 2019

ASI Monitoring & Evaluation (M&E) Program

Main question: *are we making an impact and to whom?*

Questions we aim to answer through M&E:

1. Are we doing what we said we would do?
2. Are we doing things well?
3. Are we making any difference and to whom?
4. Are these the right things to do?

Why is it important for standards organisations?

Credible standards are a tool for making production and trade more sustainable, but it's an ongoing process that requires constant attention

M&E will help us understand more about the short-term outcomes and long-term impacts of certification, improving standards in areas where they could perform better, and demonstrating impact to partners and stakeholders



Demonstrating *impact* – crucial for standards

WHAT'S THE IMPACT OF UTZ?

Tackling climate change in Vietnam



Farmers are often the first to be hit by effects of climate change such as rising temperatures, increased rainfall and droughts. We worked with 1,000 farmers for 3 years, helping them adapt to the effects of climate change and to introduce farming methods that work in harmony with the environment.

[Read more →](#)

Key Numbers



500+ Bonsucro members



25% of the world's sugarcane land is engaged in Bonsucro



Representing **20%** of the world's sugar demand

A Proven Approach

For 25 years, GoodWeave has pioneered and innovated a system that harnesses market power through its work with brands and producers. Most recently, the organization has expanded into apparel, home textiles, fashion jewelry, bricks, and tea where its reach and impact continue to grow. This impact goes beyond numbers as GoodWeave has positively influenced societal norms and corporate practices to eliminate child labor.

Our collective impact

[Home](#) > [Our collective impact](#)

For over 20 years fisheries, scientists, consumers and industry have been part of a collective effort to make sure our oceans are fished sustainably.

How we make a difference

We are working hard to encourage responsible farming practices and to promote the benefits of responsibly aquaculture. Our case studies of certified farms show the improvements they have made to meet our standards.

Monitoring & Evaluation (M&E)

Terminology is important...

IMPACT – Positive and negative long-term effects resulting from the implementation of a standards system, either directly or indirectly, intended or unintended

OUTCOMES – The likely or achieved short-term and medium-term results from the implementation of a standards system's strategies

OUTPUTS - The products, capital goods, and services that result directly from the activities of a standards system

ASI THEORY OF CHANGE

ASI LONG-TERM GOALS



Stakeholders increasingly invest in and/or reward improved practices and responsible sourcing for aluminium.



Sustainability and human rights principles are increasingly embedded in aluminium production, use and recycling.



Aluminium continues to improve its sustainability credentials.

SHORT-TERM OUTCOMES

MEDIUM-TERM OUTCOMES

- ASI membership is inclusive
- Increasing uptake of certification by diverse businesses
- Relevant, practical and consistent assurance
- Continual improvement among certified entities
- Enhanced ability to leverage existing certifications

- Reduced climate change impact
- Enhanced waste management of upstream processing residues
- Enhanced biodiversity management
- Practices that implement business' responsibility to respect human rights
- Increased material stewardship by all actors in the aluminium value chain

- ASI is recognised as a valuable initiative
- Society makes effective use of aluminium

ASI STRATEGIES



EFFECTIVE GOVERNANCE



CREDIBLE PROGRAM



GROWING MEMBERSHIP



FINANCIAL RESILIENCE

asi Aluminium Stewardship Initiative

ASI M&E Program

Scope of ASI M&E program

- The global aluminium value chain, from bauxite mining through to downstream use sectors
- The identified 'sustainability hotspots' issues in the ASI Performance Standard
- The effectiveness of the Chain of Custody Standard as a driver for uptake and impact

What is the aim?

- To collect, review and share evidence of outcomes and impact ('to prove')
- To learn from implementation and feedback ('to improve')

It is extremely important to recognise that impact is not linear, it takes time and it may be several years before the relevance of some work is fully recognised



ASI M&E Program

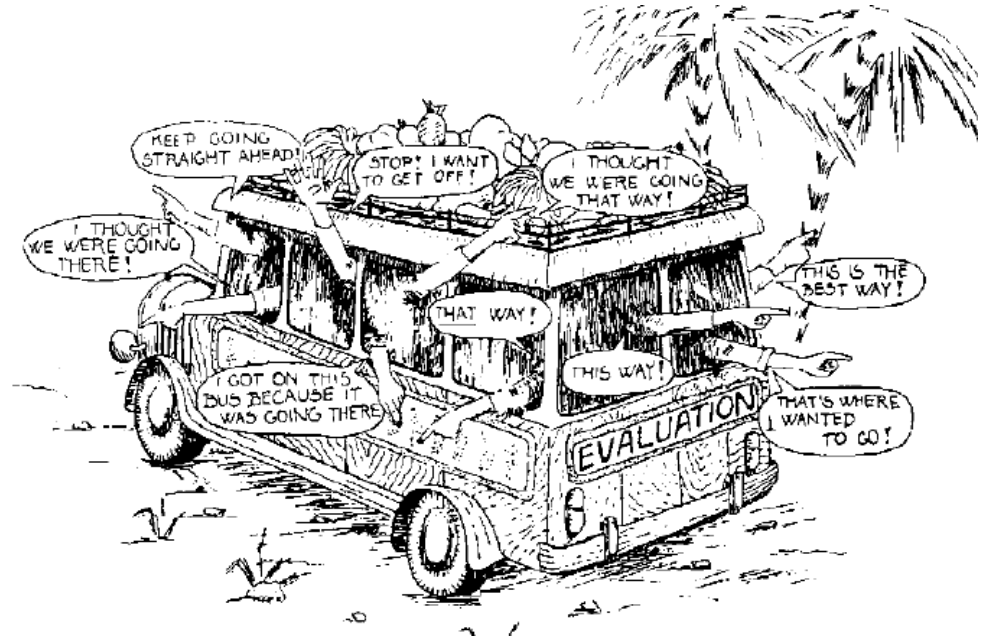
For whom are we doing this?

- ASI Members in every Membership class
- Indigenous and Tribal Peoples
- Communities
- Workers
- Trade Unions
- Civil society organisations and technical experts
- Governments and regulators
- Aluminium traders and market analysts
- Academic and research organisations and individuals
- ISEAL Alliance
- Other users, producers and recyclers of aluminium
- Any other interested stakeholders



ASI M&E Program

- Different stakeholders will have different interests and priorities in terms of the information they need from M&E and what 'success' looks like
- ASI aims to satisfy wherever possible the different needs of its diverse stakeholder groups in our M&E approach



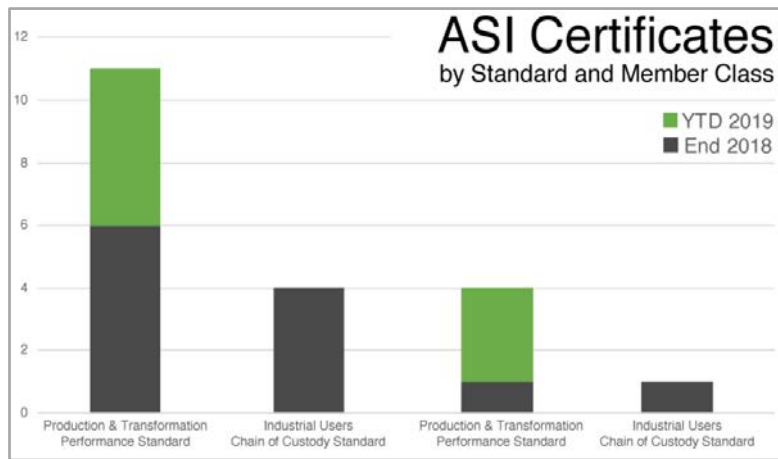
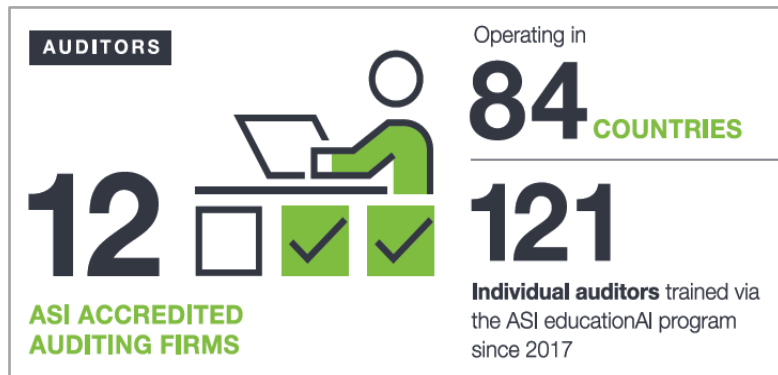
ASI M&E Program

How are we going to find evidence?

- From members at the time of their membership application
- During the certification process through its online assurance platform, elementAI
- Through annual surveys of members, public domain information and partnerships
- Stories of Change and case studies - for example of certified sites or samples of certified sites, or areas / issues where several members are seeing change, such as recycling
- In-depth evaluations - data will be collected by independent researchers through field visits, observation, interviews, focus groups etc

What have we achieved so far?

Since ASI's launch in 2017...

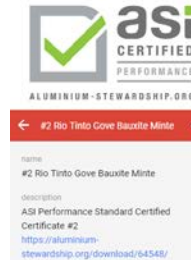


ASI Certification Map



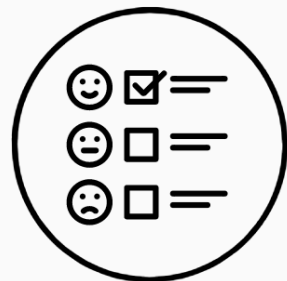
- Example of data visualization for M&E
- Opportunity to incorporate other data from certified operations/membership in this map

- Shows ASI Members' operations that have been certified to the ASI Performance Standard and/or ASI Chain of Custody Standard



What have we learned?

- **Lessons and suggested improvements associated with the ASI Certification Program:**
 - Feedback from post certification audit interviews (Members and Auditors)
 - Committee and Working Group discussions
 - Frequently Asked Questions (FAQs) in elementAI and from training
 - Direct communication
 - Post Launch Improvement Log (over 100 items)
 - All feedback is logged and used to improve our training, internal systems and during upcoming Standards revision (2020-2021)
- **Some of the feedback includes:**
 - Involvement of Indigenous Peoples in audit team selection, audit outcomes and report finalization
 - Level of effort for audits: Material Stewardship vs full Standard
 - Alignment with external Standards (LME, OECD Due Diligence) – *session on Aluminium markets and customers tomorrow*
 - There is a need for short and clear claims that will speak to consumers – *interactive session on ASI Claims for CoC tomorrow*
 - Due diligence guidance especially for SMEs



*transformation*AI – ASI Stories of Change

- Stories of Change aim to explore and demonstrate change that has occurred as a result of ASI Certification
- Focus on one topic or issue where change has occurred, for example recycling, biodiversity, Supplier requirements, Indigenous ownership, rehabilitation etc
- Will look at achievement of impact, or whether the story is demonstrating *positive changes towards impact*



ASI M&E Program – what's next?

Implementation of M&E Plan

- Develop / refine indicators for level 2 and 3 data collection

ISEAL Impacts Code

- Develop Data Quality Procedure
- Update ASI M&E System Report
- ASI will be reviewed against Impacts Code from 2020

Reporting

- Publish live data through Dashboard
- Publish ASI Stories of Change and other case-studies