



The Copper Mark Impact Monitoring and Evaluation System

March 2021

Revision Date:	Publication Date:	Organization:
19 th March 2021	3 rd May 2021	The Copper Mark
Title:		Type:
The Copper Mark Impact Monitoring and Evaluation System		Public

Table of Contents

1	<i>Introduction</i>	1
2	<i>Scope and Boundaries of the M&E System</i>	2
3	<i>Roles and Responsibilities</i>	2
4	<i>Defining the Intended Change</i>	3
5	<i>Performance Monitoring</i>	3
6	<i>Data Management</i>	5
7	<i>Outcome and Impact Evaluation</i>	5
8	<i>Improving the Effectiveness of the M&E System</i>	5
9	<i>Opportunities for Engagement</i>	5
10	<i>References</i>	5
11	<i>Annex I: List of Indicators</i>	7
	Short-term Outcomes	7
	Long-term Outcomes	9

1 Introduction

The Copper Mark was designed to promote responsible production practices and demonstrate the copper industry’s contribution to the United Nations SDGs. The Copper Mark goes beyond compliance, and focuses on continuous improvement of responsible production. This vision of the Copper Mark is further defined through the Copper Mark Theory of Change (ToC).

The M&E system has the following objectives:

- Results of the M&E System inform The Copper Mark leadership of opportunities to modify the organization’s strategic goals to reach the desired impact.
- Results of the M&E System inform The Copper Mark leadership of opportunities to improve organizational processes and implementation to achieve the strategic goals.

- Results of the M&E System inform The Copper Mark leadership of potential negative impacts so that the organization can proactively prevent and mitigate them.
- Results of the M&E System incentivize participation in The Copper Mark, contributing to the critical industry mass necessary to achieve the intended impacts.
- Transparency of the M&E System and its results build external stakeholder recognition and credibility necessary to achieve the long-term objectives and intended impacts.

In early stages of implementation and organizational development, the Copper Mark acknowledges that its M&E System will require time and experience to fully implement.

2 Scope and Boundaries of the M&E System

The M&E System monitors the short-term and long-term outcomes as well as the impacts in the copper industry as a result of the Copper Mark interventions. The M&E system monitors the impact of participants (Copper Producers) as well as the broader impact of the organization on the global supply chain. The M&E System takes a multi-faceted approach to gather, analyze, and report on impact:

- Program Indicators: related to the organization and including elements such as uptake, partnerships or grievances received
- Participant data: data gathering specific to the participants as they relate to the Copper Mark Criteria
- Case studies: specific examples of impact in the communities where participants operate
- Desk-based research: a combination of market, industry, and global studies that confirm or demonstrate both positive and negative impacts
- Commissioning studies and partnerships: independent third-party impact assessments that consider impact in communities where participants operate as well as the global context

3 Roles and Responsibilities

The Director of Assurance and Impact is responsible for the day-to-day management of the M&E System. The Director of Assurance and Impact reports directly to the Executive Director. The Executive Director and the Director of Assurance and Impact consult with the Board of Directors and the Advisory Council on the results of the M&E System, implications for the organization’s strategic direction and implementation, and opportunities for improvement.

The Director of Assurance and Impact liaises with staff, consultants, project-leads and others who might have an indirect role in implementation.

In addition to staff, the Copper Mark will allocate budget to implementing the M&E System including:

- Community Membership with the ISEAL Alliance
- Developing the Copper Mark “SDG Concept”
- Partnerships and projects
- Publications and design related to transparency and reporting

4 Defining the Intended Change

Impact is defined as the positive and negative long-term effects resulting from the implementation of the Copper Mark Assurance Framework, either directly or indirectly, intended or unintended (from the ISEAL Impacts Code). [The Copper Mark Theory of Change](#) details the intended impact or change. The infographic is represented below.



5 Performance Monitoring

The Copper Mark ToC assumes that impact is achieved through a combination of direct and indirect actions of the organization. The short-term outcomes are measured by Copper Mark activity, and represent the direct impact of the organization. The long-term outcomes are measured by participant activity and represent the impact indirectly caused by The Copper Mark organization.

Both the data about the Copper Mark and the aggregated data of the Copper Mark participants will be reported in the annual M&E report.

Data for the M&E system is collected through various methods including:

- Participant information for example production size and capacity
- Assessment reports
- Participant publicly available reports and statistics
- The Copper Mark Grievance Mechanism
- Engagement with sample participants and stakeholders for case studies
- External research on industry and market data, for example from the International Copper Association, Investor and NGO reports, surveys of investment community

In the future, the Copper Mark plans to collect data through additional means such as:

- Increased participant-level public disclosures
- Projects currently underway to engage more closely with regional stakeholders
- Community-based digital platforms dedicated to measuring impact
- Commissioned studies, reports, and Copper Mark Impact Assessments

Where possible, the Copper Mark has identified indicators (see Annex I) to measure outputs, short-term outcomes and long-term outcomes that can be collected in-house. As the long-term outcomes are driven by the UN Sustainable Development Goals, the Copper Mark has included reference to the specific goal in the indicators.

Gathering the data for each of the indicators and completing an effective analysis will take time. The Copper Mark has a multi-year plan to improve the M&E System. This includes:

- Beginning with indicators for which a baseline has already been established through existing data
- Beginning with indicators that are measurable, cost-effective, attainable and actionable.
- Collecting site-level data through a survey every 2 years
- Identifying, through the Copper Mark Transparency Working Group, additional data points that should be publicly disclosed by the site or through the summary assessment reports
- Solidifying the requirements of the SDG concept that will provide additional data points for a select number of sites
- Working with partner organizations to increase the baseline data and updating the Copper Mark surveys accordingly
- Complement this data collection through the commissioning of external assessments and reports

Over time, the Copper Mark will identify ways to overcome the limitations identified for each indicator, for example through de-aggregation of indicators in baseline data (see for example GHG emissions).

In the first phase of analysis, the Copper Mark will measure the data gathered against the baseline data. For the short-term outcome indicators, this is limited to measuring progress over time. For the long-term outcome indicators, this includes measuring: 1. Progress over time; and 2. Comparison of participants to the rest of the industry. The latter is necessary to link the activities of the Copper Mark to the intended impact.

6 Data Management

The Copper Mark currently has a [Privacy Notice](#) and is in the process of developing a data management policy and procedure with legal counsel. The Copper Mark's Grievance Mechanism utilizes a third-party platform with Privacy Policies and in particular rules governing anonymized grievances available [here](#).

7 Outcome and Impact Evaluation

The Copper Mark intends to utilize existing tools and commission studies and reports to evaluate impact. The current strategic plan anticipates this work to begin in 2023.

8 Improving the Effectiveness of the M&E System

The Copper Mark is committed to improving and building upon the M&E System overtime. The Copper Mark is applying for Community Membership with the ISEAL Alliance and seeks to align with the relevant ISEAL codes through the resources, training, and extensive knowledge of ISEAL and its members.

The Copper Mark will regularly review (at least every 3 years but more frequently as needed) and update the system. Reviews will include feedback received through partnerships and stakeholders, as well as learnings from the implementation of the Copper Mark Assurance Framework.

9 Opportunities for Engagement

The Copper Mark will solicit feedback during the revision processes of the M&E System. Interested stakeholders may also contact the Copper Mark at any time by sending an email to info@coppermark.org. Grievances about the Copper Mark or Copper Producers participating in the Copper Mark should be handled through the [Grievance Mechanism](#).

10 References

The Copper Mark is grateful for the opportunity to learn from similar organizations with significant experience in this space. The Copper Mark used as guidance and inspiration:

- [Aluminium Stewardship Initiative \(ASI\)](#)
- [Better Cotton Initiative \(BCI\)](#)
- [Fairtrade International](#)
- [Forest Stewardship Council \(FSC\)](#)
- [ISEAL Alliance](#)
- [RMF Mining and SDGs \(initial report and status updates\)](#)
- [Roundtable on Sustainable Palm Oil \(RSPO\)](#)

11 Annex I: List of Indicators

Short-term Outcomes

This data is related to activities of the Copper Mark organization and other stakeholders. It represents the direct impact of the Copper Mark.


Short-term Outcome	Indicators	Status	Baseline Data	Limitations	Data Gathering
The market and investment community requires responsibly produced and sourced copper	Number of investors and/or customers require responsibly produced and sourced copper	Current	Market reports	Currently limited to general statements / mining and not copper-specific	Commissioned reports Participant surveys
	Number of Copper Mark partners	Current	Copper Mark data from 2020	Limited to engagement with the Copper Mark Fabricators may become participants in 2023	Copper Mark data
	Investor and other supply chain actor participation in the Copper Mark	Current	Working group data Stakeholder mapping	Limited to engagement with the Copper Mark	Working group participation Stakeholder consultations Stakeholder mapping data
The copper industry provides a responsibly produced raw material to enable the clean energy transition	Volume of copper from Copper Mark Sites flowing into the market	Current	ICA data Market data Copper Mark data	Risk of double-counting	Copper Mark Assurance Process data
70% of produced or recycled copper is from producers that	Growth in Copper Mark award by size, type, geographic location	Current	Copper Mark Assurance Process data from 2020	Limited to award	Copper Mark Assurance Process data



are third-party assured as producing responsibly	Growth in re-assessments	To be added	Copper Mark Assurance Process data from 2023		Copper Mark Assurance Process data
	Confirmation of improvement plans and reduction in "partially aligned" criteria	Current	Copper Mark Assurance Process data from 2020		Copper Mark Assurance Process data
	Sites confirm practices have improved since participating in the Copper Mark	To be added	Copper Mark Assurance Process data from 2020		Copper Mark Assurance Process data Participant surveys
30% of produced or recycled copper is from producers that are third-party assured to contribute to other SDGs	Growth in Copper Mark participants in the SDG Concept	To be added	Copper Mark Assurance Process data from 2023		Copper Mark Assurance Process data
Rights-holders confirm that conditions improve for people, ecosystems and local economies	Stakeholder engagement, case studies, IMPACT assessments, projects in copper producing areas (for example, Andean Advisory Panel)	To be added	Copper Mark Assurance Process data from 2023		Commissioned reports Partner projects



Long-term Outcomes


This data is related to the performance of participants in the Copper Mark. It represents the indirect impact of the Copper Mark.

Impact	Long-term Outcome	Related SDG(s)	Indicators	Status	Baseline Data Sources	Limitations	Data Gathering
The copper industry effectively prevents, mitigates and remediates salient issues in the industry related to environment , workers, local communities and governance.	By 2030, the Copper Industry substantially reduces pollution in all forms		Emissions to air	Current	ICA Data	Limited to ICA membership Limited to current scope (copper production)	Participating site surveys
			Emissions to water	Current	ICA Data	Limited to ICA membership Limited to current scope (copper production)	Participating site surveys
			Emissions to land	To be added	-	-	-
	By 2030, the Copper Industry substantially increases water efficiency		Water use	Current	ICA Data	Limited to ICA membership Limited to current scope (copper production)	Participating site surveys
			Water recycled	Current	ICA Data	Limited to ICA membership Limited to current scope (copper production) Currently combined with water reused	Participating site surveys

		Water reused	Current	ICA Data	Limited to ICA membership Limited to current scope (copper production) Currently combined with water recycled	Participating site surveys	
		Identification of water effluents discharged to water bodies	To be added	-	-	-	
	By 2030, the Copper Industry substantially reduces GHG emissions and energy consumption contributing to climate action		CO2 Emissions from direct sources	Current	ICA Data	Limited to ICA membership Limited to current scope (copper production) Currently combined with indirect sources	Participating site surveys
			CO2 Emissions from indirect sources (Scope 3 emissions excluded)	Current	ICA Data	Limited to ICA membership Limited to current scope (copper production) Currently combined with direct sources Does not include Scope 3	Participating site surveys
			Reduction targets	Current	Assessment reports / publicly available information (aggregated) Future: ICA Decarbonization roadmap	Limited known data based on public reporting; often at company-level	Assessment reports / publicly available information

			Progress toward reduction targets over time	To be added	Assessment reports / publicly available information (aggregated) Future: ICA Decarbonization roadmap	Limited known data based on public reporting; often at company-level	Assessment reports / publicly available information
	By 2030, the Copper Industry substantially increases conservation, preservation and restoration of life on land and the ecosystem		Data on net positive or no net loss impact on biodiversity.	To be added	-	-	-
The copper industry effectively prevents, mitigates and remediates salient issues in the industry related to environment, workers, local	By 2030, the Copper Industry is able to demonstrate responsible consumption and production		Waste generation	Current	ICA Data	Limited to ICA membership Limited to current scope (copper production)	Participating site surveys

communities and governance and significantly contributes to sustainable development that benefit people, ecosystems, and local economies			Annual reporting	Current	ICA Data	Limited to ICA membership Limited to current scope (copper production)	Participating site surveys
			Recycling inputs	Current	ICA Data	Limited to ICA membership Limited to current scope (copper production)	Participating site surveys
The copper industry significantly contributes to sustainable development that benefit people, ecosystems, and local economies	By 2030, the Copper Industry increases access to renewable energy		Direct energy consumption	Current	ICA Data	Limited to ICA membership Limited to current scope (copper production)	Participating site surveys
			Indirect energy consumption	To be added	-	-	-
	By 2030, the Copper Industry Increases opportunities for sustainable, inclusive, decent livelihoods		Yearly average employee number	Current	ICA Data	Limited to ICA membership Limited to current scope (copper production)	Participating site surveys
			Breakdown by gender	Current	Copper Mark Participating Companies Public Reports	Limited to Copper Mark participating companies over time	Participating site surveys
			Employee wages and benefits	To be added	-	-	-

	By 2030, the Copper Industry contributes to resilient infrastructure, inclusive and sustainable industrialization and fosters innovation		To be determined	-	-	-	-
--	--	---	------------------	---	---	---	---