



The Copper Mark Impact Monitoring and Evaluation System

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1 Introduction

The Copper Mark aims to promote responsible practices across the copper, molybdenum, nickel and zinc value chains. We work with companies and organisations throughout these metals' value chains to enable them to better understand and meet the increasing demands for independently verified responsible practices, and to contribute positively to sustainable development. 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 aims to identify the following points:

- Whether components of the framework are working as intended.
- Whether participants demonstrate improved practices and/or sustainability outcomes and impacts in alignment with the Copper Mark's objectives.
- Occurrence of unintended negative effects.
- Whether the framework contributes to its intended sustainability outcomes and impacts.
- Validity of the ToC's causal pathways and assumptions.
- Whether there are differences in the framework's effectiveness, reach, outcomes, and impacts by gender and/or other groupings of special relevance to the framework.

Outputs and learnings from implementation of the M&E system will be shared and discussed with the Board, Executive leadership and staff members.

The information gathered and analyzed in the M&E System is used to meet the following objectives:

- Inform The Copper Mark leadership of opportunities to modify the organization's strategic goals to reach the desired impact.
- Inform The Copper Mark leadership of opportunities to improve organizational processes and implementation to achieve the strategic goals.
- Inform The Copper Mark leadership of potential negative impacts so that the organization can proactively prevent and mitigate them.
- Incentivize participation in The Copper Mark, contributing to the critical industry mass necessary to achieve the intended impacts.
- Through 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 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 Chief Operating Officer (COO) is responsible for the day-to-day management of the M&E System. The COO reports directly to the Executive Director. The Executive Director and the COO 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.

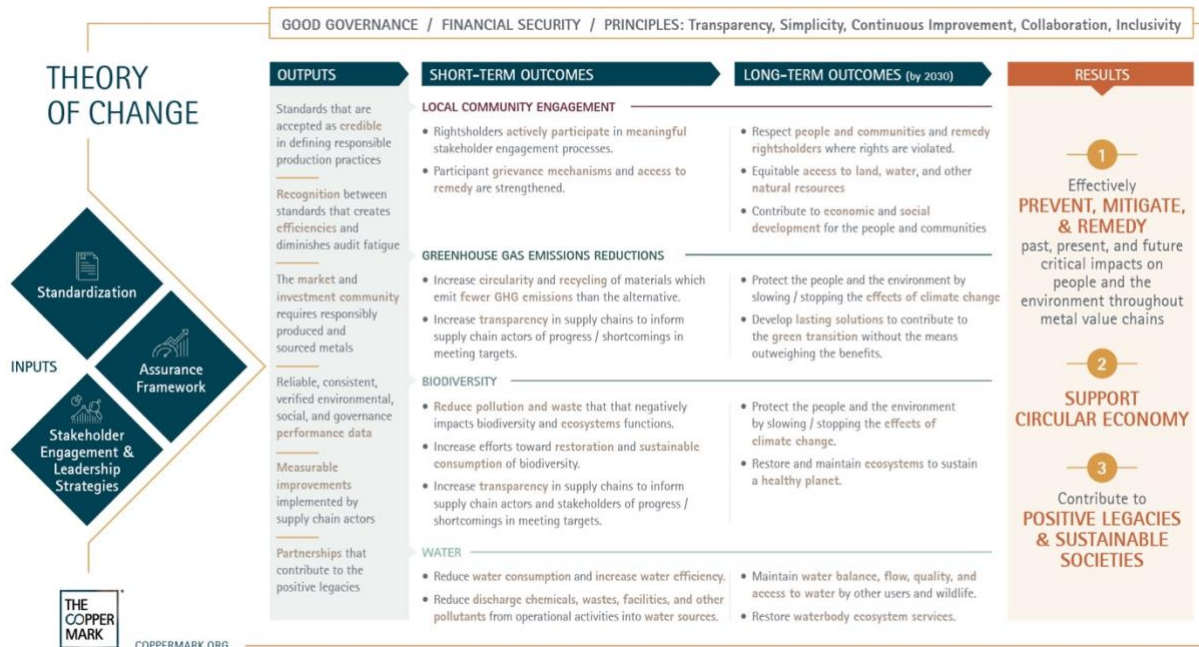
The COO liaises with staff, consultants, project-leads and others who might have an indirect role in implementation.

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 “Value Chain Approach”
- Partnerships, research, 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 Assurance Framework participants will be reported in the 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 metals associations, investor and NGO reports, academic reports, surveys of investment and end-user communities

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.

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 working groups, additional data points that should be publicly disclosed by the site or through the summary assessment reports
- 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 early 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 data management policy and procedure to govern the use of data. 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 2025.

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 a Community Member of the ISEAL Alliance and seeks to align with the ISEAL code 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. The scope of the review will include the background assessment, outcomes, impacts, strategies, activities, and causal pathways.

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 Version History

Version Number	Purpose/Change	Author	Date
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2	<p>Align with the revised Theory of Change, to include:</p> <ol style="list-style-type: none"> 1. Revised Copper Mark mission and vision 2. Multi-metal coverage 3. Inclusion of supply chain actors 4. Include critical issues in the copper industry <p>Include elements of the ISEAL Alliance Consolidated Code.</p>	Hillary Amster	9 July 2024
2.1	<ul style="list-style-type: none"> • Explicitly include that the outcomes will be shared and reviewed with the Board, executive leadership, and staff. • Clarify the scope of the review of the system, to take place every 3 years. 	Hillary Amster	19 March 2026

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.

Critical Impact	Short-term Outcome	Indicators	Status	Baseline Data	Details	Data Gathering
Local Community Engagement	Rightsholders actively participate in meaningful stakeholder engagement processes.	Average frequency of meetings with rightsholders.	Current	Copper industry public reports using GRI (and/or SASB)	1. Frequency increases. 2. Inclusion of government authorities in meetings.	Copper Mark Assurance Process data and public reports
		Proportion of MOUs in place out of total number of identified rightsholder groups.	Current	Copper industry public reports using GRI (and/or SASB)		Copper Mark Assurance Process data and public reports
	Participant grievance mechanisms and access to remedy are strengthened.	# and % of sites monitoring and evaluating their grievance mechanisms with input from stakeholders and adapting accordingly increases.	Current	Copper industry public reports using GRI (and/or SASB)	1. Monitors and evaluates grievance mechanism effectiveness 2. Includes stakeholders 3. Adapt where necessary	Copper Mark Assurance Process data and public reports
		% of grievances resolved through remedy.	Current	Copper industry public reports using GRI		Copper Mark Assurance Process data

				(and/or SASB)		and public reports
Greenhouse gas emissions reductions	Increase circularity and recycling of materials which emit fewer GHG emissions than the alternative.	# and % of sites reporting on circular economy.	Current	Copper industry data	1. Define and disclose targets for CE 2. Define and disclose progress toward CE targets	Copper Mark Assurance Process data and public reports
		# and % of sites reporting on recycled content	Current	Copper industry data	1. Define and disclose recycling and recycled materials targets 2. Define and disclose progress toward meeting targets	
	Increase transparency in supply chains to inform supply chain actors of progress / shortcomings in meeting targets.	# and % of sites with public information related to progress / shortcomings in meeting targets.	Current	Copper industry public reports using GRI (and/or SASB)	1. Define and disclose targets 2. Define and disclose progress	Copper Mark Assurance Process data and public reports
Biodiversity	Reduce pollution and waste that negatively impacts biodiversity and ecosystems functions.	# and % of sites demonstrating a reduction in quantity of each type of pollutant generated that may contribute to loss of biodiversity.	Current	Copper industry public reports using GRI (and/or SASB)	1. Pollutants to air 2. Pollutants to water 3. Pollutants to soil 4. Heat, light, noise, vibrations	Copper Mark Assurance Process data and public reports

					These may include heavy metals, pesticides, solid waste) and other pollutants.	
	Increase efforts toward restoration and sustainable consumption of biodiversity.	# and % of sites demonstrating ecosystem conditions are improving.	Current	Copper industry public reports using GRI (and/or SASB)		Copper Mark Assurance Process data and public reports
	Increase transparency in supply chains to inform supply chain actors and stakeholders of progress / shortcomings in meeting targets.	# and % of sites with public information related to progress / shortcomings in meeting targets.	Current	Copper industry public reports using GRI (and/or SASB)	1. Policies or commitments to halt and reverse biodiversity loss 2. Goals and targets to halt and reverse biodiversity loss 3. Evaluation of progress toward meeting goals and targets	Copper Mark Assurance Process data and public reports
Water	Reduce water consumption and increase water efficiency.	# and % of sites demonstrating a decrease in water consumption and an increase in water efficiency.	Current	Copper industry public reports using GRI	1. Total water consumption broken down by source 2. Total water consumption from all areas with water stress 3. Contextual information demonstrating efforts to	Copper Mark Assurance Process data and public reports

					become water efficient	
	Reduce discharge of chemicals, wastes, facilities, and other pollutants from operational activities into water sources.	# and % of sites demonstrating a decrease in discharge of pollutants into water sources.	Current	Copper industry public reports using GRI	1. Total water discharge broken down by destination 2. Information from above regarding pollution	Copper Mark Assurance Process data and public reports

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.

Critical Impact	Long-term Outcome	Indicators	Status	Baseline Data Sources	Details	Data Gathering
Local community engagement	Respect people and communities related to metal supply chains (respect rightsholders), and remedy rightsholders where rights are violated.	Rightsholders confirm that conditions improve for people, ecosystems, and the local environment.	Current	Third-party verification and case studies	Limited to case studies in certain jurisdictions / parts of the supply chain / participants as available.	Third-party verification and case studies
	Equitable access to land, water, and other natural resources					
	Contribute to economic and social development for the people and communities related to covered metal supply chains, measured through opportunities for sustainable, inclusive, decent livelihoods.					

Greenhouse gas emissions reductions	Protect the people and the environment by slowing / stopping the effects of climate change. Note this is a long-term goal for both greenhouse gas reduction and biodiversity.	Those using the Copper Mark are progressing toward reducing emissions and meeting the Paris agreement.	Current	Copper industry public reports using GRI (and/or SASB)	1. Targets are reasonable to meet Paris agreement 2. Progress is such in 2030 that one can reasonably assume the targets will be met	Copper Mark Assurance Process data and public reports
		By 2035, 50% of the covered materials produced is by sites that are assured as on track to reduce emissions and meet the goals of the Paris agreement.	Current	Assurance Process Data beginning 2020		Copper Mark Assurance Process data and public reports
	Developing lasting solutions to contribute to the green transition without the means outweighing the benefits.	# and % of sites that publicly disclose a climate action strategy.	Current	Copper industry public reports using GRI (and/or SASB)	Including adaptation and resilience.	Copper Mark Assurance Process data and public reports
Biodiversity	Protect the people and the environment by slowing / stopping the effects of climate change. Note this is a long-term goal for both greenhouse gas	By 2035, 50% of the copper produced comes from sites that are	Current	Assurance Process Data beginning 2020		Copper Mark Assurance Process data and public reports

	reduction and biodiversity	assessed as on track for meeting no net-loss with an ambition for net gain.				
	Restore and maintain ecosystems to sustain a healthy planet.	# and % of sites that are progressing on biodiversity restoration activities.	Current	Copper industry public reports using GRI (and/or SASB)		Copper Mark Assurance Process data and public reports
Water	Maintain water balance, flow, quality, and access to water by other users and wildlife.	By 2035, 50% of the copper produced, recycled, and sourced comes from sites that avoid, minimize, rectify, and compensate for adverse impacts from operational activities on water balance, flow, quality and access, and the needs of other water users and wildlife	Current	Copper industry public reports using GRI (and/or SASB)		Copper Mark Assurance Process data and public reports
	Restore waterbody ecosystem services.	By 2035, 50% of the copper produced, recycled, and	Current	Copper industry public reports using		Copper Mark Assurance Process data and public reports

		<p>sourced comes from sites that avoid, minimize, rectify, and compensate for adverse impacts from operational activities on water balance, flow, quality and access, and the needs of other water users and wildlife</p>		<p>GRI (and/or SASB)</p>		
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