



GoodWeave Global Indicators Definitions

Updated March 2018

This document is a supplement to GoodWeave’s Monitoring and Evaluation (M&E) Public System Report. It provides a description of the global indicators used in ongoing monitoring of program objectives/outcomes. Development of these indicators is informed by GoodWeave’s annual planning process with input from GoodWeave affiliate country offices and headquarters staff and board. It is based on GoodWeave’s global results framework and is available publicly on the website in line with the ISEAL Impacts Code.

GoodWeave collects data from all of its affiliated field offices in order to monitor progress against its goals and objectives. The key global indicators currently collected as part of the M&E system are presented in the following tables.

Indicators	Type	Definitions
Objective 1: Harness Market Forces		
Market share, certified rugs	Outcome (O1)	Market share is calculated as % of total market size in USD (market is defined as total imports to US, UK and Germany).
Total market size (USD)	Influencing Factors (O1)	Calculation: Value (in USD) of GoodWeave carpet exports divided by Total market value (HTS Code 57.01.10; in USD).
Volume of certified carpet imports (USD and imports in square meters)	Outcome (IO1.1)	Volume of certified carpet imports collected in both USD and square meters, disaggregated by country of origin. Data collected by field offices.
Number of carpets certified	Outcome (IO1.1)	The number of GoodWeave labels issued to GoodWeave exporters. It is used as a proxy indicator for number of certified carpets sold, as only finished carpets ready for shipment to an importer can be certified.
Number of licensed importers	Outcome (IO1.1)	The number of GoodWeave importer licensees in all countries around the world. In the past licensees were aggregated based on which GoodWeave country office executed the license agreement (i.e. North America, UK or Germany), but beginning in 2013 all importer licenses are managed centrally through GWI, thus this is counted as a global number. This is disaggregated by the importer’s main country of operation. The number of new importers joining and leaving each year is also tracked.

Indicators	Type	Definitions
Consumer Reach	Outcome (IO1.2)	<p>The total consumer reached is defined as the total of calculation of consumers reached through the communications, marketing and media campaign:</p> <ul style="list-style-type: none"> • <u>Advertising readership/reach</u>. Readership is an estimate by the publication of how many readers see an issue. If no unique individual readership number is provided, it is assumed to be x2.2 of the circulation number. Ad reach is calculated by adding the readership of each publication that prints a PSA, Co-Op, or co-branded partner ad within the calendar year once, no matter how many ads are placed within that publication within a year. • <u>Editorial readership/reach</u>. Editorial readership is counted for news stories about GoodWeave, or mentioning GoodWeave. Print reach is calculated as above. Online reach is calculated as 1/4 of the total tracked circulation number as reported by the media aggregator service, estimating that 1 in 4 visitors will see the story • <u>Unique website visitors</u> to GoodWeave.org, GoodWeave.org.uk and GoodWeave.de as calculated by Google Analytics, with a multiplier of 1.09, based on market research estimating that Google Analytics actually misses about 9% of individual web traffic. • <u>Social media reach</u> is the number of impressions from GoodWeave's twitter, LinkedIn and Facebook accounts. An impression is counted each time the social media page is served or loaded on a computer.
	Performance Monitoring (IO1.2)	<p>GoodWeave also tracks:</p> <ul style="list-style-type: none"> • <u>The number of PSAs placed</u>. Public Service Announcement placements of GoodWeave's current campaign, placed at no cost, as an in-kind donation of the publication. Ad value is calculated and reported annually. PSAs can be in print or online banner ads. • <u>Partner co-op ads placed</u>. Co-operative ad placements where GoodWeave secures advertising opportunities for partners. Ads are at special rates with publications, usually 20-40% discount off the 1x open rate, and ads are paid for by partners (design is under the GoodWeave messaging and brand). • <u>Website Traffic</u> is tracked with Google Analytics. • <u>Social Media</u> reach is tracked with a platform called "Sprout Social." Impressions are recorded as the number of times that the GoodWeave page is loaded on a social media channel. • <u>Editorial Coverage</u> of GoodWeave is tracked on a platform called "Meltwater." Reach and sentiment are also recorded.
Objective 2: Clean Up Supply Chains		
Number of licensed exporters	Outcome (IO2.1, IO2.2)	A GoodWeave-licensed company that exports rugs to GoodWeave-licensed importers. This indicator is related to coverage as well as compliance, as the exporter is responsible for ensuring the entire supply chain is compliant with the standard in order to remain as a GoodWeave licensee.
Number of inspections	Performance Monitoring (IO2.1, IO2.2)	The number of assessment visits conducted by GoodWeave inspectors (including in-house inspection teams and contractors). The number of inspections indicates the number of facilities/sites, not the number of looms that were inspected. This includes sites in all levels of the supply chain.

Number of worksites	Outcome (IO2.1)	Production sites are broken out into four types: Level 1 (exporter facility), Level 2 (subcontractor) and Level 3 (home looms). Village-based cooperatives/loom sheds will fall into Level 2 or Level 3 depending on the size (number of looms). <u>Total number of looms</u> : Each facility may have any number of looms, therefore this number is tracked separately in order to capture the overall scale/capacity of production.
	Outcome (IO2.2)	<u>Sites with child labor/other non-compliances</u> : Inspection data for initial / announced / unannounced inspections is collected per production site. Other non-compliances include failure to allow access to production facilities for unannounced inspections, non-disclosure of subcontracting, etc.
Number of children rescued / withdrawn	Outcome (IO2.2, IO2.3)	Children are classified as rescued if they are “removed from the looms”, that is identified as a child laborer and as a result of the intervention, they no longer work/live in the factory or other production site where they used to be a child laborer (e.g. enrolled in a rehabilitation center or reunited with their family). Children are classified as withdrawn from child labor if they were identified as a child laborer and as a result of the intervention they are no longer engaged in child labor but may or may not be removed from the physical location. Under specific conditions children may be allowed to work part time at home to help parents as per standard guidelines covering minimum age requirements for home work, school attendance, and work that is hazardous or interferes with education. See the homework guidelines for full definition of “child work” versus “child labor”.
Objective 3: Create Educational Opportunities		
Number of children supported by rehabilitation programs	Outcome (IO3.1)	The number of children identified, rescued/withdrawn and provided with services including education with demographics disaggregated by gender, age group, and category (i.e. whether bonded labor and/or trafficked children, and whether they are local i.e. in their own town/village or children of migrant families). <u>Number of trafficked children</u> : This includes children who leave their homes to work with relatives (other than parents or primary guardians), contractors, or agents in a different/far off geographical location. For a child to be considered trafficked, it is only necessary to show an ‘action’ such as recruitment, buying and selling, for the specific ‘purpose’ of exploitation. In other words, trafficking will exist where the child was subject to some act such as recruitment or transportation the purpose of which is the exploitation of that child. It is unnecessary to show that force, deception or any other means were used. This number includes both bonded and non-bonded trafficked children.
Number of children enrolled in educational programs	Outcome (IO3.2)	Includes the number of rescued children in center-based (e.g. Hamro Ghar in Nepal) and community-based (GoodWeave sponsors the child to go to school in their local community) rehabilitation programs and the number of rescued children in other education programs (e.g. boarding school). This also includes children educated in preventative programs: day care, sponsored education programs (SEP), and non-formal education classes (NFE). It also includes children who are not former child laborers but attended home school classes with rescued children. This number does not include any adults educated by GoodWeave in workshops, awareness programs, or similar programs.

Indicators	Type	Definitions
Break out of the total number of children reached by program	Outcome (IO3.1, IO 3.2)	<p>Total number of rescued children in rehabilitation & education programs. This is disaggregated as follows (with tracking of children that move between one program to another):</p> <ul style="list-style-type: none"> • Number of children in center based rehabilitation programs; • Number of children in community based rehabilitation programs; • Number of children in other education programs; • number of children and sites where apprenticeship classes/vocational trainings are held; • Number of families and children in daycare (Early Childhood Education Center); • Number of children in Sponsored Education Program (SEP); • Number of Motivation and Learning Centers and other non-formal education programs and children enrolled. This includes number of kids mainstreamed and gender and age breakouts; • Rehabilitation and education classes for former child weavers for individuals (kids and adults) who were/are not child laborers; • Number of communities and children supported in Child Friendly Communities (CFCs); • Number of children who moved from one program to another, mainstreamed into formal education, and graduated from education programs.
	Performance Monitoring (IO3.1, IO 3.2)	<p>Additionally, children identified as requiring additional support are provided counseling and follow-up. This includes counseling sessions and visits to monitor/follow up with beneficiaries enrolled in various programs, tracking the number of children and parents reached.</p>
Objective 4: Improve Conditions for All Workers		
Number of workers reached in licensee supply chains	Outcome (IO4.1)	<p>Total number of all workers in the supply chains of GoodWeave-licensed carpet exporters, with weavers disaggregated. Other workers includes managers as well as those who do carpet washing, dyeing, finishing, packing, yarn opening and other associated rug-making work from all levels of the supply chain.</p> <p>In addition to the total, the number of workers reached through educational workshops/awareness programs held within factories, non-formal education programs and health and vision clinics are also tracked.</p>
Number of individuals trained	Performance Monitoring (IO4.1)	<p>Total number of individuals provided with vocational training including carpet weaving and other workforce skills. This training provides at-risk women with marketable skills, and aims to replenish the workforce with skilled adult weavers. Graduates from this program are placed in GoodWeave licensed and monitored facilities.</p>

Indicators	Type	Definitions
Objective 5: Encourage and Promote Replication		
Number of participating brands / importers	Outcome (IO5.1)	The number of brands or importers that enter into a partnership agreement with GoodWeave to carry out pilot programs in new sectors (e.g. apparel, home textiles, fashion jewelry).
Number of participating producers	Outcome (IO5.1)	The number of production units linked to participating brands, which are participating in pilot programs in new sectors (see above). These are disaggregated by level (e.g. exporter, sub-contractor, dedicated centers, home worker units, brick kilns, etc.)
Number of workers in pilot programs	Outcome (IO5.1)	Total number of all workers in the production units of the participating producers. This is similar to the definition of workers reached under 4.1
Number of inspections/audits in pilot programs	Outcome (IO5.1)	The number of assessment visits conducted by GoodWeave inspectors to the participating producer units. This is similar to the definition of inspections under 2.1/2.2

Note: In addition to these indicators, GoodWeave also tracks children rescued / withdrawn, children provided with education services and adults provided with workforce skills training under new sector pilot programs where relevant. Definitions for these indicators are the same as under Objectives 2, 3 and 4.