



## GoodWeave Global Indicators Definitions

*Updated October 2018*

This document is a supplement to GoodWeave’s Monitoring and Evaluation (M&E) Public System Report. GoodWeave collects data from all of its programs and affiliates in order to monitor progress against its goals and objectives. The global indicators currently collected as part of the M&E system are presented in the following table. These indicators were developed based on GoodWeave’s global results framework and are reviewed and updated as part of the annual strategic planning process.

Indicators	Definitions
<b>Strategic objective 1: Harness Market Forces</b>	
Market share, certified rugs	Market share is the % of total market size in USD. Market is defined as total imports to US, UK and Germany.
Number of carpets certified	The number of carpets certified refers to 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 (carpet) importers	Licensed importers refer to GoodWeave importer licensees in all countries around the world. This is disaggregated by the importer’s main country of operation.
Number of partner brands in new sectors	Partner brands are brands or importers that enter into a partnership agreement with GoodWeave to carry out pilot programs in new sectors (e.g. apparel, home textiles, brick kilns).
Total consumer reach	The total consumer reach is defined as the total of calculation of consumers reached through the communications, marketing and media campaign: (1) Advertising readership/reach, (2) Editorial readership/reach, (3) Unique website visitors to GoodWeave.org, GoodWeave.org.uk and GoodWeave.de as calculated by Google Analytics, with a multiplier of 1.09, and (4) Social media reach is the number of impressions from GoodWeave’s Twitter, LinkedIn and Facebook accounts.

<b>Indicators</b>	<b>Definitions</b>
<b>Strategic objective 2: Clean Up Supply Chains</b>	
Number of partner exporters	A partner exporter is a company that is licensed by GoodWeave to export rugs to GoodWeave-licensed importers, or has signed onto new sector pilots under a Memorandum of Understanding.
Number of audits and inspections	This refers to the number of assessment visits conducted by GoodWeave inspectors (including in-house inspection teams and contractors) in all levels of the supply chain. It includes announced audits and unannounced inspections.
Number of worksites reached	This refers to the total number of production sites (for the partner exporters counted) that have been visited in the supply chains of GoodWeave partner exporters. Sites: Level 1 (exporter facility), Level 2 (subcontractor, may include village-based cooperatives/ loom sheds), and Level 3 (small units that may include village-based cooperatives/loom sheds/home looms). Number of looms is tracked separately. This indicates the total number of facilities/sites that are producing, not the number of looms.
<b>Strategic objective 3: Create Educational Opportunities</b>	
Number of children provided educational opportunities	Direct beneficiaries are children in project communities who have been identified through household surveys as at-risk children. These are all school-going and non-school going children who are assessed as being below age appropriate learning levels. GoodWeave offers support to these children in the form of community-based education programs.
Number of child laborers remediated	Children are classified as remediated under a range of scenarios that include: (a) 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. (b) Children who are classified as withdrawn from child labor, which means 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”.) (c) Previously out of school children in project weaving communities that have been enrolled in formal schools. As a result of remediation, children may be enrolled in formal schools and/or in a rehabilitation center.

Indicators	Definitions
<b>Strategic objective 4: Improve Conditions for All Workers</b>	
Number of workers in supply chains	This is the total number of workers in supply chains of GoodWeave-licensed carpet exporters and new sector pilot programs. Workers include managers as well as those who do production processes in rug-making (e.g. carpet weaving, washing, dyeing, finishing, packing, yarn opening, etc.) and in new sector (e.g. apparel, home textiles, bricks, tea) work in all levels of the supply chain.
Number of adult workers trained (weaver training)	This is the 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.
Number of adult workers trained in apparel pilot	This is the total number of individuals provided with vocational training in the apparel sector. This training provides at-risk women with marketable skills, and aims to replenish the workforce within the apparel sector. Graduates from this program are placed in GoodWeave licensed and monitored facilities.