



EcoAdvisors Impact Measurement and Management Framework

There is growing evidence and awareness of the impacts of humanity's actions on Earth's natural systems, from climate change to biodiversity loss, including the loss and destruction of terrestrial and marine habitats. The effects of these events are also being increasingly felt worldwide, with record-breaking heatwaves, intense fires, severe flooding, and the failure of ecosystems to function amid these drastic changes. Furthermore, these impacts are not felt equally across continents, nations, or communities. In response to these socio-ecological sustainability issues, the international community of governments and intergovernmental organizations, civil society, and the private sector are addressing, reducing, and reversing society's negative impacts on the planet and people, and increasing positive impacts where possible. With the emergence of the **Sustainable Development Goals (SDGs)**, the **Convention on Biological Diversity (CBD)**, **Global Biodiversity Framework (GBF)** (also known as **The Biodiversity Plan**) and more, efforts are being made to more diligently identify, address, and improve global ecological and social sustainability.

Impact measurement and management (IMM) are thus crucial in achieving these global objectives. Though significant strides have been made in recent years to improve the impact reporting landscape, with the development of frameworks like the **Taskforce on Nature-related Financial Disclosures (TNFD)** and the **Task Force on Climate-related Financial Disclosures (TCFD)**, as well as regulatory advancements in various jurisdiction, EcoAdvisors recognizes the vital role of businesses in stepping up as leaders in this space, ensuring alignment and compliance with market standards to increase comparability, consistency, and credibility in Impact Management and Measurement (IMM) for the benefit of not only clients but for people and the planet.

Purpose of this Document

EcoAdvisors is guided by a simple mission: a healthy planet where all people thrive. This means helping to create a world where economic, social and environmental sustainability can co-exist, with a specific focus on learning from and supporting Indigenous Peoples and Local Communities – those most directly affected by, and most able to respond to, environmental degradation.

This document outlines the approach EcoAdvisors has taken to create and implement a diligent IMM Framework that aligns with international standards and principles and embraces corporate transparency, credibility, and responsibility.



Due to the nature of EcoAdvisors role as a consultant, it is important to note that direct attribution for sustainability impacts is non-applicable and claiming such an attribution risks insincerity and greenwashing. As such, EcoAdvisors considers impact achieved as “impact influence”: the impact outcomes which are facilitated and/or supported by EcoAdvisors' involvement. This is explained in greater detail below.



The Framework

EcoAdvisors' IMM Framework is aligned with its **Theory of Change** (see Figure 1) and was informed by a comprehensive analysis of the existing impact reporting market landscape, including its actors, standards, and metrics. Existing relevant market metrics were then organized under identified impact categories of Financial Capital Influenced, Land & Water Supported, Biodiversity Supported, Carbon, Livelihoods Supported, and Sustainability Education. From this, the **Key Performance Indicators (KPI)** were narrowed until a final condensed list was created (see Table 1).

Figure 1. EcoAdvisors Theory of Change

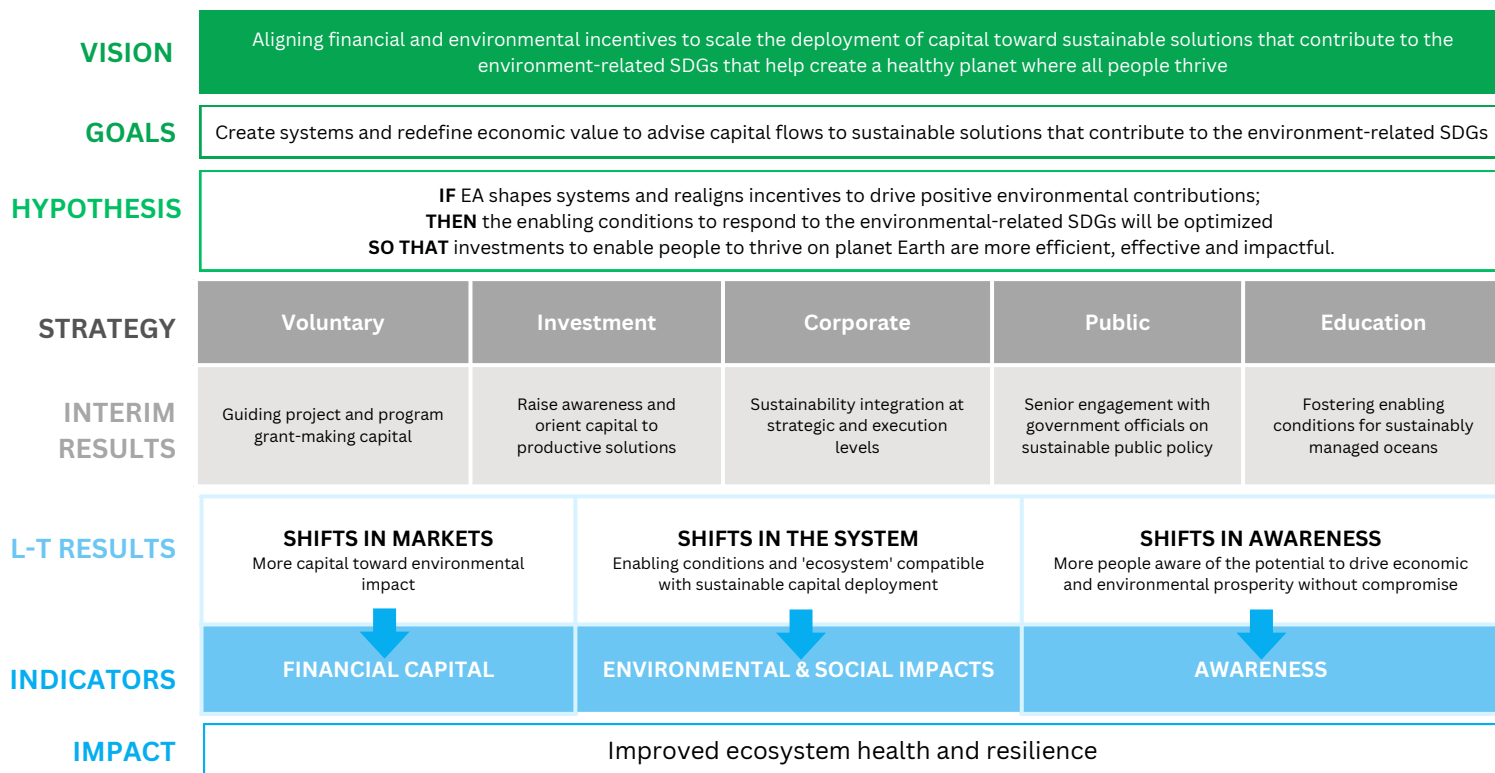


Table 1. IMM Framework Key Performance Metrics

High-Level Indicator	Key Performance Indicators (KPI)	Unit	KPI Definition	Alignment with Pre-Existing Frameworks*
Financial Capital Influenced	Financial Capital Directly Influenced	USD	Financial capital which is directly influenced by the actions of EA consultancy services.	GRI <i>Indirectly aligned with IRIS+, TNFD, TCFD</i>
	Financial Capital Indirectly Influenced	USD	Financial capital additionally leveraged and/or influenced as a result of a project on which EA was consulted.	
Land & Water Supported	Land & Water Protected	Hectares	Area of land and/or water protected by a project on which EA is consulted and supporting.	IRIS+, GRI, TNFD, CDSB
	Land & Water Restored	Hectares	Area of land and/or water restored by a project on which EA is consulted and supporting.	IRIS+, GRI, TNFD, CDSB, SASB
	Land & Water Sustainably Managed	Hectares	Area of land and/or water under improved sustainable management due to a project on which EA is consulted and supporting.	IRIS+, GRI, TNFD, CDSB

* Note that all KPI and the IMM Framework are aligned with the B Corp Standards and Sustainable Development Goals (SDGs).



High-Level Indicator	Key Performance Indicators (KPI)	Unit	KPI Definition	Alignment with Pre-Existing Frameworks*
Biodiversity Supported	Number of Threatened Species (per IUCN Red List)	Count of species	Number of threatened species (labelled CR, EN or VU on IUCN Red List) supported by a project on which EA is consulted and supporting.	IRIS+, GRI, TNFD
Carbon	Carbon Secured**	Gt CO2-e	Estimation of the amount of carbon stored and secured in an area of land and/or water ecosystem† being protected, restored, or sustainably managed by a project on which EA is consulted and supporting.	<i>Indirectly aligned with TCFD, GRI, SASB, CDSB, GHG Protocol</i>
	Verified Carbon Sequestered††	Gt CO2-e	The amount of certified carbon dioxide equivalent sequestered by client projects on which EA is consulted and supporting, as verified by the carbon market in which the project partakes.	IRIS+, GRI, SASB, TCFD, CDSB, GHG Protocol
Livelihoods Supported	Number of Beneficiaries (Individuals)	Count of individuals	Number of beneficiaries supported by a project on which EA is consulted and supporting, including livelihoods impacted by direct and indirect project activities.	IRIS+, GRI
	Number of Beneficiaries (Communities)	Count of communities	Number of communities supported by a project on which EA is directly consulting and supporting, including communities impacted by direct and indirect project activities.	IRIS+, GRI
	Number of IP&LCs Supported (Individuals)	Count of individuals	Number of IP&LC beneficiaries supported by a project on which EA is consulted and supporting, including livelihoods impacted by direct and indirect project activities.	IRIS+, GRI
	Number of IP&LCs Supported (Communities)	Count of communities	Number of IP&LC communities supported by a project on which EA is directly consulting and supporting, including communities impacted by direct and indirect project activities.	IRIS+, GRI
	Jobs Created and/or Supported	Count of jobs	Number of jobs created and/or supported by a project on which EA is directly consulting and supporting, including job-specific training.	IRIS+, GRI
Sustainability Education	Number of Individuals Educated on Sustainability	Count of individuals	Number of individuals educated on sustainability through seminars, presentations, trainings, workshops, courses, and other educational services provided by EA.	N/A

** Carbon stored/secured represents the constant mass of carbon (carbon stock) within a defined area of ecosystem at any given time (EEA 2022). This measure has been chosen as the primary KPI instead of carbon sequestered because it has credible sources for global ecosystem averages and is more conducive to the practical application of this IMM Framework as it allows values to be consistently calculated credible manner across all projects, following the GHG Protocol guidelines.

† Carbon storage values sourced from [IPCC 2000](#) and [IUCN 2009](#).

†† Carbon sequestered refers to the amount of carbon removed from the atmosphere via biological or anthropogenic means (EEA 2022). This is only applicable for projects on which EA supports which are partaking in carbon credits and the carbon market as the value is externally verified.

