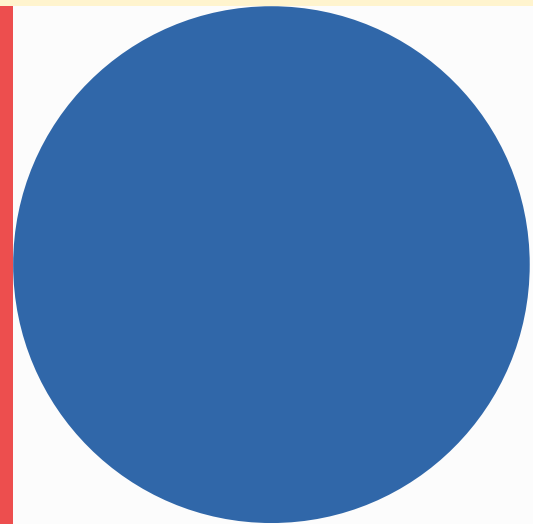




Data for Good

HANDBOOK



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Website: <https://data-for-good.org>

Preface

In 2015, the UN General Assembly decided upon 17 global Sustainable Development Goals, each of which focuses on different pressing subjects such as enhancing access to clean water, ensuring food security, developing greener energy, etc. While they are separated into 17 goals, it is impossible to foresee achieving one SDG without addressing the relationship between every one of them. Therefore, we must focus on achieving all the global goals. This is not an easy task and is made more difficult when faced with the reality that we have a limited understanding of the progress we are making.

Data for Good emerged with a resolute purpose – to champion the achievement of all Sustainable Development Goals outlined in the United Nations 2030 Agenda. Our dedication extends directly to supporting targets 17.18 and 17.19 under Goal #17: Global Partnerships, facilitating monitoring capabilities, providing access to critical data, and upholding accountability standards. At the heart of our mission is a fervent belief in the transformative potential of the SDGs as a universal framework for sustainable development. Data for Good tackles the daily challenge of reducing the lack of visibility on progress towards these goals. Our founder and CEO, Kelly Ruigrok, nicknames Data for Good the 'mission control centre' – a term borrowed from space exploration. Much like a mission control centre that oversees every aspect of a spaceflight from launch to landing, Data for Good meticulously measures and manages the impact of projects from start to finish. We are on a mission to propel progress on global challenges through accessible impact measurement. Acting as a global digital hub for impact mapping, Data for Good envisions a collaborative space where diverse stakeholders unite to measure, comprehend, and amplify the

environmental and social impacts of their projects. Join us in this transformative journey, where every data point contributes to a better, more sustainable world.

Let's begin!

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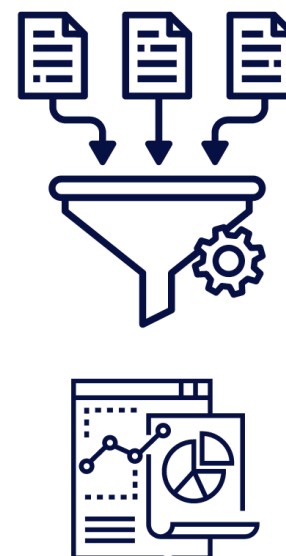
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Appendix 1 - Terminology

1. What is Data for Good

1.1 Turning data into action

At Data for Good, our commitment extends beyond data representation to practical action and sustainable change. As pioneers in digital spaces dedicated to accelerating global progress, we prioritise the strengthening of partnerships for impactful outcomes. Our unique approach revolves around specialised dashboards designed to showcase positive impact, aligning meticulously with the indicators and targets of the United Nations Sustainable Development Goals (SDGs).



When we say we turn data into action, we mean our dashboards provide clear and focused visualisations of positive outcomes from various projects. These visualisations are grounded in the specific metrics and objectives outlined by the SDGs. This not only fosters a universal language for impact measurement but also empowers stakeholders to translate data insights into tangible actions. By doing so, we actively contribute to sustainable change and progress towards global goals, reflecting our commitment to making a meaningful impact on the world.

Our mission unfolds through accessible impact measurement, positioning Data for Good as a global digital hub for collaborative impact mapping. Stakeholders converge to measure, understand, and amplify environmental and social impacts systematically.

We have established a standardised format for project-level impact measurement, fostering a universal language for sustainable development mapping. Termed the

'mission control centre' by our founder, Kelly, Data for Good meticulously measures and manages project impacts from inception to completion.

Organisations, regardless of scale, can map their project-level impact on our platform. For governmental entities, tailored features facilitate active engagement with local stakeholders, streamlined impact monitoring, and improved communication with citizens. This handbook serves as your guide to navigate this transformative journey of turning data into meaningful and actionable impact.

1.2 Making One with the GSES

The Global Sustainable Enterprise System (GSES) and Data for Good (DfG) are interconnected digital platforms designed for sustainability management and verification. GSES focuses on measuring, rating, and verifying the sustainability performance of organisations, supply chains, products, and assets, employing the Global Sustainable Enterprise Standard and the Sustainable Footprint Standard. Data for Good recognizes the diverse needs of projects which address various issues, requiring customised key performance indicators (KPIs), targets, and timelines. It provides a flexible dashboard-based project management platform for change agents, big or small and across different sectors. Under common ownership with GSES, Data for Good is specifically tailored for project-level sustainability management.

Data for Good aligns with the United Nations Sustainable Development Goals (SDGs), capturing the broad and ambitious aspirations of projects working towards positive change. Both GSES and Data for Good share a foundational belief in simplifying and unifying the sustainability landscape. Founded on a collective ethos of combating green washing, both entities strive to play a role in building a sustainable future by

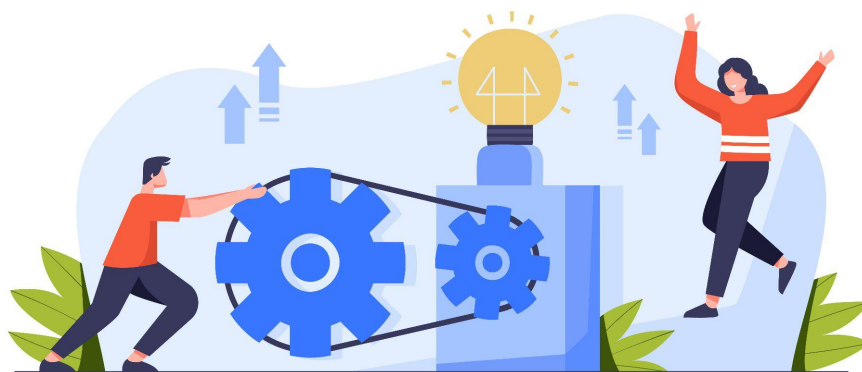
embracing trustworthy and transparent approaches. *For more information about GSES, you can visit the GSES website. To delve deeper into Data for Good, its rationale, and features, you can continue exploring the content on this page.*

On the GSES platform, organisations can utilise the Data for Good module to systematically map and measure their contributions to the Sustainable Development Goals (SDGs) on a project basis, effectively making all GSES members integral to the world's Mission Control Centre for the SDGs.

Data for Good stands as the pioneering mission control centre exclusively dedicated to these global objectives, emphasising the importance of collective efforts in addressing global challenges for greater progress.

2. What Tools DfG has to Offer

At Data for Good, we invite you to immerse yourself in a world of transformative services designed to catalyse positive change. Whether you're a change agent, organisation, or engaged citizen, our offerings empower you to visualise progress, foster collaboration, and make impactful contributions on a global scale.



2.1 Project Dashboard

i. What is the Project Dashboard?

Our flagship solution, the Project Dashboard, is an innovative tool that not only defines and measures achievements but also seamlessly aligns them with the globally recognized Sustainable Development Goals (SDGs). Much more than a functional tool, our user-friendly dashboard acts as a dynamic catalyst for transformative change, revolutionising the way you showcase, verify, and collaborate on your journey towards a sustainable future.

In short, the Project Dashboard highlights your project's journey, impacts, key performance indicators (KPIs), SDG contributions, and the collaborative efforts of fellow impact makers. It's not just a tool; it's your partner in meaningful contributions.

ii. Who can use it and how?

The Project Dashboard can be used by any user on Data for Good. It is an integrated module of all the DfG memberships. Head over to your Data for Good profile and click on the module in the menu bar titled 'My Projects' to use the Project Dashboard. Want to know something more on Data for Good's Project Dashboard? We call it the Catalyst for Change, and all our users can use it!

2.2 Organisation SDG Dashboard

Every profile on Data for Good includes its own SDG Dashboard—a comprehensive tool providing concrete insights into your project's commitments and contributions to the SDGs. Beyond a holistic view, this dashboard offers a factual representation of the tangible steps taken toward achieving targets within each goal. It goes beyond guesswork, ensuring transparency about your organization's specific and impactful work. This detailed perspective allows potential clients and visitors to truly grasp your advancement, commitments, and values, fostering a deeper understanding of your dedicated contributions to sustainable development.

iii. Why DfG helps organisations display their SDG contribution?

Organisations need to engage actively with the SDGs because it underscores their social responsibility and bolsters their reputation. This alignment not only mitigates risks but also unlocks fresh market prospects, fuels innovation, ensures compliance with regulations, and facilitates access to capital. Ultimately, it advances long-term sustainability and nurtures stakeholder engagement. Moreover, reporting on SDG progress serves as a beacon of transparency and accountability, signifying a steadfast commitment to responsible business practices in the modern era.

iv. Who can use it and how?

The SDG Dashboard is accessible to all Data for Good users, seamlessly integrated into all DfG memberships. To explore this feature, navigate to your Data for Good profile and select the 'My SDG Dashboard' module from the menu. Interested in learning more about Data for Good's SDG Dashboard? We refer to it as the Holistic View, and it's available for all our users!

2.3 Region Dashboard

For governmental stakeholders overseeing specific locations, our platform offers tailored solutions. On Data for Good, you can craft your organisation dashboard, seamlessly linked to the affiliated Region Dashboard. This integration allows your projects to become integral components of the Region Dashboard, presenting a comprehensive overview of your commitments, values, and diverse contributions. The flexibility extends to design and content, ensuring your dashboard reflects your unique identity. Make your projects publicly available for citizens and platform visitors to gain a holistic perspective on your progress, spotlighting your efforts on social media.

The Region Dashboards allow you to gain a bird's eye view of all the projects happening within a particular geographic scope. So, it offers a tool for oversight, which can allow for drawing connections between different projects, or even identifying underserved areas!

2.4 Who can use it and how?

The Region Dashboard is an exclusive feature specifically designed for governmental organizations. Tailored to address their unique reporting and communication needs related to the SDGs, this dashboard empowers governmental stakeholders with targeted tools for efficient oversight, collaboration, and impactful communication. As this dashboard can be customisable and made to tailor the specific need of a governmental organisation, the Data for Good Team invites governmental change agents to reach out and request a proposal.

2.5 Fact Check feature

Curious about the claims made by companies? Utilise our Fact-Checking feature to request independent verification of statements made by any producer, brand, or organisation. Our bottom-up, self-regulated, and verified system aims to eliminate false claims, ensuring transparency and accountability at every step.



3.Unlocking the potential of our services

3.1 How can you present your SDG contribution using DfG?

With the Data for Good module, companies can achieve a complete picture of how their projects are helping with the SDGs and align their sustainability goals with the 2030 Agenda for the SDGs. This information is represented on the company's SDG Dashboard.

Additionally, you can track the key performance indicators (KPIs) of your project and see how it's contributing to the SDGs. Here's what you'll need to get started:

1. Project title.
2. Project logo.
3. Define the specific SDGs and targets your project is working towards.
4. Set your KPIs, which are like goals to measure your project's success.
5. Tell us where your project is happening, including the country and city. This way your project can contribute to achieving the SDGs in your local area.
6. Mention any other organisations that are part of your project. Teaming up with others can make a bigger impact.
7. Write a short paragraph explaining what your project is all about.

You can decide whether your project should be private or public. If you make it public, it will show up on DfG's project database and can even get featured on the Data for Good website - if you give us your green light. This way, your project can inspire others, and you can learn from the experiences of other projects too!

3.2 Ensuring Credibility: Our Third-Party Auditing Feature

Our third-party auditing feature, developed by Audit Independender, acts as a reliable anti-greenwashing tool. This feature guarantees the credibility of the measured impact of your projects. Audit Independender facilitates third-party audits conducted by certification agencies recognized under the board of accreditation they operate within. As each country has its own board of accreditation, this ensures a robust and trustworthy verification process.



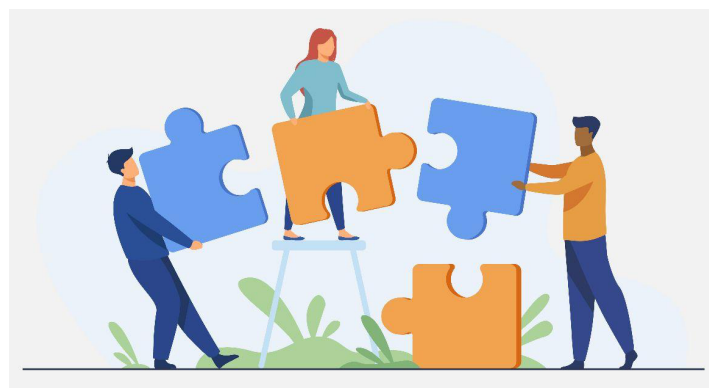
Project Completion: Once a project is completed, or its deadline has been reached, the project's impact can be verified by filling a '**Verification Application**' in which evidence – submitted via an encrypted virtual safe – will be cross-checked with the project's claims by an independent auditor (3rd party).

Desk/Data Audit: Project's evidence and impact overview (claims) is audited by an independent auditor (accredited under the board of accreditation, recognized certification institution)

On-site Audit: An on-site audit can also be requested which entails a surprise visit by an independent auditor.

3.3 Request Fact-Checks: Promoting Accountability

Curious about the claims made by companies? Utilise our Fact-Checking feature to request independent verification of statements made by any producer, brand, or organisation. Our bottom-up, self-regulated, and verified system aims to eliminate false claims, ensuring transparency and accountability at every step.



4. How to activate your country to make a better world together?

Governments are an important key to implementing the SDG agenda, but its success relies heavily on the active involvement of the private and public sectors. Businesses play a critical role as they are the drivers of economic growth, employment, technology, innovation, and sources of financial investment. They also have a crucial role in addressing negative impacts throughout the value chain.

4.1 But how do you activate countries to make a better world together?

The Organisation SDG Netherlands is a great example; it has established an extensive infrastructure to contribute to the Sustainable Development Goals (SDGs). These network, comprising more than 800 organisations and individuals, spans various sectors, including businesses, civil society organisations, governments, financial institutions, and more. The foundation facilitates this movement by informing, activating, and connecting.

To ensure further engagement and strengthen a global network supporting the SDG agenda, Data for Good sets the precedent to gradually appoint SDG Coordinators per SDG and per country. SDG Coordinators can be regarded as Ambassadors who help growing the impact of projects across all the SDGs. The SDG Coordinator is a volunteering position. If you are interested in appointing one or being a candidate reach out to info@data-for-good.org.

4.2 How can Data for Good help you activate countries?

With Data for good we are focusing on mapping, activating, and communicating the impact we are making towards the sustainability goals.

We can achieve this through the following means:

Collaboration: Data for Good highlights the value of (international) partnership, bringing together a range of stakeholders from various countries to work toward shared objectives. By fostering partnerships and alliances on a global scale, Data for Good creates a network of support and resources that can be leveraged to activate countries.

Standardised Measurement: Ensuring that there is a consistent method for measuring a country's progress toward the Sustainable Development Goals (SDGs) is a critical component of activating them. Data for Good establishes a standardised structure and language for nations to evaluate their contributions to sustainable development, so establishing a baseline for evaluating positive outcomes.

Engagement: In each of their various countries, governments are essential to promoting the SDGs. Data for Good provides capabilities designed exclusively for government agencies, enabling active engagement with local stakeholders, improved influence monitoring, and enhanced outreach to the public. Through the supply of necessary tools and resources, Data for Good enables national engagement of countries.

Accountability and Transparency: These two factors are critical for promoting change and inspiring action. By giving organisations/governments a platform to display their promises and monitor their performance in real-time, Data for Good

encourages transparency. Data for Good ensures that progress towards the SDGs is reliably tracked and reported, therefore assisting countries in becoming more active by holding governments and organisations responsible for their activities.

Effective outreach and communication: Outreach and communication are essential for integrating stakeholders and creating momentum for sustainable development projects. As a communication and outreach tool, Data for Good helps partners engage stakeholders and makes it easier to share impact. Data for Good facilitates the sharing of best practices, lessons learned, and success stories to encourage and motivate nations to act toward the SDGs.

4.3 Why is Measuring/ mapping, activating, and connecting so important?

We need to view the achievement of the SDGs as a collective responsibility of the government, business, civil society organisations, research institutions, and youth. Active collaboration through initiatives such as the SDG Community promotes multi stakeholder multi engagement. Concrete actions, the making of an SDG campaign, demonstrate commitment to tangible results. We as individuals and countries need to encourage awareness and dialogue and emphasise visibility and transparency through online platforms like Data for Good. In essence, we need to measure, activate, and connect approaches and partnerships for effective SDG implementation.

Appendix

Terminology

Term	Definition
Change Agent(s)	An individual, or group of individuals, who promotes and enables change. At DfG, change agents are project owners who promote and act towards progress for sustainable development.
Dashboard	Virtual “location” on our website that aggregates the key performance indicators of each Project to show the progress made per country, SDG, mission, and Organization.
Data	Facts and statistics provided by our partners are designed to track the progress of a specific performance indicator.
Impact mapping	Visualisation of impact based on KPI performance and SDG contribution.
Module	A module on a SaaS (Software as a Service) platform is a distinct and self-contained component or feature that serves a specific function within the overall software application. It is designed to address a particular set of functionalities, offering users a focused and specialised tool or capability.

Members	Data for Good users.
Municipality Dashboard	A dashboard designed for municipalities to visualise all the organisations contribution to the SDGs in their constituency.
Project team (external to Data for Good)	Refers to the team of people involved in physically implementing the Project and tracking its progress on the Private Client Platform.
Project leader (external to Data for Good)	Refers to the person (or persons) responsible for ensuring the communication between the Project Team and the Project Coordinators.
Project Coordinator (Internal to Data for Good)	Project Coordinators are part of Data for Good's internal team, and their role is to guide the visitors and exchange with the Project leaders to facilitate the Project's plotting and defining the KPIs.
Project	A project led by any type of change agent (government, individual, NGO, university...) and at any level (local, regional, national...) that supports the achievement of one or several SDGs.
SDG	Sustainable Development Goals
SDG Dashboard	Where an organisation's overall contribution to the SDG is aggregated.

Verified (data)	Data that has successfully gone through our verification process which utilises the services of Audit Independender to ensure third-party verification of claims and evidence - done by a certified auditor under a certification institution.
Key Performance Indicator	A Key Performance Indicator is a measurable value that demonstrates how effective a Project is in achieving its goal. Quantitative KPIs are preferred.
Visitor (external to Data for Good)	Person visiting the website.