Using IRIS+ for Data Collection
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Agenda

1. Brief overview of IRIS+
2. Overview of data collection tools and how to use IRIS+ with each
3. Q&A
4. Next steps
Brief Overview of IRIS+
IRIS+ | Key Features

Generally accepted system to measure, manage, and optimize impact

- Transition from catalog to system
- Provides a pathway to help translate impact goals into results by providing:
  - Common way to frame impact goals
  - Evidence base and research - to inform theory of change, anticipate expected impact
  - Core Metrics Sets - to measure progress towards goals
  - Practical guidance and resources - to help improve IMM practice
- In alignment with 50+ frameworks and tools (e.g., SDGs, five dimensions of impact, HIPSO, 2x, etc)
- A public good, managed by the GIIN
IRIS+ | Global Use
IRIS+ has been widely adopted across the world since launch in May 2019

- ~50,000 unique visits
- +18,850 subscribers
- +6,600 unique accounts
- Regional use: +1k visits from every continent

Most visited themes
- With full coverage in IRIS+
  1. Financial inclusion
  2. Smallholder agriculture
  3. Health
  4. Gender Lens
  5. Energy Access
- Not yet fully covered in IRIS+ (metrics only)
  1. Education
  2. Clean Energy
  3. Climate
“I just saw an **RFP from an investor** where the questions had Navigating Impact, IRIS+, and IMP embedded. It was very easy to go to IRIS+ and align our approach.”

“**IRIS+ helped us shift the focus from outputs to outcomes** and guided us in how to actually do it.”

“**IRIS+ does the homework for you.** It provides evidence base, the research, the metrics sets, and the resources. Already aligned to the SDGs and the five dimensions. **It saves a lot of time.**”
IRIS+ | Guidance Overview

One of the key features of IRIS+ to help advance IMM practice

• Practical resources to support robust IMM practice
• Developed on an ongoing basis to cover areas identified as needs in the market
• 3 types of guidance:
  o **Fundamentals** – e.g., IRIS+ thematic taxonomy, IRIS+ Core Metrics Sets, IRIS+ and the SDGs, etc.
  o **Use Cases** – e.g., Nuveen’s use of IRIS+ (forthcoming)
  o **How-To’s** – e.g., How to use IRIS+ for data collection – focus of our conversation today
IRIS+ | Stakeholders Asked for Data Collection Guidance

“I’d like to see guidance on how to actually collect data – i.e. describe data collection methods, frequency, etc.”

“Please provide clarity on how to collect and use the data”

“It would be helpful to understand what are the best methods for data collection, with a focus on practicality”
CDC | Impact Measurement Handbook

- Created to address the “**how to collect the appropriate data**” question that many investors still struggle with
- A practical resource to guide selection of **data collection tool** for impact measurement and management practice
- Uses **case studies** to make it practical
- Developed in conversation with subject matter experts and based on experience of CDC using tools in practice
IRIS+ for data collection
Why Collecting Data is Important

• **Assessing impact:** validate/test whether impact is happening as expected – first step to manage any company’s impact

• **Learning:** capture insights on positive/negative/unintended impacts – and understand where there are opportunities for value creation and greater impact

• **Benchmarking**

• **Accountability:** demonstrate impact
Before You Start | Checking the Evidence Base

- Rapidly growing body of evidence on the effectiveness of programs and business models, market gaps and challenges, even within emerging markets.

- Can be useful in pointing to what has been proven to work in different contexts and regions – can inform what to test in a project.

- Can inform how to structure impact measurement for a project or company and point to common challenges/risks encountered.

To help with this step, IRIS+ offers a built-in evidence base
**EXAMPLE**

**Impact Theme:** Financial Inclusion  
**Strategic Goal:** Increasing Gender Equality through Financial Inclusion

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**Evidence**

This mapped evidence shows what outcomes this strategic goal can have, based on academic and field research.

**Select an Outcome to find the supporting research.**

- **Improved Financial Resilience**

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**Core Metrics Set**

- **Does the Classic Microfinance Model Discourage Entrepreneurship Among the Poor? Experimental Evidence from India**
  - **STUDY RIGOR**: ★★★

- **Bargaining to Work: the Effect of Female Autonomy on Female Labour Supply**
  - Bijn, C.; Von Fintel, D; Pasha, A. Bargaining to work: the effect of female autonomy on female labour supply. 2018.
  - **STUDY RIGOR**: ★★★

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**Resources**

- **Savings Accounts for Village Micro-Entrepreneurs in Kenya**
  - **STUDY RIGOR**: ★★★
Data Collection | Principles for Metric Selection

What to do when no standardized metrics exist and a bespoke metric is needed?

- Start with **few** but core
- Align to the UN **Sustainable Development Goals** and standardized metrics (IRIS Catalog of Metrics), where possible and relevant
- **Aggregate** (where it makes sense)
- Choose metrics that **matter** (for the fund/company)
- Choose metrics where data is **available or feasible** to gather
- Choose metrics that help drive **action**

*All these principles are met by IRIS+ Core Metrics Sets*
Data Collection | Core Metrics Sets

Key standardized metrics, aligned to the SDGs and the five dimensions, including calculation guidance, and ability to customize and download your metrics set

EXAMPLE
Impact Theme: Financial Inclusion
Strategic Goal: Increasing Gender Equality through Financial Inclusion
Data Collection | Core Metrics Sets

Key standardized metrics, aligned to the SDGs and the five dimensions, including calculation guidance, and ability to customize and download your metrics set.
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Data Collection | IRIS Catalog of Metrics

Where Core Metrics Sets are not yet developed, the IRIS Catalog of Metrics is a good starting point.
Data Collection | Overview of Tools

- Company data
- Diaries
- Focus groups
- In-person surveys
- Macro data
- Mobile surveys
- Satellites
- Sensors
Data Collection Tools | Company Data

**What it is:** Company-reported data such as public or proprietary commercial data, administrative data, and KPIs

**Strengths**
- ✓ No need for collection of new data
- ✓ Good starting point for impact analysis

**Weaknesses**
- ✗ Over-reliance on company data can risk overestimation of positive impact
- ✗ Doesn’t answer the why
- ✗ Not fully comprehensive to understand impact

**How to gather and analyze company data with IRIS+ | Examples of relevant IRIS metrics (non-exhaustive list):**

- Commercial data: e.g. Sales Revenue (PI1175), Client Complain Tracking System (PI9435)
- HR data: e.g. Employee Voluntary Turnover Rate (OI1638), Employees Promoted: Female (OD4232)
- Financial performance data: e.g. Net Income (FP1301)
- Other data points: e.g., Operational Certifications (OI1120)
- Theme-specific data: e.g., Number of Voluntary Savings Accts. (PI6439), Health Intervention Comp. Rate (PI3902)
Data Collection Tools | Diaries

**What it is:** A method to capture data continuously over longer periods of time

**Strengths**
- ✓ Can capture usage/consumption patterns over longer periods
- ✓ Useful for variables with daily or weekly fluctuations, e.g. income or agricultural output
- ✓ Rich impact stories

**Weaknesses**
- ✗ More time consuming and resource intensive to plan and execute
- ✗ Participant engagement is challenging so requires strong incentive schemes

**How to gather and analyze diaries data with IRIS+** | Example of relevant IRIS metrics

- • Stakeholder Engagement (OI7914) to identify the mechanisms -such as diaries - used to gather input from stakeholders. These insights from diaries will supplement this metric.
Data Collection Tools | Focus Groups

**What it is:** Data collected via group interview format

**Strengths**

✓ Can assess whether views and perceptions are shared across a certain social context
✓ Discussion format can stimulate richer insights
✓ Can be useful for teasing out pressing issues or even taboo subjects

**Weaknesses**

✗ More limited number of questions covered
✗ Group dynamics may introduce bias

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**How to gather and analyze focus groups data with IRIS+ | Example of relevant IRIS metrics:**

- Importance of Outcome to Stakeholders (OI5495)
- Client Satisfaction Ratio (PI7163)
Data Collection Tools | In-Person Surveys

What it is: Data collected via enumerators on the ground

Strengths
✓ Capturing of greater nuance in feedback and minimize misunderstandings
✓ Direct observation in own environment can support insights
✓ Overcomes barriers of illiteracy or technology access

Weaknesses
✗ Requires travel to site of interest
✗ More difficult to run repeatedly
✗ Prone to respondent bias

How to gather and analyze in-person surveys data with IRIS+ | Example of relevant IRIS metrics:
• Client Income (PI9409)
• Total Personal Connectivity Devices (OI5657)
• Surveys can also be used to discover qualitative insights of data captured by IRIS metrics — e.g., Non-Financial Support Offered (PD9681) or After-Sale Client Support (PI4180)
Data Collection Tools | Mobile Surveys

What it is: Data collected remotely via call center, SMS or IVR

Strengths
✓ Good for simple questions, e.g. satisfaction
✓ Ability to survey across vast geographical areas/remote areas
✓ Low-cost and quick
✓ Light-weight on respondent

Weaknesses
✗ Can introduce bias if gaps in technology access
✗ Esp. for SMS/IVR, no way to probe answers
✗ Rely on access to phone numbers

How to gather and analyze mobile surveys data with IRIS+ | Example of relevant IRIS metrics:
• Client Income (PI9409)
• Total Personal Connectivity Devices (OI5657)
• Client Satisfaction Ratio (PI7163)
Data Collection Tools | Macro Data

**What it is:** Aggregated micro-level/meso-level data

**Strengths**

✓ Does not require new, primary data collection
✓ Can provide useful calibration for assessing indirect impacts on household/sector/market level

**Weaknesses**

✗ May need advanced data analytics skills to decode and use
✗ Does not capture impact at the individual level
✗ Cannot answer questions around “why”

**How to gather and analyze mobile surveys data with IRIS+ | Evidence Base**

- Evidence Base in IRIS+ is streamlined from several macro databases, e.g., World Bank, FAO, IPA, WHO, ITAD, etc
Data Collection Tools | Satellites & Sensors

What it is: Data collected remotely via technology devices

Strengths
✓ Captures objective data points
✓ Remote, large-scale, high-frequency potential
✓ Can reduce cost once deployed

Weaknesses
✗ Requires technical skills for implementation
✗ Technology is not error-free, needs maintenance
✗ Does not deliver insights on customer perceptions
Example | Mobile Surveys
Example | Sensors

- Cattle Productivity
- Milk quality
- Revenue
- Transparency
- Farmer loyalty
- Volumes procured
- Operational efficiency
Wrapping Up | Using Measurement to Manage Impact

• Anchor around business **decision-making needs**

• Draw boundaries to make findings **actionable** (aligns to metrics principle of “few but good” – Core Metrics Sets)

• Match data collection to **investment context**
  o Align investor and company needs
  o Align to budget, time, and expertise available
For Further Details....

• Available within the Guidance section of each profile

• Also available via https://iris.thegiin.org/document/iris-for-data-collection/
Next Steps
IRIS+ | Next Steps

- **Guidance**: continue to publish practical how-to IMM guidance on key areas of need

- **Webinars and workshops**: hold regular sessions on examples of practice and technical guidance

- **Development of thematic coverage**: ongoing development and launch of new themes. Next up: Jobs and Climate Change Mitigation

- **New functionalities in IRIS+**: ongoing development and feedback gathering

- **Continued collaboration across the industry to ensure harmonization**
IRIS+ | Ongoing Development of Themes

Currently available in IRIS+

- Financial Inclusion
- Quality Healthcare
- Affordable Housing
- Energy Access
- Smallholder Agri
- Gender Lens

In development (launch Feb 2020)

- Education
- Sustainable Forestry
- Sustainable Water Mgmt.

In development (launch 2020)

- WASH
- Climate Mitigation
- Quality Jobs

To be developed (launch 2020 and beyond)

- Clean Energy
- Sustainable Agri
- Racial Equity
- Pollution
- Waste
- Oceans & Marine
- Biodiversity
- Air
IRIS+ | Get Involved

• Email: iris@thegiin.org

• Sign up to the IRIS+ working group and/or development of themes at https://iris.thegiin.org/collaborate/
Questions?

For further information and conversation,
• visit iris.thegiin.org, or
• contact iris@thegiin.org