

Priority Key Performance Indicators (KPIs) 2021-2026

Strategy KPIs - Summary of priority KPIs aligned with the [Bonsucro Strategy](#) Global Indicators.

They draw primarily on [monitoring data](#) collected by [Certified Entities](#) and verified by [Certification Bodies](#).

Aim: Create value across the supply chain	
Objectives	Indicators
Increase supply & demand of certified sustainable sugar, ethanol & derivatives	Hectares of certified sugarcane annually
	Number of certified mills
	Tonnes certified sugar & m ³ certified ethanol produced (or equivalent)
	Number of Bonsucro raw sugar credits (or equivalent) sold annually
	Tonnes of certified physical products sold ex-mill
More inclusive & sustainable value chains	Number of independent farmers & smallholders reached by Bonsucro certification and/or impact projects over 5 years
Convene impact projects	Total money invested in Bonsucro impact projects over 5 years
Deliver value to members	Annual membership retention rate

Aim: Improve the environmental impact of sugarcane	
Objectives	Indicators
Drive climate action in the sugarcane sector	% Reduction in Scope 1 and 2 emissions of certified mills and farms after 5 years' certification (kg CO ₂ equivalent/kg sugar)
	Number of collective commitments & actions* on climate change mitigation and adaptation
Improve water security & stewardship	% Increase in water-use efficiency by certified producers after 5 years certification (kg per mm per hectare)
	Number of collective commitments & actions* on sustainable water management
Improve biodiversity and soil health	# hectares High Conservation Value Areas (HCVA) protected & maintained

*"collective commitments & actions" refers to collaborative research, capacity building, policy commitments or impact projects where Bonsucro acts as lead/convenor with a significant role in planning, financing, delivery or as a knowledge partner.

Aim: Strengthen human rights & Decent Work in sugarcane milling & farming

Objectives	Indicators
Increase wages in sugarcane farming and milling	increase in average % differential between wages paid and legal minimum wage, after 5 years of certification
	Number of collective commitments & actions* on Living Wage
Improve occupational health & safety in farming and milling	% reduction in accidents in certified farms & mills after 5 years' certification
Enhance respect for human rights	Number of collective commitments and actions* to promote UN Guiding Principles on Business & Human Rights, & OECD-FAO Guidance for Responsible Agricultural Supply

Operational KPIs - organisational targets to monitor and manage what we need to do to successfully deliver the strategy. They draw on a range of internal monitoring processes including [member](#) records, finance records, and online analytics.

Objective	Indicators
Engage effectively with members	# Members
	% Members submitting their annual report
	% Members participating in webinars and events (in person or online, across all regions)
	% Members satisfied or very satisfied on a 5-point scale
Effective Resource Management	Annual income £
	Healthy reserves = 3 month operating costs (£)
	# average debtor days (membership)
	# average debtor days (credits)
	# international secretariat staff
	# regional staff
	Average score (1 to 7) of staff satisfaction
Demonstrate impact	Outcome Report published annually
	MEL systems established
	# independent impact evaluations completed

Objective	Indicators
Strengthen capabilities & systems	Data maturity score
	Spend on the People Function, and Learning & Development
Strengthen communications	# website pageviews
	Average % opens for monthly bulletin mailing list
	# of social media engagements ¹ (total for LinkedIn, Twitter etc.)
	# stories of change published
	Bonsucro contributions to content hosted by other organisations/platforms

¹ Social media “engagements” is the total of reactions, comments, shares and clicks on Bonsucro posts