

Introducing 60dB Impact Performance Benchmarks




> What are 60dB Benchmarks?

60 Decibels has been collecting impact data for the past six years and we've heard from more than 150,000 customers. By asking the same questions in the same way across multiple projects, we're able to develop benchmarks to help put our data into

context. Impact Performance Benchmarks are the next step forward for impact measurement. They provide an objective standard for comparable impact outcomes to understand and fuel performance.

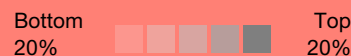
> What's included in this report?

Sectors	Off-grid energy, Agriculture, Education, Financial Inclusion
Companies	249
Countries	22
Respondents	107,241
From data collected through	December 2020
Alignment	

> What are 60dB Benchmark Quintiles?

Benchmarking is not just about hitting the average—the goal is to become a top performer. To make 'impact performance' as tangible as possible, we include the range of impact performance for each benchmark. This provides transparency about the variability of impact performance for

each metric and allows companies and funds to track their improvements over time. Example quintile:

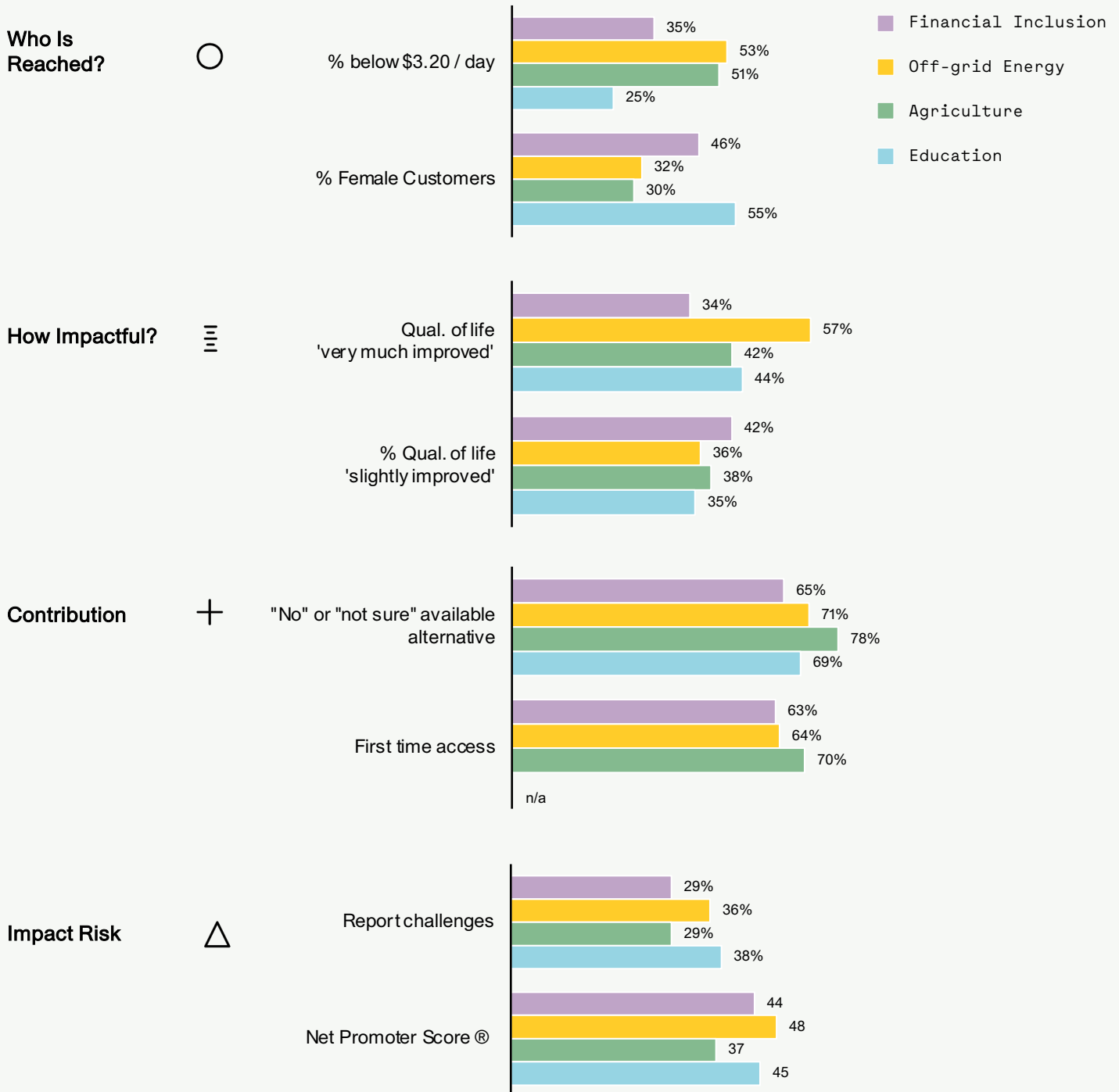


Cross-Sector Relative Performance

107,241
total respondents

249
companies

22
countries



Financial Inclusion

29,786

total respondents

61

companies

22

countries

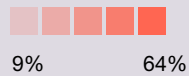
Core Outcome Metrics

Who Is Reached?



35%

live below the World Bank poverty line of \$3.10/\$3.20

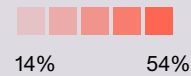


How Impactful?



34%

quality of life 'very much improved'

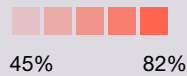


Contribution



63%

first time accessing service provided

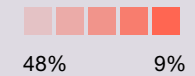


Impact Risk



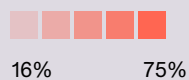
29%

report challenges



46%

percentage of female customers



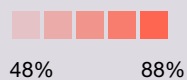
42%

quality of life 'slightly improved'



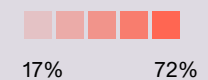
65%

reported "no" or "not sure" to having a comparable alternative



44

Net Promoter Score, on a -100 to 100 scale



Off-Grid Energy

30,565

total respondents

61

companies

20

countries

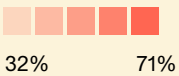
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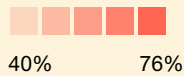


How Impactful?



57%

quality of life 'very much improved'

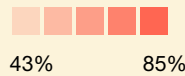


Contribution



64%

first time accessing service provided

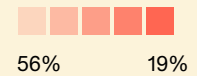


Impact Risk



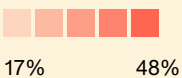
36%

report challenges



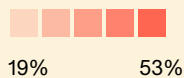
32%

percentage of female customers



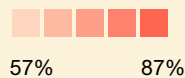
36%

quality of life 'slightly improved'



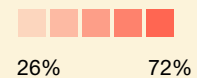
71%

reported "no" or "not sure" to having a comparable alternative



48

Net Promoter Score, on a -100 to 100 scale



Agriculture

29,398

total respondents

82

companies

22

countries

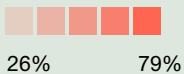
Core Outcome Metrics

Who Is Reached?



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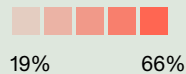


How Impactful?



42%

quality of life 'very much improved'

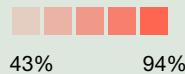


Contribution



70%

first time accessing service provided

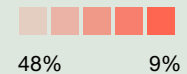


Impact Risk



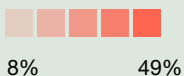
29%

report challenges



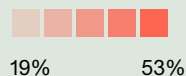
30%

percentage of female customers



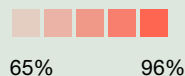
38%

quality of life 'slightly improved'



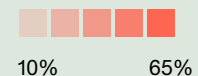
78%

reported "no" or "not sure" to having a comparable alternative



37

Net Promoter Score, on a -100 to 100 scale



Education

17,492

total respondents

45

companies

17

countries

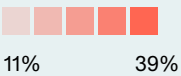
Core Outcome Metrics

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25%

live below the World Bank poverty line of \$3.10/\$3.20



How Impactful?



44%

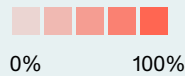
quality of life 'very much improved'



Contribution



Indicator not available for this sector

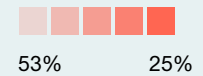


Impact Risk



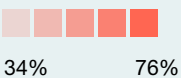
38%

report challenges



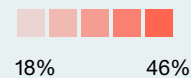
55%

percentage of female customers



35%

quality of life 'slightly improved'



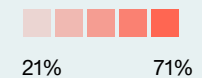
69%

reported "no" or "not sure" to having a comparable alternative



45

Net Promoter Score, on a -100 to 100 scale





Get Involved

About 60 Decibels

We're a tech-enabled impact measurement company, best known for our Lean Data approach spun out from Acumen in 2019. We've pioneered the use of (mostly) phone-based surveys to measure social impact across the world. Our targeted, repeatable approach to gathering customer insights and social impact data has been used by more than 500 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations.

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Understand Your Impact Relative to These Benchmarks

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hello@60decibels.com

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