



# Impact assessment value-add

A factsheet on how CLIC turns enterprise activity into investor-ready climate, nature and livelihood evidence.

For SMEs

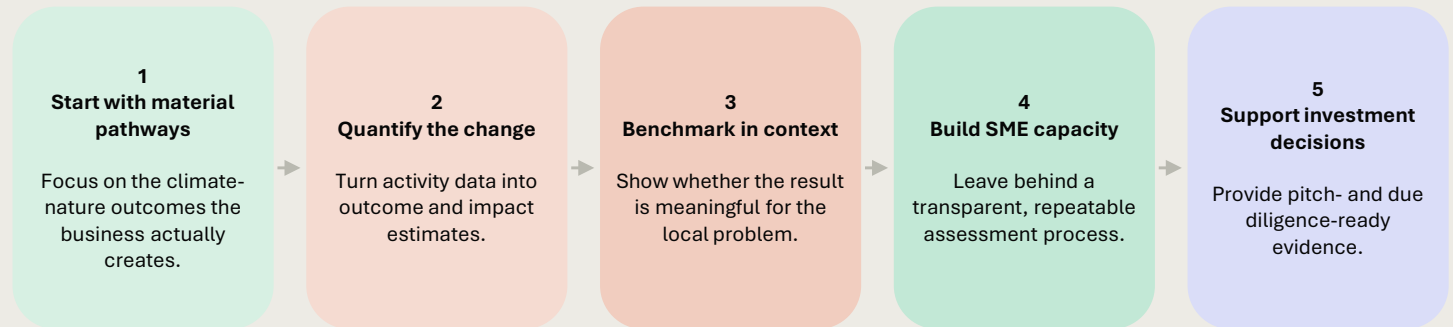
For investors

For funders

## What CLIC helps stakeholders see.

A simple, evidence-based view of what changed, why it matters in context, and how credible the numbers are.

### THE VALUE-ADD



### OUTCOME

**SMEs leave with clearer evidence;**

**Investors get a sharper signal for investment decisions;**

**Funders get clearer evidences for funding allocations.**

# 1-6

THE PROCESS

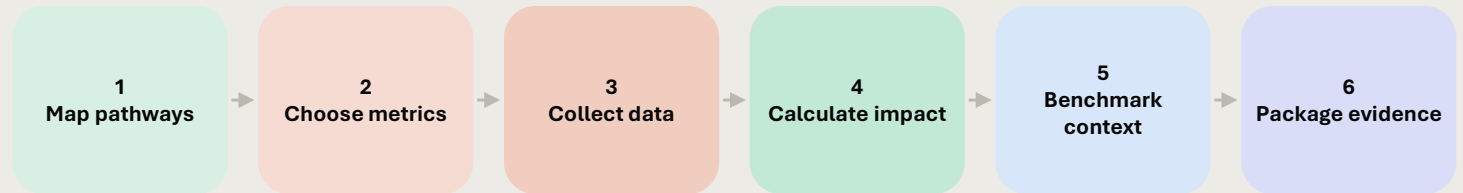
## From enterprise activity to credible impact evidence

Six practical steps that can stand alone or plug into a broader fund/capital raising efforts.

## A guided process from story to decision-ready evidence.

The assessment narrows the focus to what is material, quantifies it where possible, and packages the result for investment conversations.

### HOW IT WORKS



### WHO BENEFITS

#### SMEs

Sharper reporting and a realistic data roadmap.

#### Investors

Priority impact pathways and metrics, with transparent assumptions supporting due diligence, ongoing tracking, and targeted SME support.

#### Funders

More SMEs generating robust impact data, creating the foundation for meaningful benchmarking across the market.

**Simple principle: measure the most locally relevant change the enterprise is designed to deliver.**

**1**

MATERIALITY

# Measure what actually matters

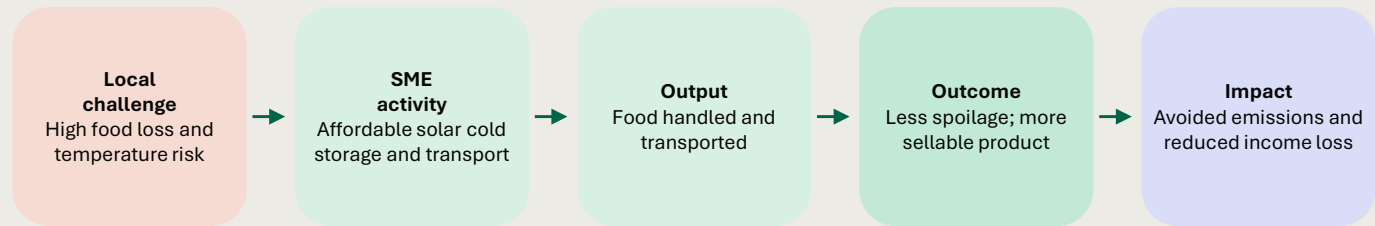
Start with the business model and the local problem, not a generic investor metric list.

## CLIC selects the pathways that best capture attributable change.

We map how an agri-SME creates climate, nature and livelihood outcomes, then prioritize 2-3 pathways that are most direct and material.

### EXAMPLE: SOLAR-POWERED COLD CHAIN

Local context & challenges: up to 40% post-harvest losses, driven by poor storage, handling and extreme temperature risk.



### VALUE CREATED

**For SMEs:** avoids excessive data requests and focuses reporting on the strongest evidence.

**For investors:** shows whether the business addresses a real local risk or need.

**For funders:** demonstrates that funding allocation is targeted to the highest-value outcomes.

**Impact calculations are prioritized for key indicators**, while other relevant impact data already available is reviewed and presented in the CLIC impact report to provide a more complete overview of the SME's impacts.

## 2

### QUANTIFICATION

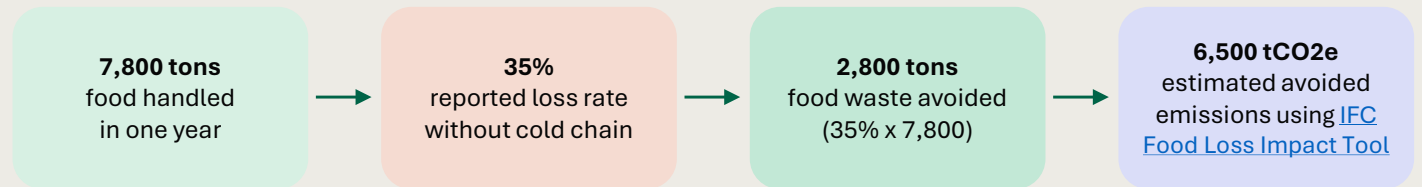
# Translate activity into quantified outcomes

The assessment moves from narrative claims to numbers that can be tested, compared and tracked over time.

## Quantification makes impact tangible and decision-useful.

CLIC uses SME data, surveys, proxy data and recognized tools to estimate outcomes and impacts where the evidence supports it.

### COLD CHAIN EXAMPLE: FROM ACTIVITY DATA TO CLIMATE IMPACT



### WHAT CLIC ADDS BEHIND THE NUMBER

#### Data cleaning

Identify what SME data can be used and convert it into required formats.

#### Method selection

Use reputable tools where available; select proxies and assumptions transparently.

#### Gap filling

Source secondary literature, local reports and emission factors when SME data is missing.

**Result: SMEs do not need to become methodology experts; investors and funders still receive transparent, interrogable evidence.**

# Make sense of what the numbers mean

Impact is only meaningful relative to the local baseline and the severity of the challenge.

## CLIC benchmarks performance against credible local baselines.

**Impact is contextual:** baselines, benchmarks, and results are combined to provide a clear picture of what was achieved and what barriers were addressed.

### EXAMPLE: Increasing yields though regenerative agriculture

An agribusiness SME supported smallholder farmers that were struggling to maximize yields due to high cost and limited supply of synthetic fertilizers.

| Key indicators       | Farmers' baseline              | Regional benchmark            | Results                       |
|----------------------|--------------------------------|-------------------------------|-------------------------------|
| Yield                | 5 tons / ha                    | 10 tons / ha                  | 9 tons / ha                   |
| Direct GHG emissions | 43 kg CO <sub>2</sub> e / year | 430 kg CO <sub>2</sub> e / ha | 130 kg CO <sub>2</sub> e / ha |
| Net Income           | \$ 1,200 / ha                  | \$ 2,300 / ha                 | \$ 2,150 / ha                 |

#### What did the intervention achieve

Targeted farmers faced constraints in **fertilizer affordability and availability**, limiting their ability to reach their **yield potential**.

The SME helped farmers access locally sourced organic fertilizers and adopt regenerative agriculture practices, **improving yields while delivering wider environmental benefits**.

#### Why CLIC judgment matters

Performance indicators can be difficult to navigate and interpret against relevant benchmarks.

CLIC helps SMEs communicate the full picture behind their results: **yield and profit gaps were substantially reduced**, while **emissions per tonne** of produce remained well below the regional benchmark.

**Decision value:** Investors and funders can see the full picture of the broader benefits and how the enterprise is solving a hard local problem.

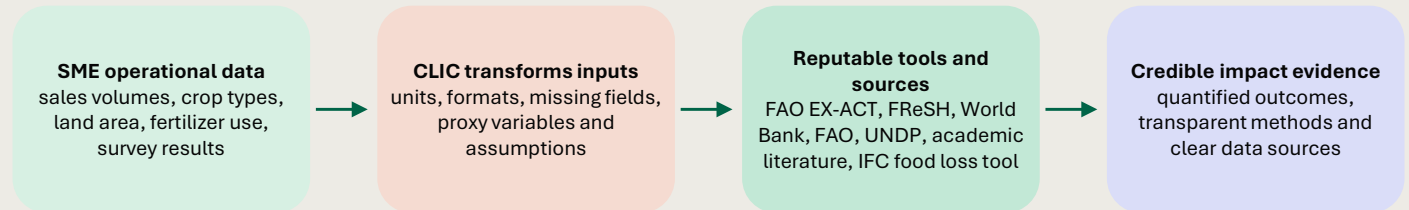
# Make technical methods practical for SMEs

Reputable tools are robust, but often hard to apply and interpret without clean inputs and expert judgment.

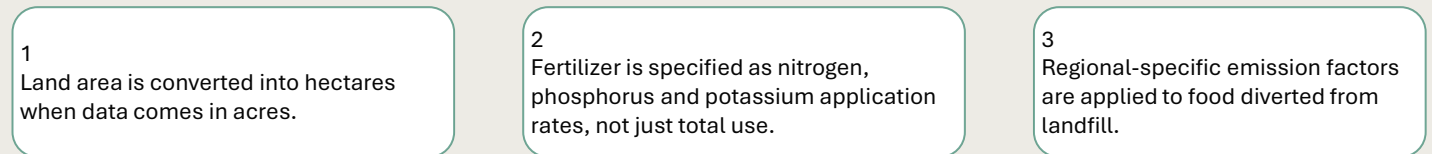
## CLIC turns messy operational data into usable impact inputs.

We use recognized tools and document the assumptions, sources and calculations so investors can interrogate the evidence.

### TRANSLATION WORKFLOW



### EXAMPLES OF PRACTICAL FIXES



**Value created: trusted methods without duplicating tools or overburdening resource-constrained SMEs.**

# Build capacity for future assessments

The process is collaborative so SMEs can understand, improve and repeat their impact measurement.

## CLIC leaves behind a repeatable capability, not a black-box report.

Each SME receives a walk-through of the tools, methods, data sheets and calculations, plus targeted recommendations to improve future evidence.

### HOW THE CAPACITY IS BUILT

#### 1 Work with SME data

Clarify what exists, what is missing and how it connects to the priority pathways.

#### 2 Explain methods

Walk through tools, assumptions, calculations and source references.

#### 3 Recommend improvements

Identify data gaps that would increase rigor in future assessments.

#### 4 Hand over ownership

Share the workbook, calculations and guidance to update the assessment.

### EXAMPLE

For an agroforestry SME, CLIC recommended soil organic carbon testing before and after regenerative practices. This turns soil health claims into stronger evidence over time.

**Outcome: SMEs know what to measure next, why it matters and how to repeat the assessment at relevant intervals.**

# Enable investment-ready decision-making

The final outputs translate technical work into materials that are easy to use in pitch, funder and pre-investment conversations.

## The end-product is user-friendly evidences.

CLIC packages the impact story, metrics, baselines, methods and data sources into formats that are useful beyond the assessment itself.

### THREE OUTPUTS

#### Impact dashboard / workbook

Business activities, context analysis, pathways, indicators and underlying data.

#### Impact report

Generated impact, data methodology, sources, references and future work.

#### Pitch-ready impact slide

A concise snapshot that can be dropped directly into the business deck.

### WHAT DECISION-MAKERS CAN DO WITH IT

See the **impact claim** and the **calculation** behind it.

Check **sources, assumptions and baselines** before due diligence.

**Compare** opportunities more fairly by looking at local context.

**Bottom line: CLIC turns TA into useable evidence for SMEs, investors and funders.**