

Indicator	Scope	Unit	Data point	Source	Baseline Data Source (if different)	Baseline Year	Collection Frequency	Responsible Party (Data Collection)	Responsible Party (Data Logging)	Data Storage	Desired Analysis	Formulas	Quantitative/Qualitative	Data actually available/measurable?
EO100 Standard Scores, change in	Certified Unit, all	Aggregated site-level EO100 scores analyzed by site, region, country, average, and change over time	Score	Auditor's Summary Report		2014	2 year certification period	Approved CBs and auditors	Standards Coordinator	EO Quality Database	Change over time by site, region, country, total (average)	(Score 2 - Score 1)/Score 1 OR (AVG Score 1 - AVG Score 1)/AVG Score 1	Quantitative	Y
# Certified sites	Certification Issuance		# Certified Sites	Certificates		2014	Upon issue	Standards Coordinator	Standards Coordinator	EO Quality Database	Change over time	(Period 2 - Period 1)/Period 1	Quantitative	Y
Number of EO Standards Consultations & Workshops Held	EO Standard Development or Revision process	Workshops	#	Internal operations data	Standards Coordinator	2011	Ongoing	Standards Coordinator	Standards Coordinator	EO Quality Database	Change over time	(Period 2 - Period 1)/Period 2	Quantitative	Y
Use of the EO100 as a reference standard in other standard systems, change in	Global	EO or EO provisions used as reverence or reverence standards in other standards	# mentions	Standard Systems		2012	Annual	Marketing Manager	Marketing Manager	EO PR Database	Change over time	(Period 2 - Period 1)/Period 1	Quantitative	
Media coverage measured by published mentions of Equitable Origin, the EO100, or other branding tools	Global	EO featured or significantly mentioned in published media by category	# mentions	Google alerts daily; commissioned vendor to monitor by keyword as available		2011	Occasional, Daily	EO Marketing Manager	EO Marketing Manager	EO PR Database	volume; change over time	TBD	Quantitative	Y
Membership growth	Members, all	#	% growth	CRM		2015	Annually	Membership Manager	Membership Manager	CRM	Change over time	difference in # in two periods/number in period 2	Quantitative	Y
Affiliate growth	Affiliates, all	#	% growth	CRM		2016	Annually	Affiliate Manager	Affiliate Manager	CRM	Change over time	difference in # in two periods/number in period 3	Quantitative	Y
Consultation Data	Formal consultation results	Text		Consultation Tool		2011	On the occasion of a consultation	Standards Coordinator	Standards Coordinator	CRM	Trends, themes, identify gaps		Qualitative	Y
Percentage of non-conformances against each EO100 provision	Certified Unit, all	Number of operators seeking certification with non-conformances along each provision expressed as a percentage of total operators in the EO system	# non conformances	Auditor's Summary Report		2014	2 year certification period	Approved CBs and auditors	Standards Coordinator	EO Quality Database	# certified sites w/ non-conformances seeking certification expressed as a percentage of total sites in the EO system; per provision; change over time	# sites with nonconformances/total # of sites in the EO system (per provision)	Quantitative	Y
Corrective Actions Information	Certified Unit, all	Aggregated numbers analyzed by region, country, change over time	# Corrective Actions	Auditor's Summary Report		2014	2 year certification period	Approved CBs and auditors	Standards Coordinator	EO Quality Database	Change over time by site, region, country, total (average)	(Year 2 - Year 1)/Year 1 each per boundary (site, region, country total)	Quantitative	Y
			Information in Certifying Body reports	Auditor's Summary Report		2014	2 year certification period	Approved CBs and auditors	Standards Coordinator	EO Quality Database	Insight into actions and strategies required by operators to improve EP-compliant practices	none	Qualitative	Y
Training completion rates	Global	Number of people completing EO training	# people	Training enrollment documents		2013	Monthly	Standards Coordinator	Standards Coordinator	EO Training Database	Change over time	(Period 2 - Period 1)/Period 1	Quantitative	Y
Number of affiliates achieving certification in one year	Affiliates	Affiliates achieving certification in one year as a percentage of that year's total affiliate network	Date contract executed	Internal operations data		2014	Per instance	EO Operations Manager	Standards Coordinator	EO CRM	Time to certification with EO support vs. without	Difference; Percent performance differs; Statistical significance, if any	Quantitative	Y
			Certification date	Internal operations data		2014	Per instance	EO Operations Manager	Standards Coordinator	EO CRM	Time to certification with EO support vs. without	Difference; Percent performance differs; Statistical significance, if any	Quantitative	Y
Number of approved auditors, change in	Global	Number of approved auditors by region, country and sector expertise	# approved auditors	Auditor approval letters		2013	Upon issue	COO, Standards Director	COO, Standards Director	CB & Auditor Database	Change over time	(Period 2 - Period 1)/Period 1	Qualitative	Y
Time to Certification of operators supported by EO compared with average	Certified Unit, all	Months from date operator executes certification agreement with EO to certification date	Date contract executed	Internal operations data		2014	Per instance	EO Operations Manager	Standards Coordinator	EO CRM	Time to certification with EO support vs. without	Difference; Percent performance differs; Statistical significance, if any	Quantitative	Y
			Certification date	Internal operations data		2014	Per instance	EO Operations Manager	Standards Coordinator	EO CRM	Time to certification with EO support vs. without	Difference; Percent performance differs; Statistical significance, if any	Quantitative	Y
			Implementation support status	Internal operations data		2014	Per instance	EO Operations Manager	Standards Coordinator	EO CRM	Time to certification with EO support vs. without	Difference; Percent performance differs; Statistical significance, if any	Quantitative	Y
Number of certified sites achieving PT2s and PT3s as a percentage of total, change in	Certified Unit, each	Achievement of PT2 and PT3s as percent of total EO Score, analyzed by change over time	PT2s achieved	Auditor's Summary Report		2014	2 year certification period	Approved CBs and auditors	Standards Coordinator	EO Quality Database	Change over time	(Period 2 - Period 1)/Period 1	Quantitative	Y
			PT3s achieved	Auditor's Summary Report		2014	2 year certification period	Approved CBs and auditors	Standards Coordinator	EO Quality Database	Change over time	(Period 2 - Period 1)/Period 1	Quantitative	Y
			EO Scores	Auditor's Summary Report		2014	2 year certification period	Approved CBs and auditors	Standards Coordinator	EO Quality Database	Change over time	(Period 2 - Period 1)/Period 1	Quantitative	Y