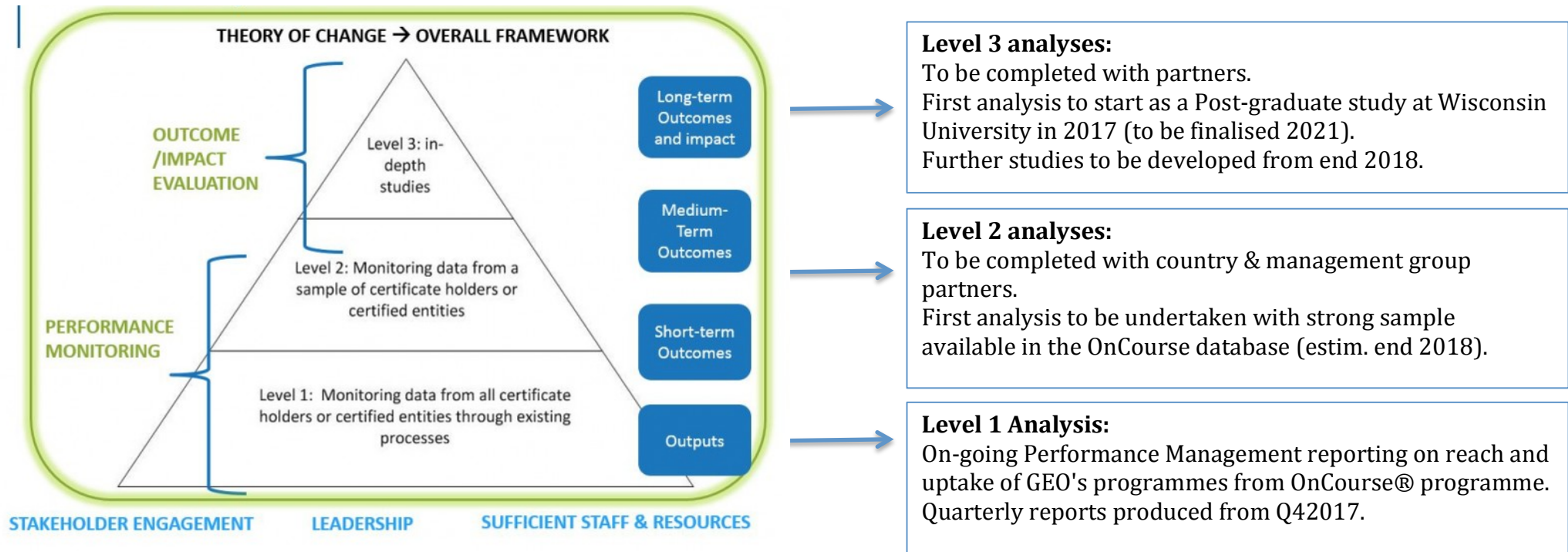


**GOLF ENVIRONMENT ORGANIZATION: GOLF AND SUSTAINABILITY
MONITORING AND EVALUATION OF IMPACTS: KEY PERFORMANCE INDICATORS**

GEO's Monitoring and Impact evaluation follows the ISEAL recommended way of looking at levels of impact analysis:



Level 1 Analysis:

Built into a smart, modern technology platform, OnCourse® GEO is able to analyse various Tier 1 KPIs. Tracked currently are the following KPI's :

OnCourse®

Globally

- Number of facilities
- Type of facility
- Scale of facility
- Duration of involvement
- Context of facility (surrounding landscape)
- Growth and expansion of numbers
- Number of facilities to leave system
- %age of market

- Website traffic
- Social media
- Media coverage

GEO Certified®

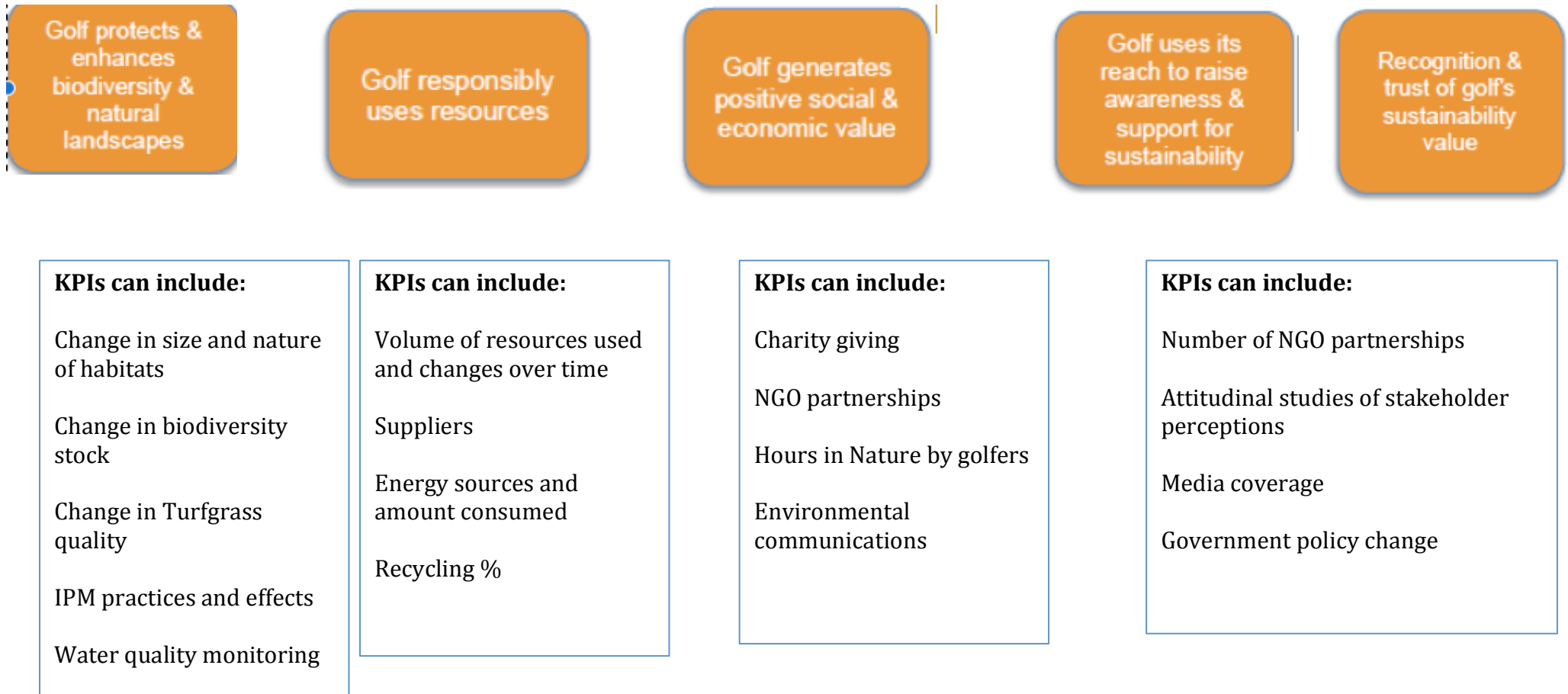
Globally

- Number of facilities
- Type of facility
- Scale of facility
- Duration of involvement
- Context of facility (surrounding landscape)
- Growth and expansion of numbers
- Number of facilities to leave system
- %age of market
- Number of auditors / accredited verifiers
- Location of auditors / accredited verifiers
- Website traffic
- Social media
- Media coverage

This is on-going, with quarterly internal reports produced to measure our system uptake and outputs, and findings used to inform GEO's continuous improvements and strategic direction.

Level 2 and 3 Analysis: Linked to GEO's Theory of Change

From the OnCourse® programme, once a critical mass of data has been collected, GEO will conduct at least one level two analysis from the data with partners each year. Key Performance Indicators will be taken from performance and practice data in OnCourse and the verifications, as well as other data from surveys, research, longitudinal data and control groups, and can include the following KPI's:



Timings Plans:

Level	Type	Data source	Audience	Frequency	From when
1:	Performance Monitoring	OnCourse®	Internal, Board, Advisory Council	Monthly	Since 2015
3:	Case Studies	Interview and OnCourse® verified data	GEO Website, Facility Website, PR	Ad Hoc	Since 2013
3:	Academic Study - University of Wisconsin	OnCourse®, peer-reviewed studies, interviews	Public - academia	Once	To start end 2017 - for 4 years (although preliminary results may be available earlier).
2	National / Topic Studies (e.g. Water or Pesticide) /	OnCourse®, interviews, external data sources (University/NGO/Climate information)	To be agreed with partner (e.g. National Federation/Management Company).	Ad Hoc - aim is annually	When there is a critical mass of user data (30% MS) in OnCourse® and funding available.