



moonlite

MOOCs for Social Inclusion & Employability

Detailed Cost-Benefit Indicators



<https://moonliteproject.eu>

Approach



1. Go through the indicators, and determine which ones are relevant to your organization
2. Set an Environmental, Social and Financial Mission, Vision and Strategy
3. Decide Chapters for Report
4. For each Indicator Area:
 1. describe your management practices
 2. Describe policies in place
 3. Describe specific activities and actions
 4. Decide which indicators to track and via benchmark or annual comparison
5. Map report to GRI/ISO 26000 indicators

Indicator 1.1



Indicator	Students Given Access to Education
Description	Students given access to study a subject area they would not have otherwise studied thanks to MOOCs
Unit of Measurement	# of students OR # of student-study hours (ECTS-equivalents)
Contributes to Reporting	ISO 26000: 6.3.9 GRI G4: 412
How to Measure	Pre-Course Survey: 1. Would you have tried to study this subject elsewhere if it was not offered as a (free & online) MOOC? Yes / No

Indicator 1.2



Indicator	Participation of Students from Vulnerable Groups
Description	Students from vulnerable groups participating in MOOCs
Unit of Measurement	# of students per target group (e.g. refugees) # of student-study hours (ECTS-equivalents) per target group
Contributes to Reporting	ISO 26000: 6.3.7 GRI G4:
How to Measure	Pre-Course Survey: 1. Do any of the following conditions apply to you? (tick-box answers of target groups, including refugees/migrants)
Extensions	Ratio of vulnerable group participation vis-à-vis traditional courses

Indicator 1.3



Indicator	Discrimination complaints received
Description	Incidents of Discrimination on the grounds of race, color, sex, religion, political opinion, national extraction, or social origin, or other relevant forms of discrimination
Unit of Measurement	# of (verified) complaints received on these issues
Contributes to Reporting	ISO 26000: 6.3.7 GRI G4: 406.1
How to Measure	Records from complaints department, QA department, or other body entrusted with receiving and documented complaints
Extensions	Ratio of complaints vis-à-vis traditional courses

Indicator 1.4



Indicator	Sustainability Education
Description	Teaching & Learning which expand civil & political rights
Unit of Measurement	# of MOOCs specifically intended to expand civil & political rights OR # of students from low-freedom countries following these MOOCs
Contributes to Reporting	ISO 26000: 6.3.8 GRI G4:
How to Measure	MOOC Course Catalogue: courses treating civic & political rights as defined by UDHR and subsequent treaties Freedom to be determined as 'not free' or 'partially free' based on Freedom House ranking Source countries of students through pre-course questionnaire
Extensions	

Indicator 1.5



Indicator	Free Education
Description	Quantity of Free Education Provided through to MOOCs
Unit of Measurement	# of student-study hours (ECTS-equivalents)
Contributes to Reporting	ISO 26000: 6.3.9 GRI G4:
How to Measure	Student participation rates from learning analytics platform
Extensions	Quantity of extra-education provided due to free-status (HtM: Post-Evaluation Questionnaire: How much would you be willing to pay for this MOOC?)

Indicator 1.6



Indicator	Workers
Description	Employees & Subcontractors working on MOOC Programme
Unit of Measurement	# of employees in FTEs
Contributes to Reporting	ISO 26000: 6.4.3, 6.4.4, 6.4.7 GRI G4: 401
How to Measure	Number of full-time employees, part-time employees and subcontractors working on MOOC programme, together with percentage dedication to MOOC Programme Number of employees which are new hires
Extensions	What are the differences in wages, promotion opportunities and other rights between different classes of worker? Do these differ between MOOC programmes and traditional programmes?

Indicator 1.7



Indicator	MOOCs for CPD
Description	CPD offered through MOOCs
Unit of Measurement	Average hours of training per year per employee
Contributes to Reporting	ISO 26000: 6.4.7 GRI G4: 404.1
How to Measure	CPD records or learning analytics from MOOCs
Extensions	

Indicator 1.8



Indicator	Training in MOOCs
Description	CPD offered through in MOOC design, development and operation
Unit of Measurement	Average hours of training per year per employee OR Number and name of programmes offered
Contributes to Reporting	ISO 26000: 6.4.7 GRI G4: 404.2
How to Measure	CPD records or learning analytics from MOOCs
Extensions	

Indicator 1.9



Indicator	Licencing of Content
Description	<ul style="list-style-type: none">a. Ratio of Open vs Closed vs No Licences for used content in MOOC creationb. Volume of content createdc. Ratio of Open vs Closed vs No Licences for content created for MOOC
Unit of Measurement	Ratio in words, minutes, percentage of course materials or # of resources
Contributes to Reporting	ISO 26000: 6.6.7 GRI G4: <i>additional</i>
How to Measure	Check licences of all content used and produced.
Extensions	Institutional investment in licencing or creating content. # of paid hours for content creation

Indicator 1.10



Indicator	Accreditation Status
Description	MOOCs which lead to an accredited qualification
Unit of Measurement	% of MOOCS
Contributes to Reporting	ISO 26000: 6.7.3 GRI G4: 4.17.1
How to Measure	MOOC Catalogue
Extensions	

Indicator 1.11



Indicator	Marketing complaints
Description	Complaints received linked to inaccurate, incomplete or unclear public information about MOOC Programme
Unit of Measurement	# of complaints
Contributes to Reporting	ISO 26000: 6.7.3 GRI G4: 4.17.2
How to Measure	Analysis of complaints system
Extensions	

Indicator 1.12



Indicator	Marketing complaints
Description	Complaints received linked to inaccurate, incomplete or unclear public information about MOOC Programme
Unit of Measurement	# of complaints
Contributes to Reporting	ISO 26000: 6.7.3 GRI G4: 4.17.2
How to Measure	Analysis of complaints system
Extensions	

Indicator 1.13



Indicator	Completion Rate
Description	Completion Rate
Unit of Measurement	% of students who complete MOOC
Contributes to Reporting	ISO 26000: 6.7.3 GRI G4:
How to Measure	MOOC learning analytics
Extensions	

Indicator 1.14



Indicator	Data Protection
Description	Students who (un)successfully have their data protected
Unit of Measurement	# of % of students affected by data incides incl. leaks, thefts, misuses or losses of customer data
Contributes to Reporting	ISO 26000: 6.7.7 GRI G4: 4.18.1
How to Measure	Analysis of data incidents
Extensions	

Indicator 1.15



Indicator	Support, Complaints and Resolution
Description	Level of service for students to have their questions or complaints satisfactorily resolved
Unit of Measurement	Average time to resolution for different classes of queries
Contributes to Reporting	ISO 26000: 6.7.6 GRI G4:
How to Measure	Data from issue management system
Extensions	

Indicator 1.15



Indicator	Access to learning
Description	Possibility to follow MOOCs despite low connectivity
Unit of Measurement	Ratio of # of MOOCs which require broadband : # which require low bandwidth : # which require only intermittent internet access
Contributes to Reporting	ISO 26000: 6.7.8 GRI G4:
How to Measure	MOOC Catalogue
Extensions	

Indicator 1.16



Indicator	Learning to Learn
Description	Quantity of Learning
Unit of Measurement	Ratio of # of MOOCs which require broadband : # which require low bandwidth : # which require only intermittent internet access
Contributes to Reporting	ISO 26000: 6.7.8 GRI G4:
How to Measure	MOOC Catalogue
Extensions	

Indicator 2.1



Indicator	Energy Consumption	Scope 2 Emissions within the Organization
Description	Units of energy which are emitted directly by the MOOC department	CO2 Emissions which are emitted directly by the MOOC department
Unit of Measurement	units of energy	kg of Carbon
Contributes to Reporting	ISO 26000: 6.5.4 GRI G4: 3.02.1	ISO 26000: 6.5.4 GRI G4: 3.05.2
How to Measure	Utility bills	Calculation of GHG use from utility providers
Extensions	% of energy from renewable sources	

Indicator 2.2



Indicator	Energy Consumption	Scope 3 Emissions within the Organization
Description	Units of energy which are emitted indirectly by the MOOC department's staff, students and suppliers	CO2 Emissions which are emitted indirectly by the MOOC department's staff, students and suppliers
Unit of Measurement	units of energy	kg of Carbon
Contributes to Reporting	ISO 26000: 6.5.4 GRI G4: 3.02.2	ISO 26000: 6.5.4 GRI G4: 3.05.3
How to Measure	Calculation of energy consumption of travels of staff and reporting from suppliers	Calculation GHG emissions from travels of staff and reporting from suppliers
Extensions		

Indicator 2.3

Indicator	Energy Saved	CO2 Emissions Saved
Description	Units of energy which would have been emitted should students have travelled to campus for lessons + savings due to mitigation measures	GHG Emissions which would have been emitted should students have travelled to campus for lessons + savings due to mitigation measures
Unit of Measurement	units of energy	kg of Carbon
Contributes to Reporting	ISO 26000: 6.5.3 GRI G4: 3.02.4, 3.02.5	ISO 26000: 6.5.3 GRI G4: 3.05.5
How to Measure	Pre-Course Questionnaire: Where are you based? Use CO2 Calculator to calculate kg of Carbon for distance to institution (based on land or air travel as appropriate for distance). Comparisons with previous year figures for impact of other initiatives.	
Extensions	Are the students choosing online study as an alternative to physical study?	

Indicator 2.4

Indicator	Energy Intensity	GHG Emissions Intensity
Description	Units of energy (total) consumed per unit of production	GHG Emissions released per unit of production
Unit of Measurement	units of energy / student OR units of energy / learning hour (ECTS equivalents)	kg of Carbon / student OR kg of Carbon / learning hour (ECTS equivalents)
Contributes to Reporting	ISO 26000: GRI G4: 3.02.4, 3.02.5	ISO 26000: GRI G4: 3.05.5
How to Measure	Pre-Course Questionnaire: Where are you based? Use CO2 Calculator to calculate kg of Carbon for distance to institution (based on land or air travel as appropriate for distance). Comparisons with previous year figures for impact of other initiatives.	
Extensions	Are the students choosing online study as an alternative to physical study?	

Indicator 2.5



Indicator	Land Saved
Description	Land which does not need to developed due to MOOC provision
Unit of Measurement	m ²
Contributes to Reporting	ISO 26000: 6.5.6 GRI G4: <i>additional</i>
How to Measure	Calculate m2 of classrooms / full-time student at institution, and use to estimate how much additional space would be required to accommodate MOOC population physically
Extensions	

Indicator 4.1



Indicator	Sustainability Education
Description	Teaching & Learning on Sustainability Topics offered via MOOCs
Unit of Measurement	# of MOOCs OR # of student-study hours (ECTS-equivalents)
Contributes to Reporting	ISO 26000: <i>additional</i> GRI G4: <i>additional</i>
How to Measure	MOOC Course Catalogue
Extensions	Additional teaching & learning on sustainability topics offer via MOOCs



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