

Most Frequently Used Trade Performance Indicators in USAID Projects (2002-2010)

The tables below are taken from the USAID evaluation, From Aid to Trade: Delivering Results (2010). They include indicators used to measure results shown on the Trade Capacity Building Results Framework in this toolkit on the Trade Hierarchy of Results template page (access it from the website sitemap).

Level RF 0.0: USAID's Economic Growth Program Goal

RF 0.0: Rapid, Sustained, Broad-Based Economic Growth In TCB Target Countries

MSI Code	Frequency	Indicator Description
0.0-10	66	Number of jobs in targeted firms/sectors/districts
0.0-11	24	Number of Livelihoods (jobs/families supported by those jobs); national or target group
0.0-05	23	Income level of targeted people/population/region
0.0-03	12	Per capita income (GNI/GDP per capita)
0.0-09	6	Number of jobs - National
0.0-14	5	Net revenue of target sector over life of the project
0.0-01	3	GDP
0.0-08	2	Percentage of the population no longer classified as hungry
0.0-13	2	Number of jobs created by FDI
0.0-02	1	GDP Growth Rate (annual %)
0.0-04	1	Per capita income growth rate
0.0-12	1	Unemployment rate
0.0-15	1	Net revenue of target sector over life of the project

Level RF I.1: Trade and Investment Performance

RF I.1: Trade Performance/Foreign Investment Improved in TCB Target Countries		
MSI Code	Frequency	Indicator Description
I.1-14	88	Exports in targeted sectors/firms/districts - value
I.1-15	45	Exports in targeted sectors/firms/districts - volume
I.1-36	27	FDI in targeted sector or sectors
I.1-41	16	Total value of trade under trade agreements
I.1-49	10	Exports to specific market or markets - value
I.1-44	9	Exports to specific market or markets - volume
I.1-43	7	Exports to specific market or markets - value
I.1-35	5	<i>FDI as a percent of GDP</i>
I.1-42	5	Value of FDI
I.1-53	5	Exports and imports to specific markets - value
I.1-01	4	Total merchandise exports - value
I.1-07	3	Total services exports - value
I.1-11	3	Total exports (goods and services) - value
I.1-27	3	Imports in targeted sectors/firms/districts - volume
I.1-37	3	Export market share
I.1-26	2	Imports in targeted sectors/firms/districts - value
I.1-03	1	Total merchandise exports minus extractives - value
I.1-08	1	Total services exports - volume
I.1-09	1	Ratio of service exports to total exports
I.1-13	1	Real growth in exports (g + s, %)
I.1-19	1	Total merchandise imports minus extractives - value
I.1-28	1	Total merchandise trade (imports and exports) - value
I.1-30	1	Total services trade (imports and exports) - value
I.1-38	1	Export volume index
I.1-40	1	Export market share-competitiveness effect
I.1-50	1	Exports to specific market or markets - volume
	0	<i>Ratio of manufactured exports to total exports</i>
	0	<i>Total value of imports in targeted sectors in which firms are receiving direct USG assistance to increase their imports</i>
	0	<i>Total value of exports in targeted sectors in which firms are receiving direct USG assistance to increase their exports</i>

RF 2.1 Cluster: Private Sector Trade-Related Practices Improved

RF 2.1: Firm/Industry/Sector Export/Import & Investment Attraction Practices Improved		
MSI Code	Frequency	Indicator Description
2.1-32	51	Number of international trade and investment linkages formed by targeted firms (contracts signed, for example)
2.1-19	39	Number of targeted firms that obtain certification with international quality control, environmental, or other process standards or regulations (ISO, HACCP, eco-tourism, organic, fair trade, etc)
2.1-34	30	Number of supplier contracts/agreements formed by targeted exporting/importing firms (domestic or international)
2.1-22	22	Number of targeted firms that obtain/use other certification for marketing purposes ("Seal of Quality", "Certified Macedonian Butter, etc)
2.1-35	17	Monetary value of supplier contracts/agreements formed by targeted exporting/importing firms (domestic or international)
2.1-30	14	Number of target firms/sectors/districts using improved ICT to market products or communicate with foreign buyers/suppliers
2.1-20	12	Number of targeted firms that produce products that meet international standards/quality demands
2.1-36	12	Number of target firms participating in export chains
2.1-33	11	Monetary value of international trade and investment linkages formed by targeted firms (contracts signed, for example)
2.1-37	10	Number of new markets accessed by target firms
2.1-21	9	Volume/value of products produced/sold by targeted firms that meet international standards/quality demands
2.1-24	8	Number of targeted firms/sectors/industries that adopt other improved procedures for the sake of increasing export competitiveness/meeting buyer demands (improving quality, adding value, specialization, increasing quantity, etc)
2.1-27	7	Unit cost of target export product
2.1-29	6	Volume/value of products imported/exported as a result of internet sales
2.1-02	5	Number of Products Exported by targeted firms/sectors/districts, etc.
2.1-05	5	Number of targeted firms/producers becoming exporters
2.1-01	3	Number of Products Exported by target country
2.1-03	3	Number of Firms Exporting in target country
2.1-28	3	Number/percentage of target firms using internet to place and receive international orders
2.1-38	3	Percentage of targeted business people who report changing their behavior as a result of learning more about competitiveness.
2.1-31	2	Number of target firms/sectors/districts who are able to update/maintain/fix/expand their business website, or contract another firm/BSO to do so
2.1-39	2	Number of firms in a sector that meet the quality and/or quantity threshold for export
2.1-40	2	Number of new services offered by target service providers (tourism packages, etc)
2.1-04	1	Number of Firms Exporting in target group/sector/industry/district, etc
2.1-08	1	Export Diversification Index
2.1-11	1	Number of Products Imported by targeted firms/sectors/districts, etc.
2.1-12	1	Number of Firms Importing in target country

2.1-14	1	Number of targeted firms/producers becoming importers
2.1-23	1	Volume/value of products produced/sold by targeted firms that meet/use other certification ("Seal of Quality", etc)
2.1-25	1	Percentage of products rejected/returned by buyer
2.1-41	1	Number of producers using improved inputs
2.1-43	1	Number of people trained as certification auditors
RF 2.1.1: Firm/Industry Knowledge of International Market Opportunities Increased		
2.1.1-01	29	Number of firms that participate in international trade fairs
2.1.1-03	18	Number of potential buyers identified/surveyed
2.1.1-04	16	Number of meetings between producers and potential buyers
2.1.1-05	11	Number of individuals reporting increased knowledge of market opportunities
2.1.1-02	4	Number of firms linked through import/export internet clearinghouses
	0	<i>Number of USG supported training events on topics related to investment capacity building and improving trade</i>
RF 2.1.2: Firm/Industry Knowledge of Trade Requirements Increased		
2.1.2-02	15	Number of trainees trained about standards & requirements
2.1.2-01	12	Number of firms receiving training on trade requirements, including SPS standards
	0	<i>Number of firms receiving USG assistance that obtain certification with international quality control, environmental and other process voluntary standards or regulations</i>
RF 2.1.3 Basic Business Practices of Firms/Industries Improved		
2.1.3-03	28	Number of additional hectares under improved technologies or management practices
2.1.3-09	28	Number of producers using new techniques or improved inputs for production (not necessarily for the purpose of meeting international demand)
2.1.3-04	25	Total factor productivity in firms or industry clusters increased
2.1.3-08	23	Number of agro-entrepreneurs/firms trained in the use of good (agricultural) techniques
2.1.3-06	22	Marketable value (a product of its productive yield and the value added through processing and marketing)
2.1.3-10	20	Number of target firms using business plans
2.1.3-14	19	Number of firms/trainees with increased knowledge of basic business and/export practices
2.1.3-13	18	Volume of production in targeted firm/sector
2.1.3-07	17	Number of post-harvest and processing technologies introduced and adopted by associations and agro-entrepreneurs
2.1.3-02	16	Number of targeted firms/farms who have adopted new technologies or practices for management (managing personnel, budgets, and/or workflow, communicating with staff, etc)
2.1.3-12	10	Number of target firms using improved ICT to manage basic business operations (budget, personnel, etc)
2.1.3-11	7	Reduced production costs in target firms/sectors/districts (\$ needed to run the firm)
2.1.3-01	3	Percent change in product value added
2.1.3-05	1	Size of firm increased

RF 2.1.1.1: Services from Local Export Promotion/Investment Attraction/Business Support Organizations Improved		
2.1.1.1-01	28	Number of new viable BSOs formed
2.1.1.1-02	9	Number of enterprises receiving business development services from USG-assisted sources
2.1.1.1-05	8	New services offered by BSOs as a result of assistance
2.1.1.1-04	2	Revenue earned by targeted BSOs
	0	<i>Number of capacity building service providers receiving U.S. assistance</i>
	0	<i>Number of firms receiving capacity building assistance to export</i>
	0	<i>Number of firms receiving capacity building assistance to expo</i>
	0	<i>Number of participants in USG supported trade and investment capacity building trainings</i>
	0	<i>Number of trade-related business associations that are at least 50 percent self-funded as a result of USG assistance</i>
RF 2.1.1.2: Firm/Industry ICT Capacity/Use Improved		
2.1.1.2-02	18	# of target firms/sectors/districts who have a website as a result of USG assistance (designed by project staff or other partner, without consultation of the firm)
2.1.1.2-07	14	Number of hits on new website
2.1.1.2-01	8	Number of target firms/sectors/districts who receive computer or other ITC equipment as a result of USG assistance
2.1.1.2-03	1	Number of people achieving UNESCO's International Computer Drivers License certification
2.1.1.2-04	1	Number of staff benefited through IT training (e.g. based on post-training evaluation where participants rate training)
2.1.1.2-05	1	Number of staff trained to use email
2.1.1.2-06	1	Number of people that learned to use teleconferencing

RF 2.2 Cluster: Public Sector Trade-Related Practices Improved

RF 2.2: Trade-Related Public Sector Practices Improved		
MSI Code	Frequency	Indicator Description
2.2-11	3	Applied Tariff - Weighted Average - All Goods (%)
2.2-12	2	Applied Tariff - targeted sector or sectors
2.2-02	1	Prevalence of Trade Barriers
2.2-06	1	Actual amount paid in tariffs by foreign firms importing into target country (average or product-specific)
2.2-13	1	Amount of backlogged issues resolved
	0	<i>Trade Policy Index</i>
RF 2.2.a: Regulations, Systems Procedures Modified; Staff Oriented		
2.2a-07	24	<i>Number of legal, regulatory, or institutional actions taken to improve implementation or compliance with international trade and investment agreements due to support from USG-supported organizations</i>
2.2.a-08	14	Establishment or improvement of quality-control and certification laboratories
2.2a-09	7	<i>Number of public and private sector standards-setting bodies that have adopted internationally accepted guidelines for standard setting as a result of USG assistance</i>

	0	<i>Number of investment procedures made consistent with international investment agreements as a result of U.S. assistance</i>
RF 2.2.1: Trade-Related Policies Issued/Adopted		
2.2.1-05	14	Number of trade policies adopted/issued
RF 2.2.2: Trade Agreements Signed (including Accession Pre-Conditions Met)		
2.2.2-04	3	Number of market access negotiations completed (goods and services)
2.2.2-01	2	<i>The number of new requests, offers, revised offers, or other formal text that are submitted by a host country as part of international trade talks attributable to USG assistance</i>
2.2.2-02	1	WTO Status
2.2.2-05	1	Formation of a WTO working party based on a country's membership request
2.2.2-06	1	Completed draft of Memorandum of Foreign Trade Regime
RF 2.2.1.1.: Institutional Capacity (Policy Formulation, Negotiations, Implementation) Strengthened		
2.2.1.1-03	16	Number of government agencies/departments established or strengthened as a result of the project
2.2.1.1-01	15	<i>Number of trade and investment diagnostics provided in support of policy formulation or implementation</i>
2.2.1.1-02	12	<i>Number of participants in trade and investment environment trainings</i>
	0	<i>Number of USG supported training events held that related to improving the trade and investment environment</i>
	0	<i>Number of trade and investment capacity building diagnostics conducted</i>
RF 2.2.1.2: Awareness/Support for Trade Agreements & Supportive Trade/Business Policies Enhanced		
2.2.1.2-02	21	Number of Public forums or seminars held about the benefits of trade agreements
2.2.1.2-03	14	Number of policies or agreements lobbied, negotiated and/or recommended for adoption
2.2.1.2-01	10	<i>Number of Consultative Processes or Bodies with Private Sector as a Result of USG Assistance</i>
2.2.1.2-05	3	Number of people receiving information
2.2.1.2-04	1	Percentage of individuals in target group who Report increased openness toward trade liberalization.

RF 2.3 Cluster: More Efficient Movement of Trade Goods Across Borders

RF 2.3: More Efficient/Cost-Effective Movement of Traded Goods Across Borders		
MSI Code	Frequency	Indicator Description
2.3-01	5	Time to export (days)
2.3-06	5	Perceived Efficiency of Customs and Other Border Procedures
2.3-08	5	Value of Customs Revenue
2.3-03	4	Cost to Export (\$ U.S. per container)
2.3-05	4	Perceived Timeliness of Shipments
2.3-02	2	Time to import (days)
2.3-07	2	Irregular payments in export & imports
2.3-04	1	Cost to Import (\$ U.S. per container)

	0	<i>Reduction in the cost to trade goods across borders as a result of U.S. assistance</i>
	0	<i>Reduction in the number of days required to trade goods across borders as a result of U.S. assistance</i>
RF 2.3.1: Professional Services for Exporters/Importers Improved (e.g. Freight Forwarding, Trade Finance, etc.)		
2.3.1-04	1	Trackability of Shipments (non-LPI related)
RF 2.3.2: Customs/Other Border Clearance Procedures Modernized		
2.3.2-07	9	Use of computer or web-based system for customs procedures
2.3.2-01	6	Status of customs automation - ASYCUDA or other systems
2.3.2-02	4	<i>Number of documents necessary to comply with all procedures required to export goods</i>
2.3.2-04	4	Number of Customs Procedures
2.3.2-09	4	<i>Number of customs harmonization procedures implemented in accordance with internationally accepted standards as a result of U.S. assistance</i>
2.3.2-03	2	<i>Number of documents necessary to comply with all procedures required to import goods</i>
2.3.2-05	1	Administrative requirements before and after customs reform
2.3.2-08	1	Number of customs inspectors
	0	<i>Number of signatures necessary to comply with all procedures required to import goods</i>
	0	<i>Number of signatures necessary to comply with all procedures required to export goods</i>
	0	<i>Reduction in the number of procedures required to trade goods across borders as a result of U.S. assistance</i>
RF 2.3.3: Trade-Related Infrastructure Improved		
2.3.3-04	2	Quality of Port Infrastructure
2.3.3-05	1	Quality of Air Transport
2.3.3-07	1	Number of people benefiting from USG-sponsored transportation infrastructure projects
RF 2.3.1.1: Skills of Government & Private Sector Trade Facilitation Personnel Enhanced-		
2.3.1.1-01	6	Number of people trained
RF 2.3.1.2: ITC Capacity/Use Expanded		
2.3.1.2-02	4	Establishment of computer or web-based system for customs procedures
2.3.1.2-01	3	Access of trade facilitation personnel to ICT