**Methodology for the mapping tool**

The methodology for using the mapping tool places a strong emphasis on the principles of neutrality and team scoring to ensure fair and objective assessments of private sector entities. It recognizes the potential biases and individual perceptions that may influence evaluations and seeks to minimize their impact through a collaborative approach.

Neutrality is crucial, as it prevents personal or organizational preferences from influencing evaluations, allowing for unbiased judgments. By using a team-based approach, the methodology aims to reduce subjective assessments and promote fairness.

To achieve neutrality, PSR recommends that through collaborative discussions, team members contribute with their expertise arriving at an impartial evaluation. One of the primary benefits of team scoring is the reduction of subjective validation, which is the tendency to favor information that confirms pre-existing beliefs that can influence individual assessments. By engaging in group discussions and considering diverse viewpoints, team members can overcome any preconceived notions and arrive at a more objective evaluation. Cross-validation plays a crucial role in the assessment process. When multiple team members independently assess and score private sector entities, as evaluation are compared and analyzed collectively.

This proposed modus *operandi* of scrutiny helps maintaining the integrity and credibility of the evaluation process trying to ensure more neutrality, objectivity, and transparency in assessing private sector entities, enhancing the reliability and credibility of the mapping tool's outcomes.

**How to use the tool**

**How to interpret the results.**

There are four color coded quadrants and the entities are mapped to one of the four. The colors reflect a traffic light system:

**Green**: move forward in the process - highly suitable to explore a partnership

**Amber:** pause and reflect – maybe suitable for partnership but needs further thought or research

**Red:** stop; not a suitable candidate for partnership

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**Initial work prior to using the tool**

Conduct needs assessment at the country and/or regional levels

**To consider prior to entering entities into the tool**

* Would the entity fall under the [UN exclusionary criteria](https://www.fao.org/connect-private-sector/engagement-cycle/en/) Yes/No
* Does the entity operate in a high-risk sector for FAO

**When researching an entity to rate the criteria, the following could be useful sources of information:**

* Their business values, practices and operations -
* Countries of operation
* History of real commitment to common goals Vs "blue-washing”
* Reputation
* Experience working with UN - check if the entity has been already engaging with other UN agencies
* Where they operate, previous performance (due diligence audits) and its capacity to deliver
* History of engagement with FAO - If there is any engagement history
* Assurance results
* Market reports that provide a comparison with competitors
* Background on partner programmes, procedures, operations, management policies
* Expressed interest and expectations
* Commitment to SDGs and if they a part of SDG platforms.
* Company Annual/financial reports, audits.
* Their approach and commitment towards sustainability and inclusiveness
* Sustainability report
* ESG performance ratings
* CSR and philanthropy reports and plans

**General uses of the mapping tool**

* Supporting a rationale for engaging with specific private sector entities
* Strategic involvement of the private sector in FAO activities
* Hint to potential types of modality engagement with mapped entities
* Improving transparency

**Broad use case**

* Identifying opportunities for innovation
* Corporate reporting
* Funding opportunities
* Finding technological solutions
* Filling knowledge gaps
* Enhancing perfomance/impact of projects in the field through local PS inclusion
* Advocacy and Comms partnerships
* Stocktaking exercise (at country level)
* Investment match-making
* Mapping financiers to engage with

**Specific use case**

* HiH Initiative
* Strategic connection of PS work to UN Food Systems Summit
* Facilitate EPC discussion

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