



Monitoring definitions and issues

Online seminar for DEAR 2018 CfP projects,
5th November 2020

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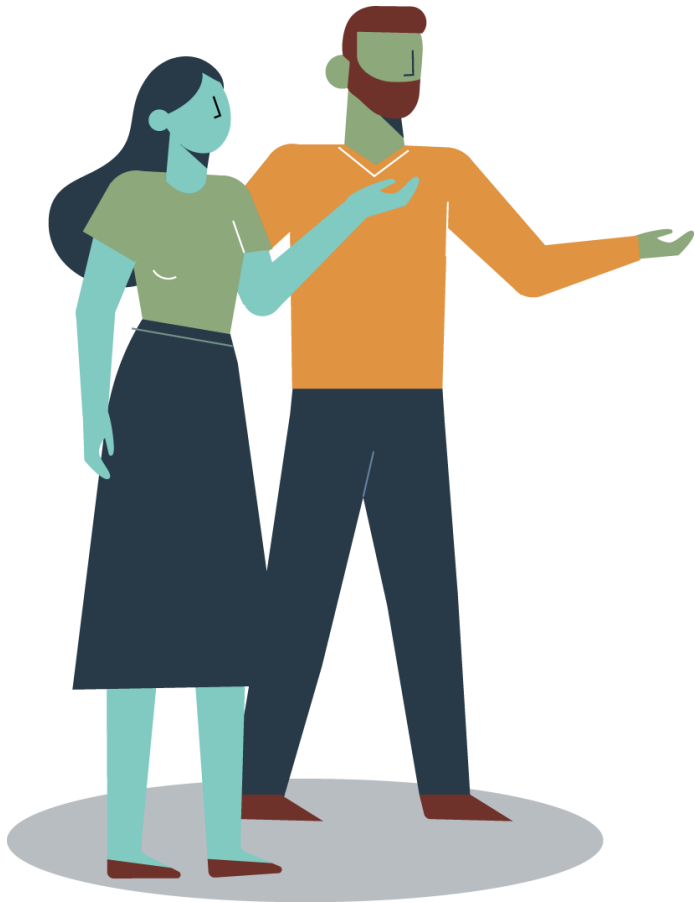
Slide content

- Slide 3: Purpose of the seminar
- Slide 4: Monitoring developments in the EU DEAR programme, including the indicators 2018 CfP projects are asked to report against
- Slide 7: 'Results Chain – formulation standards and good practices', presentation by Milena Isakovic Suni (the presentation can also be accessed via <https://youtu.be/NrfiinXT8AU>)
- Slide 29: Issues and queries raised by seminar participants – including some suggested ways of addressing the issues



Purpose of the seminar

- The seminar was organised to introduce new (2018 CfP) DEAR projects to key terminologies used by DG DEVCO in the setting up of logical frameworks, and to discuss issues that projects might face in applying these in their monitoring (and evaluation) work.
- The seminar was introduced by Agata Sobiech (DEVCO B1 Head of DEAR Sector) and Milena Isakovic Suni (DEVCO 04 Senior Monitoring Specialist)



The developing context of M&E in the EU DEAR Programme



- Given the variety of DEAR projects supported by the EU, development of a comprehensive, integrated EU DEAR Programme monitoring system is complicated.
- However, some attempts to work towards this have started, including through the reporting structure which new (2018 CfP) projects are asked to work with. These have been circulated to all 2018 CfP projects and are shown on the next two slides.
- Further work on an EU DEAR programme-wide reporting framework is envisaged in 2021

List of Indicators

		gender disaggregation		age disaggregation		
	In the context of the project and during the reporting period:	no. of female participants	no. of male participants	no. of people ? (below or equal) 35 years	no. of people ? (above) 35 years	Source of data
Output	1. people/multipliers:					
	i. no. of people trained/supported (=training, capacity building)	760	820	950	630	
	ii. no. of multipliers (teachers, youth leaders...) trained/supported					
	iii. no. of people/multipliers who confirmed that participation has increased their awareness and critical understanding of the topic					
	2. Events:					
	i. no. of people reached during events (physical or online)					
	ii. no. of people who confirmed that participation in the event has increased their awareness and critical understanding of the topic					
	3. Advocacy					
	i. no. of journalists, politicians, leaders, influencers and business leaders petitioned/trained/supported					
	4. Media					
	i. project website visits	no disaggregation by sex and age required				
	ii. no. of youtube views of project videos	no disaggregation by sex and age required				
	iii. no. of NEW followers (on e.g. Facebook, Instagram and Twitter)	no disaggregation by sex and age required				
	iv. no. of people reached through social media and activity on social media (on e.g. Facebook, Instagram and Twitter)	no disaggregation by sex and age required				
	v. no. of people reached through print media (e.g. articles or ads) e.g. daily newspaper circulation	no disaggregation by sex and age required				
	vi. no. of people reached through audio-visual media (e.g. TV and radio)	no disaggregation by sex and age required				
	vii. no. of people reached through other campaigns (e.g. poster)	no disaggregation by sex and age required				
Outcome	5. Outcome of the project					
	i. no. of concrete action taken by people trained/supported (excluding action on the internet)	no disaggregation by sex and age required				
	ii. no. of activities launched by multipliers (excluding action on the internet)	no disaggregation by sex and age required				
	iii. no. of concrete action taken on internet (excluding social media)	no disaggregation by sex and age required				
	iv. no. of articles written / publications made as consequence of project	no disaggregation by sex and age required				
	v. no. of political initiatives made	no disaggregation by sex and age required				
	vi. no. of local, regional, national, European or corporate policies (of authorities, CSOs, LAs, businesses...) influenced / reviewed	no disaggregation by sex and age required				

Explanation of Indicators

This value is supposed to indicate for the project for the reporting period:		
Output	In the context of the project and during the reporting period:	
	1. people/multipliers:	
	i. no. of final beneficiaries trained/supported (=training, capacity building)	how many people were trained/supported (e.g. presentation to pupils of a school) by the project. Training must have a minimum duration of 1h.
	ii. no. of multipliers (teachers, youth leaders...) trained/supported	how many multipliers were trained/supported (e.g. teacher training) by the project. Training must have a minimum duration of 3h. The difference between "final beneficiaries" and "multipliers" is that "multipliers" are beneficiaries (e.g. teachers), who themselves will organise something with the real end-beneficiary. For example: if the project teaches/trains pupils, this should be recorded under "final beneficiaries", whereas, if the project trains teachers, for them to train pupils, this should be recorded under "multipliers".
	iii. no. of final beneficiaries and multipliers who confirmed that participation has increased their awareness and critical understanding of the topic	how many people/multipliers who were trained/supported confirmed that their participation had increased their awareness and critical understanding (e.g. through an ex-post evaluation, through a poll at the exit / end of the training)
	2. Events:	
	i. no. of people reached during events (physical or online)	how many people participated in activities. e.g. one street action with 100 person, one exhibition visited by 450 persons... will result in a value of 550.
	ii. no. of people who confirmed that participation in the event has increased their awareness and critical understanding of the topic	how many people who participated in the event confirmed that their participation had increased their awareness and critical understanding (e.g. through an ex-post evaluation, through a poll at the exit / end of the event)
	3. Advocacy	
	i. no. of journalists, politicians, leaders, influencers and business leaders petitioned/trained/supported	how many journalists, politicians or leaders (of local, regional, national, European authorities/CSOs/LAs ...), influencers (people who have a large following on social media) and business leaders petitioned/trained/supported
	4. Media	
	i. project website visits	how many site visits the website/all websites of the project received (A visit is one individual visitor who arrives at your web site and proceeds to browse. A visit counts all visitors, no matter how many times the same visitor may have been to your site.)
	ii. no. of youtube views of project videos	how many times all project videos on youtube were watched
	iii. no. of NEW followers (on e.g. Facebook, Instagram and Twitter)	how many NEW followers on Facebook, Instagram, Twitter the project gained during the reporting period
	iv. no. of people reached through social media and activity on social media (on e.g. Facebook, Instagram and Twitter)	how many people were engaged through social media (Facebook (likes), Instagram (liked, commented) and Twitter (liked, retweeted and/or commented)) and activity on social media (e.g. people tweeting project specific hashtags) and signing of project web-petitions
	v. no. of people reached through print media (e.g. articles or ads)	statistics of print media, e.g. circulation figures for medium concerned
	vi. no. of people reached through audio-visual media (e.g. TV and radio)	statistics of TV/radio station on listenership
	vii. no. of people reached through other campaigns (e.g. poster)	statistics particular to the medium used
Outcome	5. Outcomes of the project	
	i. no. of concrete actions taken by people trained/supported (excluding action on the internet - see point iii)	how many concrete actions, resulting from a project activity, e.g. organisation of a follow up event, pupils organising meals with sustainable food, no. of people going to supermarkets checking where fruits are sourced from / produced and reporting back to the project.
	ii. no. of activities launched by multipliers (excluding action on the internet - see point iii)	how many activities were launched by multipliers, who had been targeted by the project, and who have taken action in line with the project objectives / to further to project objectives with or without support of the project. (e.g. youth leaders themselves organising meetings, teachers giving a specific course on climate change, schools starting a specific action (a school garden, a book exchange...))
	iii. no. of concrete action taken on internet (excluding social media - see point 4.iv)	how many concrete actions on the internet (not on Facebook, Instagram or Twitter as these are counted separately), e.g. sending an e-mail to a politician/leader/business leader, taking a specific action within an app developed/provided by the project (e.g. taking a picture and sending it to the project).
	iv. no. of articles written / publications made as consequence of project	how many articles were written as a result of project activities
	v. no. of political initiatives made	how many political initiatives were made as a result of the project (e.g. MEP launching a motion, asking a written question...)
	vi. no. of local, regional, national, European or corporate policies (of authorities, CSOs, LAs, businesses...) influenced / reviewed	how many policies by local, regional, national, European or corporate policies were influenced or reviewed as a result of project (e.g. 5 cities adopting fair trade policy as a guiding principle for their purchasing and 15 companies introducing CSR guidelines, will result in a value 20).



Result Chain – Formulation Standards and Good Practices

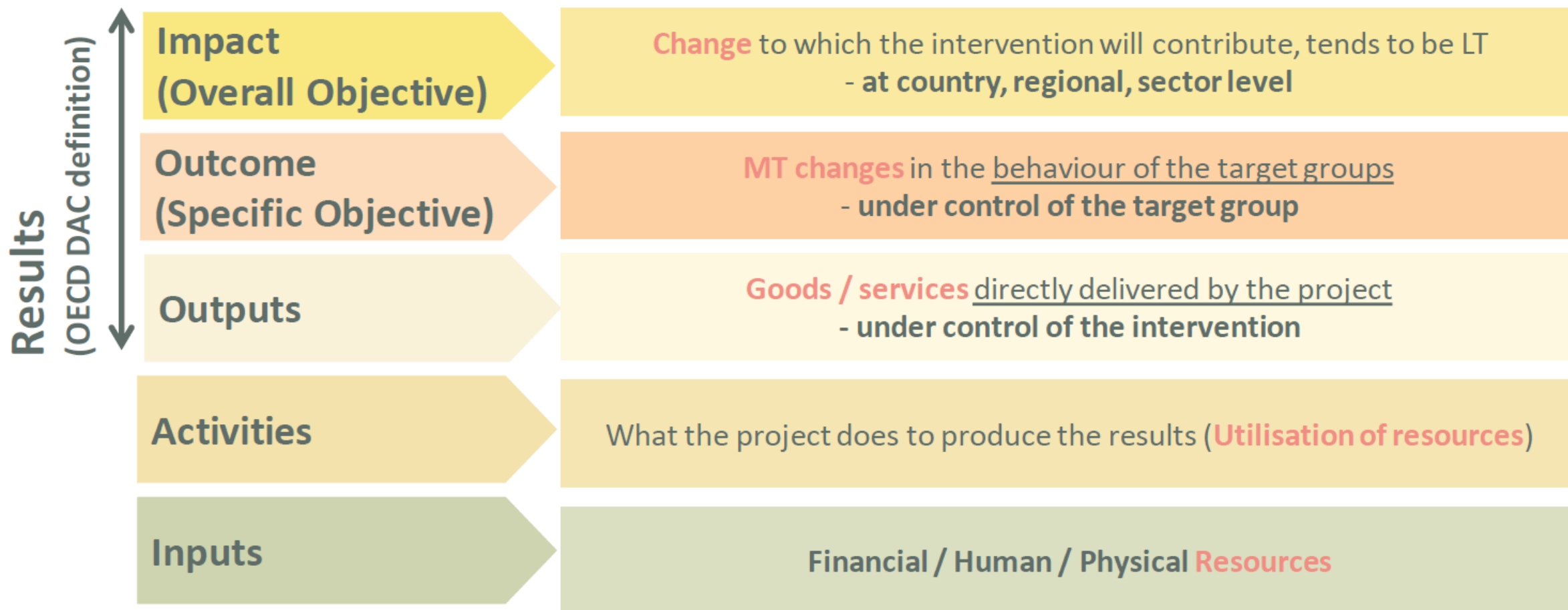
Milena ISAKOVIC SUNI, Senior Monitoring Specialist

DEVCO Unit 04 - Evaluation and Results





Terminology



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Other terminology you might run into



- Previous PRAG logframe: **Expected Results** -> **Purpose** -> **Impact**

New version of the logframe follows OECD DAC and is available in the 2016 PRAG, annex E3d

https://ec.europa.eu/europeaid/prag/previousVersions.do;JSESSIONID_PUBLIC=vFmTs_MVEAKECO6UmICk4jQuTQ1l7jTM9lQ81jKIAPIBFJfyD104!299946434

PRAG now also includes a model for interim and final narrative reports.

- EC Better Regulation: **Output** -> **Result** -> **Impact**

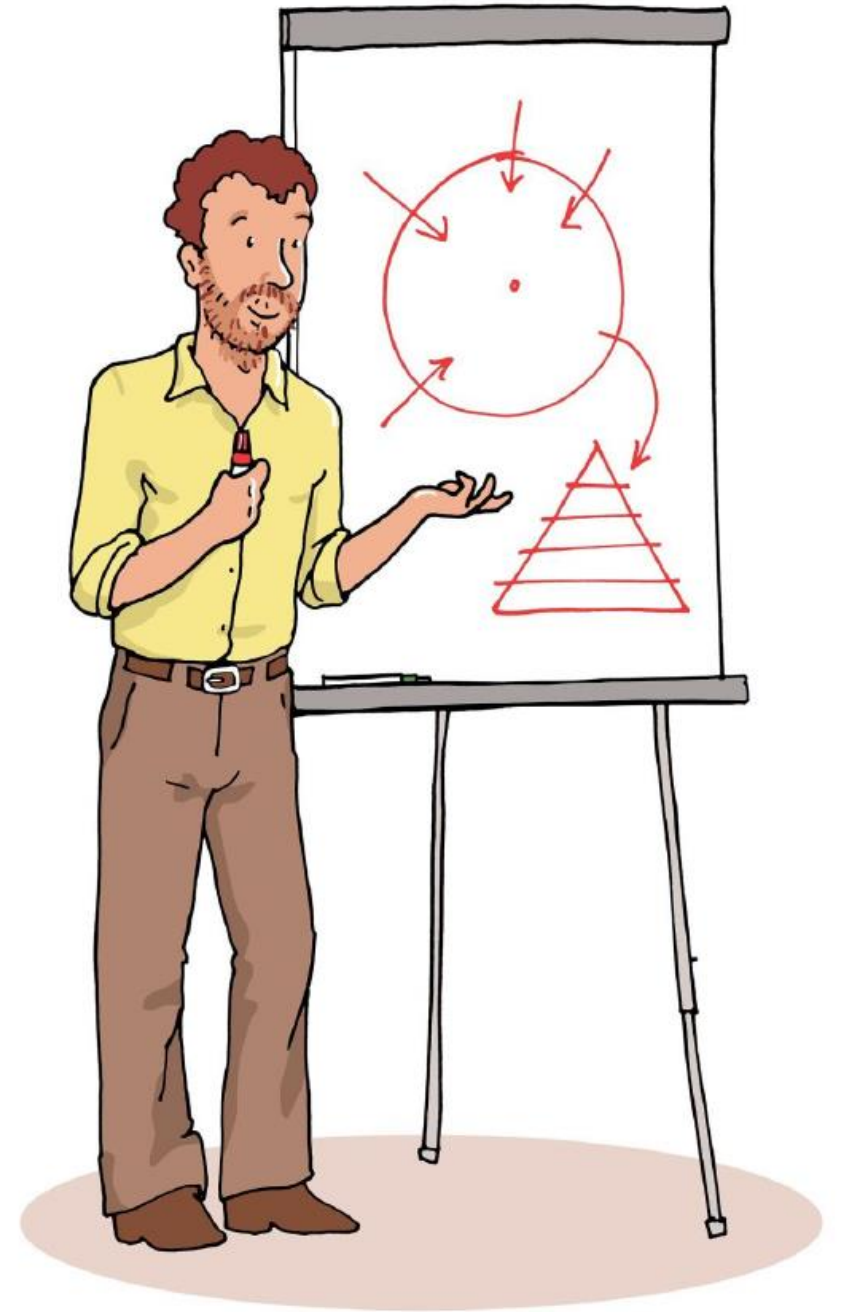
Are there any other terms in your logframes?

Results chain				
Impact				
Outcome 1				
Intermediate outcome 1.1				
Outcome 2				
Output 1.1.1				
Output 2.1 etc.				

Activity matrix		
List of activities	Means	Assumptions
	Costs	

SMART definition of Results

- Results statements should comply with the **SMART** criteria: **S**pecific, **M**easurable, **A**chievable, **R**elevant and **T**ime-bound.
- This is achieved through use of results statements, indicators and targets.
- We no longer refer to indicators as SMART, since they do not include targets (so not 'achievable').

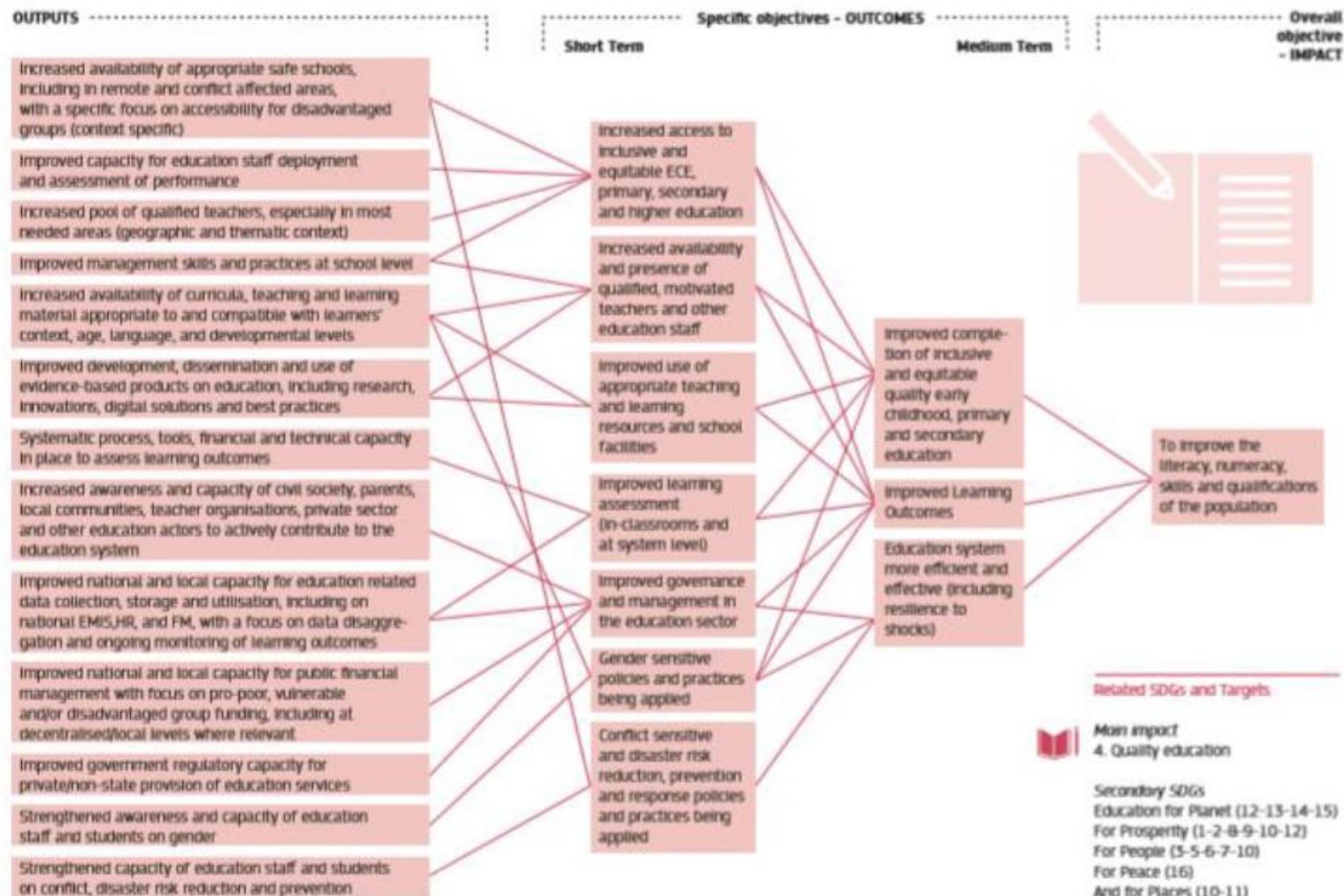


DEVCO Guidance on Results & Indicators for Development

Education



RESULTS CHAIN



Available on
capacity4dev:

<https://europa.eu/capacity4dev/results-and-indicators>



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Examples



1. More
classic
development
interventions

Examples of results statements (1)

Impact (Overall Objective)

To reduce gender-based violence

Outcome (Specific Objective)

Increased prosecution of gender-based violence cases

Outputs

O1 Strengthened prosecutorial and judicial capacities in the field of gender-based violence
O2 Public awareness raised about gender-based violence
O3 Strengthened investigatory capacities for gender-based violence cases



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Examples of results statements (2)



Impact (Overall Objective)

OO: To reduce child and maternal mortality in districts X & Y

Outcome (Specific Objective)

SO1: Increased **access** to paediatric & maternity health services

SO2: Improved **quality** of paediatric & maternity health services

Outputs

O1 (SO1) Existing medical facilities upgraded

O2 (SO1) New local medical facilities established

O3 (SO2) Technical skills of medical staff upgraded

O4 (SO2) Clinic management and administration systems improved

Examples



2. Capacity
building and
awareness
raising
interventions

Capacity building (Expert Facility, training or similar) and awareness raising

- *Short- or medium-term*
- *Can be on-demand*
- *TA, training and/or awareness raising campaign only (no infrastructure)*



Ex. Result Chain for Expert Facility



Impact (Overall Objective)

To improve access to social protection systems

Outcome (Specific Objective)

Social protection policies, strategies and systems are more inclusive, effective and sustainable

Outputs

Enhanced public capacities for improving access to social protection to vulnerable groups
Knowledge on inclusive social protection is increased

Q&A

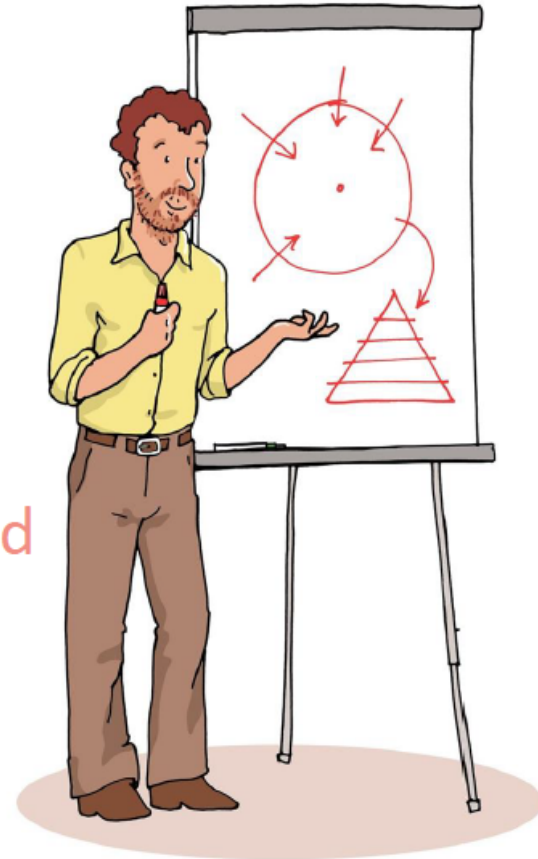
ROM
RESULT ORIENTED
MONITORING

Questions?
Doubts?
Comments?

Good practices to build your RESULTS CHAIN (1)

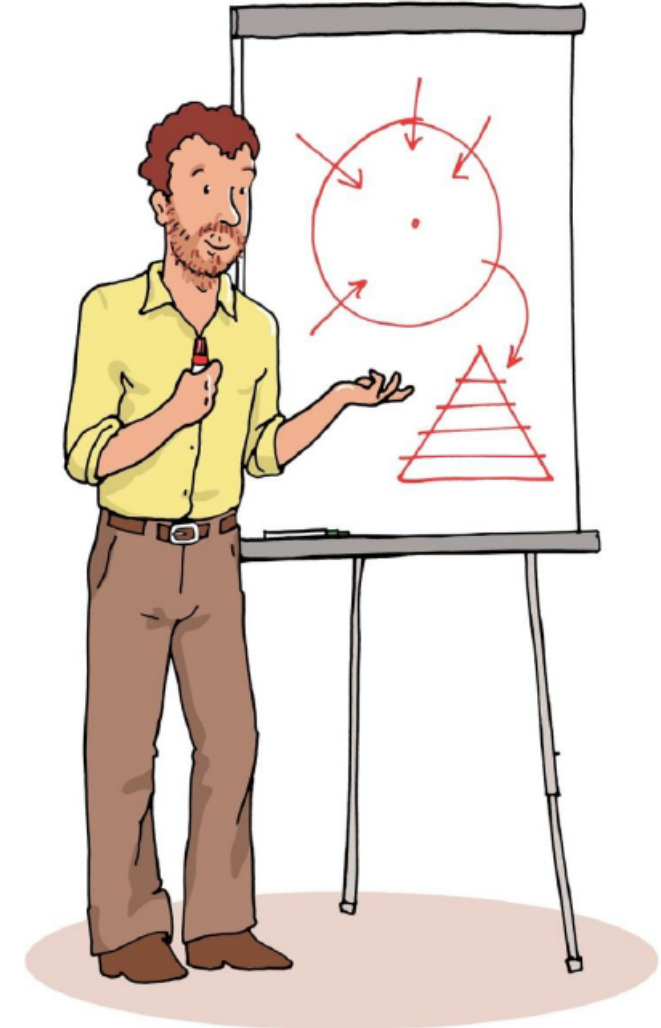
- Check the **hierarchy** of expected results
- Be **specific** (Who/where is the target? What topic is the focus?)
- **No causal links** in a single results statement
 - "To strengthen the education system management *in order to* improve quality and equity [of the education system]"
 - "To promote democracy through the support to electoral processes, citizen participation and transparency"

Links such as "in order to", "by" and "through" should be avoided in the formulation of outputs/objectives



Good practices to build your RESULTS CHAIN (2)

- You may have **several SOs**, in this case each output should be linked to corresponding SO (use numbering)
- Results should be identical in logframe and other parts of the document
- **Mainstreaming** – include specific results and indicators on cross-cutting issues



Examples of results statements - Output level



Unless
otherwise
in CFP

Not so good 😞

"Training on climate change provided to teachers and students"

➤ Wrong level – training is an activity. What is the desired result (output) of this training?

Better 😊

"Strengthened awareness (or capacity, or knowledge & skills) of teachers and students ways to combat climate change"

➤ Right level – focusing on the desired result (output) of training (and related activities – there may be a study visit, an awareness campaign, etc.)



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Examples of results statements - Output level



Unless
otherwise
in CFP

Not so good 😞

“Awareness campaigns on sustainable development implemented in the six target regions”

- Wrong level – conducting an awareness raising campaign is an activity. What is the desired result (output)?
- Who is the target group?

Better 😊

“Increased awareness among youth about the importance of engaging in sustainable development”
OR “Increased opportunities for youth engagement in...”

- Right level – focusing on the desired result (output)



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Examples of results statements - Specific objective (Outcome level)

Not so good 😞

"Awareness raised/
strengthened capacities
about sustainable dev't/
climate change"

- An intermediate outcome at best
- Not specific enough about the target group or desired change in its behaviour/attitudes

Better 😊

"Good practices for
combatting climate change
(promoted by the project)
are increasingly applied by
young people"

- Clear about behavioural change + following up on what the project delivered at output level



Monitoring tools that can be useful at outcome level



Surveys

Costly but effective for communication of results

Outcome mapping

Collection of **stories of change** that the project contributed to over time. Track their evolution from different angles / target group perspectives. Simple template & staff training.

Most Significant Change

Qualitative assessment – **asking** partners, beneficiaries & team members what they would consider to be the most significant change the project contributed to (open ended question). Record stories and follow evolution over time, adapt project approach as needed.

Explore more here: <https://www.betterevaluation.org/>

Examples of results statements - Overall objective (Impact level)

Not so good 😞

"To support the implementation of the National Strategy on combatting climate change"

Too vague, unless I've read the strategy, I'm not sure what the project is supposed to contribute to concretely

Better 😊

"To reduce CO2 emissions"

More specific, easy to understand



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Q&A

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Questions?
Doubts?
Comments?



Thank you!

Issues and suggestions



Issue	Possible ways to address this
How to measure behaviour change amongst a large group?	<ul style="list-style-type: none"> • Use survey polls with randomly selected members of the group • In contacts with (members of) the group: <ul style="list-style-type: none"> ○ use questions that ask respondents to reflect on their learning and/or on their 'next steps' ○ ask respondents how they think behaviour change will be shown
How much of the logframe can be revised?	<ul style="list-style-type: none"> • The intentions of the Overall and Specific Objectives need to stay as originally proposed, i.e. you can't introduce a radically new objective but you can change the wording of the existing ones. Other aspects (indicators, targets, etc.) can be changed. N.B. Agreement from the TM is needed for any changes to the logframe.
Contribution to impact: how can we make sure that our project contributes? (the question of attribution)	<ul style="list-style-type: none"> • DEVCO does not look for evidence of attribution • Evidence of change will be through proxy indicators that assume that the project's work has contributed to the overall objective and hence impact.
Suggestions	<ul style="list-style-type: none"> • Collect data, relevant to outcomes, regularly to assist in mid- and final evaluations • Use Outcome Mapping and Most Significant Change techniques at beginning, middle and end of your project: keeping track of progress • Use gender indicators where required with an inclusive approach (f/m/other/prefer not to say) • Use pre- and post-training surveys to assess changes in knowledge, understanding and skills • Engage an external evaluator from the beginning: if only to make sure that you have the required information that enables the evaluator to find out about the processes and achievements of your project

Other sources

- The [ROM Handbook](#): DEVCO guidelines (2020) for setting up project Results Chains and monitoring approaches
- A report on a [Learning & Development Hub concerned with evaluation](#) discusses many of the issues faced by DEAR projects in setting up and using M&E systems
- A report on an L&D Hub on 'Assessing the [results of DEAR projects on participants](#) and audiences' includes suggestions on the 'meaning of results from a DEAR perspective' and examples of how some projects have gone about the assessment of results
- The Annex to an Exchange Hub report on '[Creating Lasting Results](#)' gives examples of DEAR project experiences and tools for assessing change created through their work.

N.B. DEAR projects referred to in the above Hub reports did their work before the current DEVCO guidelines (and ROM Handbook) were available. They therefore do not necessarily follow the interpretations of the Results Chain as advocated by the ROM Handbook. However, the examples of issues they faced and solutions they found are likely to be useful to 2018 CfP projects too.



EU DEAR Programme:

www.capacity4dev.eu/dear

