

"Investing in Maasai women for improving rural
community well-being"

DCI-HUM/2014/341-127

Monitoring & Evaluation Plan

12 January 2016

Contents

1	Introduction	2
1.1	Purpose of this plan	2
1.2	Project summary	2
2	Logical Framework.....	3
3	Indicators	11
4	Roles & Responsibilities.....	19
5	Data Flow	20
6	Data Management.....	21
6.1	Storage.....	21
6.2	Analysis	21
6.3	Privacy.....	22
	Appendices	23
	Questionnaire for baseline interview	23

1 Introduction

1.1 Purpose of this plan

The Monitoring and Evaluation Plan has been prepared by the Project Manager on the basis of focussed group discussions with project staff, partners, local authorities and Istituto Oikos HQs. The process has taken some time but the participatory approach will guarantee to design a useful tool. Two the main purposes of the plan: 1) to improve project implementation and 2) to assess its impact. The data and information gathered through the plan will be shared at least once a year among the stakeholders and will be used to design appropriate working plans.

1.2 Project summary

Title	Investing in Maasai women for improving rural community well being - DCI-HUM/2014/733
Starting Date	1 st April 2015
Duration	4 years
Partners	Maasai Pastoralist Foundation (MPF), TRIAS, Marketplace Literacy Community Trust, Istituto Oikos
Target Area	Tanzania; Arusha District (Oldonyosambu Ward), Monduli District (Esilalei, Makuyuni Wards) and Longido District (Ketumbeine, Gelai Merugai, Gelai Lumbwa, Olmolog, Engikaret Wards)
Beneficiaries	80.200 rural villagers living in 8 Wards Target groups: 5.000 unskilled, poorly educated, underemployed Maasai women, 500 trained in livestock related products, 8 Women Members-based organizations (MBOs), 250 women each, 80 trained in business management, 8 village community Banks (VICOBA), 25 TGW groups, 8 Ward administrative offices representatives
Cost	2,130,862.20 Euros
Funding Source	Europe Aid
Goal	General objective: Contribute to reduce poverty and improve livelihoods of vulnerable rural Maasai communities in Arusha region. Specific objective: Promote the social and economic inclusion of Maasai women groups in pastoralist communities of Arusha, Monduli and Longido

2 Logical Framework

	PROJECT SUMMARY	INDICATORS	MEANS OF VERIFICATION	RISKS / ASSUMPTIONS
Goal	SO Promote the social and economic inclusion of Maasai women groups in pastoralist communities of Arusha, Monduli and Longido Districts	<p>SO.1 Nr. of women engaged in newly established economical activities</p> <p>SO.2 Nr. of women able to network with existing socioeconomic services</p> <p>SO.3 Increase of % of women who participate to local government meetings and decision making processes</p>	<p>SO.1 Baseline data analysis, MBOs book-keeping, District and Wards Market data</p> <p>SO.2 Information Points records, MBOs meeting minutes, VICOBA records</p> <p>SO.3 Local authorities official meeting minutes and official lists of Wards and Districts councillors</p>	<p>Political stability in Tanzania after the 2015 Presidential elections</p> <p>Project consensus of stakeholders and local communities does not change,</p> <p>No severe stochastic natural events (droughts, floods, epidemics).</p>
Outcomes	R1. Developed skills to improve employability and income-generating activities among rural women	<p>R1.1 Nr of women with increased entrepreneurial and consumer literacy knowledge</p> <p>R1.2 % of trained women endowed with the skills to communicate in a basic English</p>	<p>R1.1 Project internal reports, records of trainings, training material produced and distributed</p> <p>R1.2 project internal reports, records of trainings, training certificates, training material produced and distributed</p>	<p>Stochastic events do not affect the beneficiaries' capacity to participate to the activities.</p> <p>No massive migration fluxes from the area.</p> <p>Intra-household relationships allow for</p>

	<p>R2. Access to socio-economic services increased and living conditions improved for 2.000 members of the 8 MBOs newly established</p> <p>R3. Empowerment and institutional strengthening of 25 existing Traditional Women Groups</p>	<p>R1.3 Kilograms of dried meat sold</p> <p>R1.4 Kilograms of honey produced among the Target women</p> <p>R2.1 n° of women associated to an MBO and participating in its activities</p> <p>R2.2 n° of women-lead businesses requiring micro-loans</p> <p>R2.3 Nr. of women applying for Community Social Funds that are solvent</p> <p>R2.4 Nr. of people (gender disaggregated) who benefit of the information points</p> <p>R3.1 Nr. of women who have reported cases of violence to the local authorities</p> <p>R3.2 Nr. of women aware of the meaning of human and land rights</p>	<p>R1.3 Meat driers' financial book records</p> <p>R1.4 Bee keepers' financial book records</p> <p>R2.1 Project internal reports, MBOs meeting minutes</p> <p>R2.2. VICOBA records, project internal reports</p> <p>R2.3. VICOBA records, project internal reports</p> <p>R2.4. Information Points records, Ward official data, project internal reports</p> <p>R3.1 project internal reports, Ward and District official data</p> <p>R3.2 Training and seminars entry line and exit line test results</p> <p>R3.3. TWG records, local authorities official meetings minutes, project internal reports</p>	<p>women commitment in the training programs</p> <p>Marked demand for livestock and handcraft products remains stable.</p> <p>Market demand for honey will not be compensated by external producers.</p> <p>Priorities of local governance (Ward and District) remain the same.</p> <p>The turnover of the District Authorities staff composition allows to accomplish the capacity building activities</p>
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	R4. Awareness and knowledge increased among pastoralist target villages on civil and social rights	<p>R3.3 Nr. of women who have linked with service providers such as social services.</p> <p>R3.4 Nr. of women in charge of key positions within local institution authorities (village and Ward level)</p> <p>R4.1 n° of people (disaggregated by gender) with increased access to civil and social rights information</p> <p>R4.2 n° of references to TWGs and Maasai women rights in media and official documents</p>	<p>R3.4. local radios and newspapers, Ward, District and Regional official documents</p> <p>R4.1 KAP surveys on sample population</p> <p>R4.2 project internal reports, roundtable official minutes and participation records, newspapers articles</p>	
Outputs	<p>O1.1 Marketplace Literacy Training delivered</p> <p>O1.2 Dry meat processing training delivered</p> <p>O1.3 Honey production training delivered</p> <p>O1.3 English course held</p> <p>O1.4 10 women travelling between India and Tanzania for exchange visits</p>	<p>5000 Marketplace Literacy Manuals distributed</p> <p>50 Meat solar dryers distributed</p> <p>500 honey production kits distributed</p> <p>500 English course materials distributed</p> <p>Evidence of travels</p>		

	<p>O2.1 8 new ward MBOs</p> <p>O2.2 Training in management and basic finance issues delivered</p> <p>O2.3 30 VICOBAAs empowered</p> <p>O2.4 8 Information points at ward level set up and running</p> <p>O2.5 8 women trained on social, health, legal issues</p> <p>O3.1 500 women trained to recognize physical, emotional and economical abuse</p> <p>O3.2 500 women trained to recognize the structure of formal and informal institutions and to relate to them to resolve issues or to receive advice</p> <p>O3.3 500 women trained to refer to institutions to get assistance for gender related and labour issues</p> <p>O3.4 25 existing TGWs strengthened</p>	<p>MBOs official constitution</p> <p>Manual of training in management and basic finance issues distributed</p> <p>Seed money received by thirty VICOBAAs</p> <p>8 information points presence</p> <p>Training material on social, health, legal issues delivered</p> <p>Training material on physical, emotional and economical abuse delivered</p> <p>Training material on the structure of formal and informal institutions and to relate to them to resolve issues or to receive advice delivered</p> <p>Training material on institutions to get assistance for gender related and labour issues delivered</p> <p>Training materials delivered on human rights, gender related abuse, importance of conflict resolution, habitat, conservation, hygiene and</p>		
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	<p>O4.1 16 street theatre performances in Maasai language held</p> <p>O4.2 800 radio spots released</p> <p>O4.3 One monthly show in Maasai language held</p> <p>O4.4 5000 posters in Maasai and Swahili language produced</p> <p>O4.5 5000 brochures in Maasai and Swahili language produced</p>	<p>sanitation, nutrition, basic health and HIV prevention.</p> <p>Audio and video materials recording the 16 street theatre performances</p> <p>Audio materials recording 800 radio spots</p> <p>Audio and video materials recording the show in Maasai language</p> <p>Posters produced</p> <p>Brochures produced</p>		
Activities	A1.1 Selection of the 5.000 beneficiaries using economic and social criteria and alternative		Monthly Financial Reports, Quarterly, Technical Reports, Consultants reports, Communication and Visibility Plan, Participatory climate	<i>Preconditions to meet before the action starts</i>

	<p>economies existing in the target area.</p> <p>A1.2 Development of educational programs and materials for “Consumer and Marketplace Literacy” tailored on beneficiaries’ background and expectations.</p> <p>A1.3 Training in “Consumer and Marketplace Literacy”.</p> <p>A1.4 Technical training on process and market livestock related products (meat preservation drying and salting, honey production and quality handicraft production).</p> <p>A1.5 Training on basic English.</p> <p>A.1.6 Exchange Visits (10 women) with Marketplace Literacy Communities in India</p> <p>A2.1 Awareness creation on potential for small and micro business opportunities and selection of interested beneficiaries.</p> <p>A2.2 Establishment of 8 women Members-based Organizations (MBOs) producing and selling livestock related products composed by 250 members each.</p> <p>A2.3 Training and technical assistance for the MBOs management addressed to the MBO boards.</p>		<p>change vulnerability, assessment report, List of participants at meetings and trainings, other outputs (publications, manuals, pictures...).</p>	<ol style="list-style-type: none"> 1. Tanzania will keep political stability even during the 2015 elections. 2. The Land tenure policies will not be reviewed disfavours pastoralists. 3. The project consensus of the stakeholders and local communities will not change. 4. Market demand will remain stable 5. Population pressure and land grabbing will not increase; no massive migration fluxes from the area. <p><i>Conditions outside the Beneficiary’s direct control to meet for the implementation of the planned activities</i></p> <ol style="list-style-type: none"> 1. The District Councils will maintain a transparent and fair position about informal economy issues 2. Inflation and THS exchange rate do not make the action budget inadequate 3. Stochastic events do not affect women’s capacity to participate to the activities
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	<p>A2.4 Creation of 8 pilot experiences of Community Social Funds (one per MBO) managed by VICOBAAs.</p> <p>A2.5 Training addressed to VICOBA focused in managing Community Social Funds (CFS).</p> <p>A2.6 Facilitate access to micro-credit for up scaling of small businesses.</p> <p>A2.7 Creation of 8 information points (one for each Ward) within the local authorities' facilities, to provide information and consulting services to the population.</p> <p>A3.1 Training on leadership, human rights, land rights and labour legislation to Traditional Women Groups' representatives.</p> <p>A 3.2 Advocacy activities promotion for TWGs at different institutional levels.</p> <p>A3.3 Development of communication and awareness raising program and materials in Maasai language.</p> <p>A4.1 Development of communication and awareness raising program and materials in Maasai language</p>			
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	A4.2 Awareness campaign through radio, posters and brochures A4.3 Organization of roundtables for discussion on informal economy and sharing of pilot experience results, involving local authorities and key stakeholders			
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3 Indicators

Indicator	R 1.1. – Nr. of women with increased entrepreneurial and consumer literacy knowledge
Definition	Women who better understand and take advantage of the market as consumers and suppliers
Purpose	To assess whether Marketplace Literacy training increased the skills and competences of the beneficiaries in approaching the local markets
Baseline	Structured interviews
Target	5000 Maasai women
Data Collection	The project staff and partners will collect the information
Tool	Structures interviews
Frequency	Project start and project end
Responsible	Project Manager
Reporting	The results will be included in the final report for the donor.
Quality Control	The staff have been trained in the data collection. The geo-referential information guarantees a good quality of the activity.

Indicator	R 1.2. - Basic English language knowledge on Target women
Definition	Basic English language: basic sectorial vocabulary (marketplace), numbers (30 hours), basic grammar (40 hours), pronunciation and conversation skills (40 hours);
Purpose	To assess whether English Language skills of beneficiaries is improving in time. English language is critical in some essential marketplace exchange in particular when women interface with tourists: the increase of confidence with the language will more likely facilitate and increase the business opportunities.
Baseline	Definition of the English level knowledge with an entry test of the 500 beneficiaries
Target	The target is 500 women. Knowledge of numbers, 50 new English words/sentences, some basic grammar and conversation to be proven with exit written and oral test.
Data Collection	The Project Staff will set and arrange an ad hoc entry test for all the 500 beneficiaries during the first day of the English course. At the end of the course the Project Staff will arrange an exit Test to verify their improvement.

Tool	English language Test (entry and exit)
Frequency	According to the English courses
Responsible	Project Manager
Reporting	The results will be included in the annual report for the donor.
Quality Control	Entry and exit tests

Indicator	R 1.3 - Kilograms of dried meat sold
Definition	Number of kg of dried meat sold per year
Purpose	To measure the impact of the Marketplace and Technical training activities: skills development, marketplace literacy and application of the knowledge acquired.
Baseline	No baseline
Target	800 kg at year 4
Data Collection	Scale and books – Collected by gender expert + Community Development Officers
Tool	Scale and books
Frequency	Quarterly at year 4
Responsible	Project Manager
Reporting	The results will be included in the final report for the donor
Quality Control	Direct measure among a sample of beneficiaries

Indicator	R 1.4 - Kg of honey produced among the target women
Definition	Number of kg of honey produced per year
Purpose	To measure the impact of several activities: skills development, marketplace literacy and application of the knowledge acquired by the vocational training.
Baseline	No baseline

Target	900 kg at year 4
Data Collection	Scale and books – Collected by gender expert + Community Development Officers
Tool	Scale and books
Frequency	Quarterly at year 4
Responsible	Project Manager
Reporting	The results will be included in the final report for the donor.
Quality Control	Direct measure among a sample of beneficiaries and Meru Sustainable Land LDT Books

Indicator	R 2.1 - N. of women associated to new MBOs
Definition	Number of women enrolled formally in newly established member based organisations (MBO) including VICOBA
Purpose	To verify that the number of women enrolled effectively increases. MBOs have proven to be very effective in bringing the voice of single vulnerable individuals to be listened to by local leaders, credit institutions and in general stakeholders. The improvement of social protection mechanisms and related information in the target area increases the livelihood of the communities, especially the weakest members, who reduce their level of vulnerability with a protection network of support services
Baseline	Yes
Target	2000 women
Data Collection	Database of names and contacts – partner Trias, Gender expert + Community Development Officers
Tool	Members Based Organisation date of establishment, registries, and minutes of meetings
Frequency	Annually
Responsible	Project Manager
Reporting	The results will be included in the annual report for the donor
Quality Control	Constant revision of the produced documentation

Indicator	R 2.2 - Variation of n. of women-lead businesses accessing to micro-loans
Definition	Number of women who have accessed micro-loans
Purpose	To verify that the number of women who received seed money effectively increases. Among VICOBA groups, thirty selected micro banks will receive seed money as start-up capital (grant) to allow rapid growth and their immediate functionality, increasing the commitment of their members and their capacity to mitigate vulnerabilities.
Baseline	Yes
Target	200% increase
Data Collection	Vicoba books - Trias, Gender expert + Community Development Officers
Tool	Vicoba record books
Frequency	Annually
Responsible	Project Manager
Reporting	The results will be included in the annual report for the donor
Quality Control	Constant revision of the produced documentation with also field visits

Indicator	R 2.3 - % of women applying for Community Social Funds that are solvent
Definition	Number of women who have accessed to a micro-loan and who have repaid it.
Purpose	The creation of social funds mechanism will allow women to access to basic and essential social services and to mitigate exposure to risks, improving their living conditions.
Baseline	Yes
Target	50%
Data Collection	Vicoba books - Trias, Gender expert + Community Development Officers
Tool	Vicoba registry, MBO records
Frequency	Annually

Responsible	Project Manager
Reporting	The results will be included in the annual report for the donor
Quality Control	Constant revision of the produced documentation with also field visits

Indicator	R 2.4 - Nr. of people (gender disaggregated) who have used the Information Points - in 12 months
Definition	The indicator will count the number of users for each info point in each of the wards.
Purpose	To verify that Information Points are indeed used and are useful. The Information Points provide basic advice on social, health and legal issues and will be able to assist visitors (gender disaggregated) in networking with other grassroots organizations able to provide assistance or more specific advice. There will be a constant flow and spreading of relevant information on formal/informal economy and civil and social rights.
Baseline	Yes
Target	2000 women per year
Data Collection	Info point registry (visitor book) - Collected by Community Development Officers
Tool	Direct visit to info point
Frequency	Quarterly
Responsible	Project Manager
Reporting	The results will be included in the annual report for the donor
Quality Control	The update of the record books will be monitored by project staff

Indicator	R 3.1 - Variation of the number of women who have reported cases of violence to the local authorities
Definition	If reported any cases of violence to the local authorities
Purpose	To assess the increase of women who report abuses. The Project will increase awareness on violence and abuses, stimulating reaction and condemnation.

Baseline	Yes
Target	Positive increase
Data Collection	Police and local village ambassadors (balozi ya nyumba kumi) – collected by Community Development Officers
Tool	Direct visit to police and social service civil servants
Frequency	Annually from Year 2
Responsible	Project Manager
Reporting	The results will be included in the annual report for the donor
Quality Control	The data will be checked with field visits

Indicator	R 3.2 - Variation of the number of women aware of the meaning of human and land rights
Definition	The indicator measures the perception of concepts such as human rights and land rights. To develop a human rights compliance and reporting framework.
Purpose	To assess the increase of women with improved awareness on human and land rights. The Project will increase awareness on basic human and land rights, stimulating reaction and condemnation in case of abuses.
Baseline	Yes
Target	300% increase
Data Collection	Official meetings minutes – collected by Community Development Officers
Tool	Qualitative assessment
Frequency	Annually
Responsible	Project Manager
Reporting	The results will be included in the annual report for the donor
Quality Control	The results will be monitored by project staff

Indicator	R 3.3 - Variation of the number of women who have linked with service providers such as social services
Definition	The creation of the information points to facilitate the access of social services to service providers will be measured by counting the number of 'successful' connections.
Purpose	To verify the increase of women who have linked with service providers. The Project will increase access to services related to health, education, economics and benefits from them.
Baseline	Yes
Target	Positive increase
Data Collection	Records from information point – collected by Community Development Officers
Tool	Information Point Registry
Frequency	Annually from Year 2
Responsible	Project Manager
Reporting	The results will be included in the annual report for the donor
Quality Control	The update of the record books will be monitored by project staff

Indicator	R 3.4 - Variation of the number of women in charge of key positions within local institution authorities (village and Ward level)
Definition	Integration of women into government process – active participation to local government meetings and decision making processes and key positions within local institution authorities.
Purpose	To verify the increase of integrated number of women. The Project will rise the number of women within local institution authorities, increasing the representation of marginalised people, having voice and dignity in strategic economic and political processes.
Baseline	Yes
Target	25% increase
Data Collection	Official meetings minutes & village registries – collected by Community Development Officers
Tool	Village registry

Frequency	Annually
Responsible	Project Manager
Reporting	The results will be included in the annual report for the donor
Quality Control	The results will be monitored by project staff

Indicator	R 4.1 - N. of people (disaggregated by gender) with increased access to social and civil rights information
Definition	Measurement on a random sample (we are working on the Communication Plan which will include its indicators)
Purpose	This indicator measures the knowledge on social and civil rights derived from the promoted social and awareness campaigns and Information Points operation.
Baseline	No baseline
Target	250.000 people
Data Collection	Sample of respondents
Tool	KAP SURVEY
Frequency	Annually
Responsible	Project Team
Reporting	The results will be included in the annual report for the donor
Quality Control	Sample defined on the basis of verified statistical tools

Indicator	R 4.2 - N. of references to TWGs and Maasai Women rights in media and official documents
Definition	The indicator is a collection of press releases and other media (articles/radio interviews etc.)
Purpose	To verify the development of communication strategy. The Project will develop awareness raising programs on civil and social rights through different media and official documents
Baseline	No baseline

Target	10 articles, radio programs and interviews
Data Collection	Magazines, radio stations and official documents – collected by Community Development Officers
Tool	Project staff to check
Frequency	Continuous monitoring
Responsible	Project Manager
Reporting	The results will be included in the annual report for the donor
Quality Control	Community Development Officers in charge of checking the releases and radio program on regular basis

4 Roles & Responsibilities

Role	Responsibilities
Project Manager	General coordination and responsibility of indicators collecting, analysis, reporting and decision making. Project Staff coordination throughout the period of the Project implementation.
Assistant Project Manager Maasai speaking (MPF)	Support to Project Manager for the general coordination of indicators collecting, analysis, reporting throughout the period of the Project implementation.
Training and Community Development Senior Coordinator	Support to Project Manager for the general coordination of indicators collecting, analysis, reporting throughout the period of the Project implementation.
Community Development Officers/Facilitators	Main responsible for data collection; Joining link between communities, local authorities, information collected on the field and the Project Manager at the headquarter, bilaterally (from the communities to the Project Manager and from the Project Manager to the communities); fundamental connection for a successful flow of information and quality control.
Business Development supervisor (TRIAS)	Support to Project Manager specifically concerning indicators for MBOs activities, women-lead businesses accessing to micro-loans , Community Social Funds
Gender Advisor	Cross-tasks role; support for sensible data collection, in accordance with local culture principles and respecting traditions, men's point of view in the communities; joining link between communities, community facilitators and Project Manager.

5 Data Flow



The data will be collected on the field, among the communities, by the enumerators, the Community Facilitators and Business Development supervisor (TRIAS).

Community Leaders will facilitate the implementation of the activities on the field.

Gender Advisor will support for sensible data collection and will be the joining link between the communities, the Community Facilitators and the Project Manager in the indicators collection and management.

6 Data Management

6.1 Storage

The strategy for data archiving adheres to Oikos data management protocol and is utilised across all projects.

All primary materials, project data and records are stored in an institutional repository or archive for the long-term storage period (5 years from the official date of acceptance of the project final report).

All non-digital data that is not suitable for digitisation is organised and stored in a secure environment in accordance with the Oikos Procedures.

Data collectors while in the field will temporarily store digital objects on USB drives, memory cards, DVDs. To prevent the risks associated with misplacement and corruption, all data will be backed up daily, or weekly when the data are collected digitally during fieldwork, on a central server provided by Oikos as a data storage facility. Oikos supplied data storage services and servers must be used for project-related data storage. Oikos provides limited personal file storage space on the network file server.

Files will be completed with metadata in the form of "Properties". Metadata will include title, author, organisation, subjects and keywords, and additional comments.

At the conclusion of the project, project data and records will be correspondingly boxed and labelled with the project name, project title, date of publication and number of boxes e.g. Box 1 of 10. Relevant documentation about associated digital data and its location will be recorded with the data.

When project data and records are relocated or destroyed it will be recorded in the data register. Records will include the type of data and records (e.g. questionnaire/baseline/monitoring etc), relevant dates, and the authority on which this action was taken.

Backups of more than one (1) copy should will be performed on monthly basis, and housed remotely from the main data storage. The backups are labelled and organised to facilitate any data restoration process.

A digital and paper data register is available for the project.

6.2 Analysis

All data collected including interviews and surveys are, whenever possible, digitized for data analysis. Excel® is the preferred data-processing tool. Basic descriptive statistic is be applied to all data and more elaborated analysis is be performed importing the data in a statistical package. At present Oikos utilises SPSS® but does not exclude other platforms such as freeware packages.

The data entry is supervised by the Project Manager or other relevant person with proven experience. All data entered are checked for errors and consequently cleaned. Original versions of data entered is kept for future audit.

Databases, charts and final results are stored in both hardware and software copies in dedicated folders.

6.3 Privacy

Data are always collected respecting ethical, confidentiality, cultural and intellectual property requirements. Data collected as direct observations, technical surveys, and monitoring of indicators will follow the national and subnational laws and permissions.

Data collection from respondents is structured as following:

- 1) Request of authorisation to proceed with data collection to the relevant authorities (District/local government/school personnel etc.).
- 2) Full description of the project in the respondent's language.
- 3) Consent to participate explaining clearly the right to interrupt the data collection and how the information is used
- 4) All data are anonymous and are aimed to inform on social, economic and environmental conditions.

Access to project data should be considered in the context of ethical, privacy, confidentiality, cultural and intellectual property requirements.

Informally educated respondents are requested a verbal consent, whilst all permissions obtained in writing including letters from the local government and other relevant authorities are stored and accessible.

Appendices

Questionnaire for baseline interview

QUESTION	ANSWERS
Respondent name	(open answer)
Village	(open answer)
Subvillage	(open answer)
Date	(open answer)
Data collector name	(open answer)

Demographics and socio-economics

Age	(open answer)
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Marital status	Married
	Widow
	Other

How many other women/wives are there in your Boma?	1-3
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	4-6
	7-9
	10 or more

How many children do you personally have?	1
	2
	3
	4 or more
	None

(If personally has children) Do any of your children have physical or mental problems?	Yes
	No

How many other children are there in the Boma?	1-5
	6-10
	11-15
	16-20
	More than 20

Do you take care of elderly in your household?

Yes

No

(If so) And do you take care of disabled elderly in your household?

Yes

No

Socio-economic characteristics of individual households

No formal education

Some primary school, non completed

Primary school, completed

Some secondary school, non completed

Secondary school, completed

Post-secondary

Other (specify)

Can you read?

Yes

No

(If yes) Which language/s can you read?

(open answer)

Can you write? 	Yes
	No

(If yes) Which language/s can you write?	(open answer)
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Can you understand swahili? 	Yes
	No

Primary Livelihood Activity 	Agropastoralist
	Pastoralist
	Trader
	other
	None

(If agropastoralist) Main crops produced and number of sacks harvested 	Maize
	Beans
	Other (specify)

(If agropastoralist or pastoralist) Livestock

|

Cattle

|

Goats

|

Sheep

|

Donkeys

|

Chicken

|

Other (specify)

(If trader) What do you trade?

|

Firewood

|

Charcoal

|

Maize

|

Sugar

|

Tobacco

Other (specify)

Lifestyle

|

How many hours a day does it take you to get water?

Insert number

How many hours a day does it take you to prepare food?

Insert number

How many days a week do you collect firewood?

Insert number

And when you collect firewood, how many hours a days does it take you?

Insert number

Money management and income

How much money do you personally get in a week?

Insert number

Do you get other kinds of income (from your husband or other)?

Yes

No

Considering your total income, how much do you spend and save?

(open answer)

Are you accessing to micro-loans?

Yes

No

Shopping process

Do you personally buy food and items you need in stores or markets?

Yes

No

How long does it take for you to travel to a marketplace?

(open answer)

And how often do you travel to a marketplace?

(open answer)

What do you buy every time when you go to the market?

(open answer)

What do you buy only on occasion?

(open answer)

Do you look at the labels (colour, shape, design) of the products you buy?

Yes

	No
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<p>Do you think of what to buy before shopping?</p>	Yes
	No

<p>Do you always buy the same products/packs/brands?</p>	Yes
	No

<p>Which factors in general do you consider when you go shopping?</p>	(open answer)
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<p>Which of these factors do you consider when you go shopping? Interviewer attention: <u>multiple choice!</u></p>	Pricing
	Quality
	Quantity/size
	Packaging
	Family/friends advices
	Advertising
	Brand name

	Other (specify)
--	-----------------

<p>Now imagine you had 1.000 shillings in your pocket and you had to buy some tea. Which would be the most important factor you consider? Interviewer attention: <u>single</u> choice!</p> <p> </p>	<p>Pricing</p> <p>Quality</p> <p>Quantity/size</p> <p>Packaging</p> <p>Family/friends advices</p> <p>Advertising</p> <p>Brand name</p> <p>Other (specify)</p>
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Business/entrepreneurial process	
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<p>Have you ever started a business or tried to sell something?</p> <p> </p>	<p>Yes</p> <p>No</p>
--	----------------------

(if yes) What kind of business have you started?	(open answer)
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(if yes) Which of these factors do you consider when you run your business? Interviewer attention: multiple choice!

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- Understanding Customer needs**
- Understanding different types of customers**
- Understanding customer behavior**
- Competition**
- Product quality**
- Business opportunities**
- Gathering market information**
- Communicating about your business**
- Moving from production to consumer**
- Creating exchanges of value**
- Other (specify)**

(if no) Which is the main reason why you never started a business? (Interviewer: try to understand if it is only a matter of lack of money or also lack of know-how or resources)

(open answer)

(If no) Would you be interested in starting a new business?

-

- Yes**
- No**

Are you facing/Would you have to face some obstacles to start/develop a business? If yes, which obstacles?

(open answer)

Business potentials in the geographical area

Do you think there could be people interested in buying honey in your area?

Yes

No

...and people interested in buying dried meat in your area?

Yes

No

...and people interested in buying high quality handicrafts, mixing leather and beads, in your area?

Yes

No

Presentation of Marketplace Literacy Program

Would you be interested in learning more about products purchase/sale and business in general?

Yes

No

What do you like to learn more about as a consumer or to start/continue a business activity?

(open answer)

If there was a training program on this, which days of the week and at what time of the day would you be available?

(open answer)

Would you have to face some obstacles to attend and follow the training program?

Yes

No

If yes, which obstacles?

(open answer)

Participation in socio-economic services

Do you participate actively to local government meetings / decision making processes?

Yes

No

(If yes) And what kind of meetings/decision making processes?

(open answer)

(If no) Would you like to participate actively to local government meetings/ decision making processes?

Yes

No

Are you in charge of a key position within your local institution authorities (village and Ward level)?

Yes

No

(If yes) And what kind of key position within your local institution authorities?

(open answer)

(If no) Would you like to be in charge of a key position within your local institution authorities?

Yes

No

In the last 12 months have you been an active member of any type of groups in your community?

Yes

No

(if yes) What kind of group/s group? (multiple answer)

Work related/trade union

Community association/co-op

Women's group

<input type="checkbox"/>	Members based organization (MBO)
<input type="checkbox"/>	Political group
<input type="checkbox"/>	Religious group
<input type="checkbox"/>	Credit/funeral group
<input type="checkbox"/>	Other (specify)

(If yes) In the last 12 months, did you receive from the group any emotional help, economic help or assistance?	
<input type="checkbox"/>	Work related/trade union
<input type="checkbox"/>	Community association/co-op
<input type="checkbox"/>	Women's group
<input type="checkbox"/>	Members based organization (MBO)
<input type="checkbox"/>	Political group
<input type="checkbox"/>	Religious group
<input type="checkbox"/>	Credit/funeral group
<input type="checkbox"/>	Other (specify)

In the last 12 months, have you joined together with other community members to address a problem or common issue?	
<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

In the last 12 months, have you talked with a local authority or governmental organization about problems in this community?

Yes

No

Have you ever worked for any service provider, for services related to health, education, economics...(i.e. Midwives)?

Yes

No

(If yes) And what kind of service provider?

(open answer)

(If no) And have you ever benefited from any services related to health, education, ... ?

Yes

No

Have you ever reported any cases of violence to the local authorities?

Yes

No

(If yes) Can you please specify?

(open answer)

Have you ever used an Information Point as rescue in case of a problem?

Yes

No

(If no) And if a hut/room was available, would you be inclined to use an Information Point as rescue in case of a problem?

Yes

No