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

DCI-HUM/2014/341-127

Monitoring & Evaluation Plan

18 February 2016

Contents

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

		R1.3 Kilograms of dried meat sold	R1.3 Meat driers' financial book records	women commitment in the training programs
		R1.4 Kilograms of honey produced among the Target women	R1.4 Bee keepers' financial book records	Marked demand for livestock and handcraft products remains stable.
	R2. Access to socio-economic services increased and living conditions improved for 2.000 members of the 8 MBOs newly established	R 2.1 - Number of women associated to MBOs	R2.1 Project internal reports, MBOs meeting minutes	Market demand for honey will not be compensated by external producers.
		R 2.2 Number of active VICOBAs	R2.2. VICOBAs records, project internal reports	Priorities of local governance (Ward and District) remain the same.
		R 2.3 - % of women in VICOBA groups accessing micro-loans	R2.3. VICOBAs records, project internal reports	The turnover of the District Authorities staff composition allows to accomplish the capacity building activities
		R2.4 Nr. of people (gender disaggregated) who benefit of the information points	R2.4. Information Points records, Ward official data, project internal reports	
	R3. Empowerment and institutional strengthening of 25 existing Traditional Women Groups	R3.1 Nr. of women who have reported cases of violence to the local authorities	R3.1 project internal reports, Ward and District official data	
		R3.2 Nr. of women aware of the meaning of human and land rights	R3.2 Training and seminars entry line and exit line test results	
		R3.3 Nr. of women who have linked with service providers such as social services.	R3.3. TWG records, local authorities official meetings minutes, project internal reports	
		R3.4 Nr. of women in charge of key positions within local institution authorities (village and Ward level)	R3.4. local radios and newspapers, Ward, District and Regional official documents	

	R4. Awareness and knowledge increased among pastoralist target villages on civil and social rights	R4.1 n° of people (disaggregated by gender) with increased access to civil and social rights information R4.2 n° of references to TWGs and Maasai women rights in media and official documents	R4.1 KAP surveys on sample population R4.2 project internal reports, roundtable official minutes and participation records, newspapers articles	
Outputs	O1.1 Marketplace Literacy Training delivered	5000 Marketplace Literacy Manuals distributed		
	O1.2 Dry meat processing training delivered	50 Meat solar dryers distributed		
	O1.3 Honey production training delivered	500 honey production kits distributed		
	O1.3 English course held	500 English course materials distributed		
	O1.4 10 women travelling between India and Tanzania for exchange visits	Evidence of travels		
	O2.1 8 new ward MBOs	MBOs official constitution		
	O2.2 Training in management and basic finance issues delivered	Manual of training in management and basic finance issues distributed		
	O2.3 30 VICOBAs empowered	Seed money received by thirty VICOBAs		

	O2.4 8 Information points at ward level set up and running	8 information points presence		
	O2.5 8 women trained on social, health, legal issues	Training material on social, health, legal issues delivered		
	O3.1 500 women trained to recognize physical, emotional and economical abuse	Training material on physical, emotional and economical abuse delivered		
	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	Training material on the structure of formal and informal institutions and to relate to them to resolve issues or to receive advice delivered		
	O3.3 500 women trained to refer to institutions to get assistance for gender related and labour issues	Training material on institutions to get assistance for gender related and labour issues delivered		
	O3.4 25 existing TGWs strengthened	Training materials delivered on human rights, gender related abuse, importance of conflict resolution, habitat, conservation, hygiene and sanitation, nutrition, basic health and HIV prevention.		
	O4.1 16 street theatre performances in Maasai language held	Audio and video materials recording the 16 street theatre performances		

	O4.2 800 radio spots released O4.3 One monthly show in Maasai language held O4.4 5000 posters in Maasai and Swahili language produced O4.5 5000 brochures in Maasai and Swahili language produced	Audio materials recording 800 radio spots Audio and video materials recording the show in Maasai language Posters produced Brochures produced		
Activities	A1.1 Selection of the 5.000 beneficiaries using economic and social criteria and alternative economies existing in the target area. A1.2 Development of educational programs and materials for "Consumer and Marketplace Literacy" tailored on beneficiaries' background and expectations. A1.3 Training in "Consumer and Marketplace Literacy".		Monthly Financial Reports, Quarterly, Technical Reports, Consultants reports, Communication and Visibility Plan, Participatory climate change vulnerability, assessment report, List of participants at meetings and trainings, other outputs (publications, manuals, pictures…).	*Preconditions to meet before the action starts* 1. Tanzania will keep political stability even during the 2015 elections. 2. The Land tenure policies will not be reviewed disfavouring pastoralists. 3. The project consensus of the stakeholders and local communities will not change.

A1.4 Technical training on process and market livestock related products (meat preservation drying and salting, honey production and quality handicraft production).			4. Market demand will remain stable
A1.5 Training on basic English.			5. Population pressure and land grabbing will not increase; no massive migration fluxes from the area.
A.1.6 Exchange Visits (10 women) with Marketplace Literacy Communities in India			*Conditions outside the Beneficiary's direct control to meet for the implementation of the planned activities*
A2.1 Awareness creation on potential for small and micro business opportunities and selection of interested beneficiaries.			1. The District Councils will maintain a transparent and fair position about informal economy issues
A2.2 Establishment of 8 women Members-based Organizations (MBOs) producing and selling livestock related products composed by 250 members each.			2. Inflation and THS exchange rate do not make the action budget inadequate
A2.3 Training and technical assistance for the MBOs management addressed to the MBO boards.			3. Stochastic events do not affect women's capacity to participate to the activities
A2.4 Creation of 8 pilot experiences of Community Social Funds (one per MBO) managed by VICOBAs.			
A2.5 Training addressed to VICOBA focused in managing Community Social Funds (CFS).			
A2.6 Facilitate access to micro-credit for up scaling of small businesses.			

	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.			
	A3.1 Training on leadership, human rights, land rights and labour legislation to Traditional Women Groups' representatives.			
	A 3.2 Advocacy activities promotion for TWGs at different institutional levels.			
	A3.3 Development of communication and awareness raising program and materials in Maasai language.			
	A4.1 Development of communication and awareness raising program and materials in Maasai language			
	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			

3 Indicators

Indicator	R 1.1. – Nr. of women with increased entrepreneurial and consumer literacy knowledge
Definition	Women who better understand basic concepts of a market, both as consumers and entrepreneurs: how to become an informed customer - purchase carefully, learn about quality, quantity, sizing, pricing of products - how to find business opportunities for themselves, how to manufacture the necessary materials for that business, how to sell the product to a customer and make money in the process, how to make the customer buy your product.
Purpose	To assess whether Marketplace Literacy training increased the skills and competences of the beneficiaries in approaching the local markets, both as consumers and entrepreneurs.
Baseline	Structured interviews
Target	5000 Maasai women
Data Collection	The project staff and partners will collect the information
Tool	Structures interviews and tests
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 Sustainalble Land LDT Books

Indicator	R 2.1 - Number of women associated to MBOs
Definition	Number of women enrolled in member based organisations (MBO).
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 - TRIAS
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 Number of active VICOBAs
Definition	Number of groups that are following the standard procedures of the VICOBA methodology.
Purpose	Community trainers will train new and existing groups in the VICOBA methodology so that they can become a reliable and sustainable local source of capital. It is important that those groups are following the meeting procedures also after the trainings, which will be followed up by the trainers and the community development officers. Most of the members will be women.
Baseline	Yes
Target	70
Data Collection	Data collection form VICOBA- Trias, Gender expert + Community Development Officers
Tool	Group quality tool
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 in VICOBA groups accessing micro-loans
Definition	Percentage of women who are member of VICOBA groups that received a loan from their group.
Purpose	Access to finance is very limited in our intervention area, especially for women. The program will build capacity of VICOBAs so that they can become a sustainable source of capital for the businesses in the target villages. This will fuel the increase in the number and scale of capital accessed by individual entrepreneurs. We expect the number of loans given to group members to go up in subsequent cycles.

Baseline	Yes
Target	50% by the end of the program
Data Collection	Vicoba passbooks - 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 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. 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 sensitivity and awareness 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: if brought to reflect on it, to be able to mention a higher number of concepts on human rights 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 – Women who are able to mention at least 2 concepts on human rights and land rights
Data Collection	Official meetings minutes and interviews – 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: participation to 1 out of 3 local government meetings, participation to decision making processes, 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, whist 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)

Marital status	Married
	Widow
	Other

How many other women/wives are there in your Boma?	1-3

	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
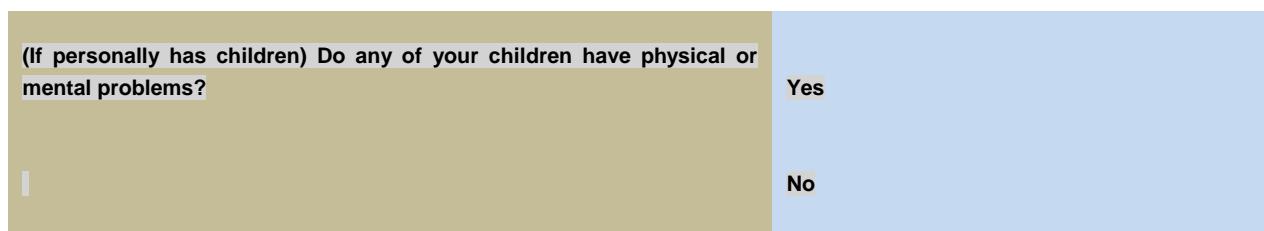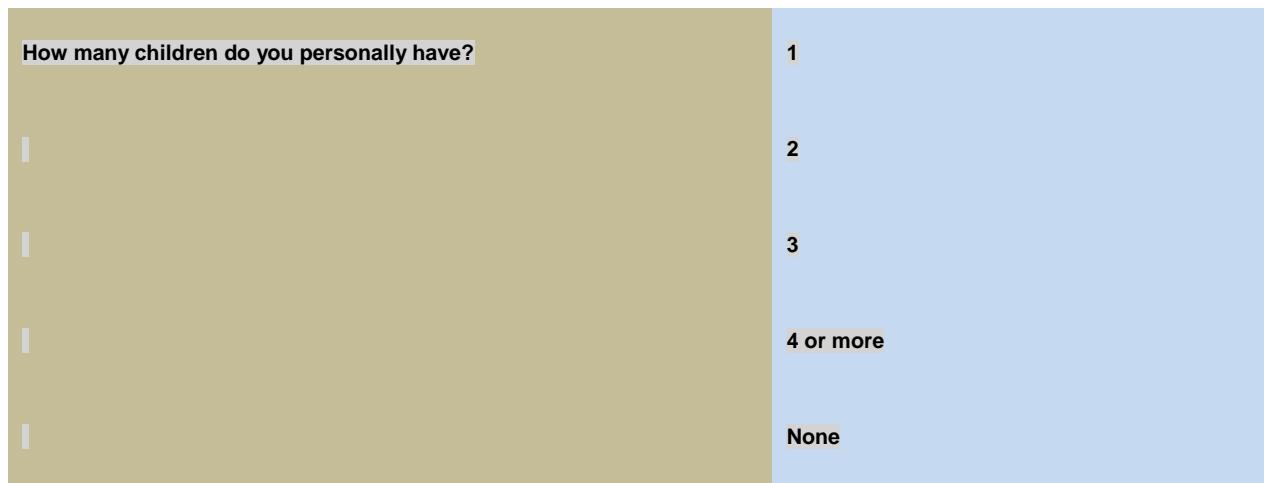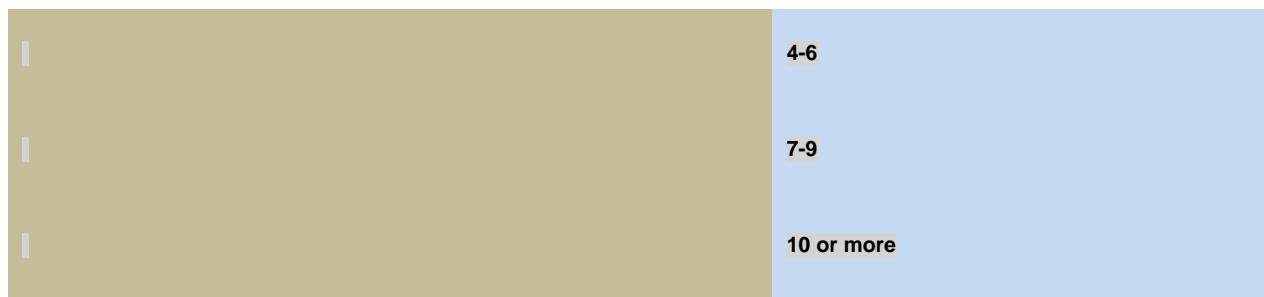
Do you take care of elderly in your household?	**Yes**
	No

(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)

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

Do you think of what to buy before shopping?	Yes
	No

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

Which factors in general do you consider when you go shopping?	(open answer)

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

	Other (specify)

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!	Pricing
	Quality
	Quantity/size
	Packaging
	Family/friends advices
	Advertising
	Brand name
	Other (specify)

Business/entrepreneurial process

Have you ever started a business or tried to sell something?	Yes
	No

(if yes) What kind of business have you started?	(open answer)

(if yes) Which of these factors do you consider when you run your business? Interviewer attention: multiple choice!	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**

	Members based organization (MBO)
	Political group
	Religious group
	Credit/funeral group
	Other (specify)

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

In the last 12 months, have you joined together with other community members to address a problem or common issue?	**Yes**
	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