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Using Systemic M&E Tools in Feed The Future Uganda

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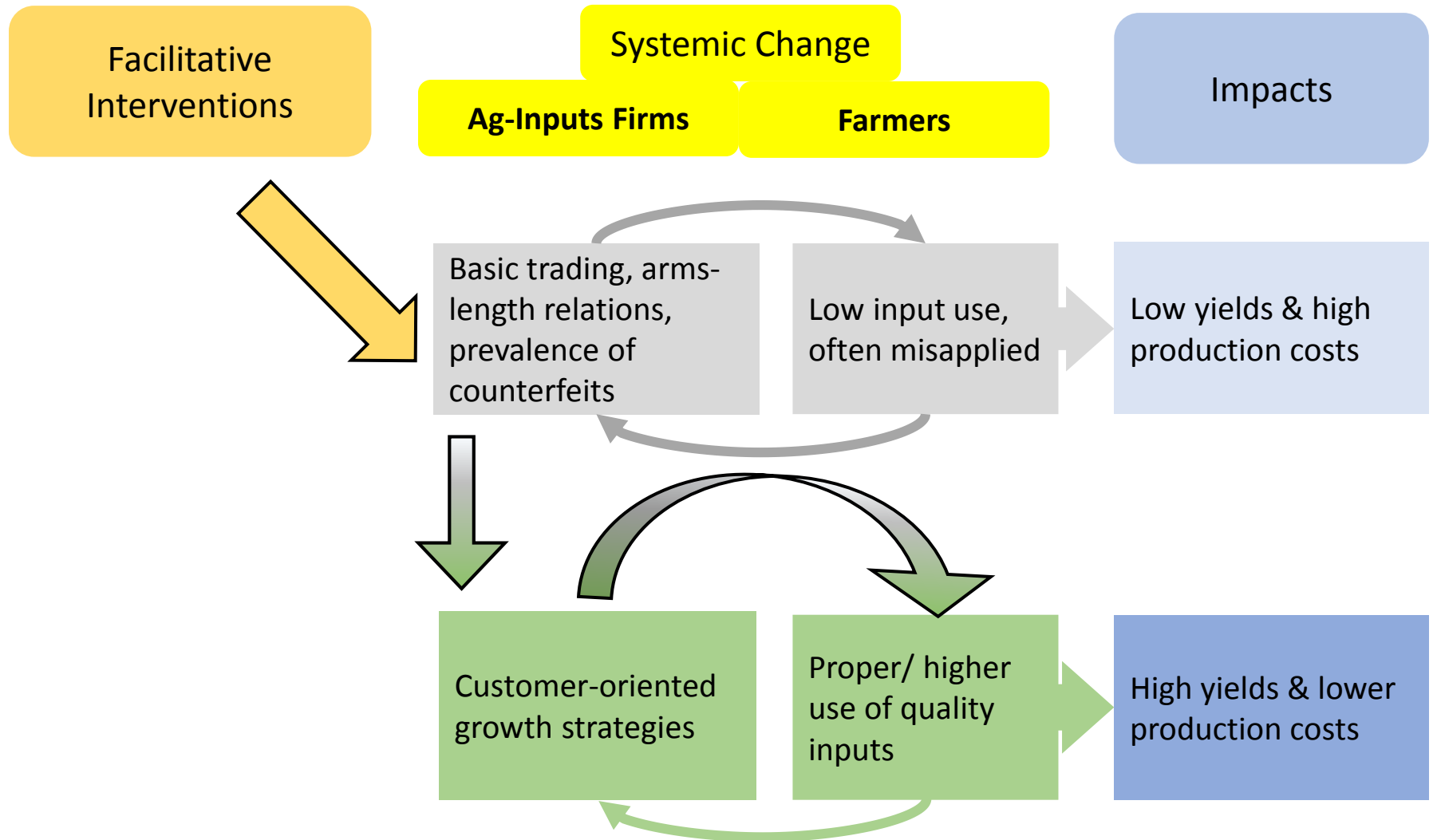


- Project overview
- Theory of change & intervention strategy
- Intervention scheme
- Modular M&E scheme
- Components
- Experiments in assessing systemic change

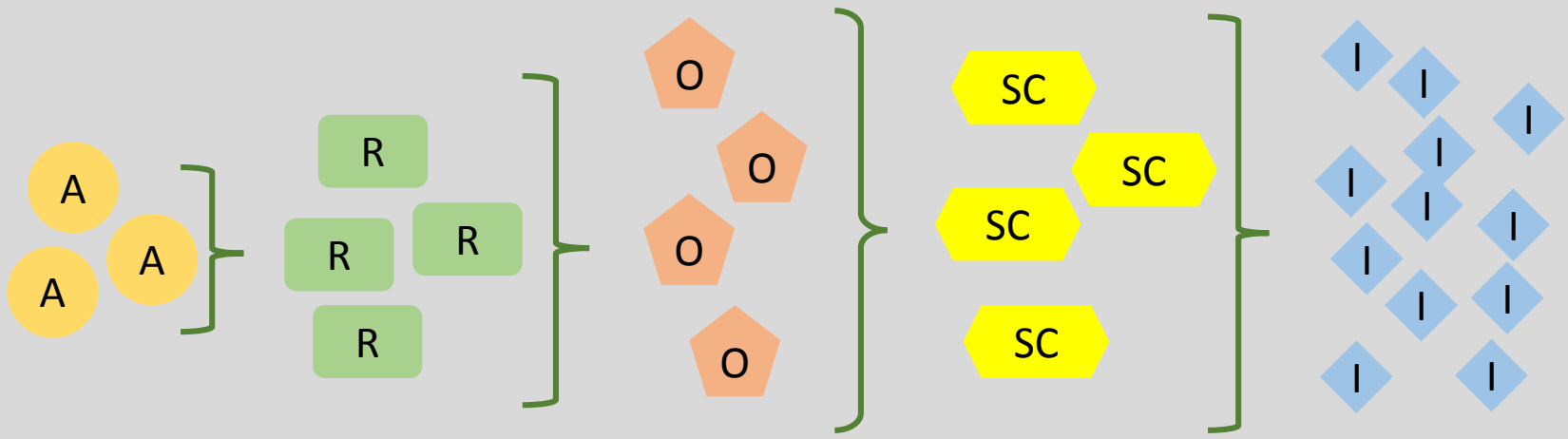
USAID Feed the Future Agricultural Inputs Activity

- Uganda
- Implemented by Tetra Tech
- \$10 million / 5 years

Theory of Change and Intervention Strategy

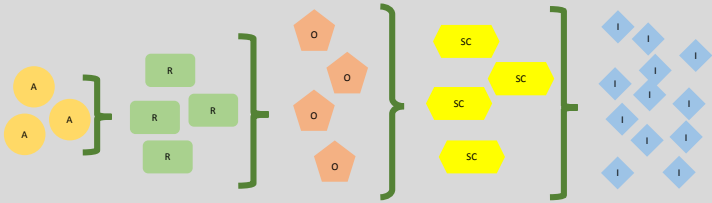


Intervention Scheme



GAPS

Intervention Scheme



Intervention Scheme	A } R	R } O	O } SC	SC } I
M&E Scheme	<p>Components</p> <ul style="list-style-type: none"> • After Action Rws • Cost-Share Assess • Formal / informal coms • Etc. 	<ul style="list-style-type: none"> • Progress M&E • <i>USAID PMP</i> • Investigations • Adoption Survey 	<ul style="list-style-type: none"> • Network Analysis • SenseMaker[®] • <i>USAID PMP</i> • Investigations 	<ul style="list-style-type: none"> • Mobile phone surveys • Investigations
Performance Mgmt	Near-term	Short-term	Medium-term	
Results Assessment				
Attribution Assessment				

Filling the gaps: Experimenting with assessing systemic change

...a 5-month process of discussing, testing, and iterating

Big take-aways:

- Less about “innovative technologies” than asking the right questions, and matching the tools/technologies accordingly; how to track change in a dynamic system by assessing patterns of behaviour and relationships.
- Lots of time and resources, but there is a pay-off.

Key questions:

- What changes are occurring in relationships between market actors?
- What changes are occurring in how market actors think of their roles in the system, and in the behaviours exhibited consequently?
- To what extent are these changes occurring throughout the system (breadth)?

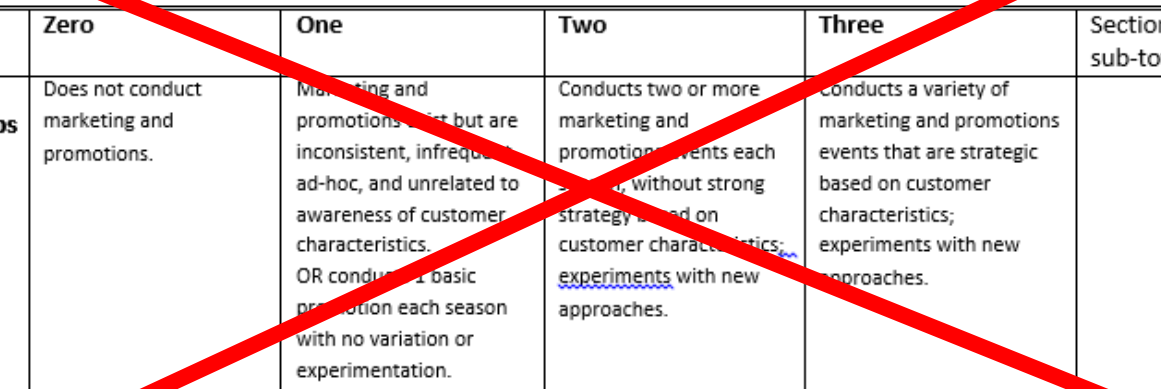
The first steps...

- Broad scan of existing information and tools
- Key decision: two cycles of collection and analysis:
 - “Pulse taking” – systematic, rigorous scan of the agro-inputs industry, to quantify behavioural and relational changes
 - “Investigating” – digging deeper into the changes uncovered during the pulse taking, to give qualitative depth
- Cycles to fit into quarterly review schedules
- Multiple tools for each cycle
- Many rounds of testing the “pulse taking” tools...

Business Benchmarking Tool:

Business practices and associated behaviors over time

Issues with consistency, time, and logistics



Points:	Zero	One	Two	Three	Section sub-total
Relationships with Customers	Does not conduct marketing and promotions.	Marketing and promotions exist but are inconsistent, infrequent, ad-hoc, and unrelated to awareness of customer characteristics. OR conduct a basic promotion each season with no variation or experimentation.	Conducts two or more marketing and promotion events each season, without strong strategy based on customer characteristics. <u>experiments</u> with new approaches.	Conducts a variety of marketing and promotions events that are strategic based on customer characteristics; experiments with new approaches.	

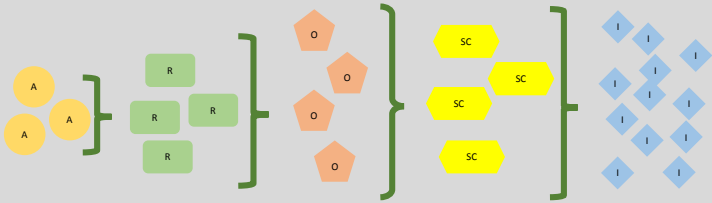
SenseMaker®:

Assess shifting behaviors, mindsets

Uncover foundational attitudes that inform behaviors

Testing story prompts, signification framework, and conceptual clarity

Intervention Scheme



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Performance Mgmt	Near-term	Short-term	Medium-term	
Results Assessment				
Attribution Assessment				



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Thank you!

Upcoming webinars:

Using Systemic M&E Tools in Feed The Future Uganda: Network Mapping
July 14, 2015, 9:30 AM EDT

Using Systemic M&E Tools in Feed The Future Uganda: Sensemaker[®]
July 28, 2015, 9:30 AM EDT

Learn more here:

<http://www.seepnetwork.org/learning-with-the-toolmakers-pages-20747.php>

