Learning with the Toolmakers
Using Systemic M&E Tools in Feed The Future
Uganda: Sensemaker ®

Tuesday, July 28 9:30am EDT

Leanne Rasmussen

Eric Derks

Lucho Osorio

Focus of this webinar:

Sensemaker in Feed the Future Uganda

to monitor changes in **discourses and perceptions**

of market actors who play a key role

in provision of ag inputs to marginalised farmers

Format:

conversation between
Leanne, Eric and Marcus

The whole series:

Webinar #1: intro to the project, ToC & tools

Webinar #2: Network Analysis

Webinar #3: Sensemaker ®

it is possible to quantify the Invisible

Block 1: conceptual considerations applications of SenseMaker ®

Block 2: key challenges and learning.

10 minutes after each block for Q&A

Data collection...

"Tell us a story about your most memorable interaction with a supplier(s) in the past six months."

"Last season, we were supplying a certain variety of onions and they failed to germinate. It was a big complaint from customers, so we raised the issue to the company. They accepted that maybe germination tests were not properly done. But it was a loss for us and for farmers. They wouldn't take back the ones we didn't sell or the ones we planted. It was a big issue. Farmers are our customers and we couldn't even refund."

I interact with this supplier because the company regularly....

Has the products I need
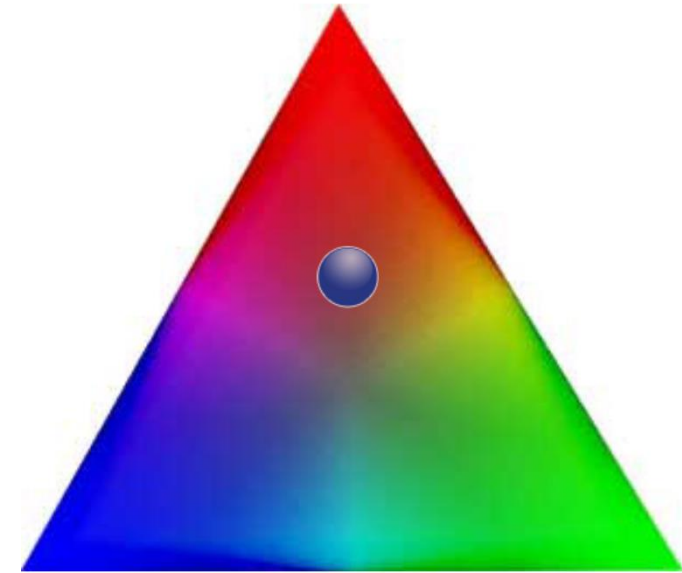
Treats me like a special customer

Responds to my needs, problems, interests

From interactions like the one in my story, who initiates the interaction?

The other initiates all the time   I initiate all the time

Parameters that can be compared:

- Target firm vs non target firm
- Differences over time
- Differences between relationships with suppliers and with retailers
- Differences across geographies
- Qualities of businesses, e.g. gender of owner, size, etc.

|	Traditional Survey Approaches	SenseMaker Approach
Research	Seeks opinions; raises expectations of response	Captures stories about actual experiences
	Direct questions usually expected; easily gamed, hard to recall	Respondents decide what's important to share; eliciting more relevant answers, multiple layers of meaning
Decision-Making	Data comes with little or no context	All data are linked to original stories; providing clear context during analysis
	Require expert interpretation	Visualization software presents data as patterns, which decision-makers can directly engage with
Monitoring	Assessments often come too late to influence action	Respondents become real-time sensors of what's working
	Snapshots in time not easily comparable	Trends in attitudes and behaviors tracked; increasing sensitivity to evolving situations
Cost	No cost advantage in scaling	'Distributed ethnography' approach makes scaling very cost-effective

In this story, I was most concerned about….

Season One

Season Two
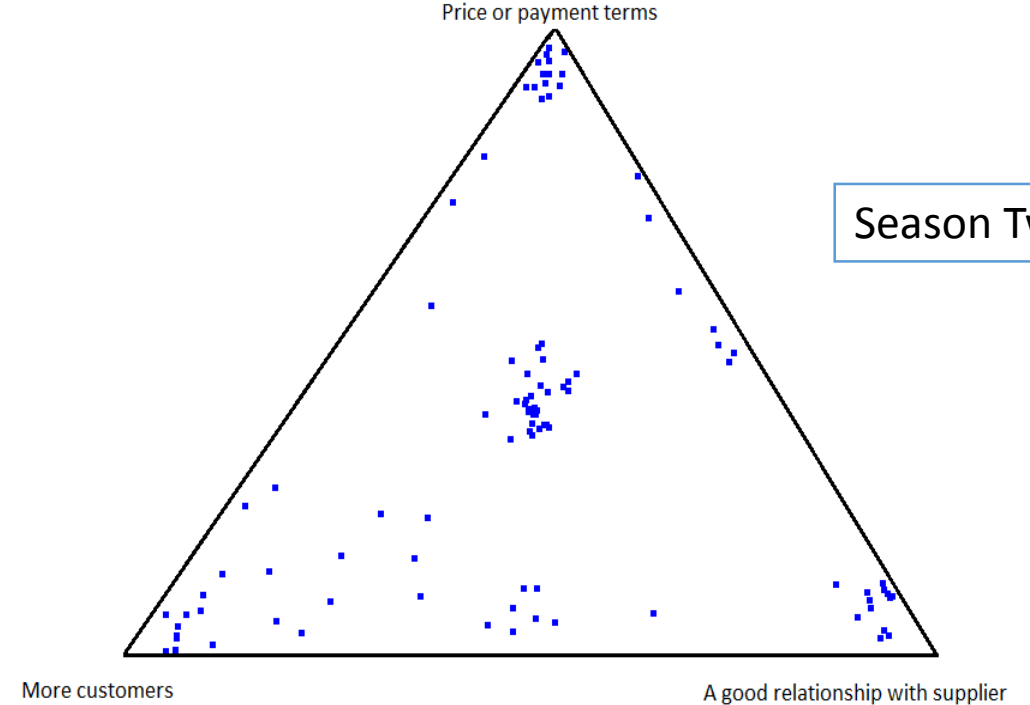
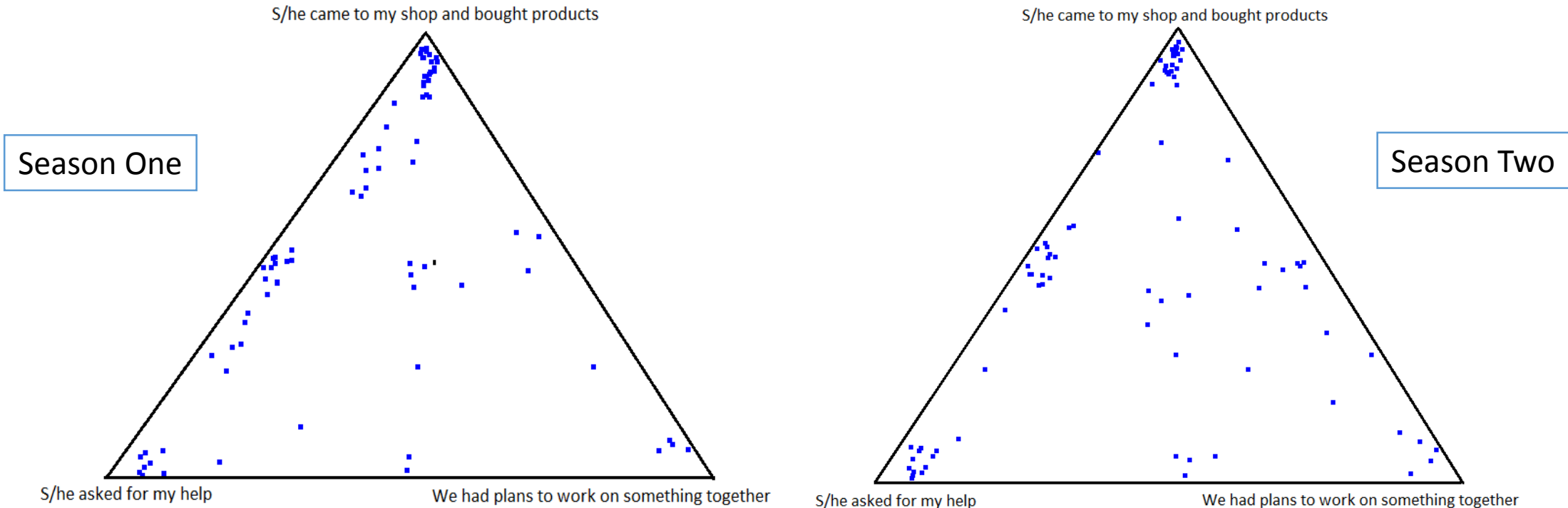|	Price or payment terms	More customers	A good relationship
Season One	35.7	28.3	36.1
Season Two	34.8	34.6	30.6

Changes over time: all firms

I interacted with this retailer because…

Season One

Season Two

	S/he came and bought my products	S/he asked for my help	We had plans to work on something together
Season One	54.8	32.2	13
Season Two	48	32.5	19.5

Differences between target firms over time...

**I interacted with this retailer because...**
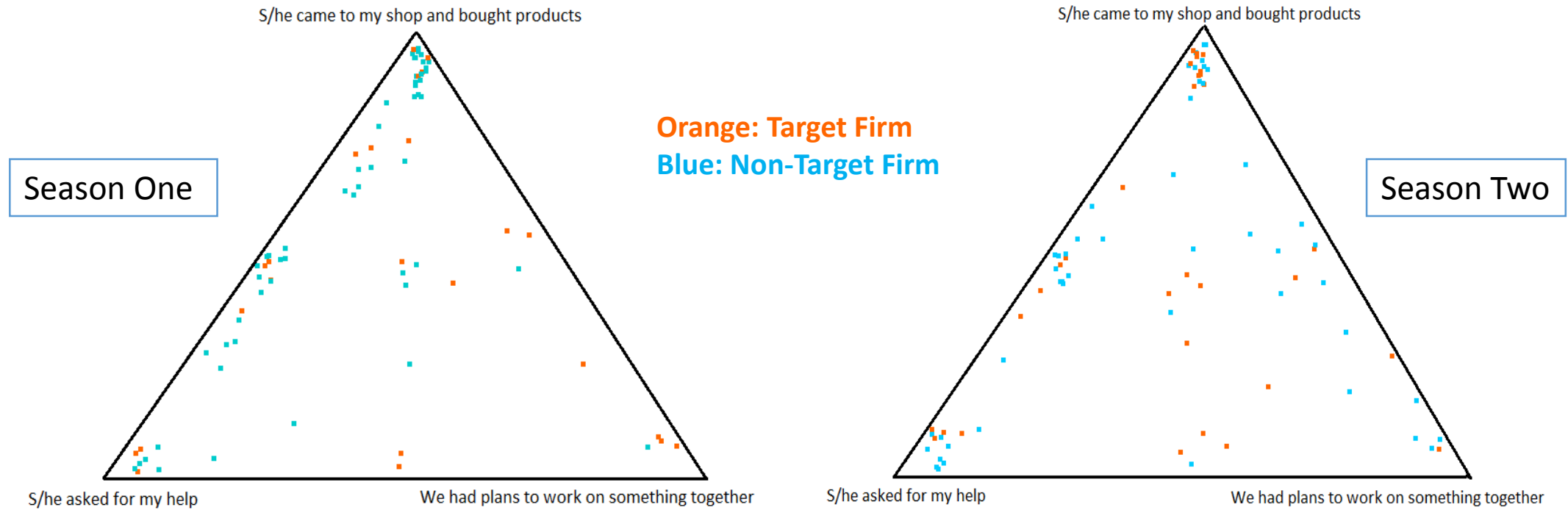
Orange: Target Firm
Blue: Non-Target Firm

Season One

Season Two

	S/he came and bought my products		S/he asked for my help		We had plans to work on something together	
	TF	Non TF	TF	Non TF	TF	Non TF
Season One	44.0	59.8	30.4	33.0	25.7	7.2
Season Two	49.0	47.3	30.9	33.5	20.1	19.2

Differences between relationships with suppliers and retailers…

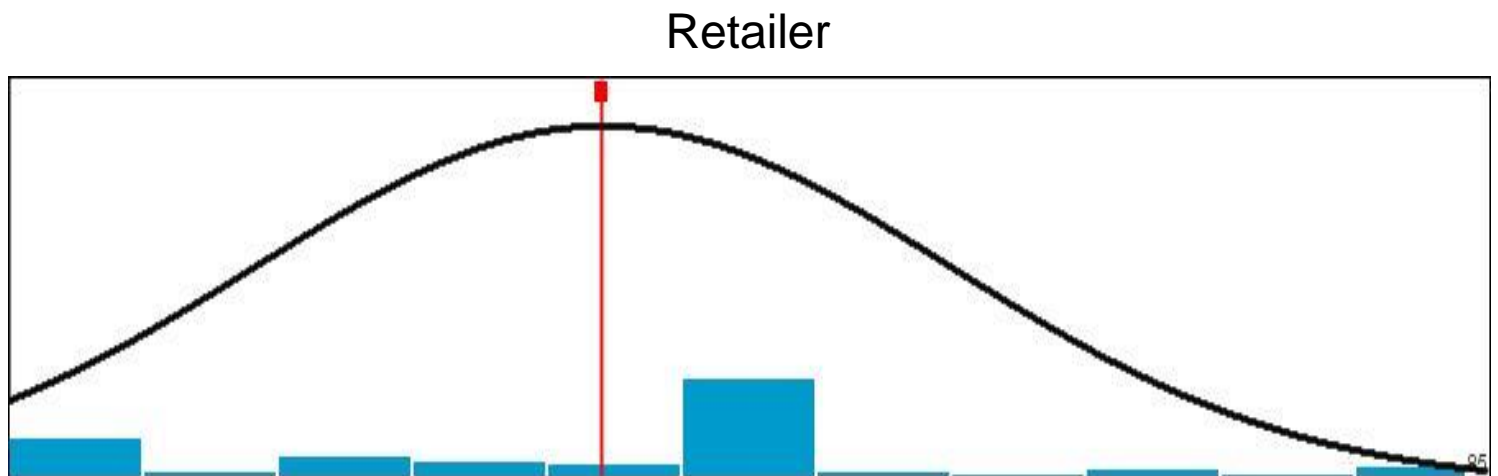For interactions like the one in my story….

Supplier

The supplier initiates all the time
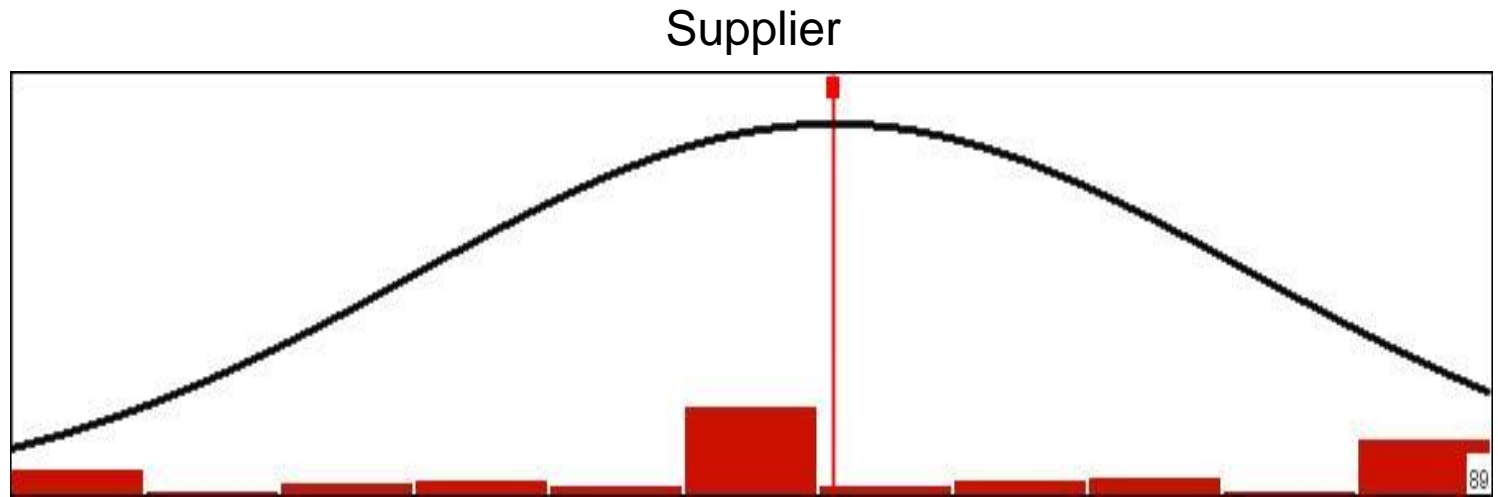
I initiate all the time

Average: 57.4

Retailer

The retailer initiates all the time

I initiate all the time

Average: 37.7

Thank you!

Learn more here:
http://www.seepnetwork.org/learning-with-the-toolmakers-pages-20747.php

Previous webinars:
Using Systemic M&E Tools in Feed The Future Uganda
Using Systemic M&E Tools in Feed The Future Uganda: Network Mapping