



Monitoring & Evaluation

'Know your target group'

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G4AW Towards More Impact



G4AW
GEODATA FOR AGRICULTURE AND WATER

Netherlands
Space
Office



Monitoring & Evaluation?

Why?



How?





Why Monitoring & Evaluation?



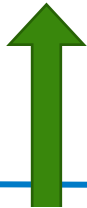


Poverty Dynamics

An example in India (Andhra Pradesh)

Krishna (2007)
Kristjanson et al. (2010)

Flows out of poverty
14% per year



Decreasing the flow from 14% to 13% would halve poverty reduction



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Droughts, floods,
irrigation failure, crop
diseases are involved in
44% of the cases



Increasing the flow from 12% to 13%
would halve poverty reduction



Flows into poverty
12% per year

Net flows
2% per year



Non-poor

poor



Main message #1

We are doing something very important here, and measuring this impact is important!

For projects:

- to gain insight if targeted objectives are achieved
- to decide whether strategic changes need to be made and act accordingly

For donors:

- to gain insight if objectives are achieved
- *to decide on the reliability and accountability of project partners*
- *to continue the program*

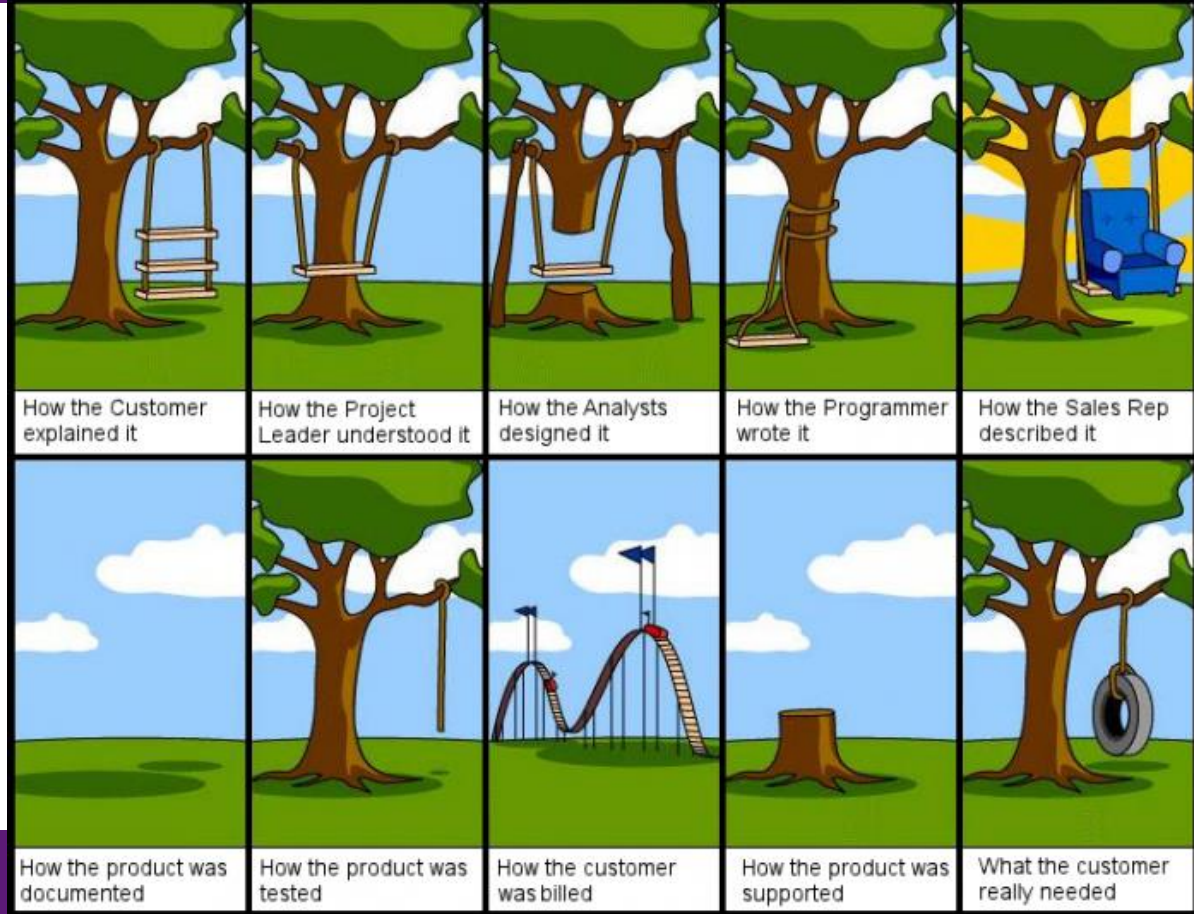
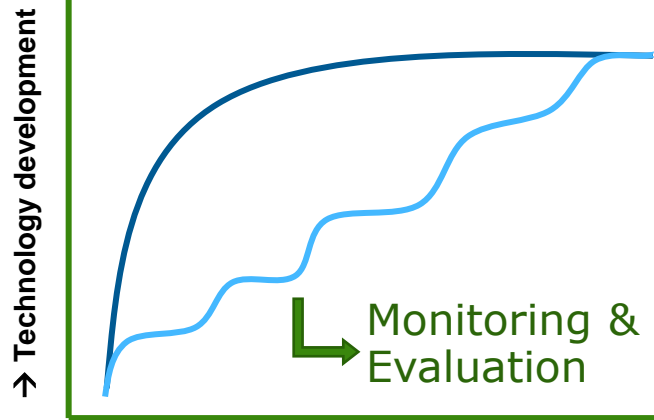


Do you know who your customers are?





Do you know your customer needs and service requirements?





How much do you spend on:

- Knowing your potential customer?
- Reaching the right target group?
- Evaluating if your service is meeting customer needs?
- know whether your project reaches the targeted objectives?

↳ **Monitoring & Evaluation**

TECHNOLOGY COMPANIES



SAAS COMPANIES





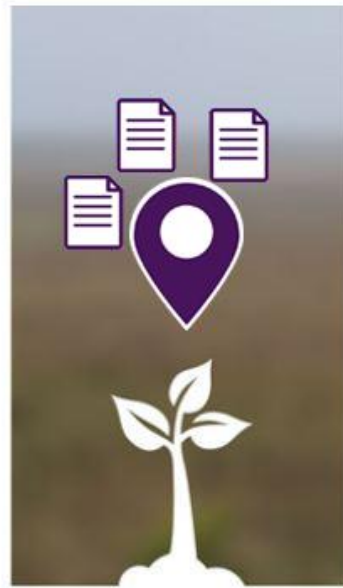
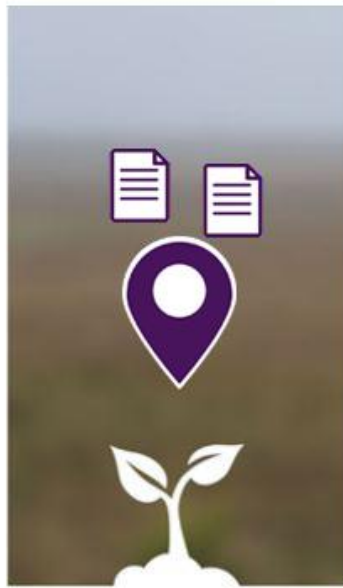
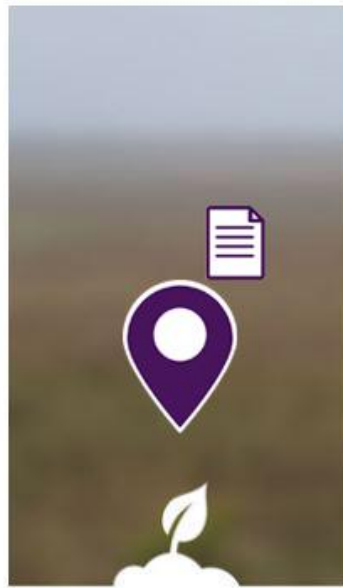
Main message #2

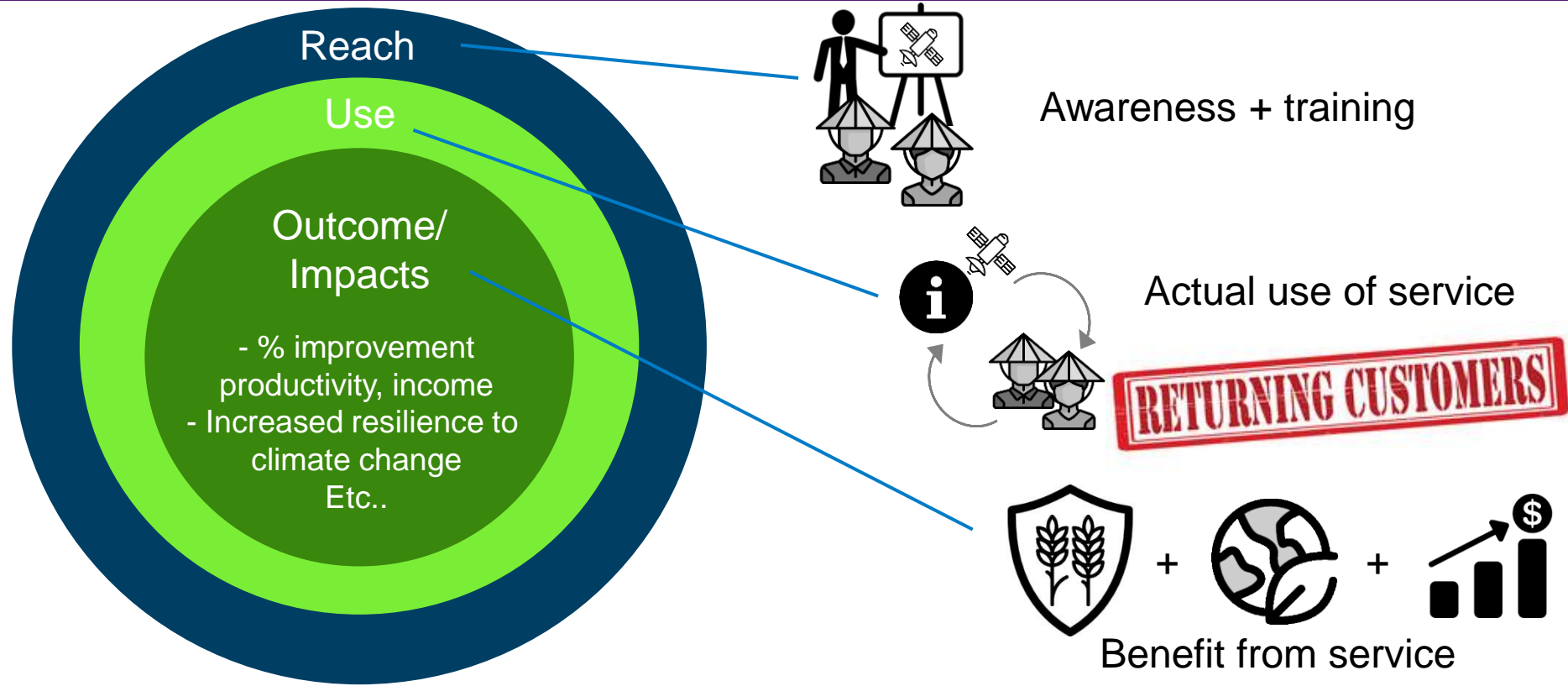
Monitoring & Evaluation is not only a obligatory something for the donor... Monitoring & Evaluation is crucial for your project to be successful!

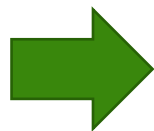




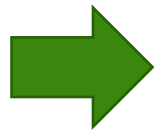
How to implement M&E?



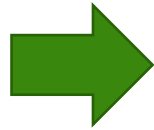




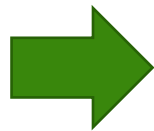
Number of food producers trained?



Number of food producers using the services?



Increased income?



Increased food production?



Number of farmers insured?

Efficiency improvement of water, pesticides, seeds?



SUSTAINABLE DEVELOPMENT GOALS



Guidelines & use of tested, structured and uniform measurements



All projects

All updates

All organisations

Add an update

Register

Sign in



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Sort by

	<p>G4AW program (test) Geodata for Agriculture and Water No recipient countries specified Netherlands Space Office (NSO) + 1 partner</p>	<p>SECTORS 311 - Agriculture STATUS Implementation LATEST UPDATE No updates</p>	<p>FINANCE TOTAL BUDGET: 40,500,000 EUR</p>
	<p>CommonSense (Test) CommonSense - Satellite-based services for smallholder farmers in Ethiopia Ethiopia (100.0%) Netherlands Space Office (NSO) + 2 partners</p>	<p>SECTORS 240 - Banking And Financial Services 311 - Agriculture STATUS Implementation LATEST UPDATE No updates</p>	<p>FINANCE TOTAL BUDGET: 5,149,345 EUR</p>
	<p>G4INDO (test) Geodata for upgrading small holders' farming systems in Indonesia Indonesia (100.0%) Netherlands Space Office (NSO) + 1 partner</p>	<p>SECTORS 311 - Agriculture STATUS Implementation LATEST UPDATE No updates</p>	<p>FINANCE TOTAL BUDGET: 3,029,752 EUR</p>

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akvorsr



HELP

parent online communication tool



atic XML format reporting



Main message #3

Result indicators should be

- *Precise/well defined*
- *Reliable*
- *Valid*
- **Measurable**
- **Practicable**



Questions?





Thank you for
your attention

G4AW is a programme
commissioned by



Contact: g.vanseggen@spaceoffice.nl



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