



M&E and business intelligence

Two birds, one stone

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G4AW
GEODATA FOR AGRICULTURE AND WATER



**Netherlands
Space
Office**

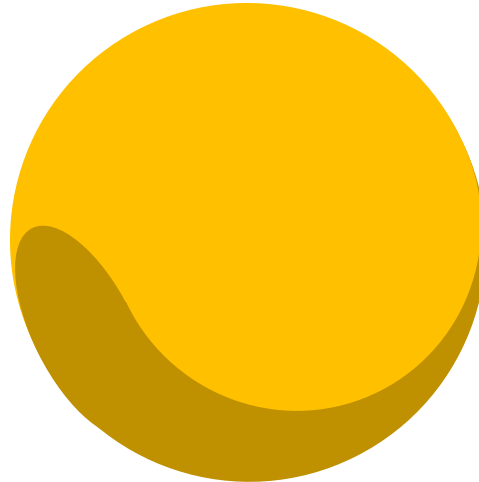


G4AW: interface of aid and entrepreneurship

What is progress?

Increased food security

Increased farmer income

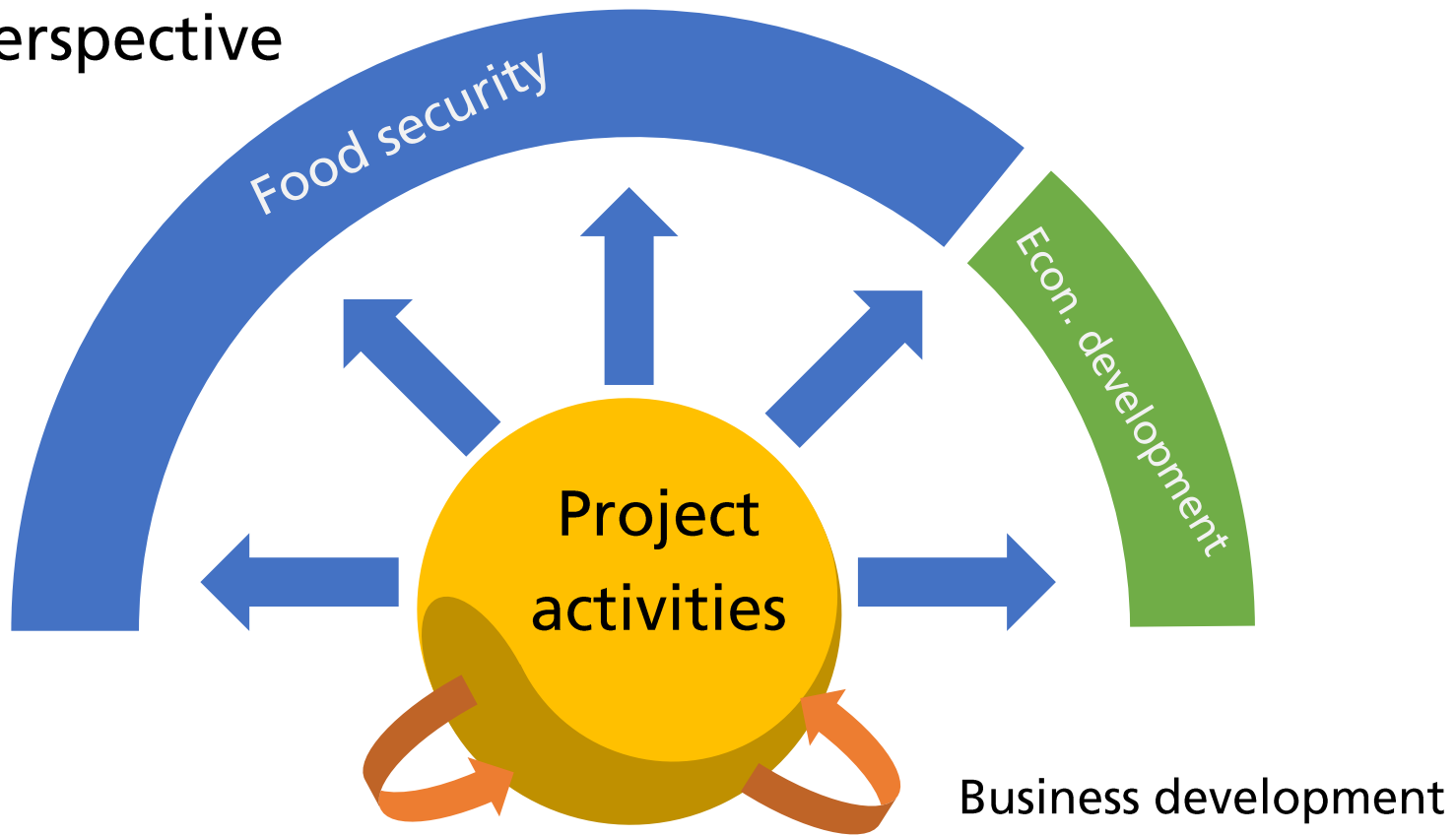


A service that can be sustainably provided, also without aid

A business proposition fit to attract extra (external) investments

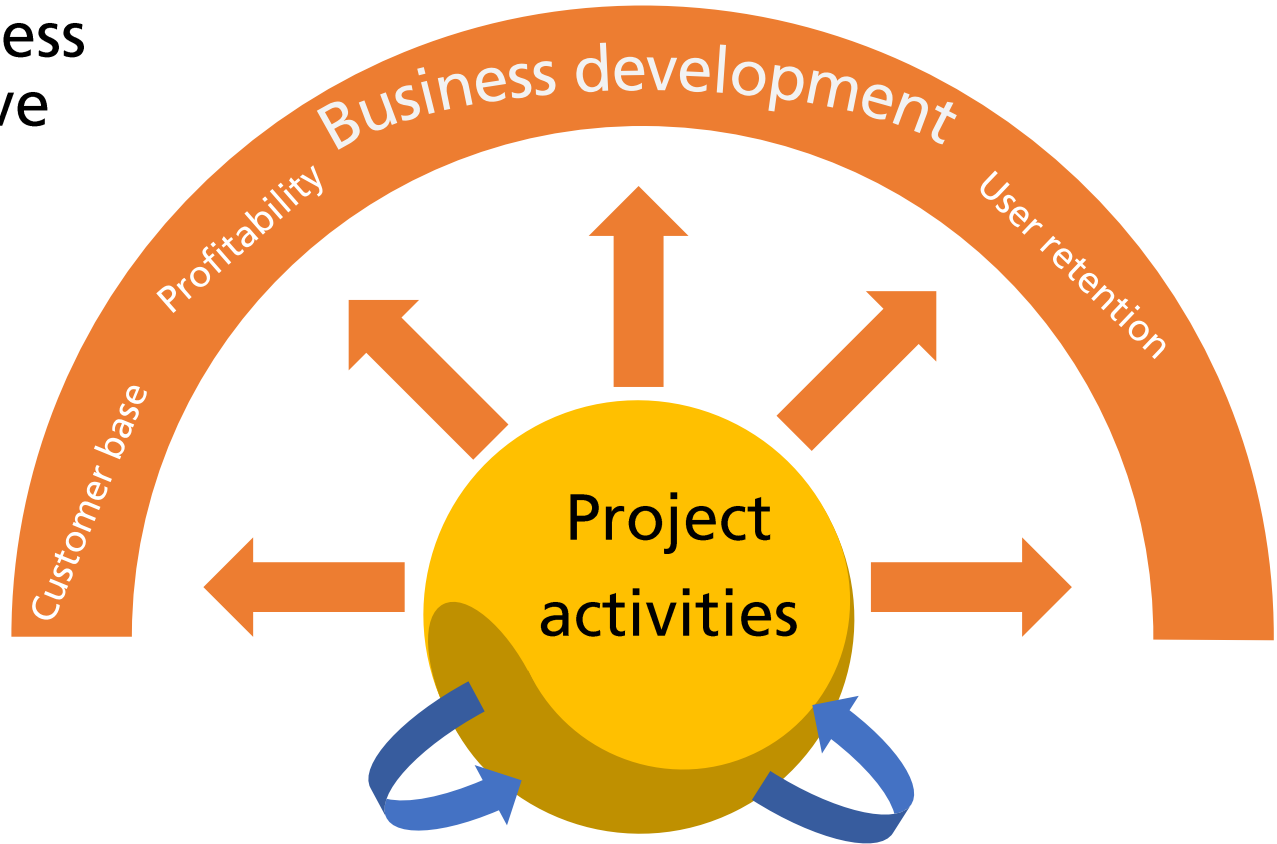


The aid perspective





The business perspective





M&E from an ODA perspective

Accountability towards funder/donors

Cyclical nature – PMEL learn from M&E insights and adapt accordingly if necessary





Indicators from an ODA perspective

- Improved food production
- Increases in income
- Reduced use of pesticides
- More effective use of fertilizer



Business intelligence

Tools and practices that enable analysis of information resulting in improved decision-making and performance.





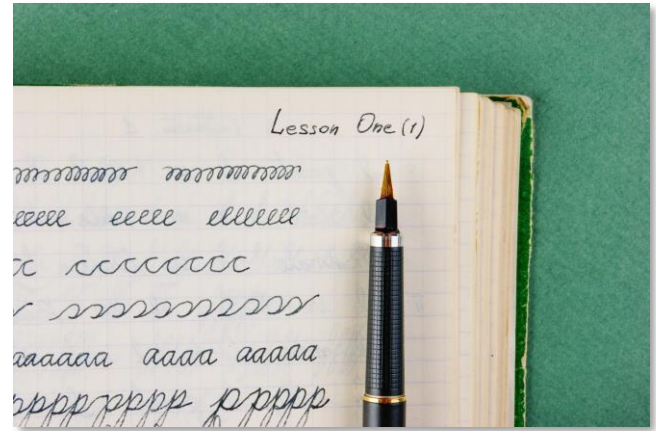
Business intelligence

Can contribute to an iterative process, such as agile forms of product development

Similarity in paradigms:

M&E: *Plan, monitor, evaluation, learn*

Iterative innovation: *Build, measure, learn*





Active learning and improvement



Static goals

VS

Learning post-project:
adapting to uncertainty





Business-driven indicators

- Number of users (different types of reach)
- Number of products or subscriptions provided
- Revenue
- Customer satisfaction
- Profitability
- Market surveys



BI practices: collection

(software) analytics

of views
of app downloads

weekly frequency of service usage

customer feedback

user opinion
requests for functionalities

market surveys

willingness to pay
potential competitors

developments in wider agri-sector
mega-trends



BI practices: analysis and action

user does not open app, even when new updates are available
→ work with notifications for the most important updates

(software) analytics

user struggles to find to information in the app
→ UI improvements

customer feedback

more potential users could be interested
→ marketing campaigns

market surveys



Key example: number of users

- Service uptake is not only a measure of the degree beneficiaries are reached through the project
- It can also serve as an indication of the maturity of the business case
- User reach vs. User retention



What about you?

- Do you think you are applying some of these approaches already?
- Are you inspired to look at your M&E and BI through a new lens?



More information

- <https://www.betterevaluation.org/sites/default/files/actor-focussed-planning-monitoring.pdf>
- <https://www.idiainnovation.org/idia-insights>
- <https://www.gatesfoundation.org/How-We-Work/General-Information/Evaluation-Policy>
- Upcoming **Knowledge Hub** on G4AW website



Thank you

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G4AW M&E Webinar
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