



Latest insights from NSO on M&E framework

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Historical overview

2013: M&E framework

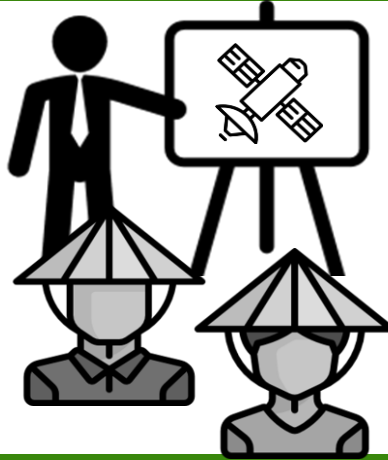
2016: M&E framework improved for 3rd call tender

2020: New insights
M&E report more linked to business intelligence





Output indicators



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Output indicators

1. (Direct) reach

Transfer information

- food producers
- have *become familiar and informed with the services*

- reached by extension officers, trainers, NGOs (personal intervention).

Direct interaction





Output indicators



4. Indirect education and awareness (indirect reach)

Information push

- unique individuals
- have *become educated and aware* of the project service(s)
- reached via internet, social media, radio, tv, voice message, SMS, services, newspaper, community knowledge, leaflets, word of mouth



Output indicators

Social media

Indirect reach & direct reach

Count individual member; How?

In social media → not unique users.

Content is being offered or being known and available to this number of people





Output indicators



3. Direct training and education

Definition: Number of food producers that have been individually trained and educated about the project service(s) in dedicated programme.

Reached by: Training such as: train-the-trainer, one-on-one training by these trainers, attendance at workshops, e-learning.

Difference in training: app training or physical meeting



Output indicators

Disaggregation indicators

Of which are woman:

Of which are youth (15<x<35 years)

Policy objective to include woman and youth



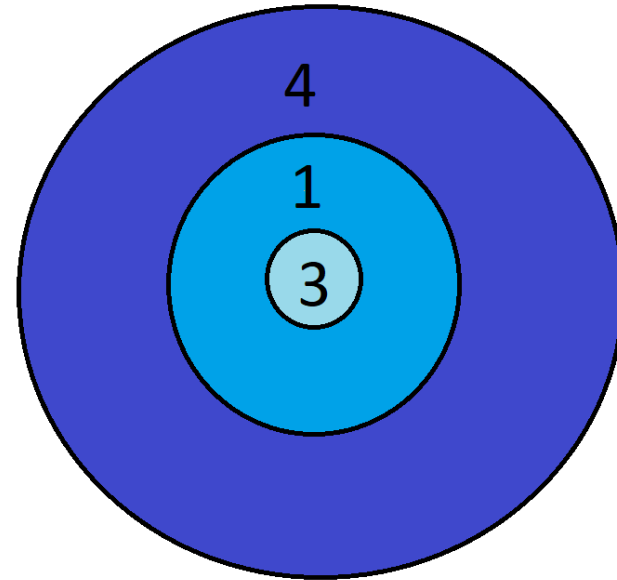


Output indicators

Coherence between indicators

for example that indicator X must always be a subset of indicator Y

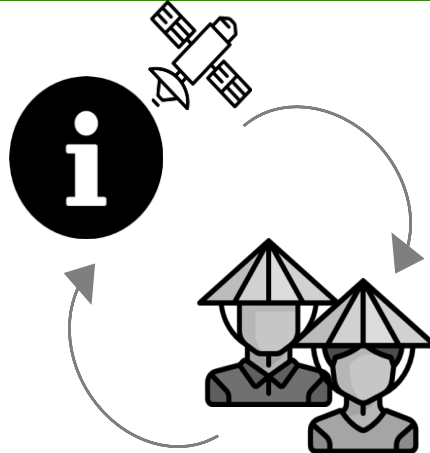
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- 4. Indicator indirect reach
- 1. Indicator direct reach
- 3. Indicator direct training



Use of service indicators



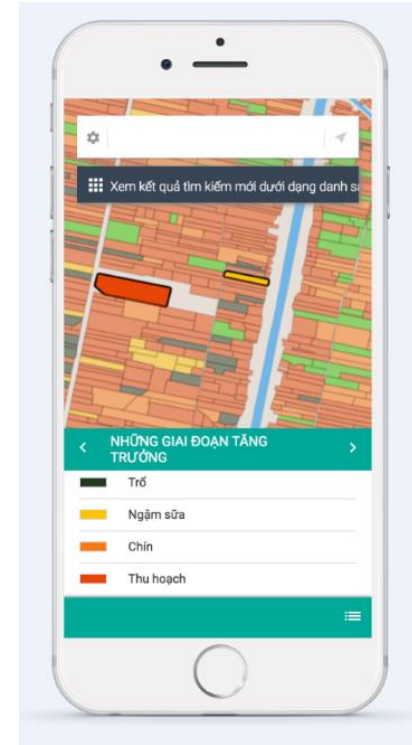


Use of service indicators

5. Total number of subscriptions to one or multiple services

Definition: Total number of individual food producers having a subscription to one or multiple service(s) provided within the project = unique users

- Client base
- Numbers of users
- IF not known by INDIVIDUAL FARMER, determine with sample study among target users to report on project level

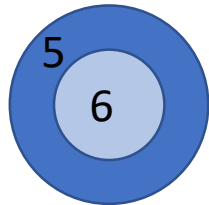




Use of service indicators

- 6. Sustainable use for multiple years
- **Definition:** Number of food producers subscriptions in the last 12 months that continued to use the service(s)
- User retention

Indicator for success





Outcome indicators





Outcome indicators

7. Area of agricultural land

Definition: Area of agricultural land possessed by the food producers using the service(s) provided within the project (indicator 5)

Explanation: If not known per individual food producer, determine with sample study the farm size among users to report on project level

Calculation: indicator 5 * farm size





Outcome indicators

9. Improved food production (#)

Definition: Number of food producers with improved food production as a result of using the service(s) provided within the project

Explanation: When more food producers are making use of a single subscription, for example husband, wife, elderly and children (>15 year) within one household, these can all be included.

Give description in M&E report





For your project?

- G4AW M&E framework will not be altered fundamentally
- Many and diverse G4AW projects with unique approaches and elements
 - tailormade solutions will be necessary
 - NSO/G4AW will assist you in making setting M&E practices that optimally fit to the dynamics of your project

Talk to your PA and our M&E coordinator!



Thank you for
your attention

G4AW is a programme
commissioned by



Ministry of Foreign Affairs

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