

# Illegal Wildlife Trade Challenge Fund Stage 2 Workshop

## Welcome back!

## The Importance of Good Evidence and Appropriate Indicators



Department  
for Environment  
Food & Rural Affairs



# Objective of the Session

- To discuss:
  - What is an indicator?
  - SMART indicators
  - Why do we need evidence?
  - Demonstrating progress and means of verification – providing evidence for your claims
- Group Exercise
- Other Resources

# Indicators

- Are a critical element of your monitoring plan and help you know if you're on track or not or if things need to be adjusted
- Demonstrate progress towards project Outcome and Outputs
- Strong indicators should be SMART

# SMART Indicators



S – Specific



M – Measurable



A – Achievable



R – Relevant



T - Time-bound

**Ambition**



**Realism**

**Achievable  
indicators**

# SMART Indicators

**Starting point:** Deforestation reduced in Uganda

## **S - Specific**

Deforestation rates in Uganda decrease **by 75%**

## **M - Measurable**

Deforestation rates (**measured using satellite imagery**) in Uganda **decrease by 75% from an established Y1 baseline**

## **A - Achievable**

Deforestation rates (measured using satellite imagery) **in the project area** decrease by **15%** from an established Y1 baseline

## **R – Relevant**

*Ask yourself – does this indicator reflect progress towards the stated Outcome?*

## **T - Time-bound**

Deforestation rates (measured using satellite imagery) of forests in the project area decrease by 15% from an established Y1 baseline **by project end**

***Don't forget baselines and targets!***

# Steps in defining an indicator

Process	Education	Agriculture
	<b>Outcome</b> – The education system in the southeastern province provides higher-quality and equitable education.	<b>Outcome</b> – The rural, agrarian population in province X has improved their income-earning potential.
<b>Step 1:</b> Determine the basic indicator—what is to be measured?	More and better-educated students graduate.	Rice yields of small farmers increased.
<b>Step 2:</b> Decide on the quantity—how much (increase/decrease)?	The number of graduates increased <b>from 10,000 to 25,000</b> .	Rice yields of at least <b>1,000</b> small farmers ( <b>owning 3 hectares or less</b> ) increased by at least <b>30% from 5 tons to 6.5 tons</b> .
<b>Step 3:</b> Describe the quality—what kind of change?	The number of graduates ( <b>55% female and 45% male</b> ) <b>passing national standard examination from lower-income families (\$5,000 per annum) in the southeastern province</b> increased from 10,000 to 25,000.	Rice yields of at least 1,000 small farmers (owning 3 hectares or less) increased by 30% from 5 tons to 6.5 tons <b>while maintaining the same quality (average weight of grain) as in 2004</b> .
<b>Step 4:</b> Add the time frame—by when?	The number of graduates (55% female and 45% male) passing national standard examination from lower-income families (\$5,000 per annum) in the southeastern province increased from 10,000 to 25,000 <b>per annum starting in year 4 of project implementation</b> .	Rice yields of at least 1,000 small farmers (owning 3 hectares or less) increased by 30% from 5 tons to 6.5 tons <b>annually, starting 2007</b> , while maintaining the same quality (average weight of grain) as in 2004.

# Why do we need evidence?

- **Progress reporting and accountability** to show funds are being used appropriately
- **Demonstrate effectiveness** to justify continued support from communities, donors, policy-makers etc.
- **Evidence-based learning** from experience in order to develop and apply good practice
- **Share experiences** with the wider conservation community so they can learn from your work
- **Evidence-based policy** - use the results to influence policy reform



*"Learning is experience.  
Everything else is just  
information"*

Albert Einstein

# Demonstrating Progress

- **Means of Verification** – this is how you will evidence achievement of (or progress towards) an indicator
- Consider both primary and secondary data
  - Is this data available from somewhere else?
  - Is this data reliable/objective?
  - If you need to collect data – who will do this/when should you do it/how much will it cost?
- Will these data show Outputs/Outcomes have been met?
- Is the evidence independent and objective?



# Where could we do better?

## **Output**

Increased public awareness of the importance of improved marine protected area (MPA) management to fisheries and the potential benefits of alternative livelihoods

## **Indicators**

- Number of conferences and workshops organised
- Increased media coverage
- Changes in attitudes

## **Means of Verification**

- Project reports
- Outcome evaluation surveys conducted in final year of project

# Indicators and Evidence: Key Considerations

In your applications, please consider that...

- **Indicators must be relevant to the result they are measuring** – make sure your indicators actually demonstrate achievement towards stated results.
- **Evidence and Indicators should be linked** – we often see applications where sources of evidence are put down that bear little resemblance to the information needed to verify progress against an indicator.

# Indicators and Evidence: Key Considerations

- **Indicators are not activity outputs.** They need to be independently or objectively verifiable and linked not to activities, but to the results (i.e. Output or Outcome).
- **Unsubstantiated claims are not acceptable**

*“we think that this progress is adequate”* 😞 ✘

# Group Exercise

2 stages to this group exercise – ‘filling in’ the **Indicator** and **Means of Verification** columns of the logframe

## Stage 1 - Indicators

- Sort out the indicators from the ‘Means of Verification’ (MoV)
- Are indicators at Output or Outcome level?
- Map onto relevant part of your logframe
- Are indicators SMART? Consider how they could be improved. **Identify at least one example to feed back to the plenary.**

# Group Exercise

## Stage 2 - MoV

- Take the 'MoV' identified in step 1 and match to the corresponding indicator.
- Discuss the MoV – carry out an evidence assessment:
  - Is it feasible?
  - Will it produce high quality evidence?
  - Is it relevant to the indicator?
  - Is it sufficient?
  - If MoV are not appropriate or feasible, discuss more robust alternative(s)
- Would alternative indicator wording be more appropriate to reflect the result/realistic likelihood that evidence may be collected?

# What Miro will look like



	INDICATORS:	MEANS OF VERIFICATION:
<b>OUTCOME:</b> Improved enforcement capacity & increased awareness in 2 local communities lead to 25% reduction demand for rhino products.		
<b>OUTPUT 1:</b> Greater enforcement of penalties against poachers & increased incentives for communities to protect wildlife & take action against poachers in Arstotzka		
<b>OUTPUT 2:</b> Demand reduction strategy is developed & implemented in Arstotzka		

# Other resources

With your project teams, consider the other exercises (details included in the handout shared).

- Carry out a **SMART assessment** of your proposal's indicators
- Consider developing an **M&E plan** (using template on final page)
- Evidence collection: how/when/who?

# Thank you!

## Any final questions?



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# Next Steps

- We will be sharing the slides on the IWT Challenge Fund website as soon as possible this week, with the proceedings (including Q&A) to follow shortly afterwards
- We'd love to hear your feedback so we can improve future workshops – what did we do well? Feel free to leave any feedback on the Miro board in the top right hand corner
- We remain available via normal channels (email best at the moment) for any final questions you might have
- Good luck with your applications!