

Illegal Wildlife Trade Challenge Fund Stage 2 Workshop

Welcome!

As you join, please mute your microphone but feel free to pop a short introduction to yourself in chat i.e. name, institution and job.



Department
for Environment
Food & Rural Affairs



UKaid
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Illegal Wildlife Trade Challenge Fund Stage 2 Workshop

Project design tools the importance of good evidence and indicators



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for Environment
Food & Rural Affairs



UKaid
from the British people

Welcome!

Welcome to IWTCF Fund Stage 2 applicants workshop!



Victoria Pinion

- Technical support to the Biodiversity Challenge Funds, including IWT-CF
- Supports applicants and projects across all funds



Colleen Sullivan

- M&E Specialist



Kelly Forsythe

- Day to day contact with all IWT-CF projects
- Supports applicants and projects across all Biodiversity Challenge Funds



Rachel Beattie

- Supports applicants and projects across all funds



Nichola Plowman

- Darwin project reviewer

Session Agenda

9:30 – 10:40

Project Design Tools

- Why use project design tools
- Articulating your “pathway to change”
- Introducing effective logframe development – exercise

10:40 – 10:55

Break

10:55 – 12:00

The Importance of Good Evidence and Appropriate Indicators

- Identifying SMART indicators
- Collecting and reporting evidence
- SMART indicators and means of verification – exercise

12:00

Workshop Close

General Housekeeping

Please keep yourself muted during the presentation.

If you have any questions, please use the “raise hand” feature (you can find this by clicking on the “Reaction” button at the bottom of your screen) and we will invite you to unmute and ask your question. Otherwise please feel free to write in “chat”.

We have some specific guidelines later on for how we plan to use Miro for the interactive exercises.

Camera up to you – but recommended for group work!

Aim of the workshop

- We want you to feel better equipped at presenting your project in a structured and evidenced way which makes sense to the assessor.
- We want you to be able to tell a coherent story about your project. What is your 'why'?
 - Why is this project needed?
 - Why is it the best choice?
 - Why are you the best people to do it?
- We're going to share some tools to help you tell your story well.

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Project Design Tools



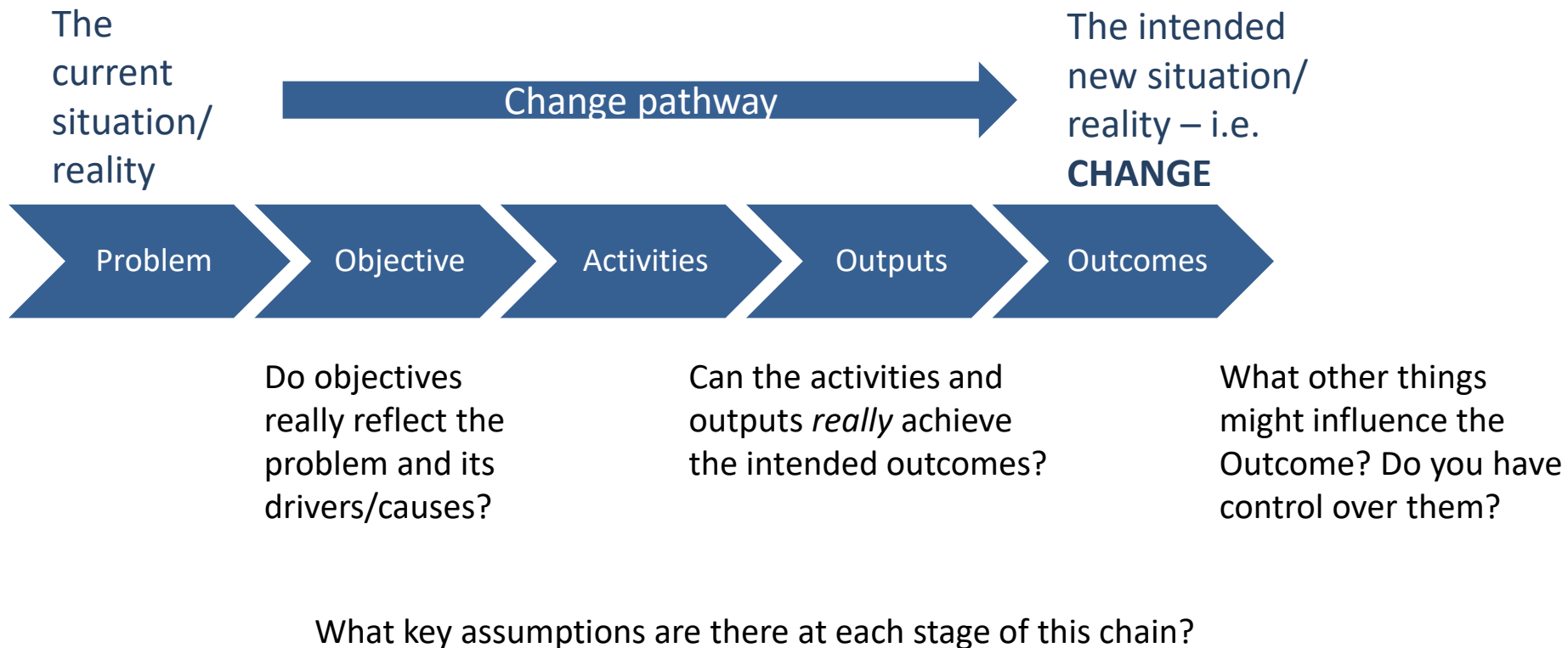
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Introduction

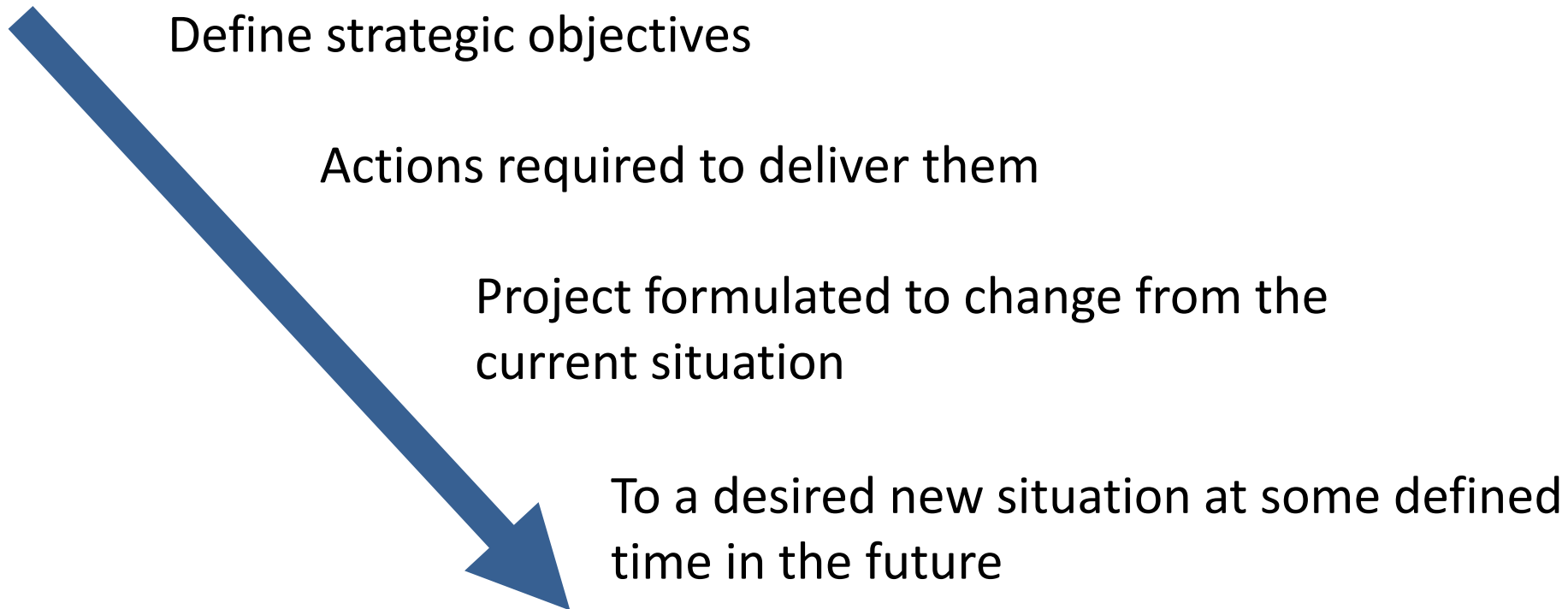
- What is a project design tool and why do we use them?
- Telling your story – what's your 'why'?
- Logframes and project planning
- Group exercise

What is a project design tool?



Why use a project design tool?

Every project is different, but logical steps should be the same:



Why use a project design tool?

Every project is different, but logical steps should be the same:

Define the

- Not always a simple process
- You may end up re-designing some of your ideas as you uncover more information by using tools or hearing views of other stakeholders
- Healthy challenge (or a critical friend) can help you shape your ideas into a stronger offer

current situation



To a desired new situation at some defined time in the future

Using the tools will help you...

- Create a clear statement of your overall objective
- Understand what needs to change (and in what sequence) to reach your objective
- Start to form a plan on what you'll need to keep track of as your project becomes live (monitoring plan)
- State any assumptions you're making around your project design and identify key project risks
- Identify who else will influence the change process
- Build common understanding across your team
- Select the right solution to an identified problem

What's your why? What change?

- In order to attract funding, you need to explain **how** you expect your work to contribute to a change process (the big picture)
- You need to be able to say **why** your project is needed



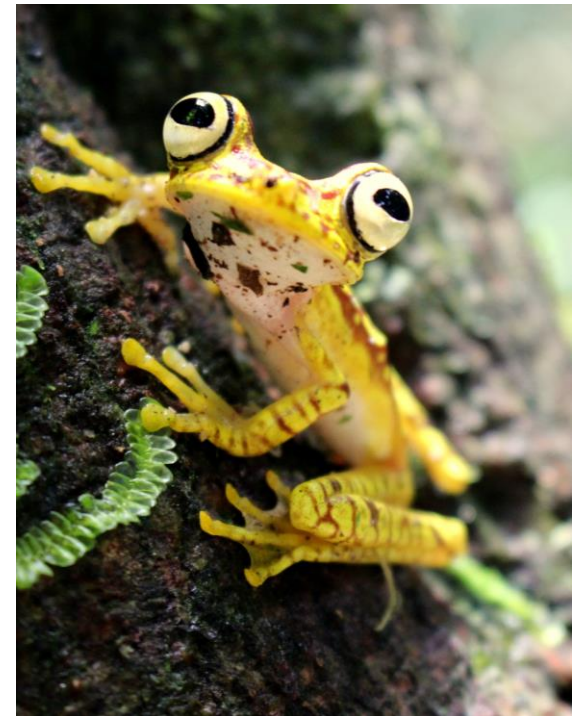
Zooming in.....

- Once you've explained the big picture you can zoom into '**what**'.
- What exactly are you going to do?
- One project design tool to help you set this out is a logical framework (logframe)



Logical frameworks

- A tool for improving the planning, implementation, management, monitoring and evaluation of projects
- A way of structuring the main elements in a project and highlighting the logical linkages between them
- They:
 - Provide a clear statement of overall objective
 - Articulate the activities which you'll deliver and help set a framework for monitoring them (targets/baselines)
 - Set out risks and assumptions
 - Can be a communication tool to help explain your work to other people
- Limitations of logframes:
 - They can oversimplify the project process and let people think that change is linear
 - If not used as a project management tool, they can be seen as lacking flexibility



Logframes – Impact

- The higher level objective that your project is **contributing** to

“Illegal wildlife trade of species X is reduced and livelihoods secured for communities surrounding Protected Areas in Uganda”



Logframes – Project Outcome

- The end state that **you** are trying to achieve (and are accountable for)
- The project's overarching objective

“Increased enforcement effort and support to community enterprises improves livelihoods and sense of security for 10 communities living in the buffer zone of national park X”



Logframes – Project Outputs

- The key results you need to achieve your project's overall objective
- The specific direct deliverables of the project
- Tangible services, products and other immediate changes that lead to achievement of Outcome

“Community enterprises established and supported through targeted capacity building and improved access to markets”



Logframes – Activities

- The specific tasks that sit beneath each Output
- The discrete actions will you have to carry out to produce high quality products
- The processes through which you turn inputs (financial, material, HR) into Outputs

“Carry out marine surveys in project locations based on approved methodology”

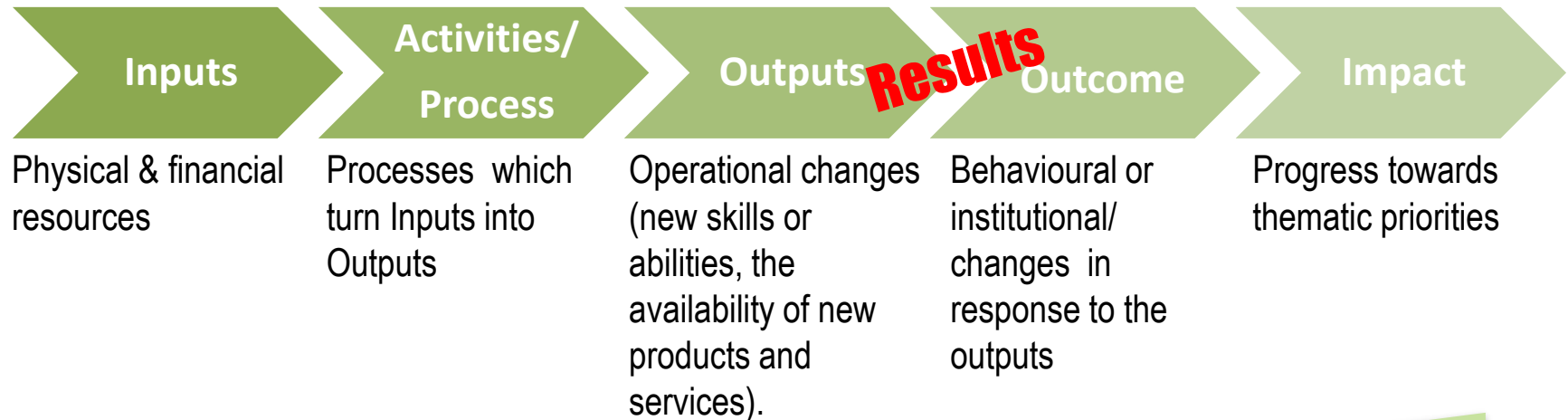


Results chain

Management control diminishes

Internal perspective

External perspective



External factors become more important

Logframes – common challenges

Common logframe weaknesses in Stage 1 applications:

- Confusion between the different logframe components
- Lack of SMART indicators
- Unrealistic or questionable targets/timeframes
- Logframe measuring the wrong things
- Lack of clear logic or significant leaps of faith

“The targets in the logframe need to be SMARTer in terms of what work will actually be done within the project (as compared to the bigger picture)”

“Indicators should be timebound and include clear targets”

“Proposal let down by inadequate logframe that lacks the detail set out in the (convincing) narrative. Assumptions need to be revisited”

“Ensure that your logframe can measure any proposed environmental benefits”

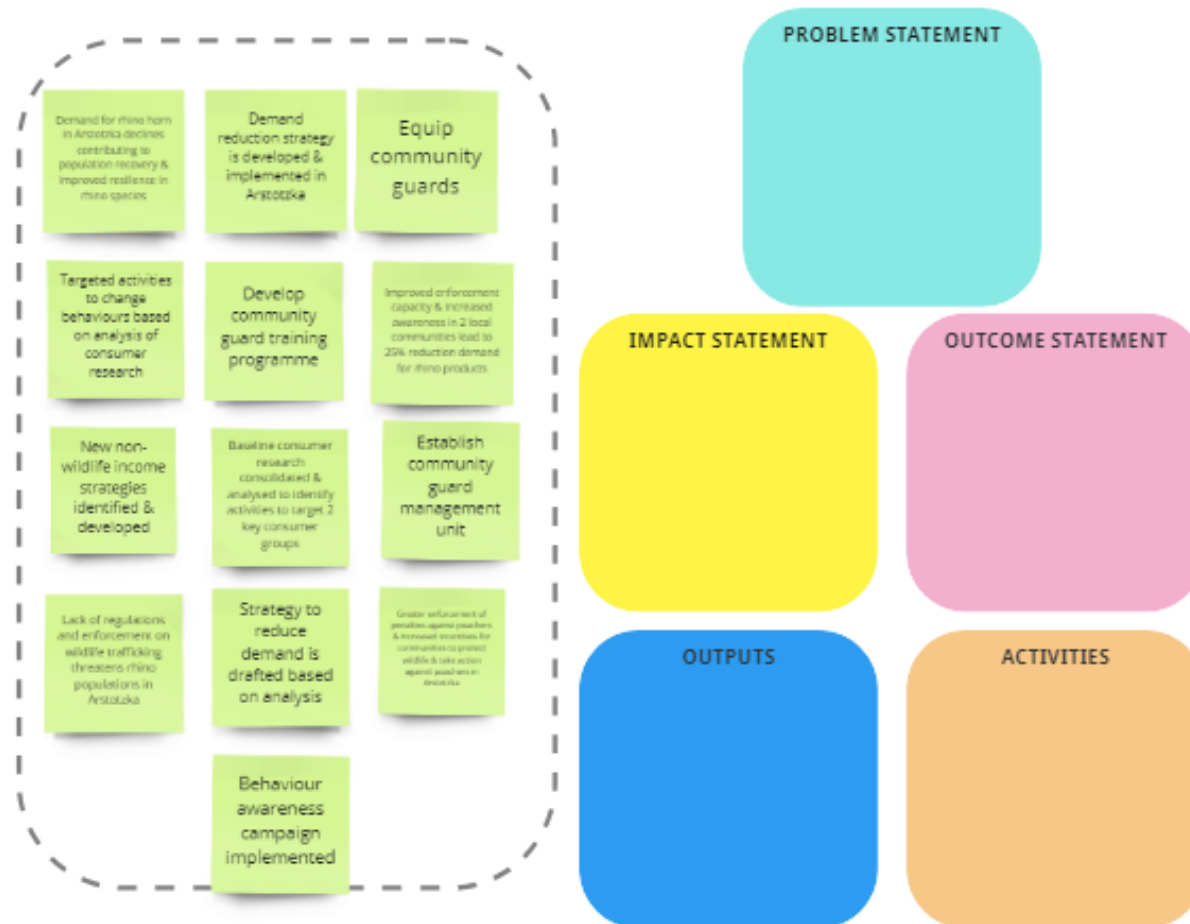
Group Exercise

- You will be divided into Breakout rooms – click “Join Breakout room”.
- Once in a group introduce yourself with a quick synopsis of your project (i.e. 5-10 mins max for everybody)
- Take time to read the statements we have provided before getting started.
- The project is a made up IWT project working in on enforcement and demand reduction.
- We will share a link to Miro (breakout room 1 = Group 1 on Miro, etc)
- The first exercise includes a series of statements. You will need to sort these into:
 - Problem for project design (only one), project activities, outputs, outcome (only one) and impact (only one)
 - Map these onto the template provided
- Think about the ‘why’
 - Is it clear?
 - Do you have any questions about the change process?
 - Are there any leaps of logic/evidence gaps?
 - What risks and assumptions are there?
- Keep a note of group discussion on Miro or however you would like
- Nominate someone to feedback - feedback thoughts to the plenary

See separate handout for the same instructions



What Miro will look like



Some ideas for your Group

Exercise continued...

- How are activities combined to achieve outputs (what processes need to occur)?
- How do those outputs combine to effect intermediate change (outcome)?
- Is the context understood?
- Does this project design truly address the problem statement?
- Are project components necessary and sufficient to bring about intended change?



Time for a short break!

- We'll be starting the next presentation in about 15 minutes (to start at 10:55)