



Setting and Reporting Realistic Baselines

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What are they?

- Baseline

A baseline is the value of a performance indicator before implementing a project.

- Target

A target is the specific, planned level of result to be achieved in a given timeframe. Targets are indication of objectives and outputs.

Importance of Baselines

- Baselines help managers determine progress in achieving outputs and outcomes.
- They help identify extent to which change has happened at each level of result.
- Project managers should provide baseline and targets for all indicators in RBM.
- Lack of baseline data only presents challenges for decision-making purposes, hinders evaluation efforts. i.e. u can't do meaningful impact evaluation without concrete baseline data.

Establishing Baselines – 4 way

1. BASELINE IS ESTABLISHED:

- If baseline data exist prior to start of project or activity, additional data collected over life of project must be collected in consistent manner to facilitate comparisons.
- Data may also be obtained from a prior project, provided data collection protocols and instruments are replicable.

2. BASELINES MUST BE COLLECTED:

- Where there's no existing data to establish a baseline, implementing partners have to collect it if the required data is not already being collected by a govt. body, an (international) NGO...
- Ideally, data should be collected prior to the initiation of the program. If this is not feasible, baselines should be collected a.s.a.p.

3. BASELINES ARE ESTABLISHED ON ROLLING BASIS:

- In some cases, it is possible to collect baseline data on a rolling basis as implementation proceeds.
- A health project being implemented progressively in 3 districts over 3 years: Data collected in 1st province serves as baseline for Year1; data collected in 2nd province serves as baseline for 2nd province in Year2...

4. BASELINE IS ZERO: For some indicators, baselines will be zero. E.g. if a new project focuses on building social media skills of girl guides, the baseline for the indicator “number of teachers trained” is zero.

EXAMPLES OF BASELINES FROM THE RBM

- Findings from research conducted reveal that there are several applications developed for citizen engagement, transparency, etc... about 20 water applications in KE developed; 10 are active but how do we effectuate them?
- In UG, 36% say ICT tools have potential to positively influence democracy
- The civic Participation Website (www.civicaction.or.ke/www.hakizetu.com) and SMS short code 22345 as well as the crowd sourcing platform <https://hakireport.crowdmap.com> receive an average of 5 reports per month each.
- There are up to 27 grassroots based Human Rights Networks (HURINETs). Membership range from 40 to 500 members and they hold monthly meetings
- TZ: an individual can file a complaint by texting the word 'REPORT' to the number
- +255(0)754460259. Text message charges are reversed.
- In the first half of 2013, the system has received 173,493 complaint reports
- TIU toll free call centre for reporting health service delivery issues in Northern Uganda--]
- +256 (0) 800 200 188 – a minimum of 200 call reports are received per month.
- In Western Uganda, 14 citizen--]led Advocacy Forums initiated by ToroDev in 6 districts (each with membership of at least 70 local citizens), meet for governance deliberations monthly and bi--]monthly. Also, there are 120 Rural Monitors

IMPORTANCE OF TARGETS

- 1) They help justify the project by describing in concrete terms what the project will achieve.
 - 2) They orient stakeholders to the tasks to be accomplished
 - 3) They motivate individuals involved in a program to do their best to ensure the targets are met.
 - 4) When project starts, they serve as guideposts for monitoring whether progress is being made on schedule and at the levels originally envisaged.
- But with resources and time available, we need to set realistic, achievable targets.
 - Numbers, numbers, numbers... but it's never always about numbers
 - Capturing the evidence
 - Disaggregating targets

EXAMPLES OF TARGETS FROM RBM

- At least 30 reports each a month from the SMS short code and crowd map
- Increase number of complaints received to 600,000 per year
- An average of 120 online reports, through Ushahidi platform
- Increase health service monitoring reports at the call centre to 300 per month
- A ratio of 40% men, 40% women and 20% youth engagement in all project activities
- Increase number of cases of children and women based violations reported through ICT for human rights systems and social media by 35.