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 1\textsuperscript{st} province serves as baseline for Year1; data collected in 2\textsuperscript{nd} province serves as baseline for 2\textsuperscript{nd} 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.
• 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.