An Introduction to the DCED Standard for Results Measurement

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About this presentation

• About the Donor Committee
• Why the Standard
• Different Elements of the Standard
• Q&A
• Breakout groups
Key Facts about the DCED

• The forum for agencies working in private sector development in developing countries

• Currently 22 members bilateral donors, associated agencies, multilateral agencies, Foundation

• DCED Members learn from each others’ experiences, agree good practice through various working groups
External need for action

External pressures for information:

• Donors are under pressure to report back to their parliaments and to add up across programmes

• New stakeholders, especially from the private sector, expect to be able to measure performance

• Increased visibility (books, media etc.)
Internal need for adaptive management

Adaptive Management Cycle according to Murray and Marmoreck (2004)
A possible solution

- Results measurement is a process, not an event
- Involve programme managers in the field – many are keen to get the credit for their achievements, but lack credible measures
- Identify all of the minimum ‘building blocks’, starting with the logic or results chain, to generate approximate but credible numbers
- Use common impact indicators, to enable member agencies to add results across programmes and countries
The DCED Standard for Results Measurement

• Members have agreed to have a common Standard for Results Measurement

• Identify the minimum components that need to be in place to have credible system of monitoring and reporting results

• Have a flexible system in place so that it can be applied in complex environments such as market systems where dynamics keep changing.

• Try to assess system and market wide impact (quantitative and qualitative)

• Audit the measurement process used by the programme
Seven Different elements

• Articulating the results chain
• Defining indicators of change and other information needs
• Measuring attributable change
• Capturing wider changes in the system or market
• Tracking costs and impact
• Reporting costs and results
• Managing the system for results measurement
Articulating Results Chains

• More detailed and specific than a logframe
• Illustrate what you are doing, how you are doing, why you are doing
• Supported by facts and assumptions
• Communicate what the programme does
Logframe versus Results Chains

**Logframe**

<table>
<thead>
<tr>
<th>Impact</th>
<th>Increase in income for small farmers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcomes</strong></td>
<td>Increased productivity for farmers</td>
</tr>
<tr>
<td><strong>Outputs</strong></td>
<td>15 training batches completed</td>
</tr>
<tr>
<td></td>
<td>Organic fertilizer sold</td>
</tr>
<tr>
<td></td>
<td>100 retailers trained</td>
</tr>
<tr>
<td></td>
<td>Increased knowledge of retailers</td>
</tr>
<tr>
<td><strong>Activities</strong></td>
<td>Conduct training of trainers</td>
</tr>
<tr>
<td></td>
<td>Introduce organic fertilizer</td>
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<td></td>
<td>Organize field visits</td>
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</tbody>
</table>

**Results Chains**

- Farmers start applying organic fertilizers in proper doses
- Retailers start offering organic fertilizers at their stores
- Entrepreneurs promote sales by giving retailers discount on first order
- Entrepreneurs start producing organic fertilizers
- Organize training on production of organic fertilizers
- Identify 10 entrepreneurs interested in selling compost fertilizer
- Conduct training of retailers on organic fertilizer and its application
- Retailers knowledgeable on the benefits of using organic fertilizers
- Entrepreneurs distribute organic fertilizer through retailers

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Defining indicators of change and other information needs

- Indicators linked to results chains
- Emphasis on both quantitative indicators and qualitative information needs
- Common Impact Indicators
- Gender differentiated indicators (not only disaggregation!) (Rec)
Measuring Attributable change

- With intervention
- Without intervention

Total change

Impact

Intervention Start

Intervention End

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Measuring Attributable change

• Research methodology and attribution strategy goes together
• Importance of collecting baseline, monitoring and impact assessment
• ‘Smart and pragmatic’ as opposed to scientific validation
• Using information for intervention management
Capturing Wider Change in the System or Market

• Capture change in market systems

• Flexibility of capturing wider change using different tools (results chains, AAER, pathways etc.)

• Recognizing that change can be at different levels
Tracking Costs and Impact

• Tracking costs annually and cumulatively
• Tracking impact so that it can be aggregated
Reporting Costs and Impact

• Reporting expenditure and results
• Reporting quantitative results and narratives required to understand the numbers
Managing the System for Results Measurement

- Well managed system
- Enough resources (HR, Financial)
- Integration in programme management
Audit

• Coordinated through the DCED secretariat
• Only pass or fail
• Passing means that a programme has minimum components in place
• Pre audit review recommended
Support provided through the secretariat

- The Standard, Walk-through, FAQs etc.
- Implementation Guidelines, case studies from programmes experience
- Link to other approaches (CAEs, WEE +)
- Consultant market-place
- Advice on-line
Over 150 projects in 55 countries are currently using the framework of the DCED Standard for results measurement.
For more information, please visit the DCED website > Measuring Results and the DCED Standard

https://www.enterprise-development.org/measuring-results-the-dced-standard/
Breakout Groups

Kamau Kuria, Judy Odongo (Kenya Markets Trust)
Valerie Makuna (FSD Kenya)
Jasper Hatwiinda, Veryl Adell (FSD Zambia)
Phitcha Wanitphon (DCED Audit)
Nabanita Sen Bekkers (DCED Standard)