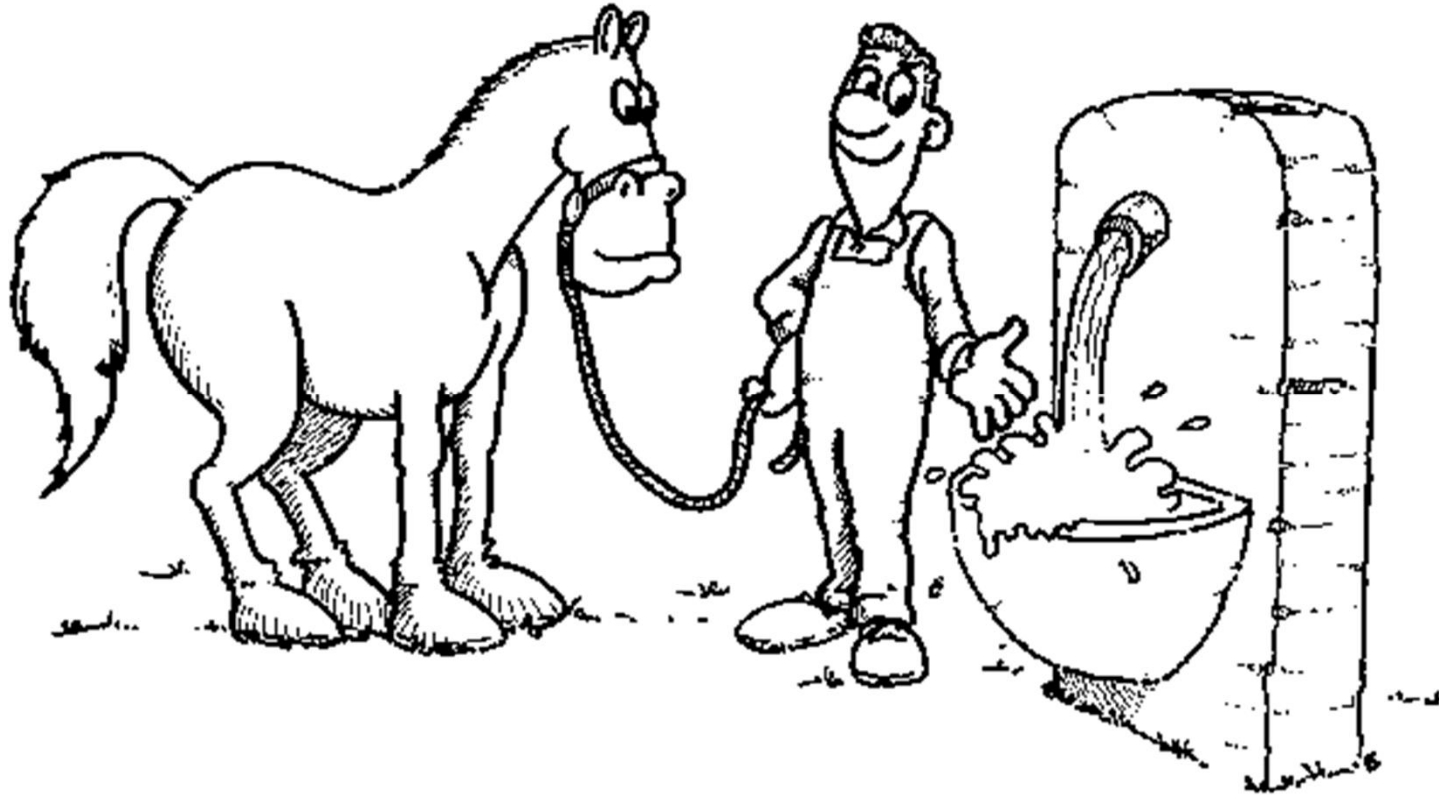


Starting Point: You can lead a horse to water...

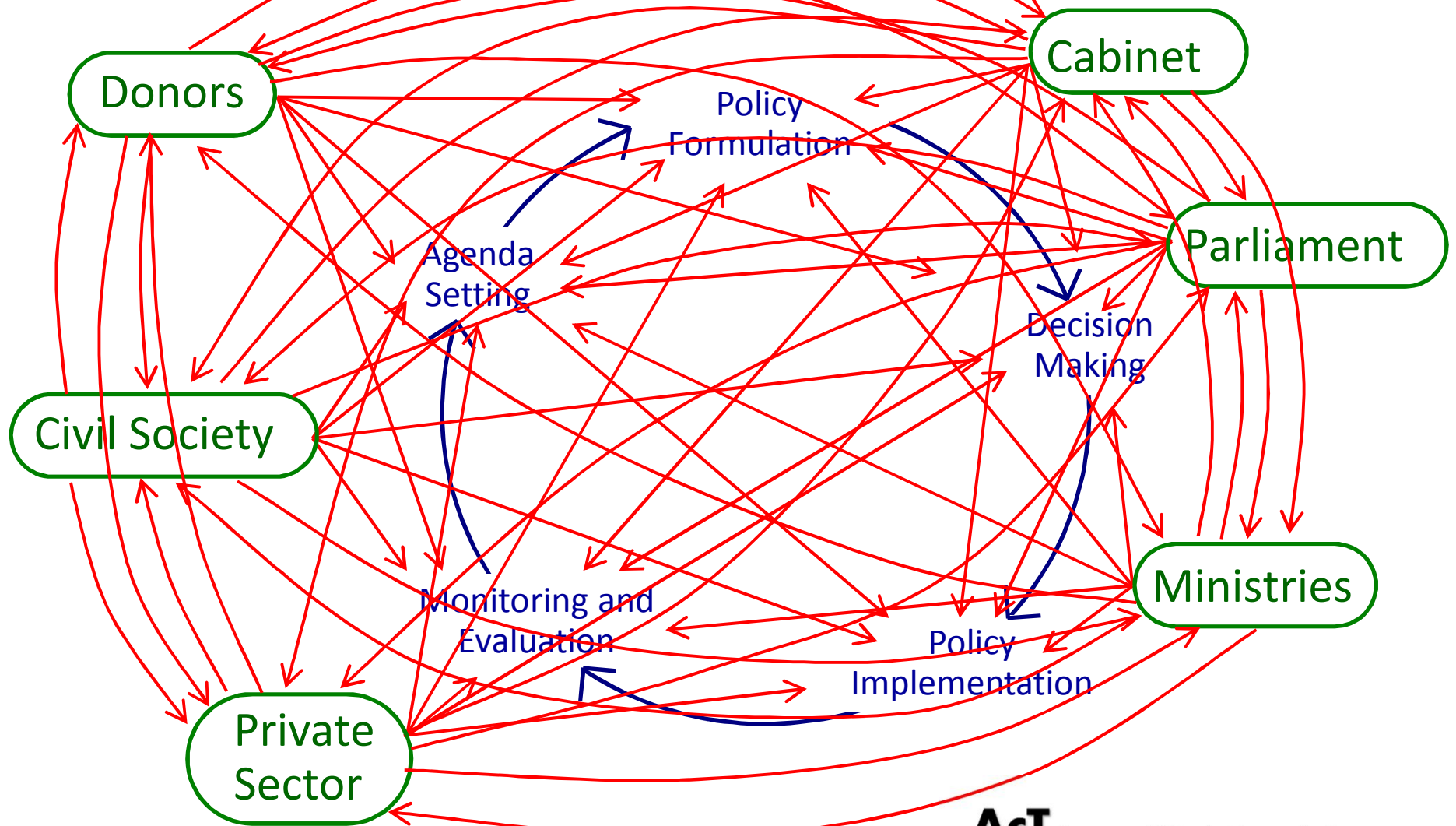


# **KEY FEATURES OF OUTCOME MAPPING**

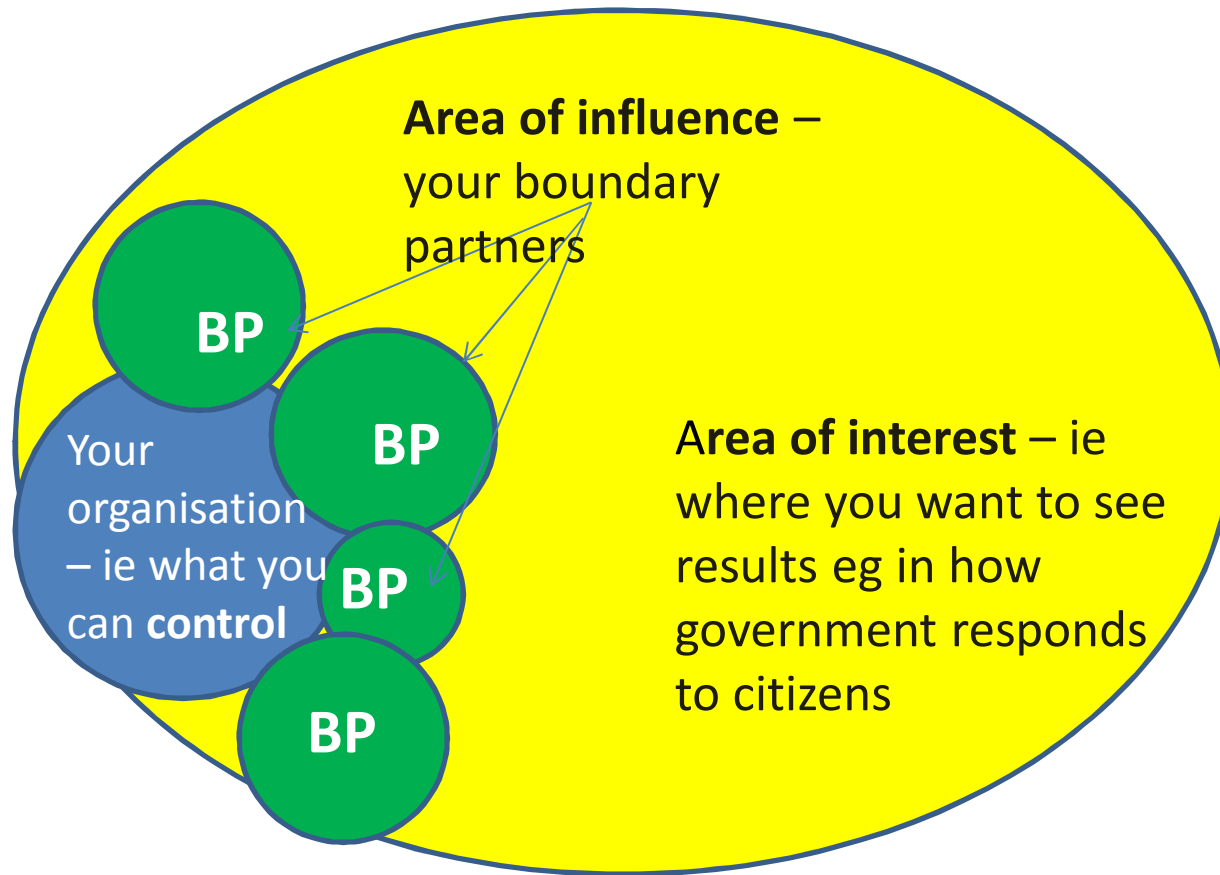
# Key Features of Outcome Mapping

- “ **Non-linear** approach to understanding how change happens
- “ Focus on **attitude and behaviour change** as basis of achieving ‘higher level results’
- “ ‘Realism’ in **focusing on influencing those you work directly with**. They are your Boundary Partners
- “ Measurement of change in behaviour of individual Boundary Partners through **‘Progress Markers’**
- “ **More accessible approach** to monitoring – easier for ordinary citizens and communities to use

# Non-linear approach to understanding how change happens



‘Realism’ in **focusing on influencing those you work directly with**. They are your Boundary Partners

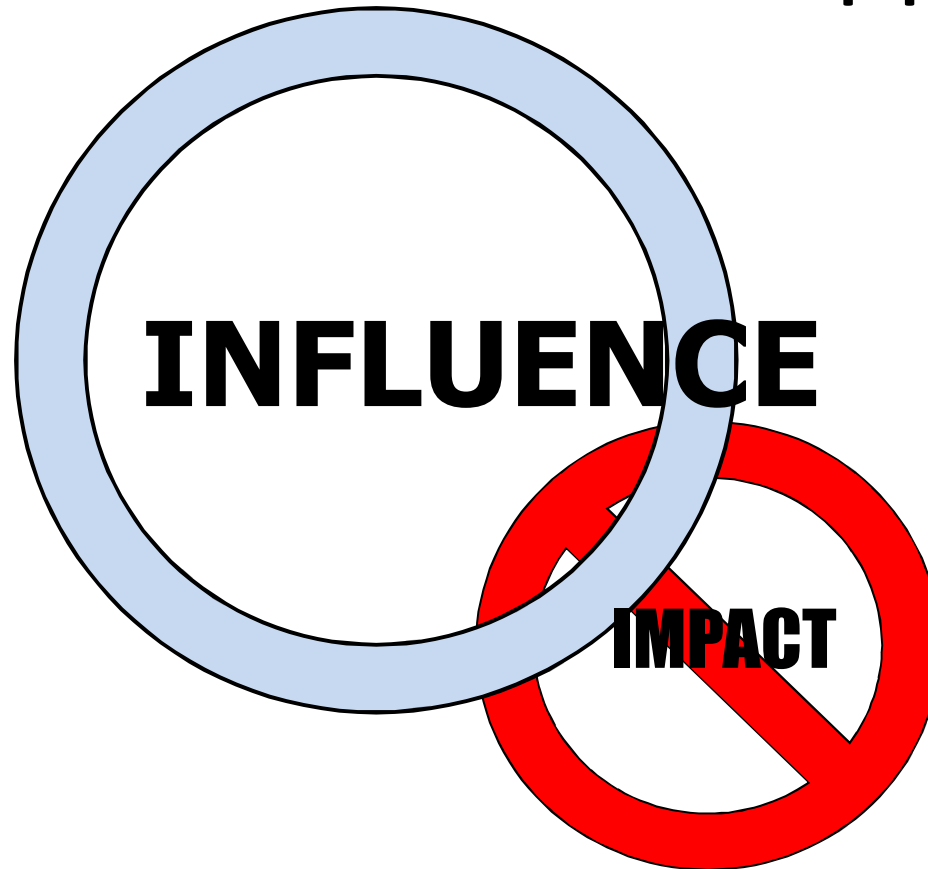


‘Focus on **attitude and behaviour change** as basis of achieving ‘higher level results’

# Realism of Outcome Mapping:

**Contribution** (not attribution)

# Realism of Outcome Mapping:



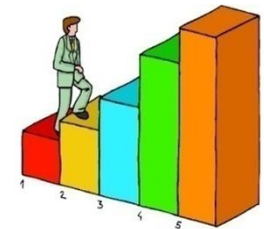
# Measuring change

## Conventional Indicators

- “ Good for clear major steps – eg in national poverty monitoring systems
- “ Good for linear relationships (more funding, more classrooms built, more children go to school)
  - *tho’ even that’s a bit disembodied!*

## Progress Markers

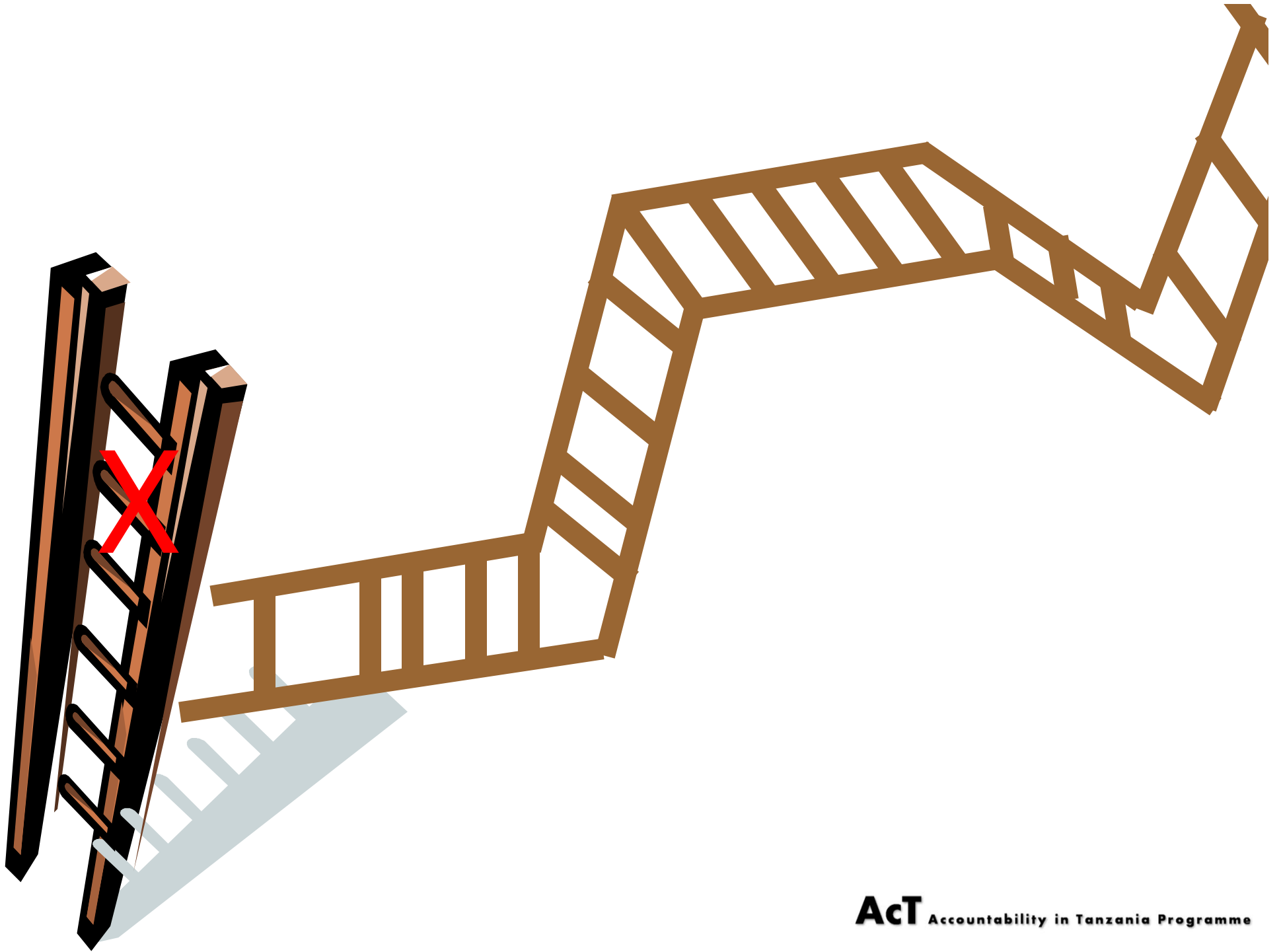
- “ Capture different kinds of change from small to transformational
- “ Show transformation in a single partner
- “ Good for complex processes
- “ More informative than a single indicator





# Progress Markers = Progressive Change

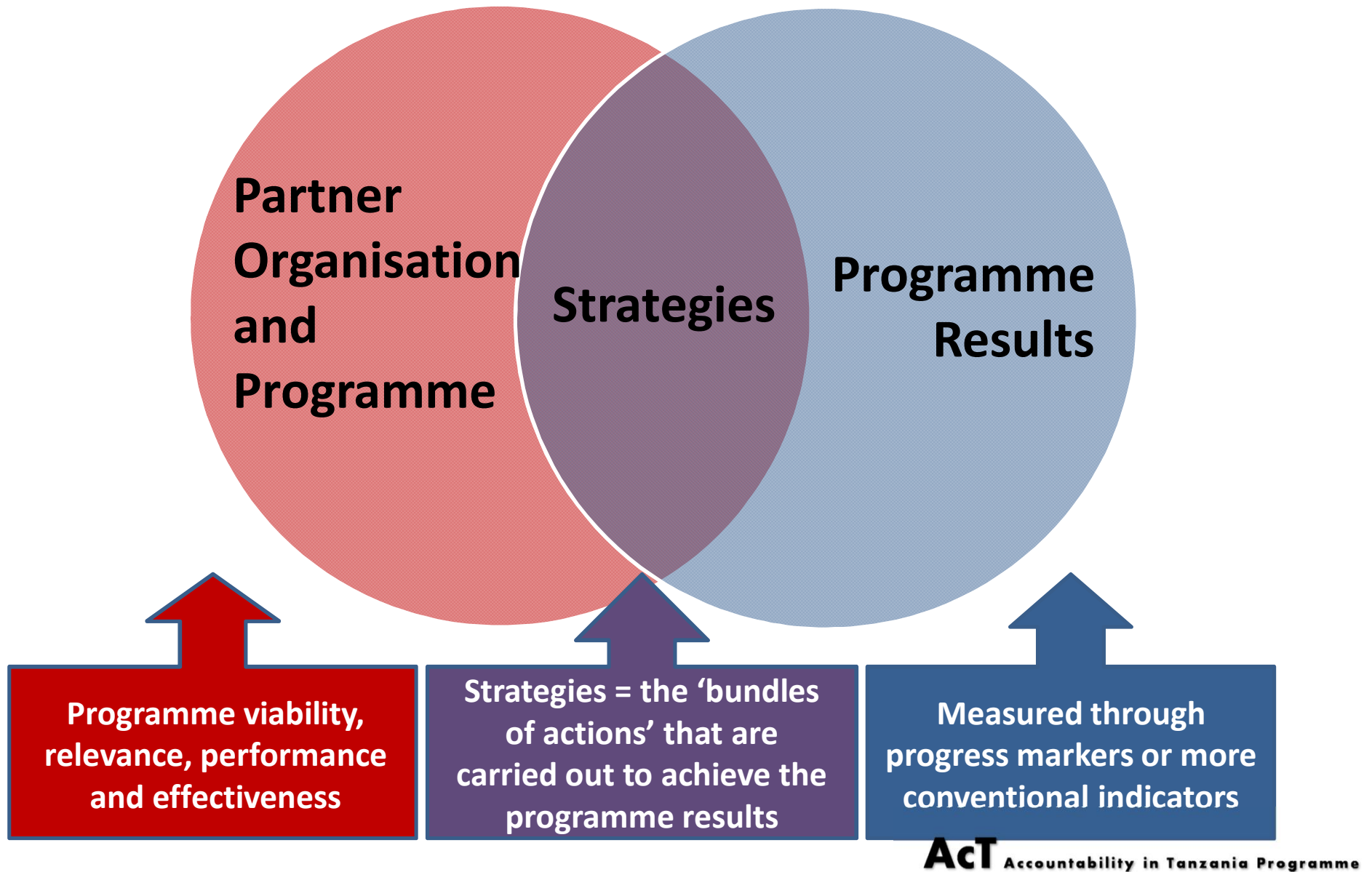




# More accessible approach to monitoring – easier for ordinary citizens and communities to use



# Influencing Outcomes: Working at three levels



www.accountability.org.tz

# HOW AcT USES OM

accountability.org.tz

Yoga Forea... One UN Cl... Cannot Op... Blogging A... Awaaz - St... Welcome L... What is yo... Weekly Wi... Outcome... Making...

Facebook  
Twitter  
RSS

## Making 'Evidence' the of 'Anecdote'

OM ideas No. 6  
November 2012

Kate Dyer,  
Programme Director,  
AcT Programme

**Background to AcT and Outcome Mapping's place within the programme**

The NGO sector in Tanzania is growing in terms of numbers and challenges include broader civil society organisations and NGOs about the citizen action and sector is highly donor funded. The result that emerges is that many NGOs are not addressing citizens' needs about how they can be addressed. Figure 1 captures the programme was first g

With the AcT (Accountability in Tanzania) Programme, Outcome Mapping (OM) is being applied in the context of an E31m governance programme funded largely by the UK Department for International Development and managed by KPMG - MOF and Delta Partnership.

The programme is to run for 6 years (2009 to 2015) and includes ring-fenced finance (including a contribution from DANIDA) for governance and accountability issues linked to environment and climate change.

"We are increasingly confident that, through the way we are merging OM and conventional indicators in our revised log-frame, we are in a stronger position than before to provide a detailed and systematic body of qualitative and quantitative evidence that takes us beyond anecdotes, and towards a nuanced understanding of what makes change happen."

OMideas is an Outcome Mapping

**Goal:** To contribute to the achievement of MDGs by ensuring increasingly able to claim and exercise their rights

**Purpose:** To increase the accountability and responsiveness to its citizens through a strengthened CSO engagement in policy and budget formulation

**Outcome:** Citizens' access to information is improved; CSO engagement in policy and budget formulation promises at local and national levels increased; Strengthened CS monitoring of service delivery and public resource management

Theory of Change

- Capacity Building
- Value for Money

OUR CSO PARTNERS

Partners in the news

LEARNING INSIGHTS

OUTCOME MAPPING

OM Learning Event

LATEST NEWS

LINKS

CONTACT US

RECENT POSTS

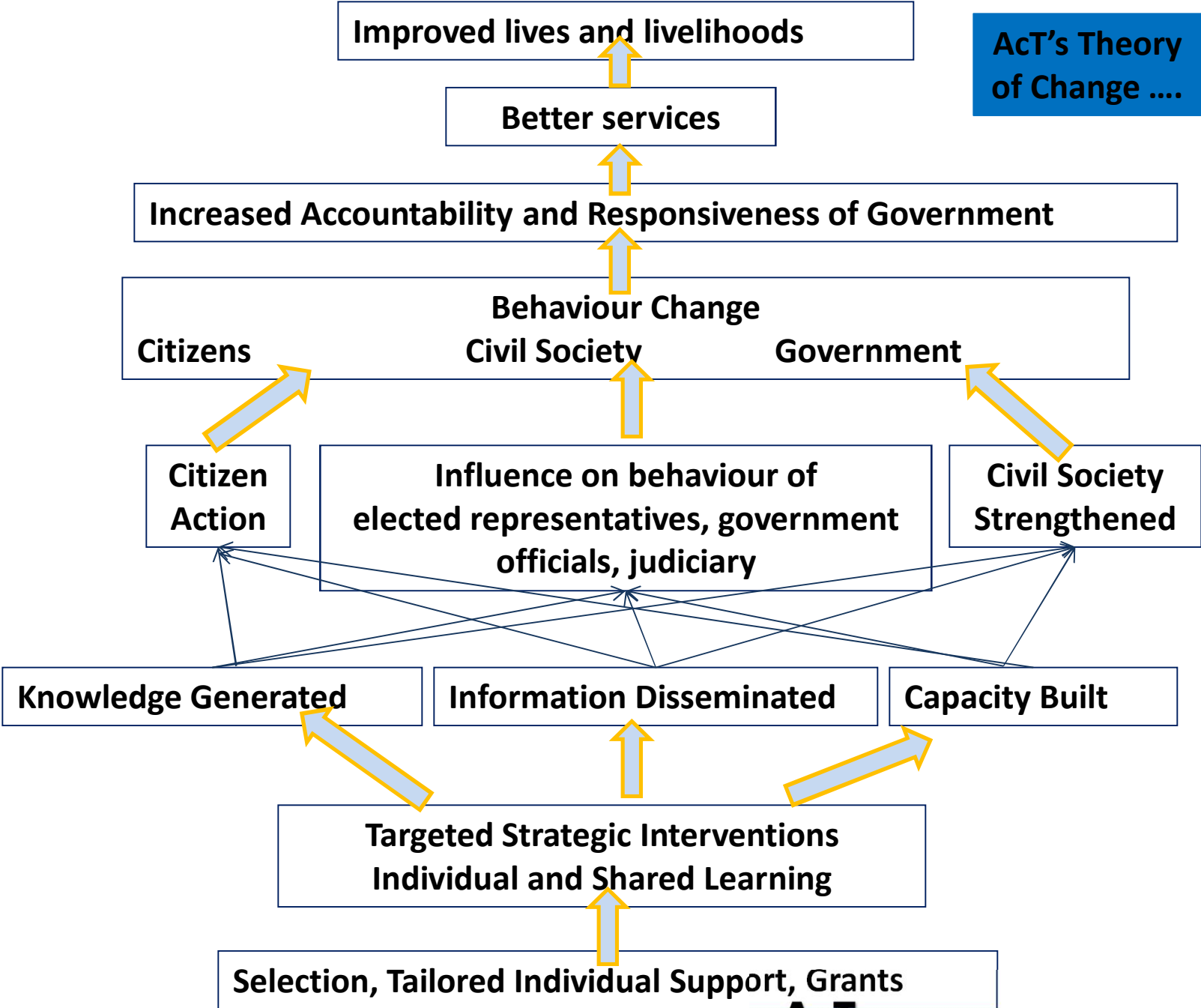
- AcT Study: Councillors Oversight Training**  
April 29th, 2014
- AcT & ODI Collaborative Study**  
April 10th, 2014
- EFG's ED Wins Dr. Martin Luther King Jr Award**  
April 9th, 2014

## AcT's (short form)ToC

*'Supporting civil society partners to implement context-specific strategic interventions will enable them to influence positive change in the attitudes and behaviour of citizens, civil society and government, making government as a whole more responsive and accountable.'*

Interest  
Influence  
Control

AcT's Theory of Change ....



.... Translated into Log-Frame

Goal

MDGs Achieved

Purpose/  
Outcome

**Increased Accountability and Responsiveness of Government**  
Number and description of about policies, practices or budgets successful influenced, or positive response to complaints

Outputs

**Access to Information Improved**  
Headcount:  
mass media,  
broad dissemination,  
targeted dissemination

**Increased Citizen Action**  
Number and description of:  
individual citizen actions (eg sending sms, letters to editors etc)

**Civil Society Strengthened**  
Number and description of:  
collective citizen actions (joining movements), AcT partner actions

**Changed attitude / behaviour of government towards civil society**  
Number and description of engagements at national and local level, appointed and elected officials

Process

Inputs

Selection, Tailored Individual Support, Grants  
Individual and Shared Learning



# So What?

- “ Greater insight into what’s going on:
  - . fills in the missing middle between outputs and outcomes;
  - . really show cases what partners are doing
  - . enables tracking results chains over time
- “ Information is stored in database and can be sorted by date, boundary partner, sector
- “ Many opportunities for further coding, to open up understanding of:
  - . Information access/citizen action/civil society links
  - . Different kinds of citizen actions
  - . Different kinds of government responses
  - . And much more...
- “ All of these have important implications for (a) evaluation (b) more nuanced lesson learning and better planning going forward