

# The Baseline in Outcome Mapping... ...as part of Project Evaluation

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Outcome Mapping  
Support by ...



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## Preamble

**Outcome Mapping** = social development based on behavioral transformation of selected actors (Boundary Partners, BPs).

**BPs** = individuals, groups, communities, organizations or institutions that as project expects to interact with directly.

**Project evaluation** = extensive systematic project analysis done to determine Relevance, Effectiveness, Efficiency, Impacts and the Sustainability of benefits.

**Project Effectiveness** includes outcome changes that the program achieves (behavioral changes realized).

**BP baseline** = ‘prevailing behavioral’ status of BPs can be used for analyzing Project Effectiveness.



## BP Baseline in Outcome Mapping

BP baseline = limiting or constraining behavioral BP’s ‘way of being’ that affects the project Vision (or goal), and hence what the project is intervening to change or help transform.

Recommended done as part of the stakeholder analysis when identifying the BPs.

Useful in clarifying (and focusing) their Outcome Challenge(s), Progress Markers and the Strategies (range of outputs) that the project will implement.



## Methodology

Establishing the baseline status of the selected partners can be part of the situational analyses carried out in the initial stages of projects during:

- **Discussions at planning forums:** when developing the Intentional Design (information shared during group discussions and informant interviews).
- **Part of baseline studies:** detailed situation analysis, as (part of) report of organizational and institutional diagnosis, reviews of prevailing policy and practices, etc.

Boundary partner (name or category (who exactly it is) and expected function)	Baseline Situation (Specific ‘limiting’ behavioral status)	Outcome Challenge (Desired (vision-level) behavior)

## Example, ... where used

When developing an Outcome Mapping design for a Heifer Project in Kenya, the baseline was used as shown below, a case that resulted in two different site groups developing varying focus behavioral points for the similar Boundary Partners

	Boundary Partner and function	Baseline situation (extracts)	Outcome Challenge (extracts)	Progress markers (extracts)
Project Site ONE	District Commissioner - The District office implements Government development policies and - Provides an enabling and supporting environment for all development projects in the district	- Slow response to peace and land-use conflicts reported from the Village Security Councils	- The District Office maintains and supports peace and security forums - The office is implementing regular conflict resolution processes. - The office is following up on agreed actions to address peace, security and reported land use conflicts	<u>Expect to see ... (steps related to)</u> <i>Initiating and developing strong district and village peace and security committees</i> <u>Like to see ... (steps related to)</u> <i>Implementing and supporting regular peace and security meetings schedules</i> <u>Love to see ... (steps related to)</u> <i>Supports the peace and security policies, agreed rules, by-laws and regulations</i>
Project Site TWO	District Executive Director - The government officer or team in charge of District technical and admin. matters - Provides an enabling and technical support for all development projects in the district	- Inadequate supportive for projects led or funded by development partners. - Inadequate coordination and support of projects. - Do not have a budget for cost-sharing arrangement with Heifer project	- The District Office is including all development partners in the district plans - The office is ensuring adequate allocation of district budget to support and compliment all projects - Given agreed importance of livestock livelihoods in area, the office prioritizes and includes Heifer projects in District strategies and work plans	<u>Expect to see ... (steps related to)</u> <i>Convening forums to discuss coordination of all development projects in area</i> <u>Like to see ... (steps related to)</u> <i>Soliciting budgetary funds to support development projects</i> <u>Love to see ... (steps related to)</u> <i>Promoting livestock projects as priority enterprises in area</i>

