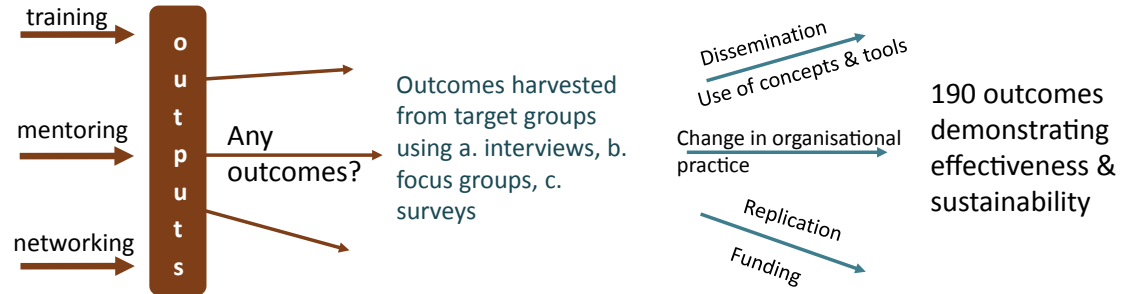


Applying Outcome Mapping concepts in evaluations by adapting the Outcome Harvesting tool

Principles and concepts central to Outcome Mapping have proven useful to address a variety of evaluation purposes, whether or not OM had been used in project design or implementation - **see the Table below**. Key OM principles & concepts include participation in evaluation; results defined as behaviour changes of those an intervention influences; and a recognition that multiple actors contribute to results.

Example 2 Mongolia - CSO capacity development

Complementary methodologies: key informant interviews & document analysis to assess relevance

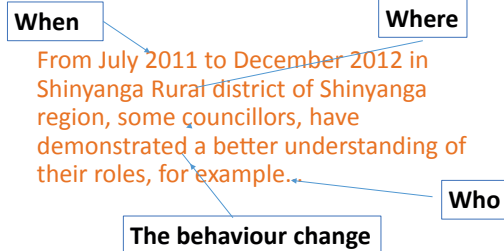


Example 1 Tanzania - Chukua Hatua

Complementary methodology: Process Tracing to assess multiple causal factors

OM definition of outcomes and concept of contributions
OH standard for describing outcomes and contributions

Precise outcome description



Precise contribution description

The Active Leader intervention delivered by CABUIPA and Oxfam

96 councillors received one-week classroom training; field visits; action planning at the district level; mentoring...

From August 2011

who

what

when

Evaluations	Evaluation purpose	OM used previously?	Behaviour change relevance	Main outcome source	Substantiation sources
1. Chukua Hatua – Take Action Oxfam GB	Verification Effectiveness Significance of intervention Learning	Yes	Goal of intervention & intermediate results	Internal – implementing organizations	Citizens, decision makers, documentation
2. CSO capacity development, Mongolia World Bank / SDC	Description Effectiveness Sustainability Relevance Learning	No	Evidence of effective & sustainable capacity development	External – those influenced directly	Professionals and decision makers
3. The Team Tanzania – promoting gender equality Search for Common Ground	Description Effectiveness Value for money Learning	No	Goal of intervention	External – those influenced directly	Citizens
4. Child Protection in Crisis Learning Network Oak Foundation	Effectiveness Relevance Learning	No	Evidence of effective network (influencing, relationship building, knowledge sharing)	Internal – network secretariat	Professionals



Outcome: Councillors demonstrate a better understanding of their roles including being responsive to communities

Chukua Hatua contribution: Active Leader training and mentoring

Photo: Kisuma Mapunda, Oxfam GB

The verdict

Extent outcome occurred: strong evidence that all councillors had changed at least two types of behaviours but some councillors had changed in more ways than others.

Project contribution: the outcome would not have occurred otherwise.

Other contributing factors: Seven assessed with low / medium significance.

The Outcome Harvesting tool provides a robust standard for identifying, describing and substantiating outcomes. Depending on circumstance and the use of appropriate data collection approaches, the **most available and credible sources of outcomes** may be **internal** - the change agent being evaluated - **or external** – those whose behaviour the intervention has influenced. Independent **sources able to substantiate outcomes** may be documentary or individuals whether citizens, professionals or others.

