
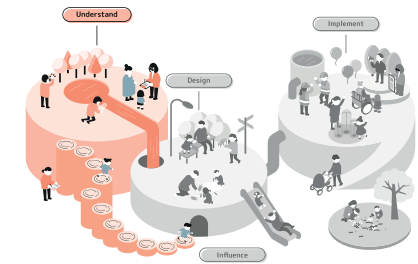


-  Format template
-  Group size small
-  Time few days (to plan)
-  Facilitation experience high



## Measuring: what and how?

**What is it?** This tool guides you through thinking about evaluating the progress and success of your project. A common mistake in project evaluation is the **mismatch** between project aims and what they measure, as measures may be chosen out of convenience or requirement. When doing this activity, have your *Theory of Change* sheet in front of you, to see if what and how you measure will provide insight into the impact of your project. The best evaluation plans are **co-created** with the interdisciplinary project team and stakeholder representatives, as different people see value in measuring different aspects of the project.

**How to use it?** You will measure different aspects of the project throughout its lifecycle. Start by thinking about the **purpose** of the data collection at this point in time. Continue with thinking through **each strategy and change in behaviours** that you noted in the *Theory of Change* tool. Use the table on the right to guide you through the right questions. Finally, have a look at the whole sheet and discuss what needs to be **prioritised** and whether you need **support** in evaluating some parts of the project.

**Keep in mind:** **External factors** could significantly impact your evaluation plan, such as school holidays, election cycles, religious and public holidays. Be careful in managing participant's **expectations** through the evaluation phase. Be clear about project delivery plan and scope.

When **selecting** measurement tools, check if they are culturally relevant and appropriate, clear and understandable, whether they impose burden on participants, how expensive is to conduct the measurement and train the evaluation team, what other data is already available.

**Take time** to analyse, interpret, and learn from the data you have collected. Oftentimes, this critical part of the process is not planned for.

Discuss and plan how will the **project change** based on the results of your evaluation.

- 1 What is the **purpose** of this evaluation?  
What data do you really need, for the project stage you are in?

- 2 Are project's **actions and strategies** feasible and appropriate?

Strategy / Action	What will be measured?	How will it be measured?	How often?	How good looks like?	Who will use this data? When? How?
	<ul style="list-style-type: none"> <li>• participant feedback</li> <li>• demographic characteristics of participants</li> <li>• ongoing engagement of participants (buy-in)</li> <li>• way/ level of participation</li> <li>• perception of project benefits</li> </ul>	<ul style="list-style-type: none"> <li>• feedback survey</li> <li>• focused discussion group</li> <li>• questionnaire</li> <li>• participant list</li> <li>• interview with participants</li> <li>• video about participant's experience</li> </ul>	<ul style="list-style-type: none"> <li>• every event</li> <li>• milestone event(s)</li> <li>• once per month</li> <li>• yearly</li> </ul>	<ul style="list-style-type: none"> <li>• 90% of participants agree with the proposed approach</li> <li>• workshops attended with equal gender distribution</li> <li>• 60% returning participants, across ages</li> </ul>	<ul style="list-style-type: none"> <li>• project team, for scale-up campaign</li> <li>• project team, to report to a funder</li> <li>• project team, to check the progress and design proposal direction</li> </ul>

- 3 Is there evidence that **behaviours/ skills/ knowledge/ beliefs/ attitudes** are changing?

Behaviour	What will be measured?	How will it be measured?	How often?	How good looks like?	Who will use this data? When? How?
	<ul style="list-style-type: none"> <li>• participant's knowledge of child-friendly urban policies</li> <li>• time efficiency of service processes</li> <li>• number of people breastfeeding in public</li> <li>• age and gender structure of public space users</li> <li>• how many children walk alone to school</li> <li>• activity mapping in green spaces</li> <li>• access to healthcare facilities</li> <li>• perception of safety</li> </ul>	<ul style="list-style-type: none"> <li>• participant interview</li> <li>• digital survey</li> <li>• questionnaire</li> <li>• participant observations</li> <li>• spatial observations</li> <li>• personal diary</li> </ul>	<ul style="list-style-type: none"> <li>• before and after child- pilot</li> <li>• once per month</li> <li>• every year</li> <li>• weekends and weekdays</li> </ul>	<ul style="list-style-type: none"> <li>• 70% increase in awareness on child-friendly policies</li> <li>• 70% more children play outside during weekdays</li> <li>• 80% increase in child-caregiver interactions</li> </ul>	<ul style="list-style-type: none"> <li>• city authority, to promote a new policy</li> <li>• project team, to share a project impact with participants</li> </ul>

