



**BUILDING COMMUNICATION OPPORTUNITIES Bi-Annual Meeting**  
**Wednesday 30<sup>th</sup> August 2006**  
**IICD, HIVOS, DGIS**  
**The Hague, Netherlands**

**Day 2: Impact Study Business Day, Hivos**

Opening and Welcome by Manuela Monteiro, Executive Director Hivos.

**Session 1: BCO Impact Study Indicators**

Recap Day 1:

- Good group work; success compared to OVIs, needs to be worked out
- Clarity on 1-pager about BCO alliance, added value BCO
- Different use of definitions sometimes gives the impression that we are further apart from each other than we are in reality
- Collective OVI included in 1-pager
- Clarity on funding is needed for sustainability of BCO: make a plan for 2008; discuss electronically
- OPR, DFID partners (sorry Lauren, I did not understand this discussion)

2 Case studies

- Indicators for the impact study measure what is achieved (retrospective) and can also be used to plan what we want to achieve (prospective)
- In order to identify relevant impact study indicators 2 cases are discussed and indicators are looked at from the perspective of the target group of the projects and the perspective of the funders

**OneWorld Asia:** (see also annex 1)

- How did the programme help the community to raise their own issues
- Did the voices of the community raise out to the authorities?
- Are community members more confident to voice concerns and therefore are they able to help others in the community
- Who have been impacted by the programme (caste, women)
- Can successes be scaled up, replicated?
- An implementer can see something as an outcome while the target group can see the same thing as an impact.

**IICD project Bolivia** (see also annex 2)

- Involve end-users when formulating indicators
- Control group
- Interested in efficiency and effectiveness of ICTs to alleviate poverty – show this impact?
- Use existing, widely used indicators, in order to connect with mainstream
- All stakeholders in project have other objectives, other indicators

**Reflection by consultant:**

- Replicable, scalable
- Time based issue- what, how long, how far do you want to measure
- Perspective target group
- Baseline study
- Control group

**Session 2: Presentation of Impact Study work programme**

Presentation by David Souter (see annex 3)

Discussion:

- There are no differences between BCO members: all are equal members (no diversification like donor, implementer)
- Diversification could be made based on the target groups of the members.
- The documentation that is still missing; is it somewhere or does it not exist

- Will social and economic context be looked at in the impact study?
- Some part of component 2 can be moved to component 1
- Include other impact studies
- Research question will need refinement during the process

### **Session 3: Communications strategy for BCO Impact Study**

Presentation by James Deane (Lauren: you have this presentation, please annex it)

This is a preliminary discussion to raise some questions and discuss some complex issues and partnerships in order to start giving direction to the communication strategy.

Things to consider:

- BCO is a unique partnership, credible messenger
- What will we do with outcomes we DON'T want to communicate
- BCO bubble – look at what others are doing
- For whom are we doing this study – internal learning; convince other players in the field of the importance of ICTs
- Embedded in poverty reduction, break into the mainstream agenda
- Holistic approach
- Have impact on M&E capacity of BCO member organisations for internal use
- Legitimacy and enforcement of importance of ICTs – take ICTs away from dinosaur position
- Predefined outcomes will prevent us from learning; donors see right trough
- Leave outcome open
- Fundamental questions and outcome study will define final communication strategy
- Target audience is described in the ToR
- What to do/how to link up with:
  - DFID Impact Group
  - Infodev Impact Programme
  - WCCD & other associated activities
- Make full use of these impact studies, relate to them. Huge opportunity, but be careful for competition. It does not make sense to do a study parallel to another.
- BCO is credible, the only multi-partner alliance and inclusive: unique position for leadership role and in the position to offer DFID and Infodev something they don't have
- BCO members are do-ers who get things done; work with others who think alike, don't focus on lobby
- Two types of communication: BCO branding (leaflet for WCCD) and Impact Study

### **Evaluation of day 1 and 2**

- Valuable to have such good researchers on the team
- Please be prepared and read the documents before the meetings
- During these face to face meetings, more time for in-depth discussions would be appreciated
- It is in the nature of a partnership like the BCO that discussions are difficult, and the process takes a lot of time, but partnerships like these are crucial; the alternative is competition!
- One of the characteristic of BCO is the permanent identity crisis; which is charming and crucial!