

BCO Impact Study

David Souter

Tina James

Kate Wild

in conjunction with James Deane, CSCC

BCO Impact Study Group, London, June 2006

The consultant team

Tina James

independent consultant, based in South Africa
former component lead in CATIA programme

David Souter

independent consultant, based in UK
former component lead in BDO programme; advisor to two CATIA components
working with UNDP on ICTs and Poverty Reduction Strategies

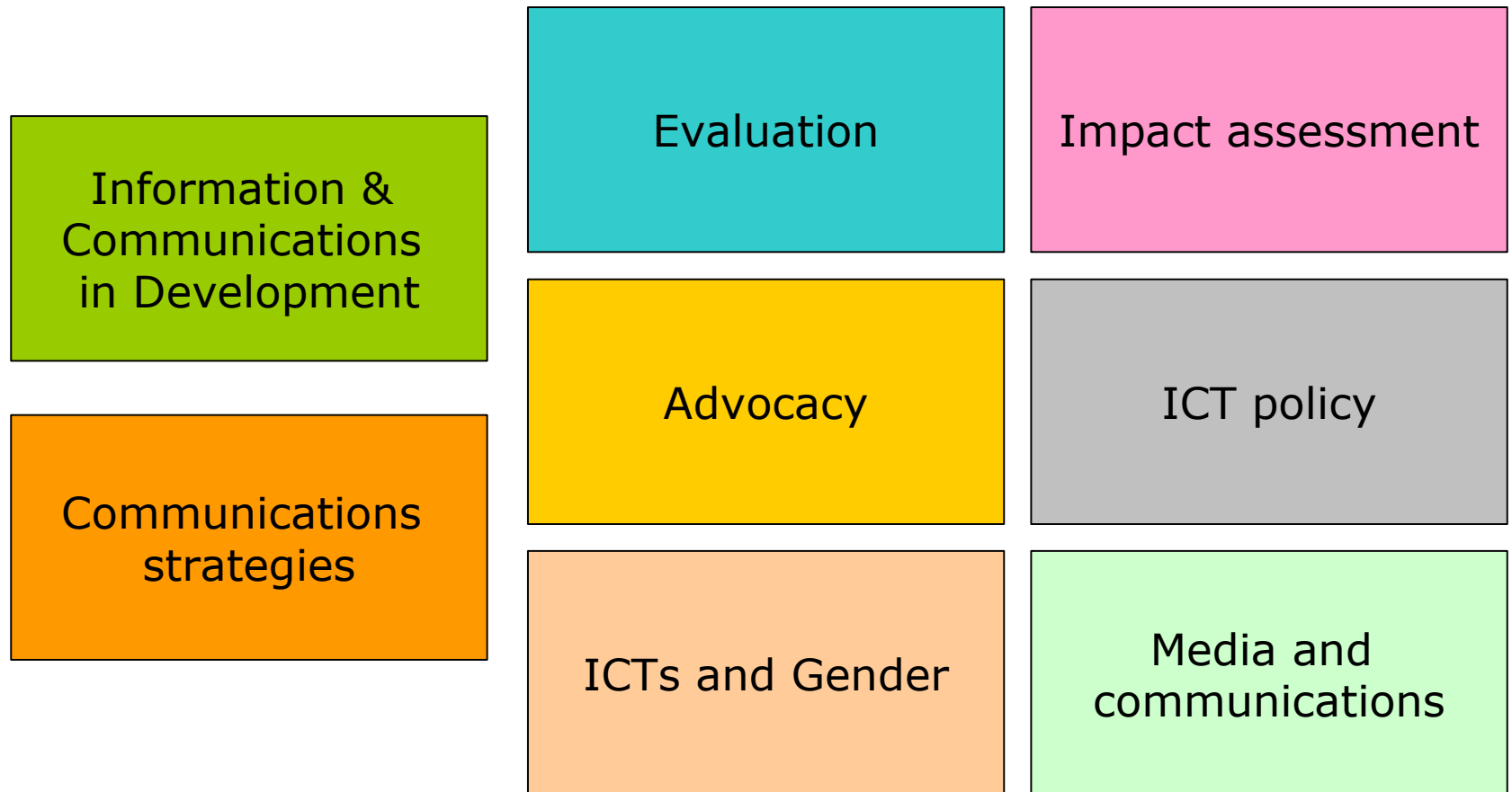
Kate Wild

independent consultant, based in Canada
broad-based, long term ICD programme experience

James Deane, CSCC

Director, Strategy, Communication for Social Change Consortium, based in UK
former component lead in BDO programme

Our expertise lies in:



The impact study components and question: from project ToRs

Component 1:

A short-term analysis of existing evaluative material within the BCO network leading to an accessible and learning-oriented dissemination product

Component 2:

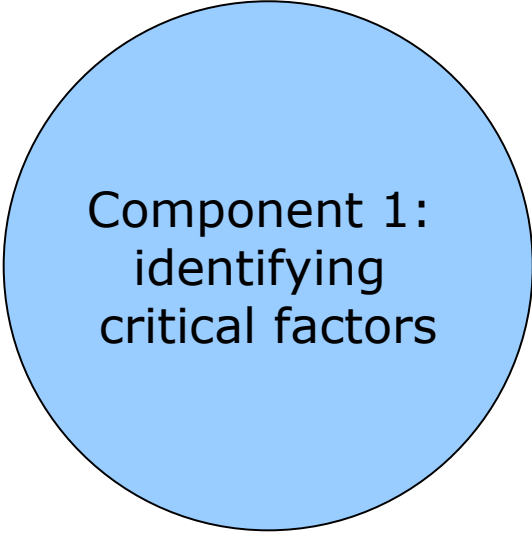
Impact studies, evaluations, and action research currently being undertaken by BCO partners, either individually, or in partnership with one another.

Component 3:

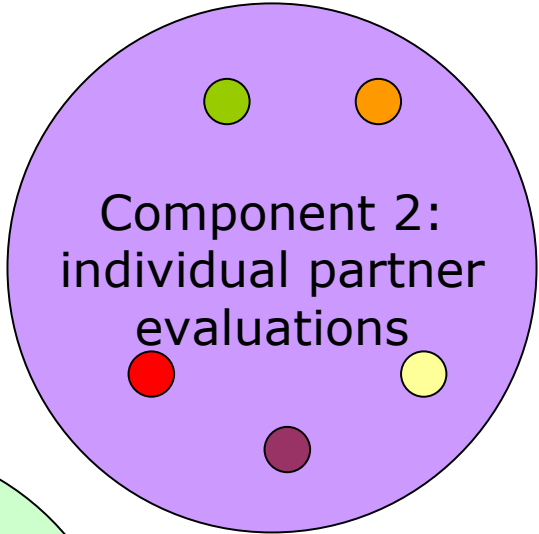
A joint initiative involving all BCO partners that addresses the following question:

How do communications for development contribute to poverty reduction through strengthening the voices, capacities, communications and networking of the poor and the marginalised, and enable them to influence decisions that affect their lives?


BCO Impact Study



Component 1:
identifying
critical factors



Component 2:
individual partner
evaluations



Component 3:
full impact
assessment study

Our objectives:

To work with BCO partners in order to deliver:

clear understanding of the impact which BCO activities have had in:

achieving overall objectives for BCO as a whole

achieving BCO partners' objectives

contributing to empowerment and development

a contribution to understanding of ICD impact which will assist BCO partners' future work and provide a basis for them to inform and influence future decision-making by the wider community of governments, donors, civil society and other stakeholders

learning experiences and resources of lasting value to BCO alliance members, their partners and the wider development community

conclusions and recommendations regarding future activity by BCO alliance members, their partners and the wider development community

Our approach to impact assessment

Communications for development **can** enable the poor and marginalised to:

reduce **vulnerability**

increase capacity to take **opportunity**

generate improvements in **quality of life**

through ...

voice – more effective expression of concerns, needs, views, aspirations

capacity – more diverse sources of information and knowledge

networks – wider scope for social and economic partnerships

empowerment – challenging discrimination and marginalisation

income – taking opportunities to reduce poverty and build prosperity

Our approach to impact assessment – groupings from Day 1

Communications for development *can* enable the poor and marginalised to:

- reduce vulnerability
- increase capacity to take opportunity
- generate improvements in quality of life

Mainstreaming

Voice

Poverty impact

BCO coordination

Our approach to impact assessment

Impact assessment goes beyond monitoring & evaluation

Impact is different from output and outcome:

not what an initiative produced but what effect it had on target populations – and the wider community

Impact is difficult to assess particularly in the short term:

much impact is long-term in character

The purpose of impact assessment is to identify:

what impact has (or has not) been achieved

where it has (or has not) been achieved

where future impact may (or may not) become apparent

and what factors tend to facilitate or constrain impact

i.e. to understand what has happened and to assess what may happen

Our approach to impact assessment

Key challenges include:

- seeing **projects/activities** in context
- local and national **circumstances**
- information and communication **behaviour**
- wider social and economic **change**
- other development and communications **interventions**
- assessing both **target beneficiaries** and the wider **community**
 - including **distributional outcomes**
- including **anticipated/sought/expected** *and* **unexpected outcomes**
- including assessment of **scalability, replicability and sustainability**
- recognising that **impact is not always positive**, that lack of impact does not necessarily mean failure and that important lessons are learnt when things don't go as planned as well as when they do

We believe that rigorous and thorough impact assessment is essential for:

- understanding the relationship between development actors, information and communication initiatives and communities
- improving future project design
- enabling meaningful and appropriate advocacy

Impact study questions – overall assessment

How do communications for development contribute to poverty reduction through strengthening the voices, capacities, communications and networking of the poor and the marginalised, and enable them to influence decisions that affect their lives?

Impact study questions – overall assessment

1. How do ICD at grassroots help achieve pro-poor growth and mitigate inequalities, towards the achievement of the MDGs and PRS goals?
2. How does “giving voice to the poor” (including through local media) change their lives towards development objectives?
3. How is ICD influencing processes of governance?
4. How does ICD policy improve people’s lives?
5. What are the connections between local, national and global impact?

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How do communications for development contribute to poverty reduction through strengthening the voices, capacities, communications and networking of the poor and the marginalised, and enable them to influence decisions that affect their lives?

and **where**?
and **when**?
and **why**?

& **what** determines the likelihood that they will do so?
& the risk that they might not?

Impact study questions – BCO activities

What impact did BCO have in relation to these potential impacts?

Where did it add value?

How lasting is this value?

What lessons does it offer for scalability, replicability, sustainability?

What impact did it have on:

target beneficiaries?

wider development communities?

partner organisations?

BCO partners?

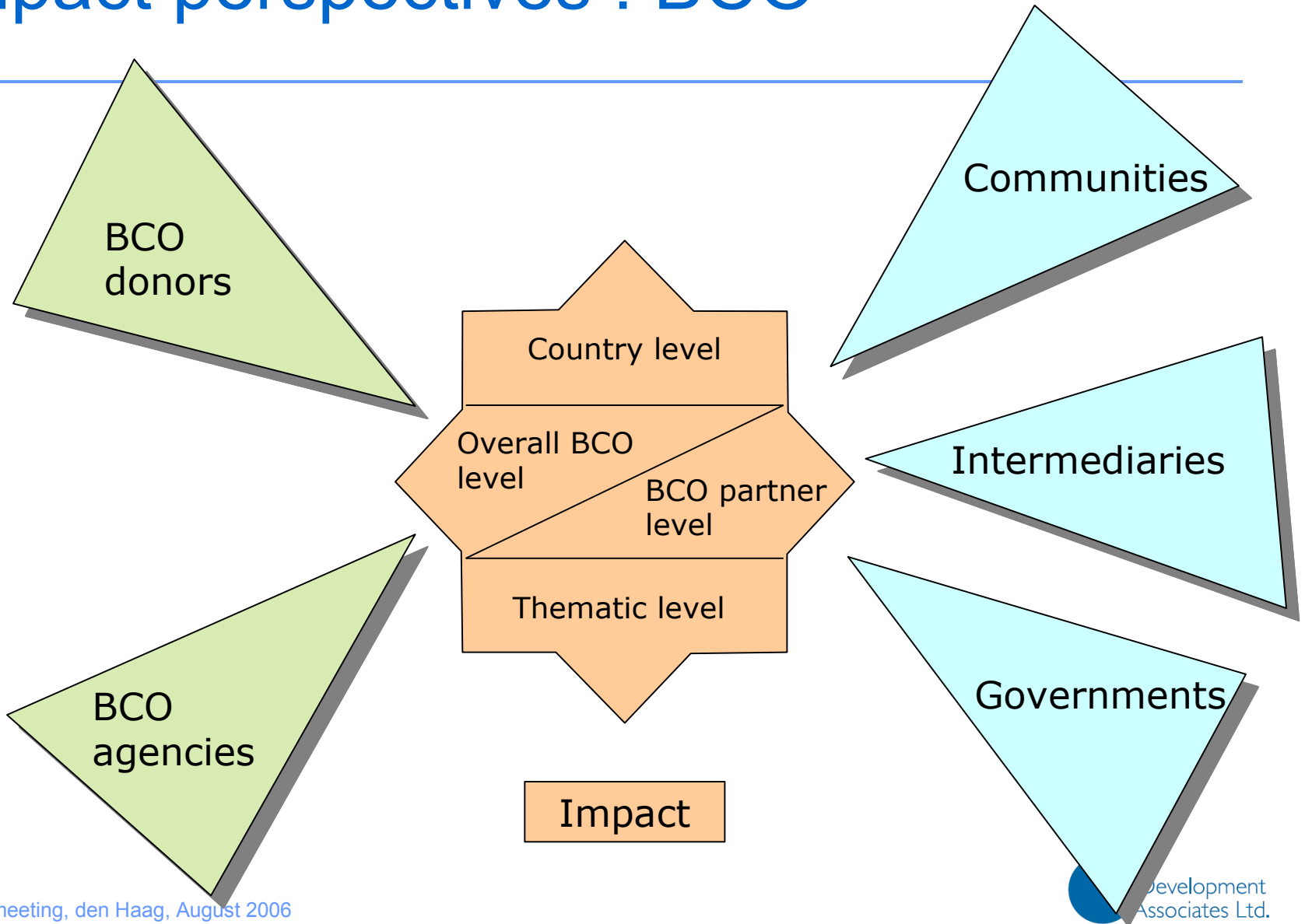
donors?

How much does impact derive from:

BCO agencies directly?

BCO together?

Impact perspectives : BCO



Target audiences & foci for impact study

Target audiences:

BCO partners:

- BCO collectively
- BCO donors
- BCO individual agencies

External:

- national partners
- the wider development community:
 - mainstream development sectors
 - donors
- media

Foci for impact study:

BCO partnership

BCO activities

impact on individuals and communities

impact on intermediaries – including CSOs, media

impact on government

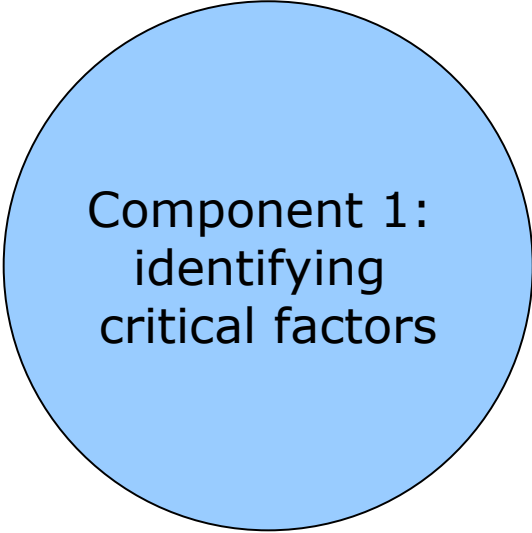
impact within country

impact in thematic areas

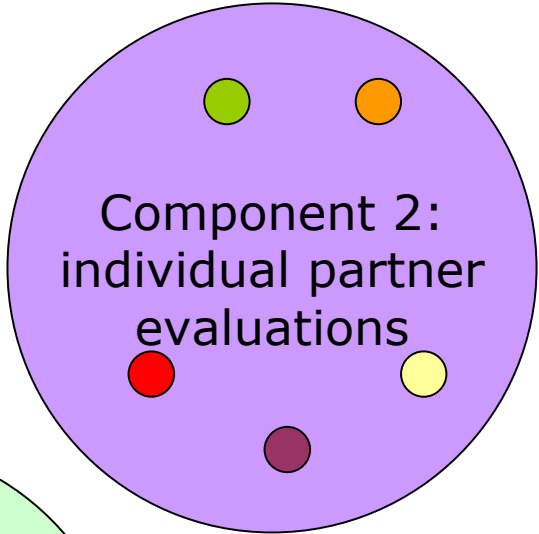
impact on and relationship with the wider context of development and ICD

Individual BCO agency activities


BCO Impact Study



Component 1:
identifying
critical factors



Component 2:
individual partner
evaluations

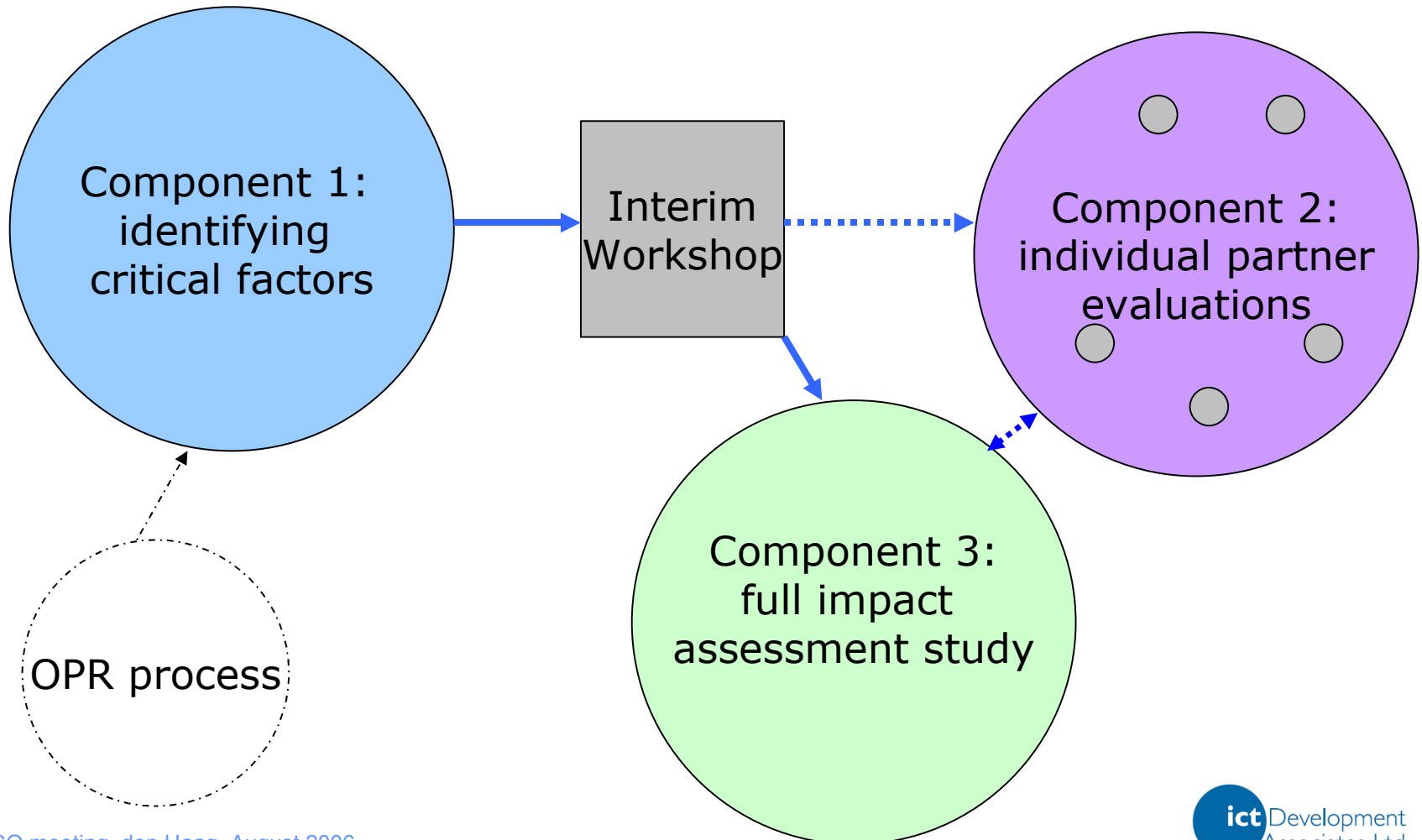


Component 3:
full impact
assessment study

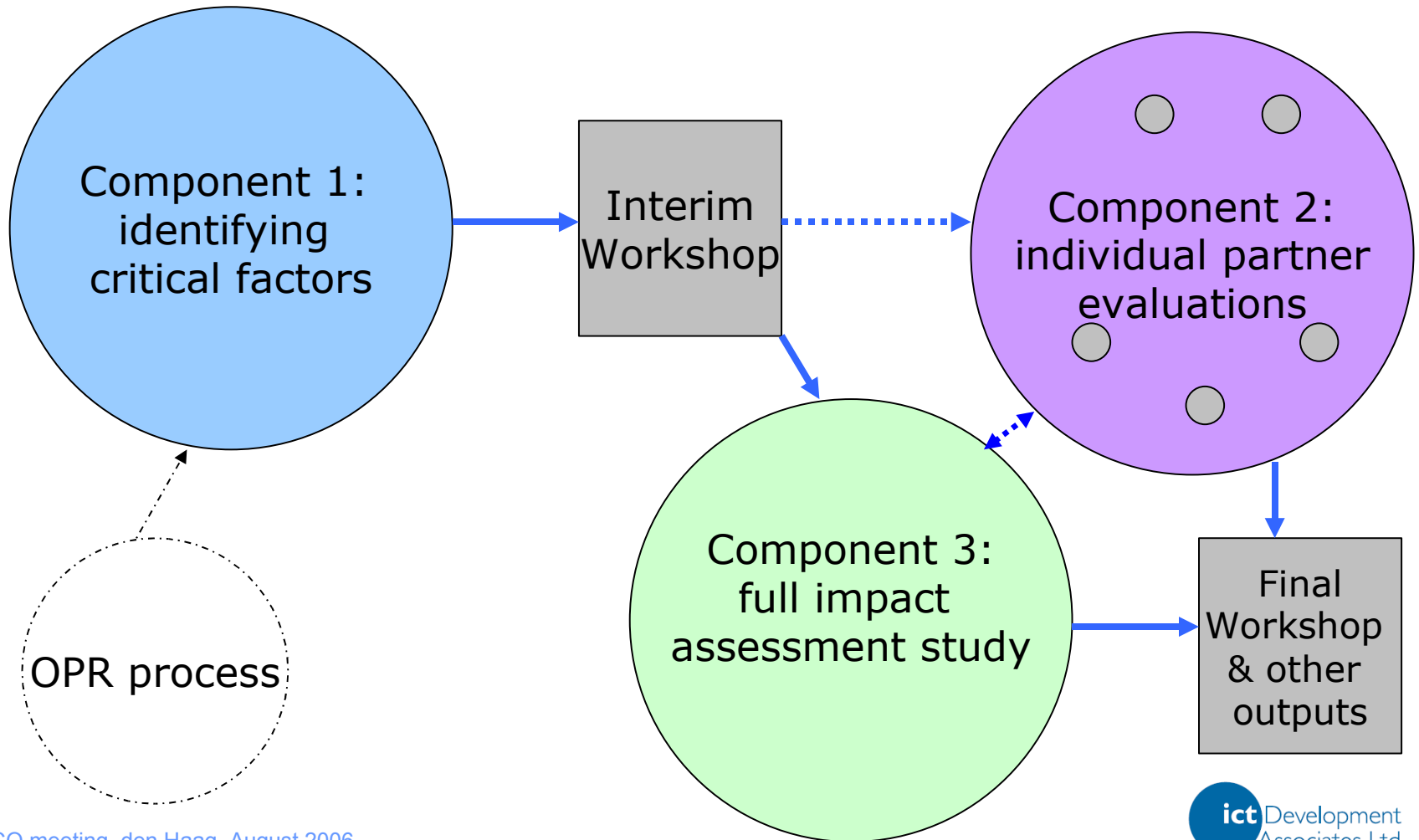


OPR process

BCO Impact Study



BCO Impact Study



Component 1 : Initial phase

Participation in London meeting of Impact Study Group (June 2006)

Gathering of materials from BCO partners

Development of workplan on basis of initial review of comprehensive materials

Preliminary work on BCO indicators

Participation in the Hague meeting of BCO partners (August 2006)

Component 1: Next steps

Clarification of BCO activities for the purposes of Impact Assessment

Compilation of full documentary resource

Development of analytical framework

Interviews with BCO partners and other major stakeholders

Analysis of existing documentary sources in terms of overall BCO programme and BCO partner activity

Selection and more detailed assessment of selected projects, countries, themes and sectors

Review of comparable programmes and activities

Preparation of interim report

including recommendations for Component(s 2 and) 3

Preparation of proposed communication strategy

Interim workshop : objectives

Presentation and discussion of the findings of Component 1

Learning the lessons : open discussion of particular projects selected by BCO partners

Agreement on:

critical factors for analysis and methodology

for Component(s 2 and) 3

Agreement on target outputs from Impact Study overall

Agreement on potential outputs from this stage and on further phase of communications strategy

Components 2 and 3

Detailed structure of Component 3 will emerge from findings of Component 1, outcomes of OPR and discussions at Interim Workshop

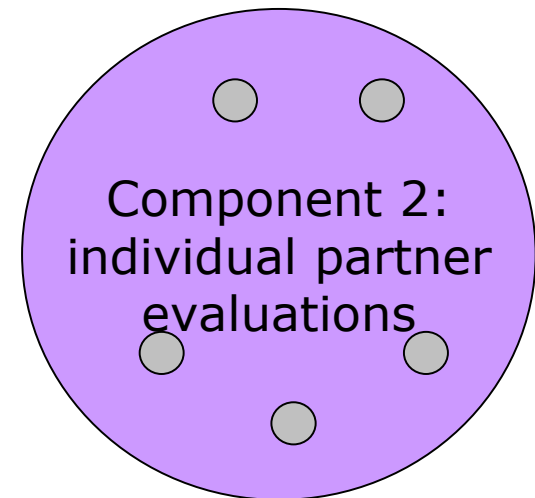
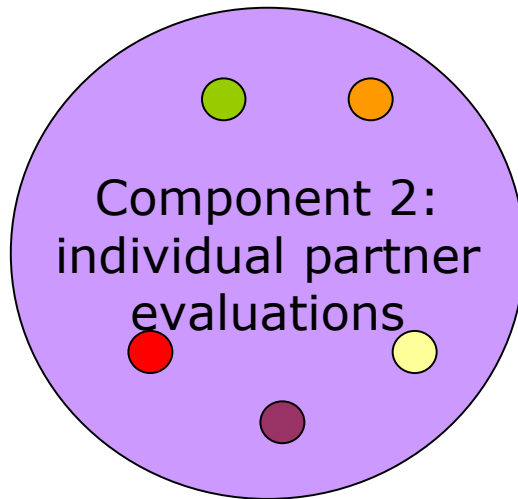
Need for:

- clarification of Component 2 activities

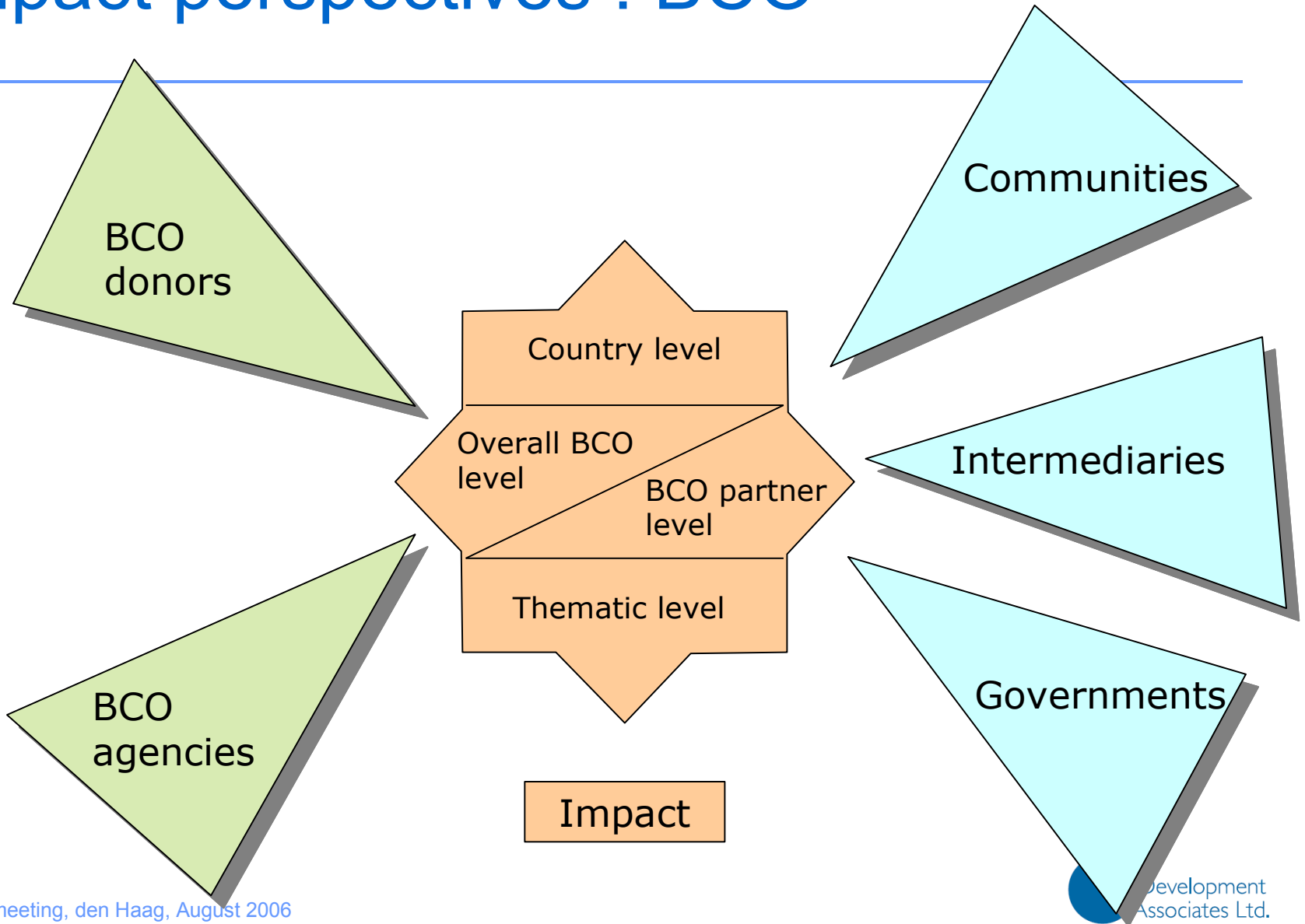
- coherence between Components 2 and Component 3

The following slides on Component 3 are therefore provisional

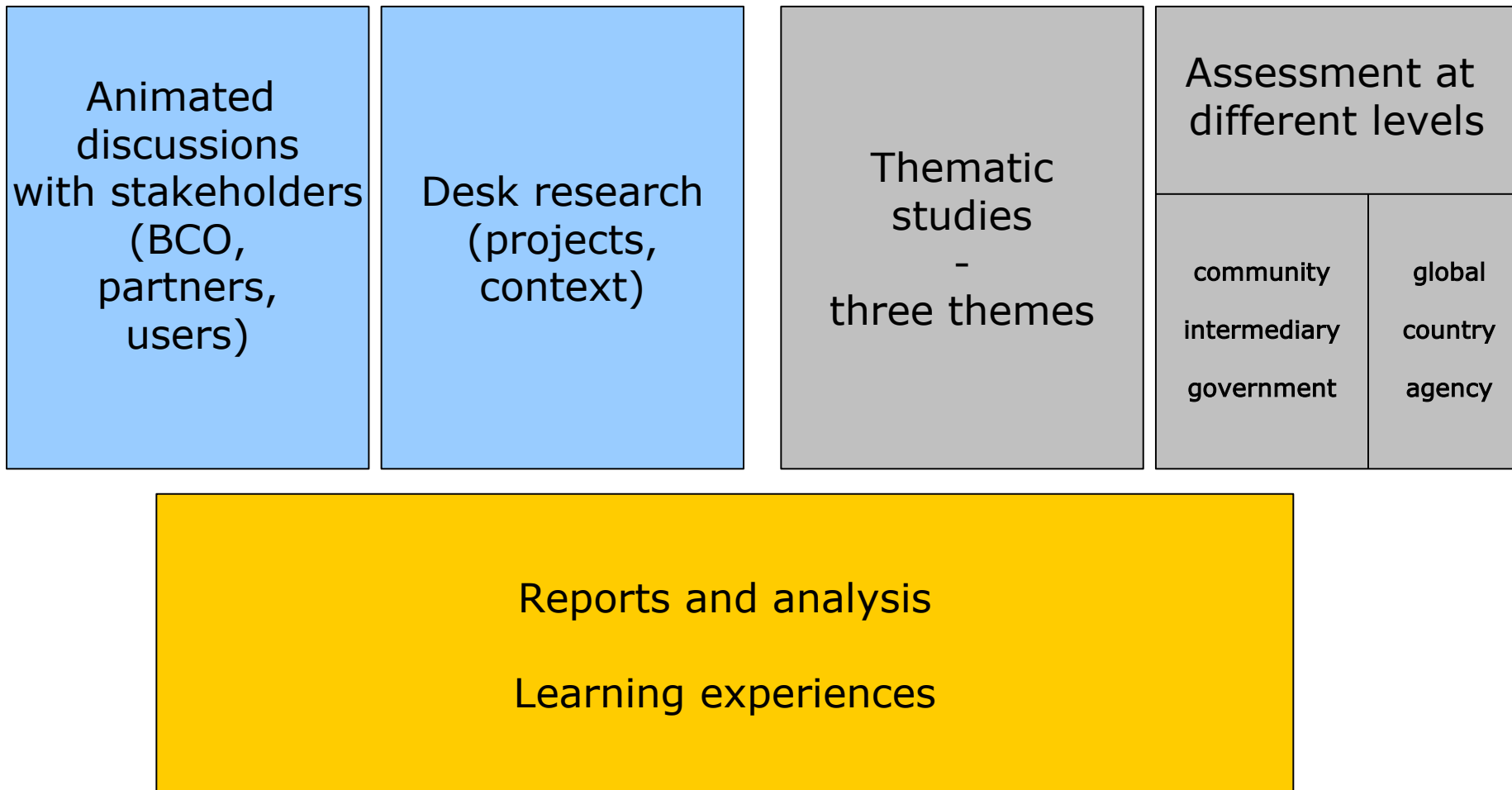
Component 2 and 3:



Impact perspectives : BCO



Component 3 : Structure and methodology



Component 3 : Structure and methodology

Overview study of key issues –

voice

participation

empowerment

supported by:

thematic studies

three themes, to be decided

assessment at different levels

community/local/national/

regional

mainstreamed issues

gender

Undertaken by:

core team

plus

three specialist consultants

chosen for expertise in
selected themes

in partnership with

BCO partners

engaging with

BCO partners and other
intermediaries

wider development community
in countries and thematic
areas

Critical factors

There are resource limitations to the Impact Assessment. The value of available resources will be maximised by:

- clarity about the objectives of the Impact Assessment and the scope of activities covered

- full and regular documentation of activities, evaluations *etc.*

- close partnership and liaison between the IA team and BCO partners

- coherence and harmonisation of the impact work as a whole, including all three components

Team roles

David Souter:

- team coordination and focus on impact overview
- liaison with selected BCO partners
- liaison with one thematic study

Tina James:

- Involvement in all components – to be determined following workplan
- liaison with selected BCO partners
- liaison with one thematic study

Kate Wild:

- Involvement in all components – to be determined following workplan
- liaison with selected BCO partners
- liaison with one thematic study

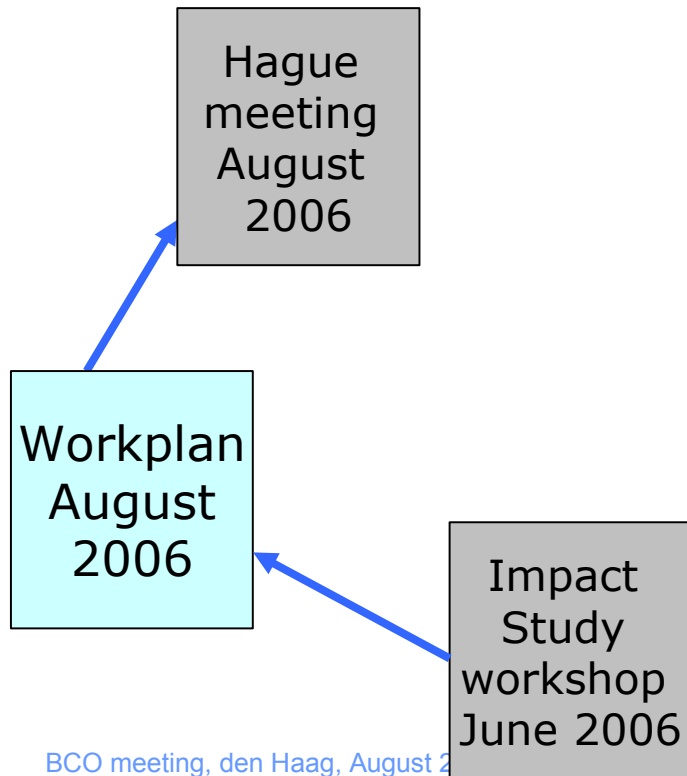
James Deane

- development of communication strategy (Component 1)

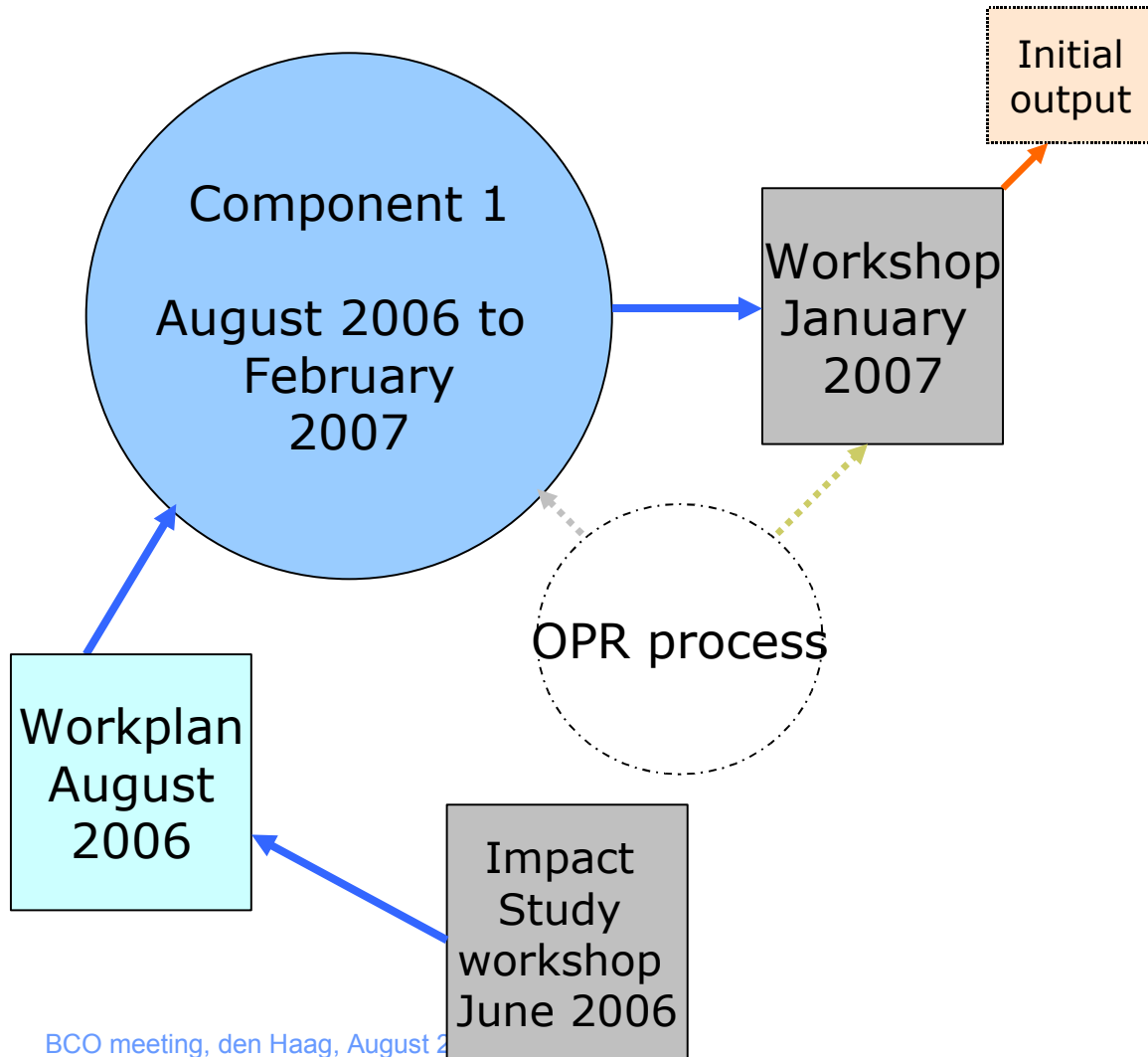
BCO partners – lead team members

| | |
|---------------|---------|
| AMARC | DS / KW |
| APC | TJ |
| Bellanet/IDRC | KW |
| DFID | DS |
| DGIS | KW |
| Hivos | TJ |
| IICD | KW |
| One World | KW |
| Panos | DS |
| SDC | DS |

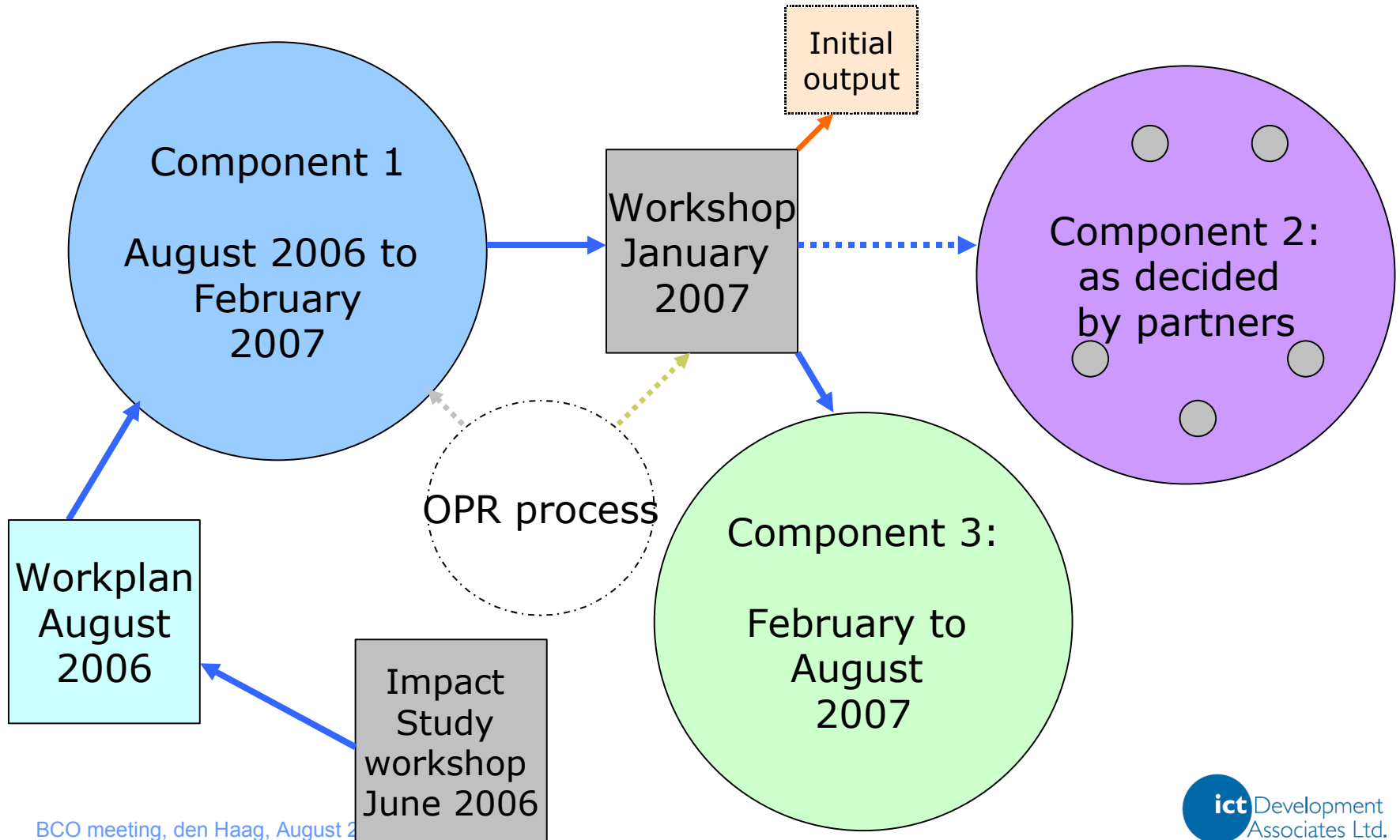
Timetable



Timetable



Timetable



Timetable

