



Measurement Plan

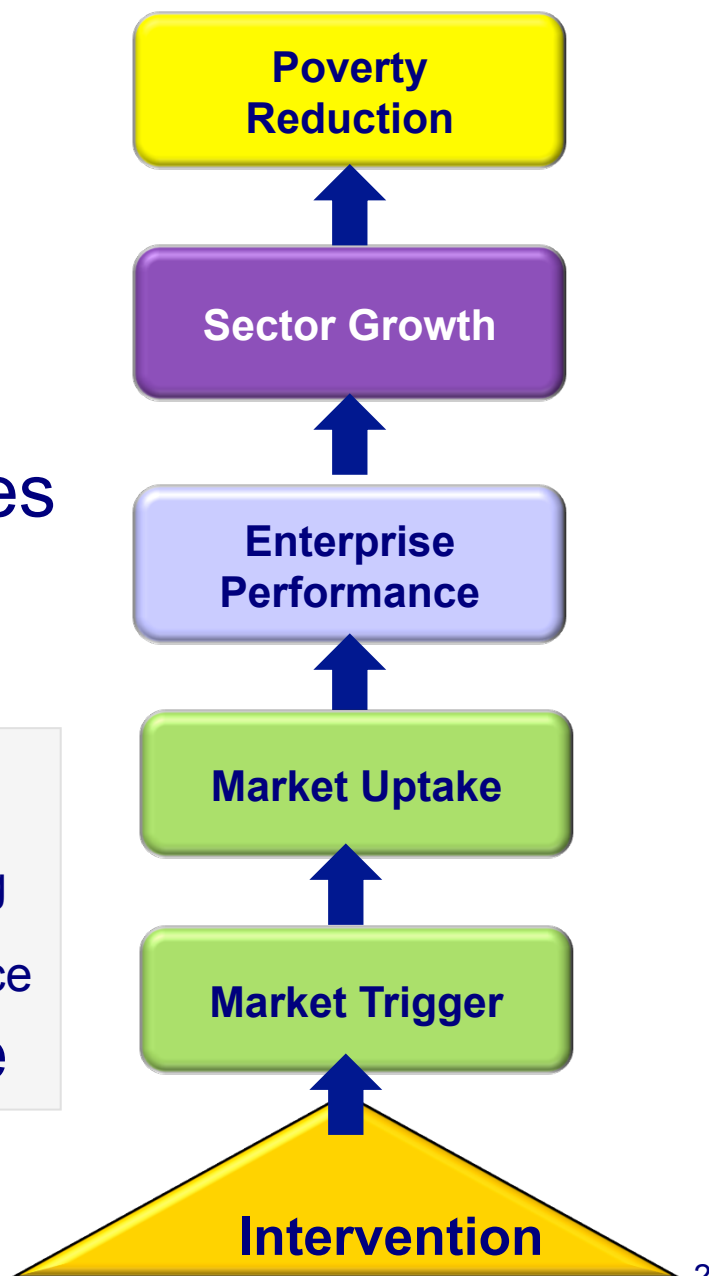
What, when, who and how.

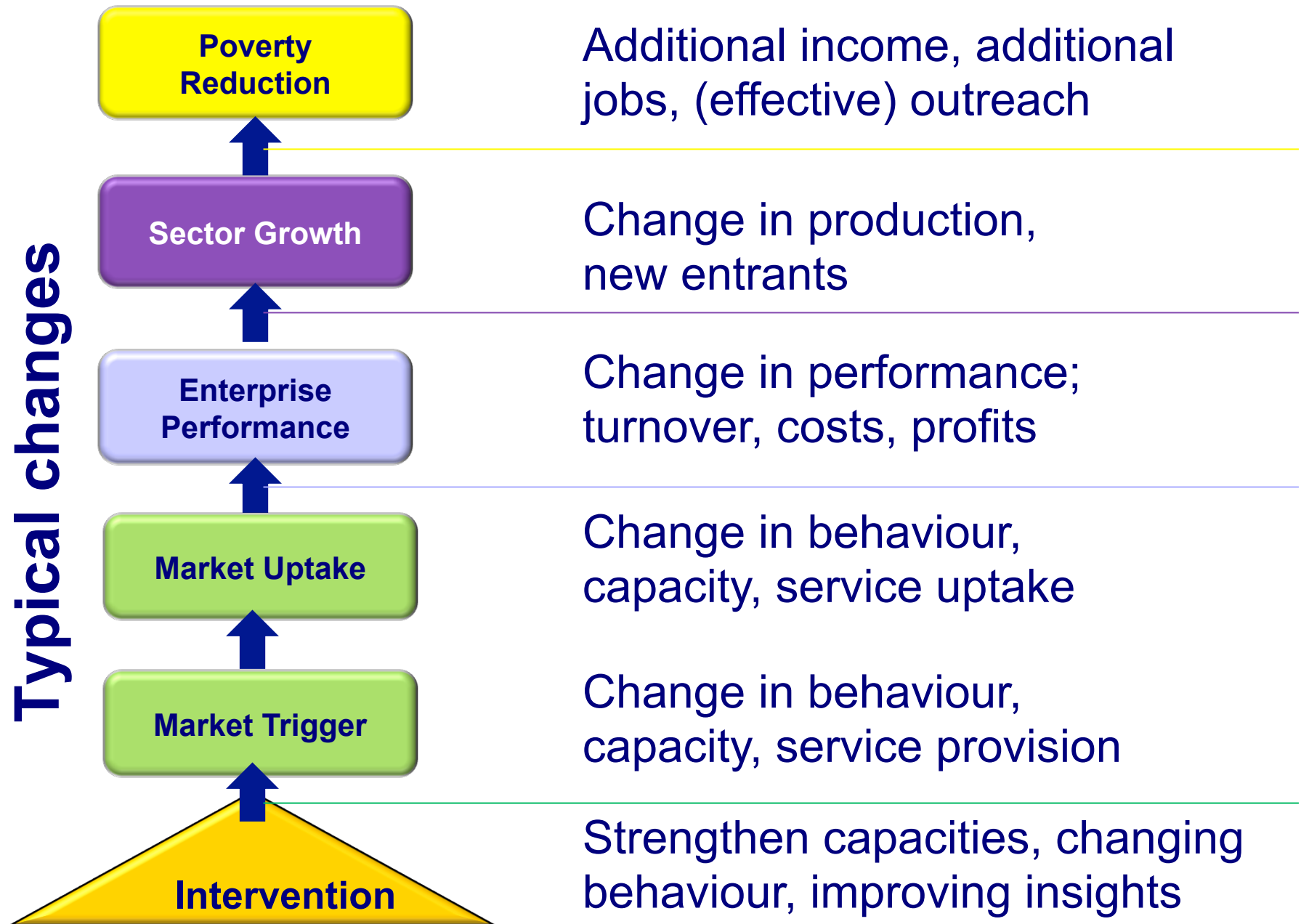
Indicators



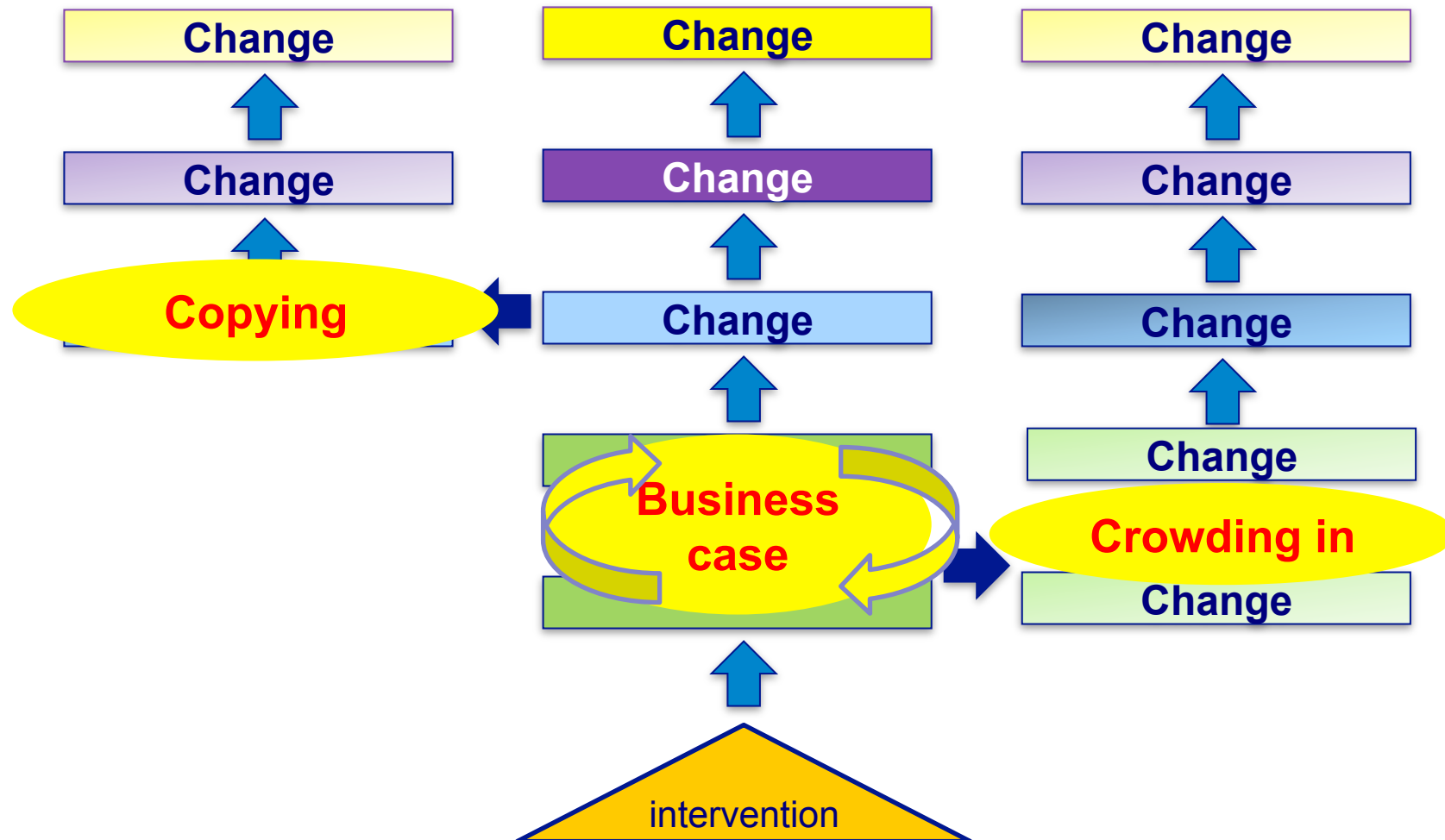
Specifying the expected changes in the boxes

If expected changes are happening
 To what extent changes are occurring
 How and why changes are taking place
 To what extent changes are **sustainable**

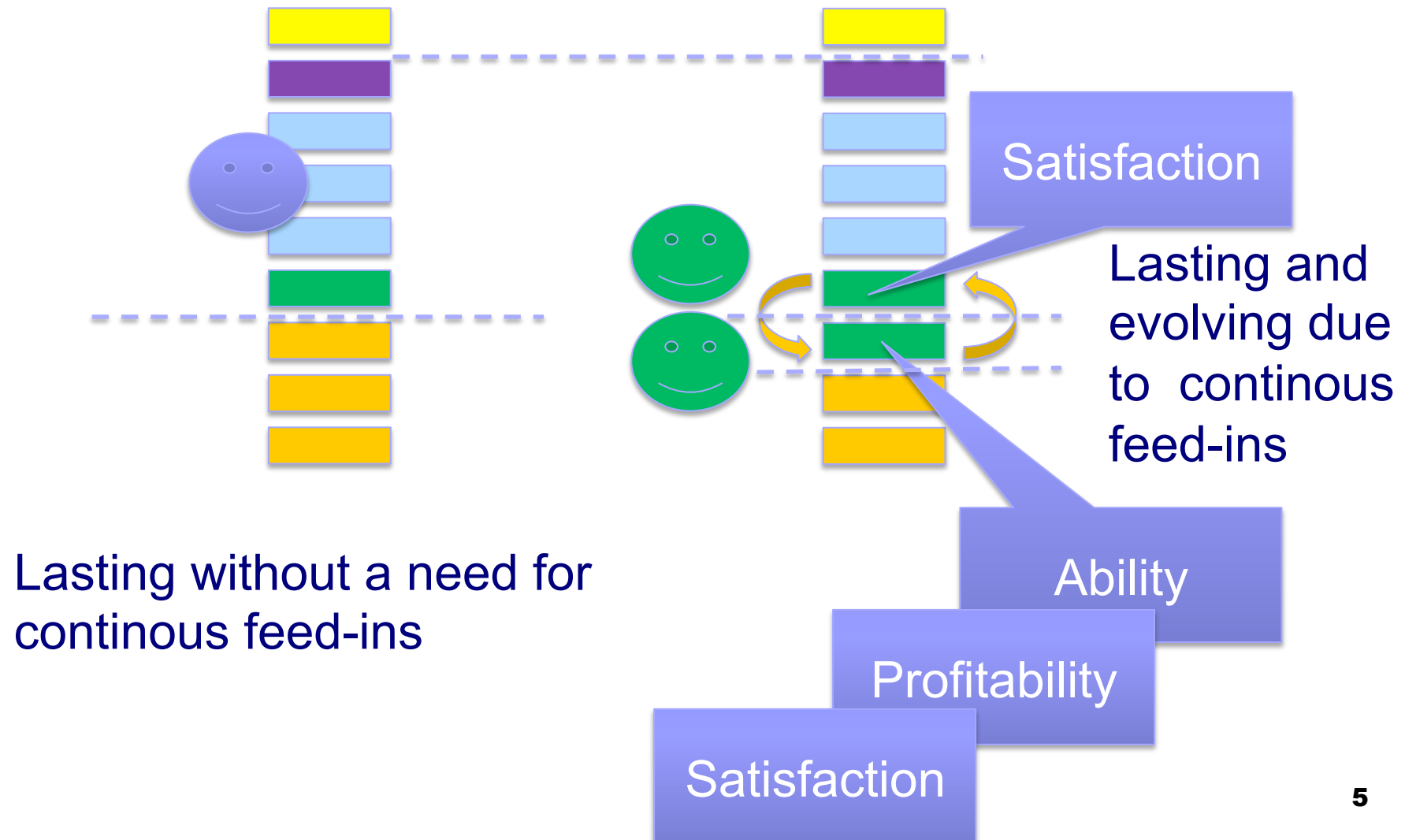




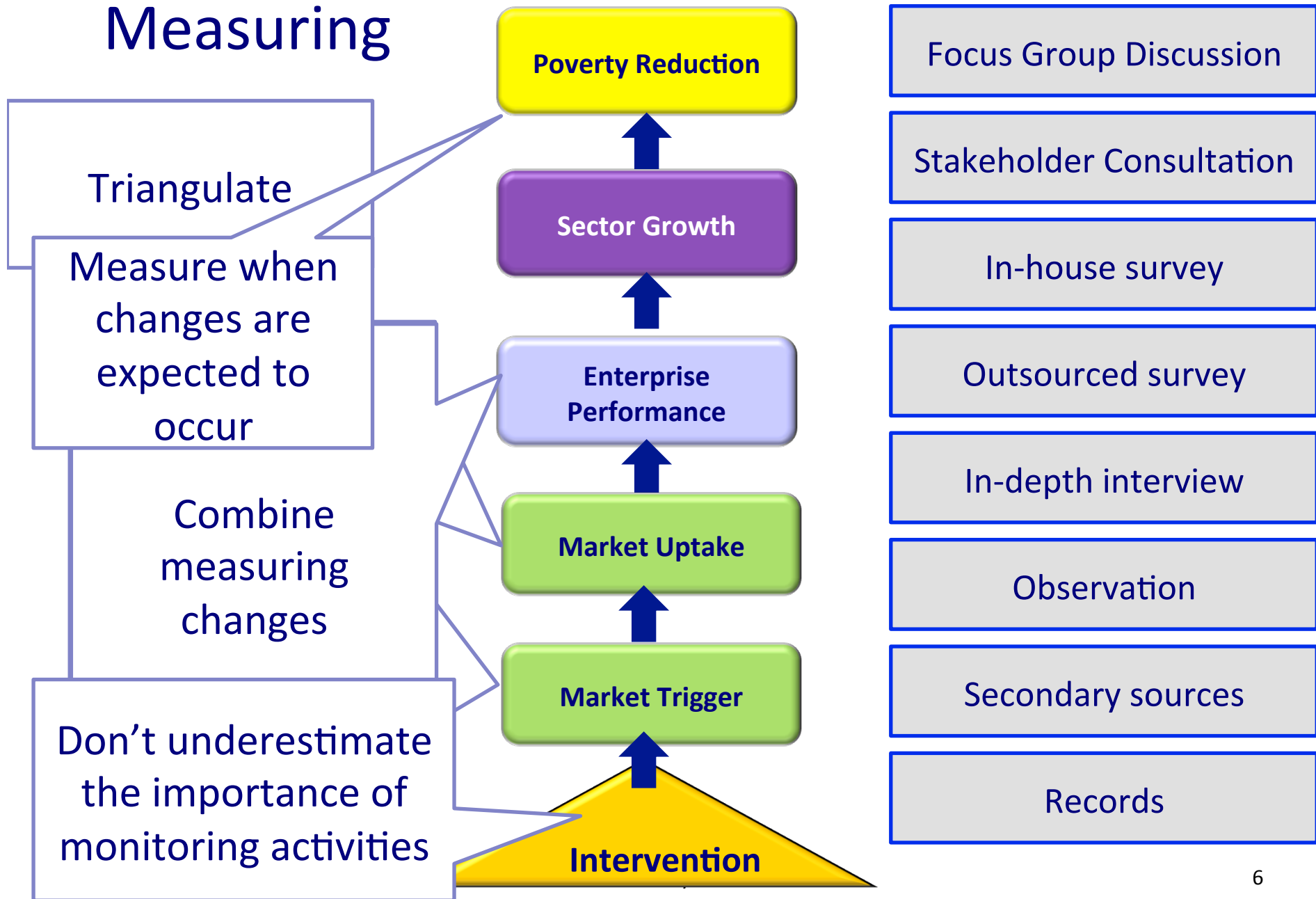
Indicators to measure sustainability & systemic changes



Measuring Sustainability



Measuring



Basic Measurement Plan Layout

Level	Box	Result	Indicator	Definition	How	When	Who
Poverty	10						
Sector	9						
	8						
Enterprise	7						
	6						
Market Uptake	5						
Market Trigger	4						
Activity	3						
	2						
	1						

Basic Measurement Plan Layout - example

Level	Result	Indicator	How	When	Who
Poverty level	14 People's diet improves	Fish consumption per person/family			
	13 Income from fish sector increases	Additional net income for farmers + hawkers			
	12 Employment in fish sector increases	Additional jobs			
Sector level	11 Farmers apply best practices				
Enterprise level	10 Other techniques				
	9 Farmer practices				
	8 Farmer practices	Reasons for farmers' applying/not applying			
Market uptake	7 Farmers receive advice on cultivation techniques	No of farmers who receive advice from hawkers			
Market trigger	6 Hawkers copy nurseries given advice				
	5 Nurseries able and interested to advise farmers on cultivation techniques				
Project activities	4 Trained nurseries				
	3 Nurseries identified & interested	No. nurseries interested to participate			
	2 Training module developed	Curriculum, Session plans and Training materials ready			
	1 Katalyst identifies trainer and supports	Trainer identified, budget approved, action plan agreed			

Observation, in house survey, in depth interviews, records, focus group discussion, stakeholder meetings, etc etc etc

Before, during or after the season, before during or after the activity, once, twice or three times?

Basic Measurement Plan Layout - example

Level	Result	Indicator	How	When	Who
Poverty level	14 People's disposable incomes	Fish consumption per person/family			
	13 Income increases	Additional net income for farmers + day labourers			
	12 Employment increases	Additional labor days hired			
Sector level	11 Fish production	Additional acreage of ponds cultivated			
Enterprise level					
Market level					
Market level					
Project level					
	3 Nurseries identified & interested	No. nurseries interested to participate			
	2 Training module developed	Curriculum, Session plans and Training materials ready			
	1 Katalyst identifies trainer and supports	Trainer identified, budget approved, action plan agreed			

But first, think how you're going to deal with attribution

Then, be practical in your planning (combine, triangulate) and complete the measurement plan per schedule