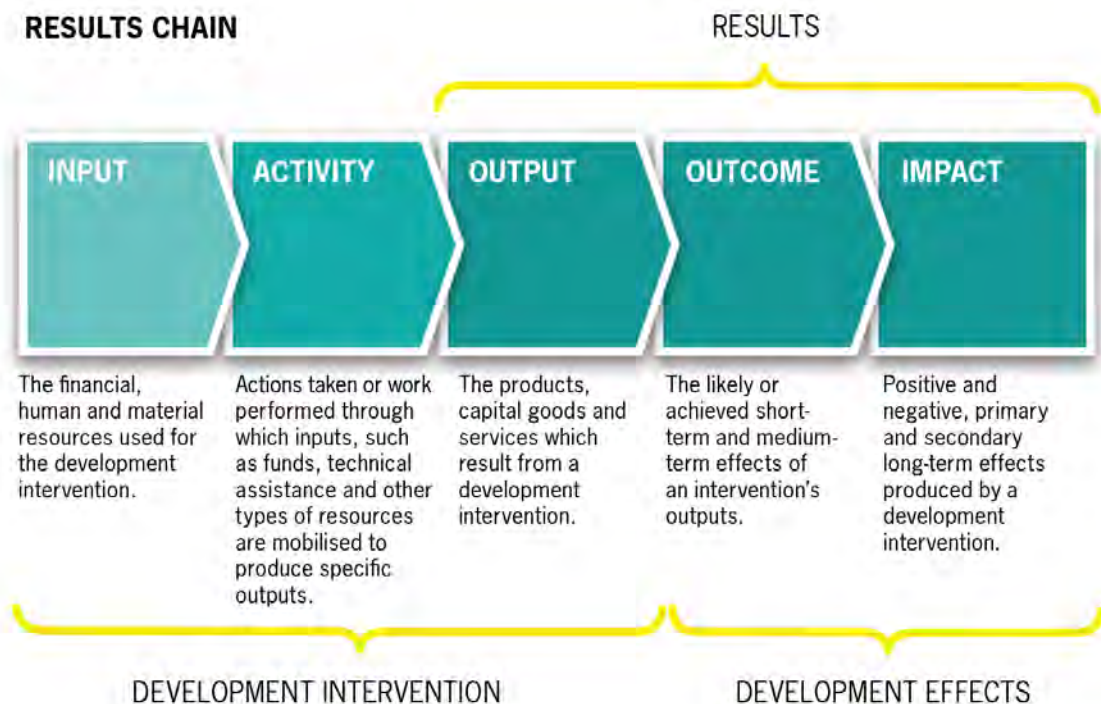




## Short guide to Result Based Management (RBM) terminology

This is a short guideline about the Result Based Management approach that is in line with in Sida's approach to RBM. The example below only demonstrates the correct use of the terms.



The Results chain provides an overview of the assumed cause and effect of the project. First you define the change you want to accomplish, your Outcome and then you break down how you will accomplish this change by specifying everything that must be in place for the change to be possible. The Impact is a larger overall goal that the project is contributing to but which is not under your control, a goal that many different actors are working towards. SPIDER does not require reporting on Impact level.

The RBM approach emphasises Results (Outcomes and Outputs) of a project over Activities.

- **Outcome** is the “likely or achieved short-term and medium-term effect of an intervention”. The description of a project should start with focusing on the change the project aims to accomplish, the Outcome. For example that people know what public services they have a right to access. A project should have only 1-2 outcomes and these must be realistic and achievable.  
SPIDER supported work usually focuses on Short-term outcomes that can be achieved in 1-2 years.
- **Output** is a concrete product or service that leads to the Outcome.  
For example, for people to gain greater awareness about their right to public services (change in knowledge) you need information materials, awareness raising campaigns,

workshops. These are the products that lead to the Outcome that you want to achieve. An Outcome often requires several Outputs.

- **Activities** produce the Outputs.  
Organising workshops is an activity, while the workshop itself is an Output.
- **Indicator** is a concrete way of measuring the progress of the project. Indicators are often numerical values for the problem and the solution. For example: “25% of the population in Region Y are aware of 50% of the public services they have a right to”.  
You must have indicators for both Outcomes and Outputs so that you can track how well the work is progressing. A well chosen indicator gives a good idea about what the situation looks like today and will capture if there has been a change.
- **Target** is the goal value of the indicators for what the project aims to accomplish. To track progress there should be a Baseline value for what the situation is at the start of the project that captures the Indicators of the project.

### Example of Outcomes, Targets and Indicators

Outcome	Output	Activity (just the main activities)
<p>Target group in Region Y are knowledgeable about the public services that they have right to and have the mechanism to report poor service delivery.</p> <p><b>Baseline:</b> Only 15% of adult population 18-45 in region Y know what public services they have a right to and do not know how or where to report poor public service delivery.</p> <p><b>Indicators:</b> % of population that knows about their rights to public service delivery and # of reports of poor public service delivery</p> <p><b>Target:</b> 60% of the adult population know 50% of the public services they have a right to access and know how to report poor public service delivery</p>	<p>Awareness raising campaigns</p> <p><b>Indicators:</b> # of radio shows and # of callers to radio shows</p> <p><b>Target:</b> 4 Awareness raising campaigns</p>	<ul style="list-style-type: none"> <li>• Baseline study of available public services and awareness</li> <li>• Develop information material</li> <li>• secure radio time</li> <li>• plan and hold radio shows</li> </ul>
	<p>Community forums</p> <p><b>Indicators:</b> # of forums held # of participants, # of speakers at forums (# of men and # of women)</p> <p><b>Target:</b> 3 community forums per community in 3 communities</p>	<ul style="list-style-type: none"> <li>• arrange stakeholder meetings</li> <li>• organise forums</li> <li>• organise follow up</li> </ul>
	<p>A hotline for complaints</p> <p><b>Indicators:</b> Functioning hotline and # of received complaints</p> <p><b>Target:</b> 1 functioning hotline to receive calls</p>	<ul style="list-style-type: none"> <li>• secure short code from telco provider</li> <li>• survey and choose an available solution</li> <li>• develop call centre platform</li> <li>• training for call centre staff</li> </ul>