

# SuSanA Monitoring and Evaluation Framework

*Towards Sustainable Sanitation for All*

Nov 19, 2018

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## **SuSanA Strategic Objectives and the Monitoring & Evaluation Framework**

As the sanitation and hygiene sector grows, there is greater need for Knowledge Management to bridge the gap of sharing information and approaches for addressing sanitation challenges. The sector is increasingly using KM approaches to support sanitation planning, programming and even implementation and sharing of success stories. To be assured of the quality of knowledge products and understand the contribution of these products to the sector, there is need to continuously monitor and evaluate the contribution of new products, access of the products by the practitioners and how useful applying the products shared impact on our work.

This framework provides key aspects to monitor and evaluate with the important indicators together with the sources of these indicators. The framework is based on the SuSanA's strategic objectives drawn from the SuSanA Strategy of February 2018 and reflects back on the whole strategy including the Theory of Change (ToC) and the Value Proposition in Section 1, the survey results and action implications highlighted in Section 2 which resulted in the strategic objectives. This framework has been written by members of the SuSanA Grant Phase III project including both the Core Group Representatives as well as the Consortium members and truly represents a collaborative effort of the project team. There was also significant contribution from CAWST and in deed this work is very much aligned to the measurements tool and KPIs framework developed by CAWST and Seacon.

It comprises certain complex processes and criteria for indicators especially when looking at the usefulness and impact of the SuSanA knowledge management platform including 'Number of organizations that report using and/or enhancing SuSanA information materials/tools' to indicate accessibility of 'useful' information through SuSanA. It also projects on how to measure 'Enhancing' aspects of SuSanA products by considering how to capture feedback on materials that have been probably adapted for a local context which may also indicate 'usefulness' as well as 'adaptability'. It also proposes rating of usefulness and/or impact which could be made visible to all members and might help other individuals select between materials available on SuSanA. Criteria could include: Easy to read, Utility/usability, Availability in other languages, etc. In view of the content in Sections 1 and 2 and while recalling from the original contract with SEI that the three guiding outcomes are:

- Outcome 1: Improved use of SuSanA Platform by identified target groups, through a clear communications plan and platform improvements.
- Outcome 2: Demonstrable improvements in the impact that use of the SuSanA Platform has on members' work in sanitation.
- Outcome 3: Strengthened governance and institutional sustainability of SuSanA as reflected in an operational plan that includes a plan for funding the budget needed to assure the future of SuSanA.

The project developed four strategic objectives described below.

SuSanA’s four strategic objectives are derived from the ToC from Section 1 (embedding SuSanA within the context of achieving SDG 6) and the analyzed results of the UX and Stakeholder Market Studies (Section 2) and are as follows:

1. Ensure SuSanA products and services are curated and targeted and that they are a clear response to sanitation development challenges facing sector stakeholders
2. Strengthen collaboration with customers in the “middle segment capacity gap” using the persona user profile model
3. Strengthen collaboration with other partners and networks including stakeholders at the in-country “grassroots” level (within the sanitation sector and beyond)
4. Strengthen SuSanA’s organizational framework and impact in the sector

The detailed monitoring and evaluation framework for each objective is outlined in table 1.

**Table 1. DRAFT Monitoring and evaluation framework**

Expected Result	Indicator	Frequency	Data Source	Responsibility
<b><i>Strategic Objective 1: - Ensure SuSanA products and services are curated and targeted and that they are a clear response to sanitation development challenges facing sector stakeholders</i></b>				
Relevant and curated sustainable sanitation documents, including project-based information are available in the SuSanA Website for their global use	<ol style="list-style-type: none"> <li>1. Number of <b><i>publications, reports, tools , case studies, factsheets and SuSanA publications</i></b> located in the following: <ul style="list-style-type: none"> <li>• -Library</li> <li>• -Case Studies</li> <li>• -Conference Materials</li> <li>• -Projects (in Project Database)</li> </ul> </li> <li>2. Growth rate of resources added from different regions</li> <li>3. Usage of materials in the SuSanA website through user feedback online/ user rating</li> <li>4. Data comparison between the ‘ most searched’ topics in SuSanA website and the number of publications added on these topics</li> </ol>	Annually	website	Consortium/ SuSanA secretariat

Expected Result	Indicator	Frequency	Data Source	Responsibility
Curated information related to sustainable sanitation is synthesized into a coherent product	1. Number of <b>case studies, factsheets, and publications</b> developed by SuSanA (e.g. Working Groups)	Annually	website	Consortium/ SuSanA secretariat
Individuals and organizations working in the provision of sanitation <u>access</u> sustainable sanitation <b>information</b> through SuSanA	1. Number of <b>visits</b> to each of the following during a reporting period (Loyalty): <ul style="list-style-type: none"> <li>• Forum</li> <li>• Library</li> <li>• Case studies</li> <li>• Conference materials</li> <li>• Project database</li> <li>• SuSanA Flickr portfolio</li> <li>• SuSanA YouTube channel</li> <li>• Sanitation Wikipedia pages</li> </ul>	Every 6 months	Website analytics	Consortium/ SuSanA secretariat
SuSanA members view network opportunities related to sustainable sanitation	1. Number of visits to the SuSanA events calendar during a reporting period (Loyalty)	Every 6 months	Website analytics	Consortium/ SuSanA secretariat
SuSanA members engage on social media or follow links in email news mail about SuSanA activity	1. Number of <b>referrals</b> to SuSanA events calendar, forum discussions, and resources from a social media or other source (e.g. Facebook, twitter, or SuSanA email news mail)	Every 6 months	Website analytics	Consortium/ SuSanA secretariat
SuSanA members are participating and exchanging within the Thematic discussion and Forum	1. Number of SuSanA members (total) participating in each Thematic Discussion Series (on the Forum) 2. Number of replies per Thematic Discussion Series 3. Number of views per Thematic Discussion Series 4. Number of Thematic Discussion Series facilitated per year	Every 6 months	Website analytics	Consortium/ SuSanA secretariat
SuSanA members are participating and exchanging within webinars	1. Number of <b>SuSanA members</b> (total) participating in each webinar 2. Number of <b>webinars</b> facilitated	Every 6 months	Webinar recordings	Consortium/ SuSanA secretariat

Expected Result	Indicator	Frequency	Data Source	Responsibility
SuSanA members are participating and exchanging within Working Groups (within specific topic areas)	1. Number of <b>members</b> in each Working Group	Annually	SuSanA member database	Consortium/ SuSanA secretariat
Activity is increased within Working Groups to improve participation and exchange on specific Working Group topics.	1. Total number of <b>discussions, meetings, webinars, and information made available</b> per year per Working Group	Annually	Website, Documentation of meetings	Consortium/ SuSanA secretariat
Relevant information on sustainable sanitation is created and shared on Wikipedia	1. Number of <b>Wikipedia pages</b> edited by SuSanA members 2. Level of <b>Quality of Lead</b> rating (out of 8) for each edited Wikipedia page related to sanitation 3. <b>Flesch Readability Score</b> (out of 100) for each edited Wikipedia Article 4. Level of <b>Quality of Article rating</b> (out of 14) for each edited Wikipedia page related to sanitation.	Annually	Wikipedia Analytics	Consortium
<b>Strategic Objective 2: - Strengthen collaboration with customers in the “middle segment capacity gap” using the persona user profile model</b>				
Persona model provides powerful user interface	1. Number and representativeness of <b>personas</b> developed 2. Engagement of <b>individuals reached</b> through personas targeting. 3. Number of <b>organizations partnered</b> through personas approach.	Annually	Survey	Consortium
SuSanA activities, tools and materials adopted and utilized by the middle segment.	1. Number of <b>partner organisations</b> that report enhancing SuSanA information materials and tools.	Annually	Survey	Consortium
Effectiveness facilitating collaboration of middle segment in sanitation sector	1. Number of <b>collaborations</b> reported by members or organisations that have resulted from their membership or participation in SuSanA.	Annually	Survey	Consortium

Expected Result	Indicator	Frequency	Data Source	Responsibility
Contribution of SuSanA to the work of the middle segment	1. Number of <b>partner organizations</b> that report that SuSanA contributed to their sanitation work as a result of SuSanA related activities.	Annually	Survey	Consortium
<b>Strategic Objective 3:</b> - Strengthen collaboration with other partners and networks including stakeholders at the in-country “grassroots” level (within the sanitation sector and beyond)				
Effective collaboration of KM networks within the sector	1. Number of <b>joint activities and knowledge sharing</b> activities (e.g. seminars, publications, online discussions, news mail contributions) with other KM networks	Annually	Reports	Consortium/ SuSanA secretariat
Effective collaboration of KM networks beyond the sanitation sector	1. Number of <b>joint activities and knowledge sharing activities</b> (e.g. seminars, publications, online discussions, news mail contributions) with networks from other sectors	Annually	Reports	Consortium/ SuSanA secretariat
Sanitation stakeholders are participating and exchanging in person at meetings including SuSanA meetings and In-country events	1. Number of <b>people</b> participating in each meeting 2. Number of <b>references</b> to the content of a meeting in the SuSanA Forum, external media, in an organization's annual report or blog, in social media, use in and beyond meeting and through online diffusion of meeting presentations.	Annually	Meeting reports	Consortium/ SuSanA secretariat/ Water Aid / Oxfam
Sanitation stakeholders find it useful to participate and exchange in person at meetings including SuSanA meetings and In-country events	1. <b>Number</b> of people that evaluate the meetings as positive.	Annually	Meeting evaluation	Consortium/ SuSanA secretariat/ Water Aid/ Oxfam

Expected Result	Indicator	Frequency	Data Source	Responsibility
Impact of in-country activities in pilot countries in the wider SuSanA platform	<ol style="list-style-type: none"> <li>Increase in number of SuSanA <i>users</i> from the <i>model countries</i></li> <li>Number of <i>learning materials</i> from workshops, SuSanA publications and forum posts made available in the website as a result of in-country activities</li> </ol>	Annually	Website, workshop reports	WaterAid/ Oxfam/ Secretariat
<b>Strategic Objective 4: - Strengthen SuSanA's organizational framework and impact in the sector</b>				
Strengthened organizational development of SuSanA	<ol style="list-style-type: none"> <li>Number of <i>volunteered hours</i> (in-kind contributions) by SuSanA individual members and partner organizations to keep the network thriving. Broken down by strategic objective, project, individual activity.</li> </ol>	Annually	SuSanA events and publications	SuSanA secretariat
Sustainability of SuSanA	<ol style="list-style-type: none"> <li>Percentage of financial contributions by SuSanA partners, donors or foundations via cooperation systems in relation to the provided core funding by BMZ</li> </ol>	Annually		SuSanA secretariat
Increased interest in SuSanA platform and its knowledge products by organisations and individuals.	<ol style="list-style-type: none"> <li>Percentage increase in downloads and/or uploads by organisations and individuals.</li> <li>Percentage increase in the number of hits by organisations and individuals.</li> </ol>	Annually	Web analytics	SuSanA Secretariat
Improvements of quality of sanitation planning and implementation practices based on SuSanA's knowledge management activities.	<ol style="list-style-type: none"> <li>Sanitation planning and programming case studies</li> <li>Impact feedback.</li> </ol>	Annually	<ul style="list-style-type: none"> <li>Random interviewing, and recording on how individual's or organization's use of SuSanA KM materials have improved planning/programming.</li> <li>Follow up on forum requests.</li> </ul>	SuSanA Secretariat
Increase in the use of SuSanA products and tools by organisations	<ol style="list-style-type: none"> <li>Number of downloads</li> <li>Number of enquiries and responses made through the</li> </ol>		<ul style="list-style-type: none"> <li>Survey among those who download materials.</li> </ul>	SuSanA

Expected Result	Indicator	Frequency	Data Source	Responsibility
and individuals in the sector	forum.		<ul style="list-style-type: none"> <li>Follow up on forum requests.</li> </ul>	Secretariat
Enhanced effective and impact of SuSanA in the sector	1. Percent rating.	Annually	Rating system for each of SuSanA products through a rating criteria for 'effective' and 'impactful' on a scale from 1 to 5	SuSanA Secretariat