Outcomes and Impacts: Adding Social Value to Your Work

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For: Extractives Industry Transparency Initiative

EITI Region: Anglo-Africa

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Welcome Everyone

Webinar Agenda

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- Overview & Key Definitions
- 5 Key Thematic Areas
- Discussion Public Awareness and Public Debate
- Discussion Lessons Learnt
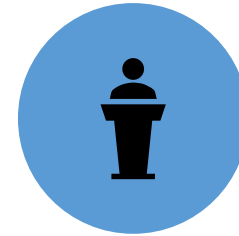
Outcomes and Impacts

OUTCOMES AND IMPACTS

ACTIONS AND ACTIVITIES

MONITORING AND EVALUATION

PUBLIC AWARENESS AND PUBLIC DEBATE

LESSONS LEARNT AND APPLIED

Outcomes and Impacts

Key

Outcome: *something that follows a result or output.*

Impact: *an effect on someone or something as a result of an action or activity*

Influence: *to directly, indirectly change someone or something*

Reach: *extent or range of an effect or influence*

Standard 7
Outcomes and Impacts

- **OVERVIEW:** Regular disclosure of extractive industry data is of little practical use without **public awareness**, understanding of what the figures mean, and **public debate** about how resource revenues can be used effectively.

The EITI Requirements related to **outcomes and impact seek to ensure that stakeholders are engaged in dialogue about natural resource revenue management.** EITI disclosures lead to the fulfilment of the EITI Principles by contributing to wider public debate. It is also vital that **lessons learnt** during implementation are acted upon, that recommendations from EITI implementations are considered and acted on where appropriate and that EITI implementation is on a stable, sustainable footing.

EITi

Extractive Industries
Transparency Initiative

THE EITI
STANDARD
2019

The global standard for the

Why are Outcomes and Impacts important?

Means and method to:

- communicate the **social value** of your work
- improve management decisions and actions
- demonstrate positive social change
- gain credibility and enhance reputation
- ensure accountability and transparency to stakeholders
- provide a voice to stakeholders on activities and outcomes
- disseminate and promote lessons learnt
- stimulate debate through awareness raising
- measure progress over time
- promote sustainability initiatives and best practices

Outcomes and Impacts

Best Practices: Promoting Accountability
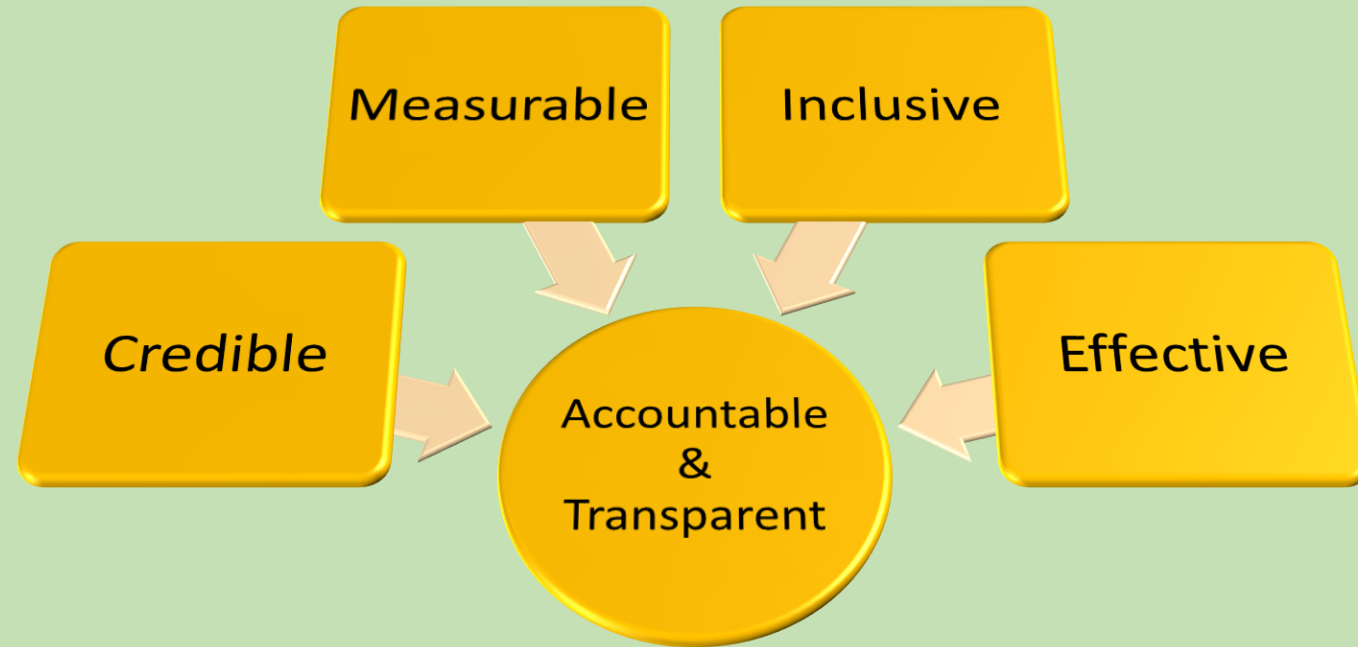
Actions and Activities

When designing activities:

What is the outcome? *Immediate, Intermediate or Ultimate*

You want to understand how or why something changed?
Over what period-of-time did this change occur?
How many people experienced the impact?
Is the experience or impact direct, indirect or cumulative?
Is the reach of the impact far?
Is the impact negative or positive?
Does the impact pose potential risks or opportunities?

Collecting Data
What type of information needs to be collected?
How should this information be collected?
How reliable does the information need to be?

Activities	Outputs	Immediate	Intermediate	Ultimate
Coordination, Technical Assistance Training	Measure the Completion of Activities Produced	Change in Attitude Knowledge, and Skills	Change in Practice or Behavior	Change of Being Change of State

COVID-19
Realize you Outcomes and Impacts will Change

- Step 1 Get Informed
  - COVID information and government guidelines
  - Think about creating your own guidelines

- Step 2 Reach Out to key Stakeholders
  - Create key messages
  - Use traditional mechanism and communicate key messages

- Step 3 Make a Short MUST Do of Change List
  - Identify things that you have to do now and do them i.e. operations, payroll etc.
  - Vital activities
  - Think practical, plausible strategies

- Step 4 Scale back
  - Identify those things that will be a challenge to implement
  - Start thinking about activities in 45-50 days
  - Do a survey to identify changing needs or requirements
  - **Re-evaluate activities, outcomes and impacts and measurement tools**

- Step 5 Plan to Resume Workplan Activities
  - Decide which activities should be prioritized and which can wait

Monitoring and Evaluation

Current Conditions or Baseline

Impact

Measuring the Impact

Managing, Monitoring, Evaluating

Communicating & Reporting

Monitoring and Evaluation

Measuring Impact, Monitoring, and Evaluating

Guiding Questions

Ask yourself:

How will the information be used? What will be its'   purpose?

- *Apply for funding, evidence, justification for spending, development of activities, raising awareness and public debate*

Have I consulted with key stakeholders?

What data needs to be collected and how?

What changes need to occur?

What measurement indicators capture the change?

How will this tell the story?

How will it be reported or communicated?

Public Awareness & Public Debate

Tell Your Story: Internally and Externally

Your Communications and Engagement Strategy are your Guides

Communicate your findings and data

Use supporting data from other reliable sources to compliment your data

Using metrics will encourage make your communications strategy more impactful and powerful

Using metrics will encourage internal growth of your organization and meet set outcomes

Public Awareness & Public Debate

Tell Your Story

- **How did your activities influence government reform?**

- **How did you increase knowledge and awareness around mainstreaming?**

- **How did you identify and create a beneficial ownership registry?**

- **How did you empower CSOs to advocate on key issues around licensing?**

- **How are you creating debate around key issues?**

Public Awareness & Public Debate

Tell Your Story: Internally and Externally

- **Update the MSG on Progress Regularly**
- **Tell your findings with video or graphics:**
  - **Videos such as, Snagit, ScreenFlow, Imovie, Doodly,**
  - **Programs such as Flourish, Domo, Reach Reporting**
- **Create a Wiki for sharing and building knowledge**
- **Publish a Newsletter**
- **Use mobile Tools and Technology**
- **Use Social Media and Website**
- **Make reports available internally and externally**
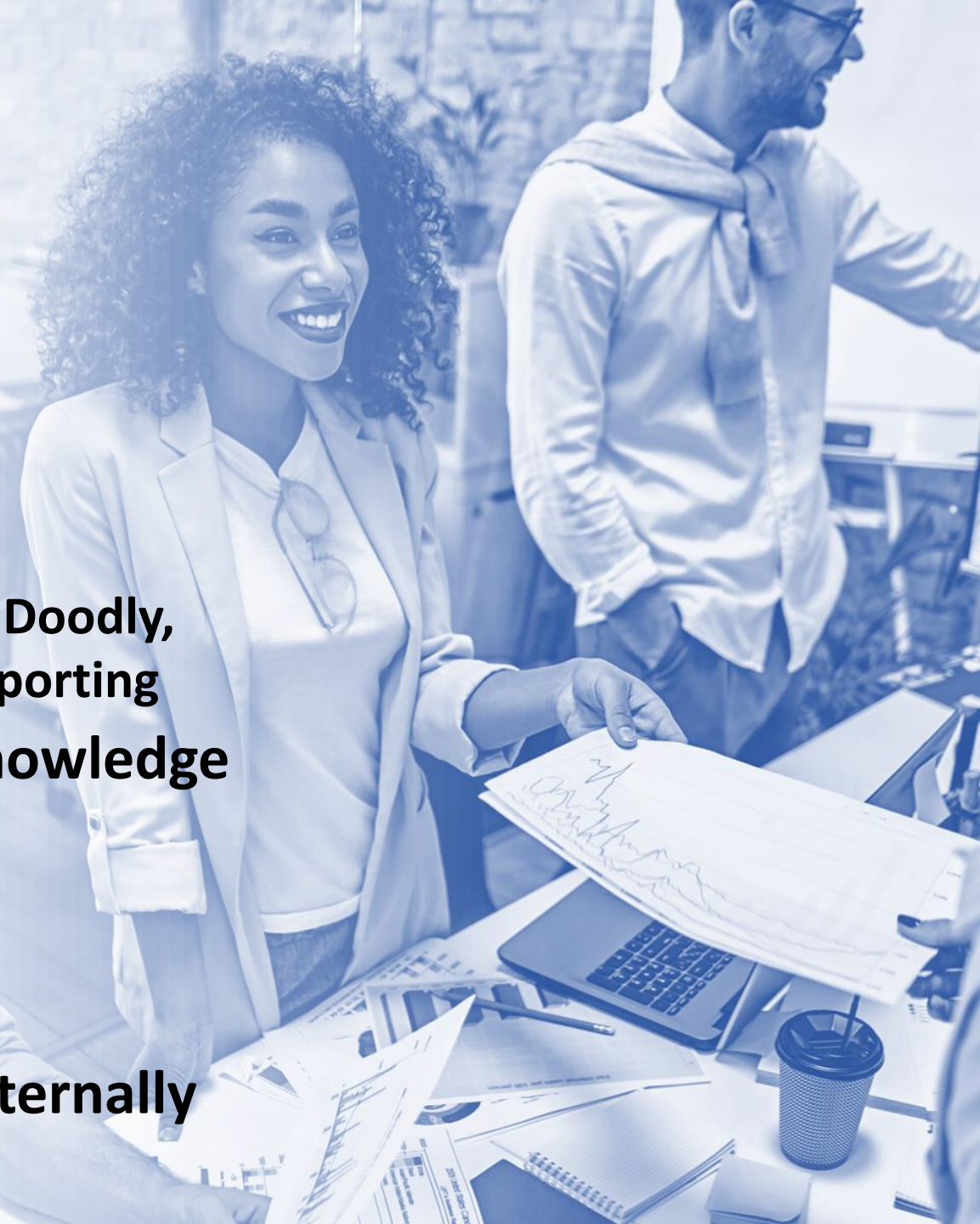
Public Awareness & Public Debate

Have you shared your monitoring and evaluation findings?

With whom have you communicated these findings?

What impact has this had?

Have you been able to create public awareness around these findings?

Has this been successful and impactful?

Has this led to public debate?

Are there lessons learnt?

Lessons Learnt and Applied

What describes a lesson learnt?

Experiences based on actual events. These can be positive or negative. They can influence the way your organization, it's activities, outcomes and impacts are managed and delivered.

- Capture these in a Lessons Log

- Share and discuss them during meetings

- Record and disseminate them

- Create platforms with other organizations focused on lessons learnt

Questions and Answers

Thank you