Collective Impact Definition

When we can answer these two questions:

1. *How do we design and implement our programs to ensure that they have broader impact?*
2. *How do we gather the evidence necessary to know that our programs are adding up and having such an impact?*

Requirements:
- ✓ Co-design – Identifying a problem and designing solutions collaboratively
- ✓ Shared measurement system that can provide evidence of collective impact
- ✓ Continuous communication – Sideways learning
- ✓ Backbone organization – A facilitator of the process

IMPACT - CAR Initiative Objectives

1. Implement and sustain a framework and reporting system for data collection that produces universally relevant data to inform programming across implementing partners.

2. Improve collaboration between implementing partners through the provision of timely, relevant information and opportunities to engage in –person.

3. Improve implementing partners' ability for on-going, collective learning through a shared language, uniform data and joint analysis.

IMPACT – CAR: In a nutshell

Partners

Implementers

- ☑ Search for Common Ground
- ☑ Mercy Corps
- ☑ Catholic Relief Services
- ☑ TetraTech
- ☑ International Republican Institute
- ☑ Internews
- ☑ US Institute of Peace
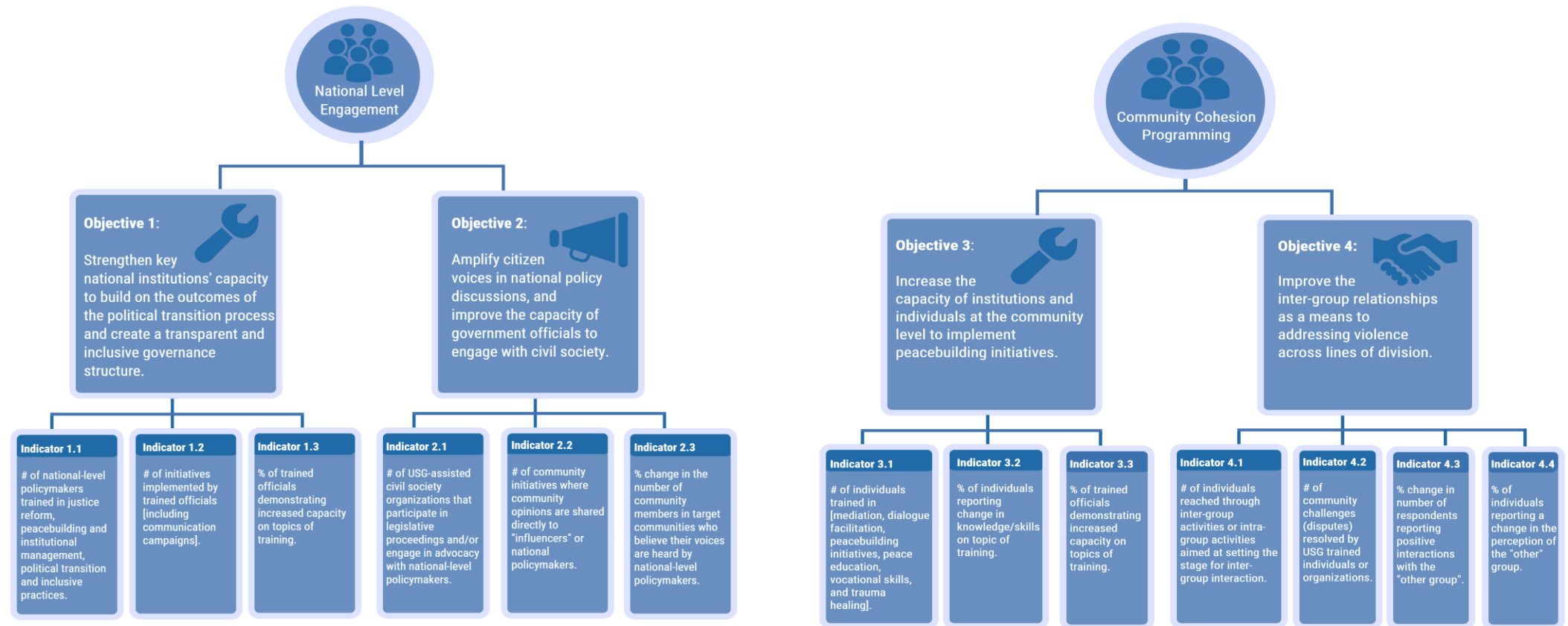
Funders

- ♦ USAID CMM
- ♦ USAID DRG
- ♦ USAID DCHA
- ♦ State DRL

Monitoring and Reporting Framework

✓ Shared Objectives

✓ Shared indicators

✓ Shared data collection and reporting

✓ Shared quarterly reports

✓ Joint 'lessons' meetings

IMPACT – CAR Quantitative Component

IMPACT – CAR Qualitative Component

- "Most Significant Change" Methodology

- 5 questions answered by each organization quarterly:

  1. *Looking back over the last quarter, what do you think was the most significant change in people's behavior in your target community (ies)?*
  2. *Looking back over the last quarter, what do you think was the most significant change in behavior among targeted government officials or national-level institutions?*
  3. *Looking back over the last quarter, what was the most significant challenge to your programming?*
  4. *Looking back over the last quarter, what was the most significant change reflecting an area in need of improvement for the project?*
  5. *Looking back over the last quarter, what was the most significant change to the operating environment?*

IMPACT – CAR Data Collection Tools

1 **Post-training Survey Government Officials**
- Type of training
- Demographics of trained officials
- Measuring self-reported change in capacity (on a range of topics)

2 **Post-training Community Members**
- Type of training
- Demographics of trained officials
- Measuring self-reported change in capacity (on a range of topics

3 **"Dispute tracker"**
- Cataloguing disputes
- Tracking progress on resolutions

4 **Community Activity Tracker**
- Location
- Type of activity
- Approximate numbers of attendees, approximate breakdown of demographic groups in attendance
- The problem the event was contributing to address
- Immediate results from activity (qualitative)

5 **CSO Engagement Tracker**
- Tracking CSOs engagements
- Immediate results of engagement (qualitative)

6 **Community Survey**
- Harmonizing community survey efforts across partners
- Measures related to social cohesion

IMPACT – CAR Utility for Shared Learning

Objective: Increase the capacity of institutions and individuals at the community level to implement peacebuilding initiatives.

Indicator: % of individuals reporting change in knowledge on the topic of training

Analysis: Collating uniform data across all implementing partners – assess results descriptively, dive deeper on potential demographic differences in self-reported knowledge.

Finding: Universally, Muslims rated themselves lower in terms of knowledge, relative to Christian counterparts.

Learning: Present this data during learning session – What does it mean? Does it align with program teams' experiences?

IMPACT – CAR Utility for Collaboration

Objective: Improve inter-group relationships as a means to addressing violence across lines of division.

Indicator: # of individuals reached through inter-group activities.
Descriptive variables: Geography, type of activity, the problem the event was trying to address

Analysis: Collating uniform data across all implementing partners. Listing all activities, including where, how, and what.

Utility: Increasing awareness across partners about what others are doing.

Coordination/Collaboration?

Key Lessons

Sustained Collaboration

Backbone Organization

Recommendations for Collective Impact

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1 **Shared Agenda**
Identify a concrete problem in a manageable geography – put all resources and capacities towards resolving that problem.

2 **Flexibility**
Constant adaptation to the context, avoid rigidity in collaborative measurement and implementation.

3 **Incentives**
Capacity building and financial resources to offset the costs of collaboration.

4 **Independent data collection**
Data collection that provides information about broader impacts in communities where implementing partners work

5 **Upward accountability and sideways learning**
Both matter! Learning often sacrificed in the quest to demonstrate impact.