



SYSTEMIC CHANGE MEASUREMENT FRAMEWORKS IN KATALYST'S PHASE 3

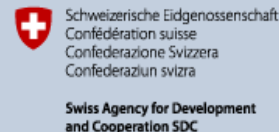
The Local Agri-business Networks (LAN) pilot study (Nov./Dec. 2015)

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1. Katalyst's systemic change measurement frameworks



1. KATALYST'S SYSTEMIC CHANGE MEASUREMENT FRAMEWORKS

Two complementary measurement frameworks:

- **Output level:**
 - scale/sustainability index for quantitative aspects
 - AAER matrix for qualitative aspects
 - copying and crowding-in, sustainability proxies
- **Outcome level:** - new methodology (feasibility study in Fish sector in May 2015 and pilot study in LAN cross-sector in Oct./Nov. 2015)

1. KATALYST'S SYSTEMIC CHANGE MEASUREMENT FRAMEWORKS

Scale and sustainability indices:

Scale index: Ratio between the number of people reached through interventions (access outreach) and the relevant sector boundary.

Sustainability index: Ratio between the number of leverage agents engaged by Katalyst and the number of agents that continue to provide services after the end of the intervention within the relevant sector boundary.

| | | Scale | | | |
|----------------|----------|-----------------|-------------------|-------------------|------|
| | | Low | Low-Med | High-Med | High |
| Sustainability | High | L-M | H-M | H-M | H |
| | High-Med | L-M | L-M | ^{t3} H-M | H-M |
| | Low-Med | _{t1} L | ^{t2} L-M | L-M | H-M |
| | Low | L | L | L-M | L-M |

1. KATALYST'S SYSTEMIC CHANGE MEASUREMENT FRAMEWORKS

AAER Matrix:

A descriptive tool to categorize systemic changes on intervention and sector level

"The initial partner continues to use the innovation that they originally adopted in the pilot phase, (relatively) independently of Katalyst."

ADAPT

RESPOND


"Market players in the wider sector, or in adjacent sectors connected to the market system within which the program has been working, are reacting to the adopted innovation by developing new offers and taking on new roles and responsibilities that support (or act in response to) its presence."

"A market partner successfully takes-up a pro-poor commercially viable and/or socially useful innovation."

ADOPT

EXPAND

"A sufficient number of other market players (or a few market players with a large market share) have adopted the innovation, or clear variants thereof."



2. LAN pilot study: methodology and results

2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

Local agri-business networks (LAN): network of 3 stakeholders

1. Gov. Extension Departments

(Agro, fisheries, Livestock)



AGRICULTURE (EXTENSION)
SERVICE PROVIDERS
(AT SUB DISTRICT LEVEL)

2. Trader Associations

(Agro input sellers, Output buyers)



**SUB-DISTRICT
TRADERS' ASSOCIATION**

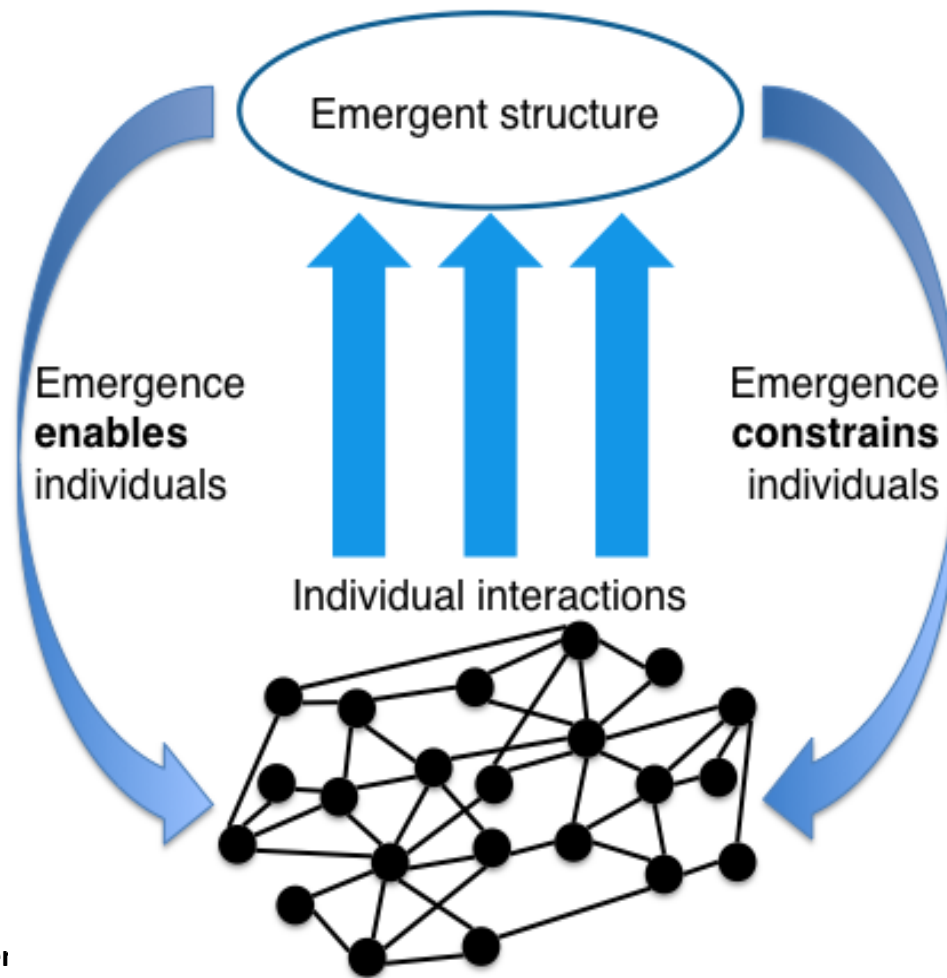


3. Farmer Groups



2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

Emergence:



2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

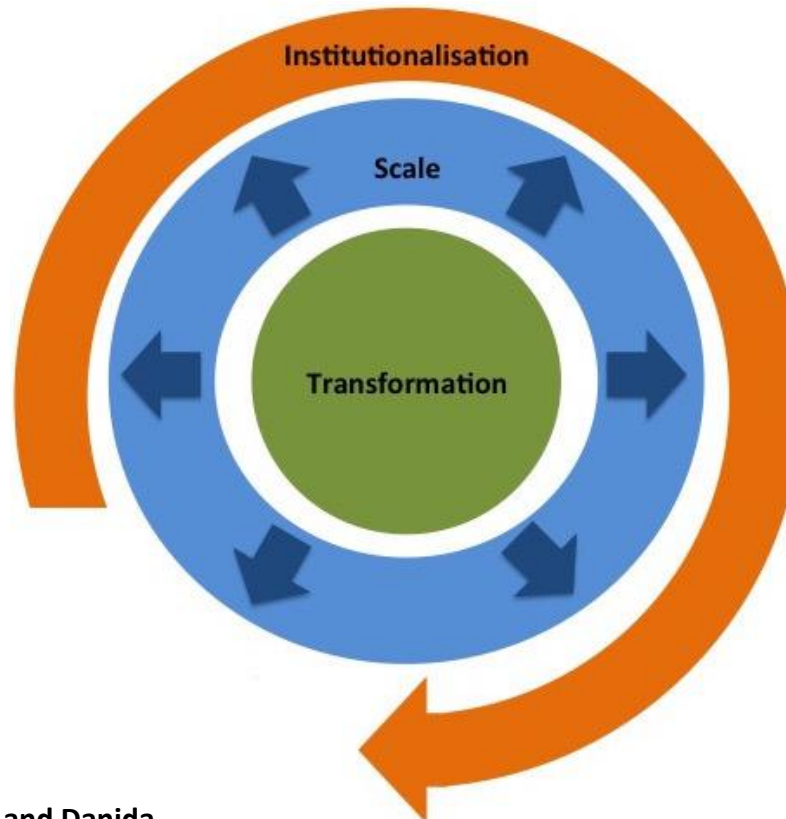
Consequences of complexity thinking and emergence:

- complex systems are unpredictable on the level of the individual
- individual interactions lead to an emergent structure
- emergent structure is somewhat stable and predictable

HOW CAN WE CAPTURE THIS EMERGENT STRUCTURE?

2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

New systemic change framework on outcome level:



2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

New systemic change framework on outcome level:

Transformation:

- starting point is to capture transformational change in the way how things are done by relevant individual actors
- beliefs and attitudes of individual actors define what and how things can be done on collective level, but are intangible
- capturing everyday narratives is a good way to capture collective beliefs and attitudes
- capturing transformation in narratives allows to capture the change in the emergent structure itself

2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

New systemic change framework on outcome level:

Scale:

- investigates whether change is reaching a critical mass
- asks whether people are affected by the changes in the system itself, rather than by the project directly
- scale of the change can give indication of significance of change

2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

New systemic change framework on outcome level:

Institutionalisation:

- looks for signs that indicate changes are embedded in the institutions of the system
- captures also commitment by system actors to maintain and potentially spread further the changes
- institutionalisation as a sign of stability of the new structure (the new “normal” way of doing things)

2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

Main research methods used in the LAN pilot study:

- Transformation/scale: narrative research with SenseMaker
- Institutionalisation: key informant interviews

2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

Why narrative?

- structure and transformation cannot be observed directly
- common use of metaphors and habitual practice embodies systems' structure
- narrative as explorative approach to make sense of behaviours in complex systems

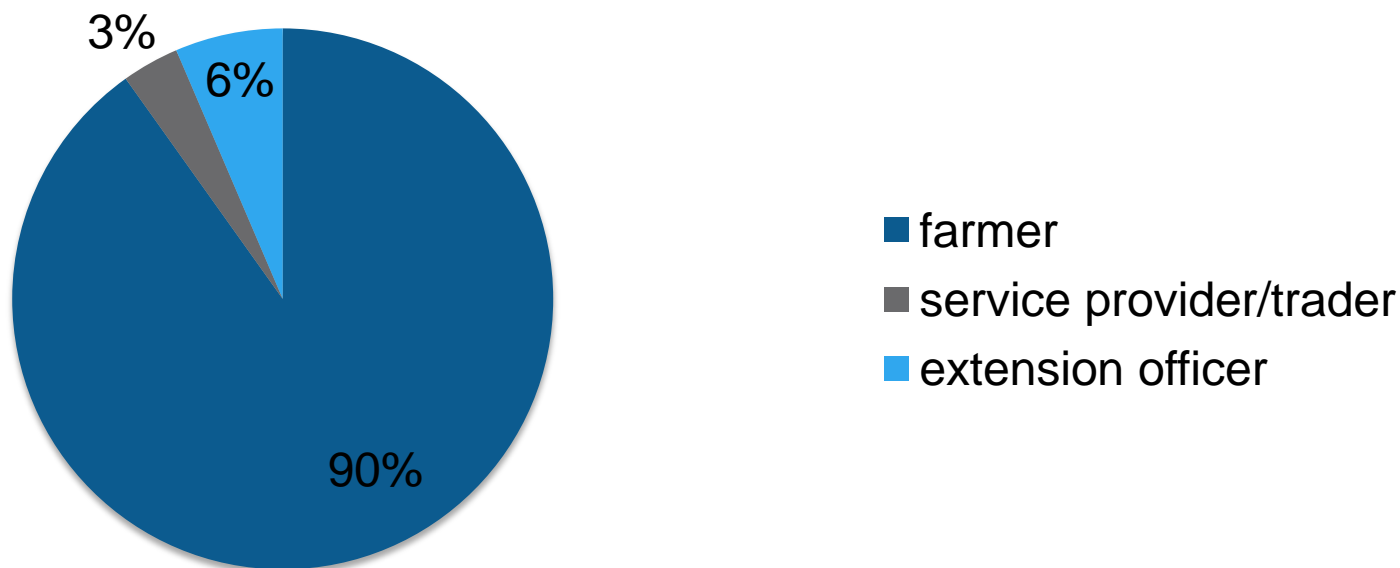
2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

Why SenseMaker?

- **Research approach** (based on anthropology, cognitive science, complexity science, system thinking)
- **Tool** (software suite allowing to collect qualitative data in statistically representative way)
- Allows **self-interpretation** (less bias)

2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

Results - Data overview: 497 stories collected (1-22 Nov. 2015)



2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

Results - Transformation:

- improved information accessibility, quality and relevance
- formal networks gain in importance
- increasing balance of trust and income generation potential
- growing importance of progress and innovation

2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

Results - Scale:

- patterns in the spillover group not markedly different from the control group
- for farmers in the spillover group, copying from others more important than in other groups
- model does not lend itself to spreading itself on the local level
- connected with institutionalisation

2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

Results - Institutionalisation:

- strong and promising signs of institutionalisation on local level
- limited institutionalisation at the central government level
- on-going efforts of Katalyst with central government

2. LAN PILOT STUDY: METHODOLOGY AND RESULTS

Conclusions

- clear signs that there is systemic change in LAN sector
- changing attitudes and behaviours of farmers with regards to extension services
- further work on central level needed to strengthen institutionalisation and achieve sustainability

3. Discussion/Questions

