



**Kenya
Markets
Trust**

Better markets, Better lives

Our journey in Results Measurement

Kenya Market Assistance Programme (MAP)

Wanjiku Kimamo

DCED event on Results Measurement

24 March, 2014

Bangkok

Background of MAP

Name: Kenya Market Assistance Programme; “MAP”

Timeframe: 2011 - 2016

Value: **GBP 21 million**

Funded by:

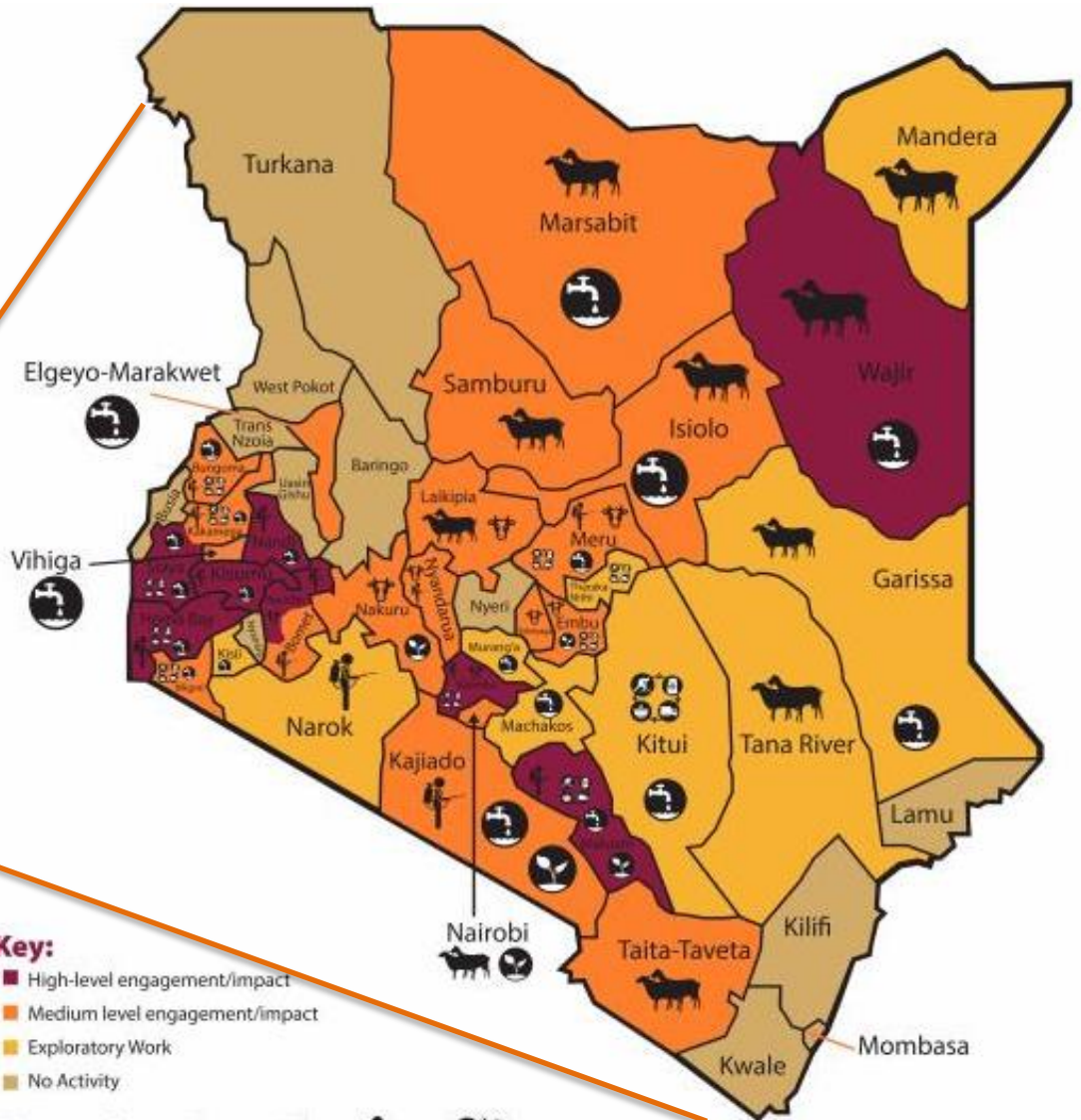


Implemented by:



Total staff : **37**

Where is MAP.





MAP Objectives

By 2017,

1. Increase income of 148,000 households by 20%
2. Through increase economic opportunities create 109,000 jobs
3. To create greater resilience among households in the ASALs



MAP Portfolio

Dairy		Water		Cotton		Aquaculture	
							
							
X	X	X	X	X	Cross-cutting (ICT, Media, Academia)		
X	X	X	X		Policy and Investment		

Results Measurement Team

Formation of
the Team was
a challenge

Difficult to get experienced
person with “M4P + M&E”

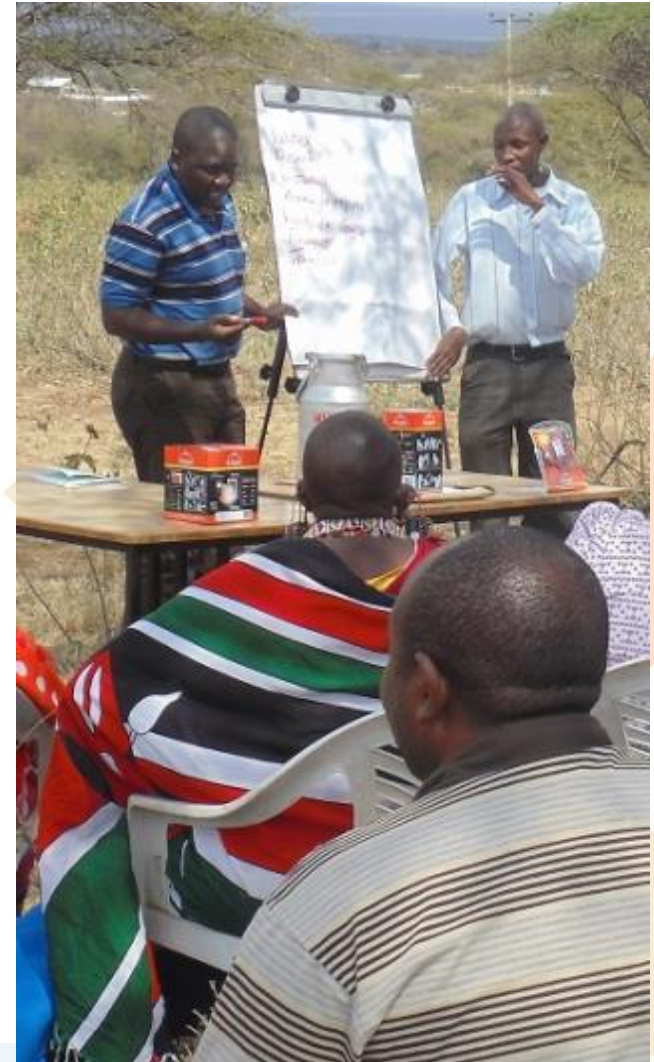
Knowledge and Results Measurement Team (KRT)

Actions taken -

- Employed experienced M&E staff and took them through M&E for M4P training
- Ongoing coaching by advisor and senior staffs
- Tag each KRT members with portfolio sectors

Key moments / milestones

- Develop KRT handbook – using PowerPoint
 - User friendly; better acceptance from portfolio team
 - A tool for orienting co-facilitators
- Developed Results Chains & Measurement Plans for all sectors
- Commissioned sector specific baselines for opening portfolio sectors
 - With statistically significant sample size (e.g. 2,260 farmers for Dairy)
- Completed early Impact Assessment (Dip-stick) in 02 sectors



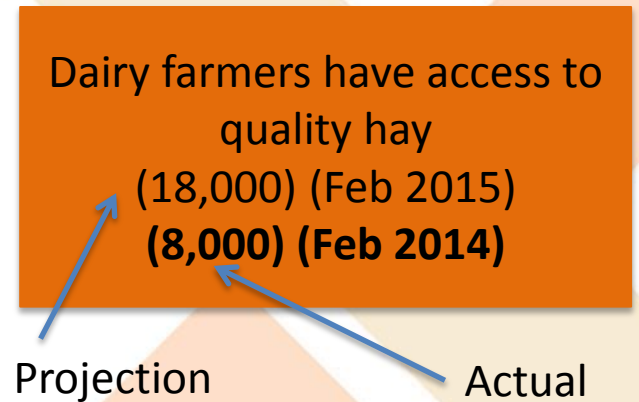
Lessons learned

○ Developing Handbook

- Initially ownership was with KRT
- Involving portfolio/implementation team is essential, as they are responsible for many of the to-do list!
- KRT though held a series of sessions with portfolio teams sharing bits of the handbook that was relevant for day to day operation

○ Developing Results Chains journey

- Very simple/generic/dummy – not useful
- Very complex – not user friendly
- Now finding the balance
- Keeping initial projection and actual to measure progress



Lessons learned

○ Dip-Stick Impact Assessment

- Rapid yet intense way of assessing where things are focusing market system change and enterprise level changes
- Common framework / methodology that can be used among all sectors done at relevant point of intervention cycle
- Useful internally as a management tool (in portfolio review) and supports in external reporting and communication.

○ Regular monitoring - getting information from private sector market actors

- Introduction of Monthly Tracker
- Simple and few parameters
- Business Management Tool for the market actor, Monitoring tool for us
- Mixed reactions – some picked it up easily, some not
- Confidentiality agreement to protect sensitive information (E.g. sales)

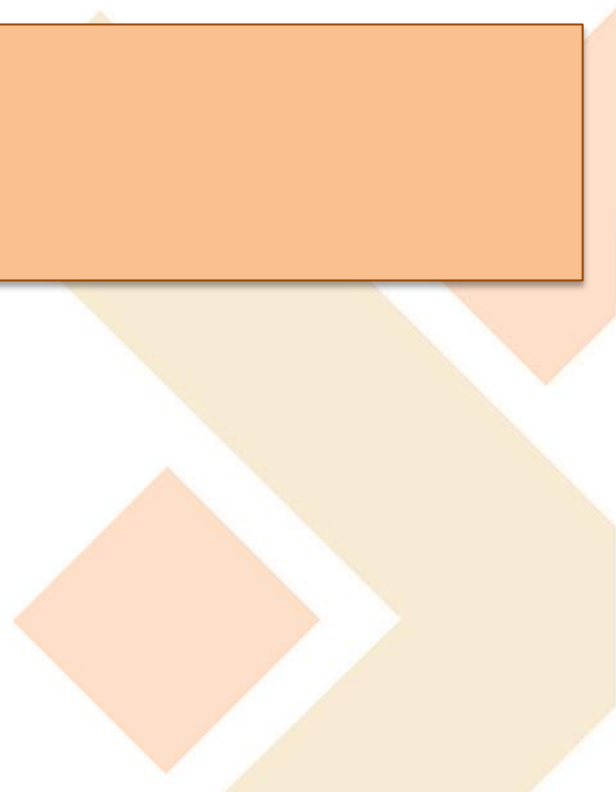
Way forward



Improve Knowledge and Results Measurement manual

1. Narrative
2. Interactive PowerPoint

Preparation for DCED audit
(by end of 2014)



Thank you



Implementing consortium



Co-facilitators



Funders



www.kenyamarkets.org