



# The Trade SWAp and Program Monitoring and Evaluation Framework

Presented by  
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Supported by  
The Enhanced Integrated Framework (EIF) for LDCs

[www.moc.gov.kh/tradeswap](http://www.moc.gov.kh/tradeswap)



# Outline of Presentation



- **Key Objectives**
- **Program Results Framework**
- **Strategic Framework of Trade SWAp**
- **Schematic Diagram of Program Impact**
- **Program Evaluation**
- **Process Evaluation**
- **Outcome Evaluation**
- **Impact Evaluation**



# Key Objectives



- Present Results Framework for Trade SWAp
- Establish linkage between the Trade SWAp Roadmap Strategic Outcomes and Building Blocks
- Present Evaluation of the Cambodia's Trade Program

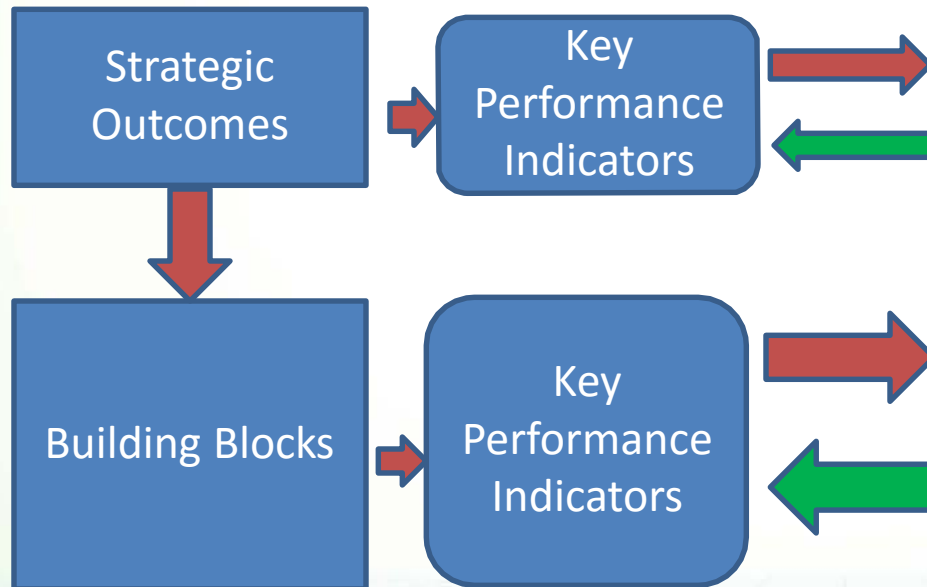


# Link between the Trade SWAp Road Map and the TDSP/EIF Program Results Framework



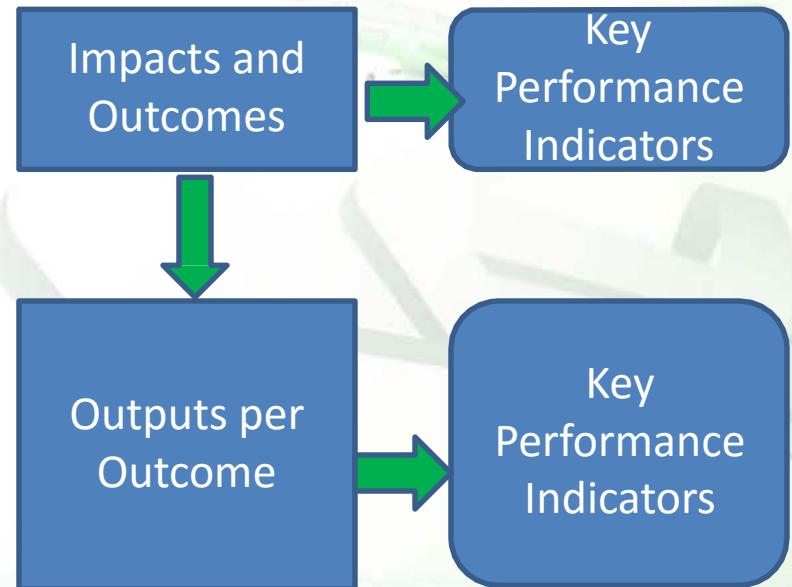
## Trade SWAP Road Map

### Trade SWAP Framework



## TDSP/EIF Programs

### TDSP/EIF Program Results Framework





# Schematic Diagram of Program Impact for Milled Rice Component (CEDEP 1)



## Trade SWAP Roadmap

### Strategic Outcome:

S.O.2.3 Exports of targeted products reach new markets and increase as a result of value chain integration



### Performance Indicators:

KPI.2.3.a Exports of targeted products penetrate the world market.  
KPI.2.3.b Exports of targeted products increase.



Impact #1:  
Rice being the largest employment sector of the Cambodian economy, development of milled rice exports will have a positive impact on poverty reduction, especially through income growth in many regions of the country. Development of the sector supports Cambodia's efforts to meet its MDGs.



### Impact Key Performance Indicators:

#1: Export of milled rice increase by 100% from 2011 baseline of approximately 140,000 metric tons.  
#2: The price gap between comparable quality Thai (the global leader) and Cambodian fragrant rice is reduced by 25 %

## ● Linkage Diagram

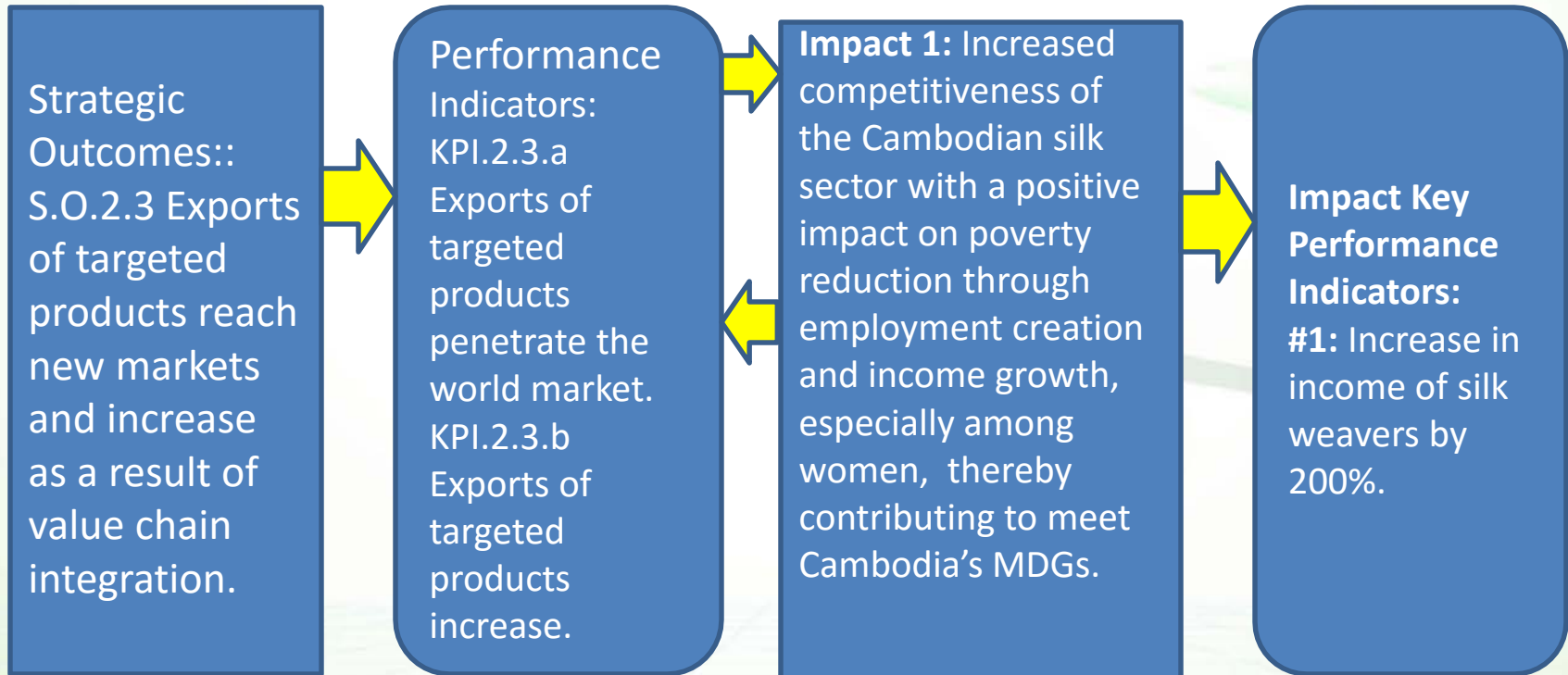


# Schematic Diagram of Program Impact for High Value Silk Component (CEDEP 1)



## Trade SWAP Roadmap

## EIF Program Results



## ● Linkage Diagram

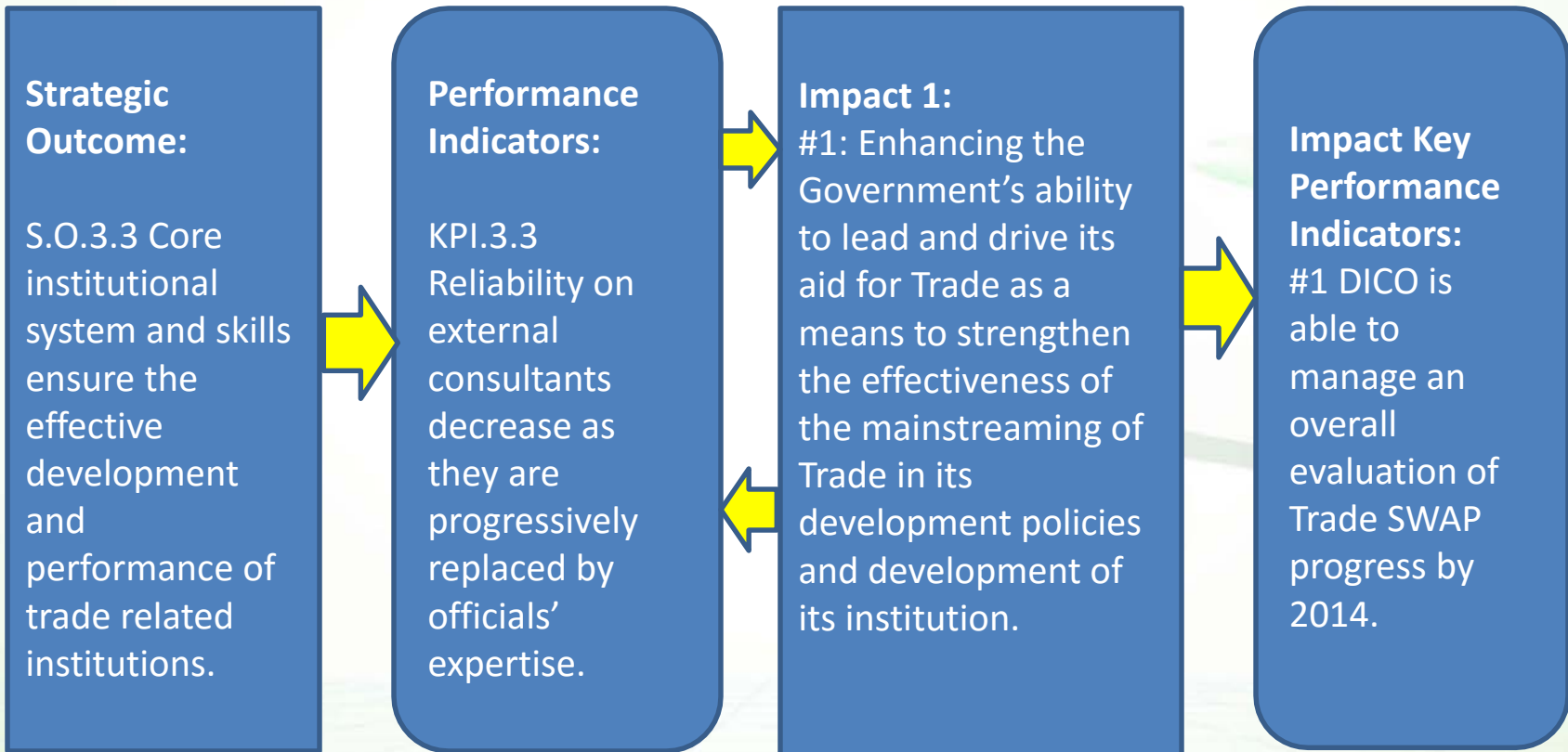


# Schematic Diagram of Program Impact for Evaluation Function Component (CEDEP 1)



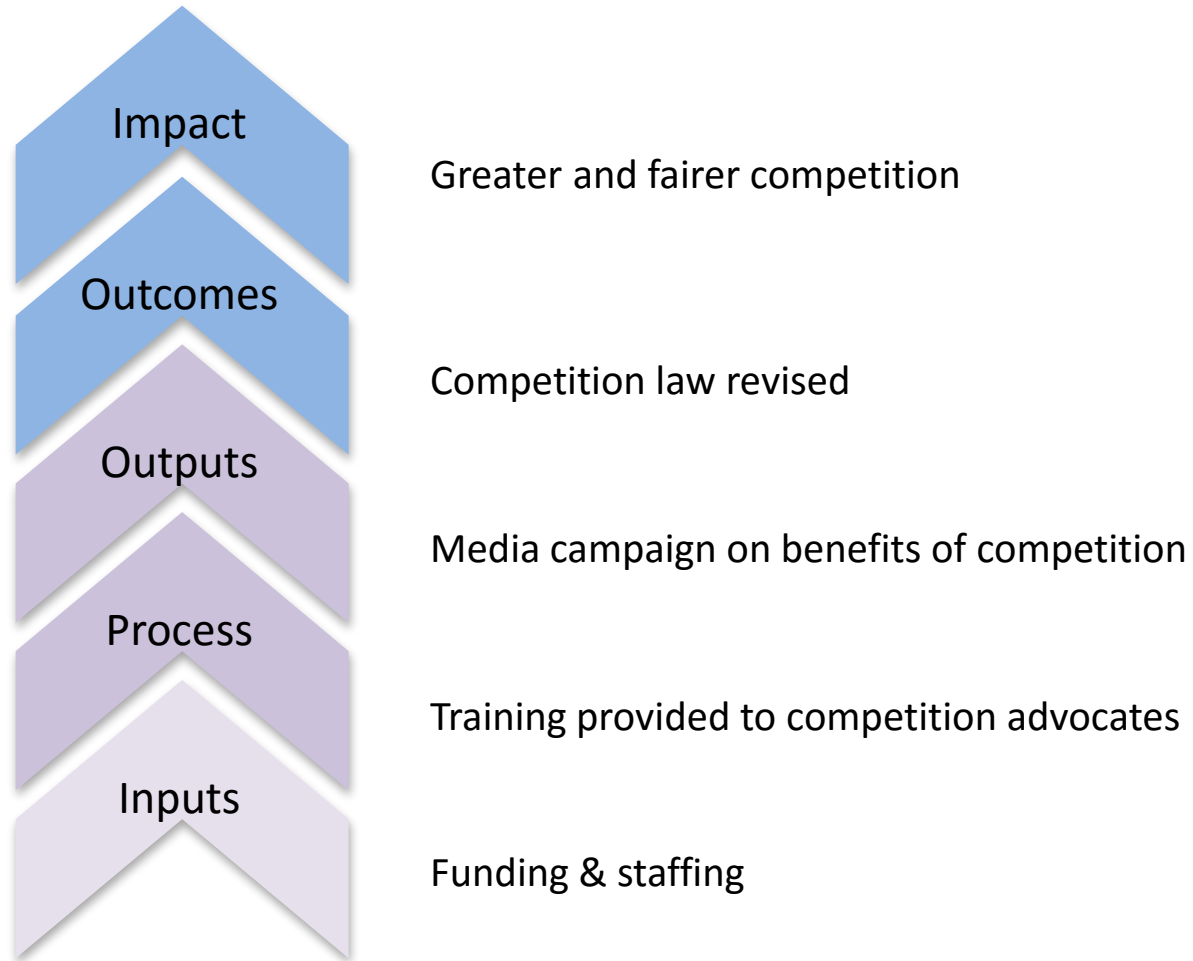
## Trade SWAP Roadmap

## EIF Program Results



● Linkage Diagram

# The Results Chain







# Why Measuring Outcomes & Impacts are Important

- Outcomes and impacts are what matters
- Outputs are a means to this end
- Constitutes a target to focus and guide work
- Demonstrates the project is working
- Powerful advocacy tool
- Funders need to see getting value for money

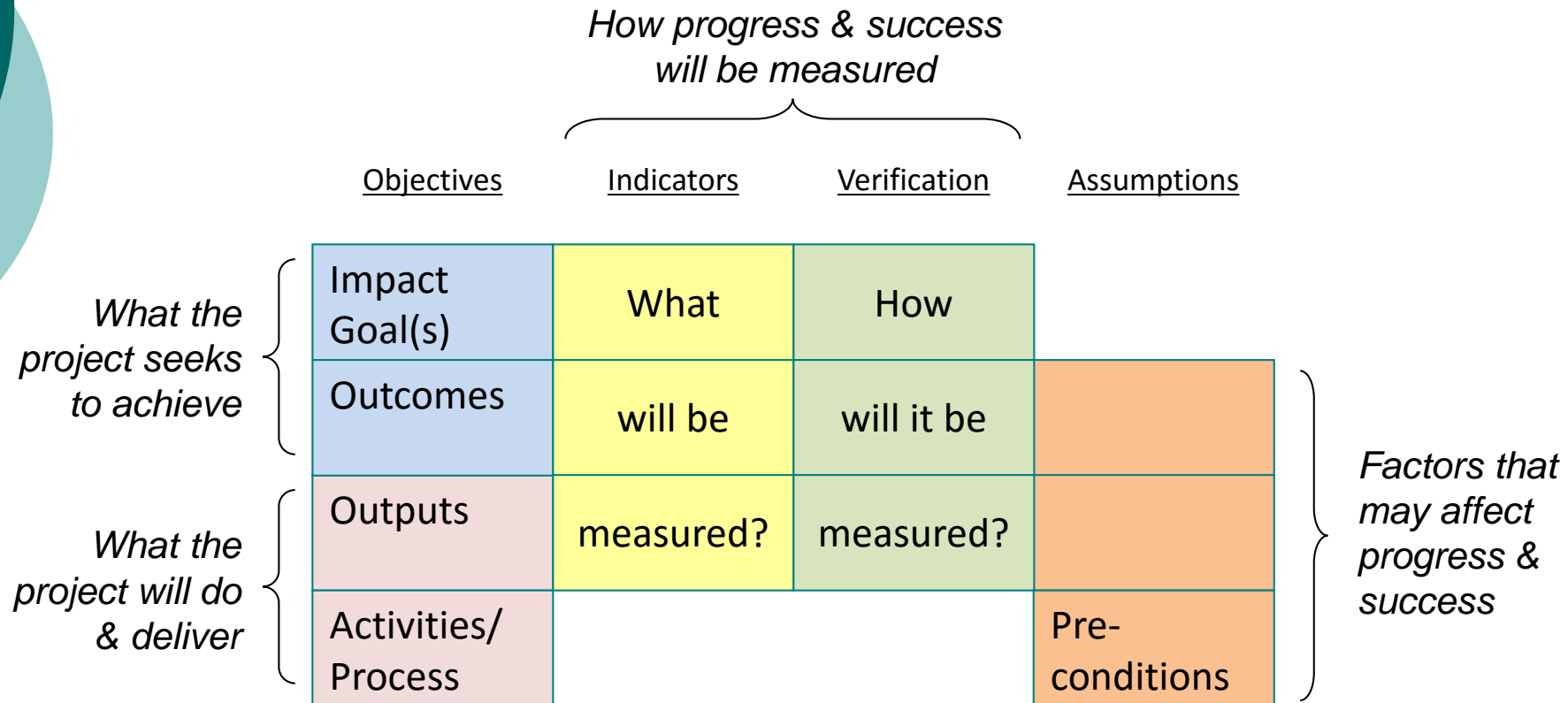


## Short Quiz:

**Are these activities, outputs, outcomes or impacts?**

- 50 MOC staff members trained
- Public awareness of the value of fair market competition raised
- Increased number of market studies performed by Trade Training and Research Institute
- 10 workshops organized by TTRI
- Following a market study in the garment sector, new manufacturer enters production

# The Logframe – a Management Tool



# Logframe Example

	<u>Objectives</u>	<u>Indicators</u>
Impact Goal(s)	Greater and fairer competition	Market price of selected products
Outcomes	Competition agency performance improved	Number of market studies completed
Outputs	Capacity of competition agency staff enhanced	Number of competition agency staff trained
Activities/ Process	Training workshop held	



# Why Evaluate?

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- Ensure program effectiveness and appropriateness
- Demonstrate accountability and responsibility
- Contribute to the knowledge base of the TDSP accomplishments
- Improve program operations and service delivery



# What is Program Evaluation?

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- Evaluation is the systematic collection of information about a program in order to enable stakeholders:
  - ③ to better understand the program,
  - ③ to improve program effectiveness, and/or
  - ③ to make decisions about future programming.
- Program evaluation is the use of social research procedures to systematically investigate the effectiveness of ... programs.

# Components of Program Evaluation

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- There are 3 general components to comprehensive program evaluation:
  - ③ Process evaluation: How was the program implemented?
  - ③ Outcome evaluation: Did the program meet its objectives?
  - ③ Impact evaluation: Was the ultimate goal of the program achieved?

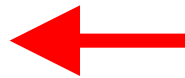
# Why we Evaluate?

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Every program  
has...

Every program  
evaluation should have...

Goals



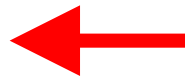
Impact Indicators

Objectives



Outcome Indicators

Activities



Process Indicators



# Why we Evaluate?

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Impact Indicators

Objectives



Outcome Indicators

Activities



Process Indicators





# What is Process Evaluation?

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- Process evaluation:
  - ③ Addresses how, and how well, the program is functioning
- It can help to...
  - ③ Create a better learning environment
  - ③ Improve presentation skills
  - ③ Show accountability and responsibility to funder
  - ③ Reflect the target populations
  - ③ Track service units



# Process Evaluation con't

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- Key questions in process evaluation:
  - ③ Who is served?
  - ③ What activities or services are provided?
  - ③ Where, when, and how long is the program?



# Process Evaluation con't

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- Identify how a product or outcome is produced
- Identify strengths & weaknesses of a program
- Create detailed description of the program

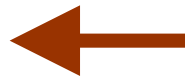
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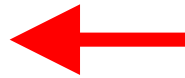
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Impact Indicators

Objectives



Outcome Indicators

Activities



Process Indicators





# Outcome Evaluation

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- Outcome evaluation:
  - ③ Measures the extent to which a program produces its intended improvements
  - ③ Examines effectiveness, goal attainment and unintended outcomes
  - ③ In simple terms, “What’s different as a result of your efforts?”



# Outcome Evaluation con't

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- Key questions in outcome evaluation:
  - ③ To what degree did the desired change(s) occur?
- Outcomes can be immediate, intermediate or longer-term
- Outcomes can be measured at the patient, provider, organization, or system level.

# Why we Evaluate?

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Every program  
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Every program  
evaluation should have...

Goals



Impact Indicators

Objectives

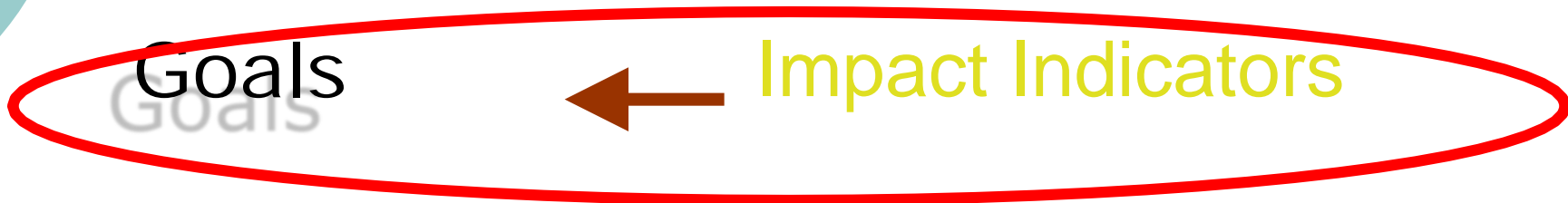


Outcome Indicators

Activities



Process Indicators







# Impact Evaluation

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- *Impact* is sometimes used to mean "outcome."
- *Impact* is perhaps better defined as a longer-term outcome. For clinical training programs, impacts may be improved patient outcomes.
- In global M&E, incidence or prevalence of disease



## A note about impact...

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- Most program evaluations focus on measuring the process and outcomes of a program.
- Measuring impact requires significant resources that most programs don't have.
- It's also difficult to link the more immediate effects of a program to broad, often community level, impacts.



# Essential Steps to Evaluation

(FHI, Impact, USAID manual)

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1. Identify program goals and objectives
2. Define the scope of the evaluation
3. Define evaluation questions & indicators
4. Define methods
5. Design instruments and tools
6. Carry out the evaluation
7. Analyze data and write a report
8. Disseminate and use data

# Program Goals and Objectives

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- Well developed goals and objectives are critical to evaluation.
- Objectives are specific steps that contribute to a goal. Often several objectives per goal.
- Good objectives are *SMART*:  
**S** – specific  
**M** – measurable **A** – attainable **R** – realistic  
**T** – time-bound



# Good objectives include (McKenzie & Smeltzer 2001)

1. **What will change:** Outcome that will be achieved
2. **When will it change:** Conditions under which the outcomes will be observed
3. **How much change:** Criterion for deciding whether the outcomes has been achieved
4. **Who will change:** Target population



# Scope of the Evaluation

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- **Determine your resources**
  - ③ **Staffing**
  - ③ **Time**
  - ③ **Materials**
  - ③ **\$\$\$**



# Questions & Indicators

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- **Figure out your questions:  
What will this be used for?**
- **Guided by objectives...select  
process and outcome indicators**
  - ③ **Relevant**
  - ③ **Measurable**
  - ③ **Improvable**

# Methods, Instruments, Tools

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- **Some questions to ask:**
  - ③ **Primary v. secondary data?**
  - ③ **Qualitative v. quantitative?**
- **Instrument/Tool Development**
  - ③ **Don't reinvent the wheel!**





# Research Design

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- **Qualitative methods: interviews, focus groups, observation, document analysis**
- **Quantitative methods: surveys, medical record abstraction, pre-test, post-test**
- **This is another set of things to learn...**



# Analysis

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- **Evaluation is not clinical trials research.**
- **Analysis can be straightforward.**
- **Easy stats are often more useful, depending on audience.**



# Dissemination

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- **Essential in Evaluation**
- **Planning for it is important**
- **Framing is important**
- **Think about broad audience  
(consumers, stakeholders,  
policymakers)**



# Thank You!

*For additional questions or inquiries, you  
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