



KINGDOM OF CAMBODIA
NATION RELIGION KING



The Trade SWAp, TDSP, and EIF Monitoring and Evaluation Framework

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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

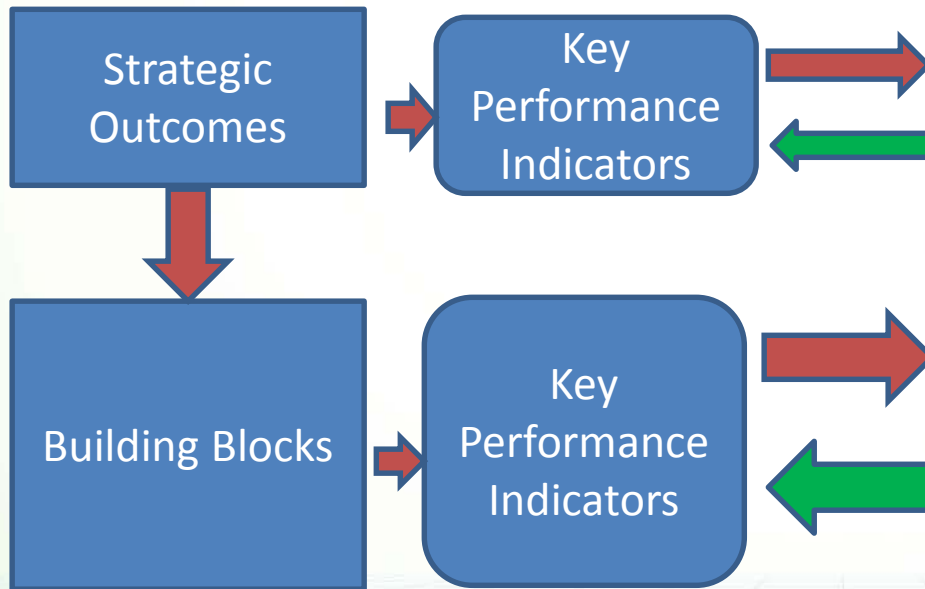


Link between the Trade SWAp Road Map and the TDSP/EIF Program Results Framework



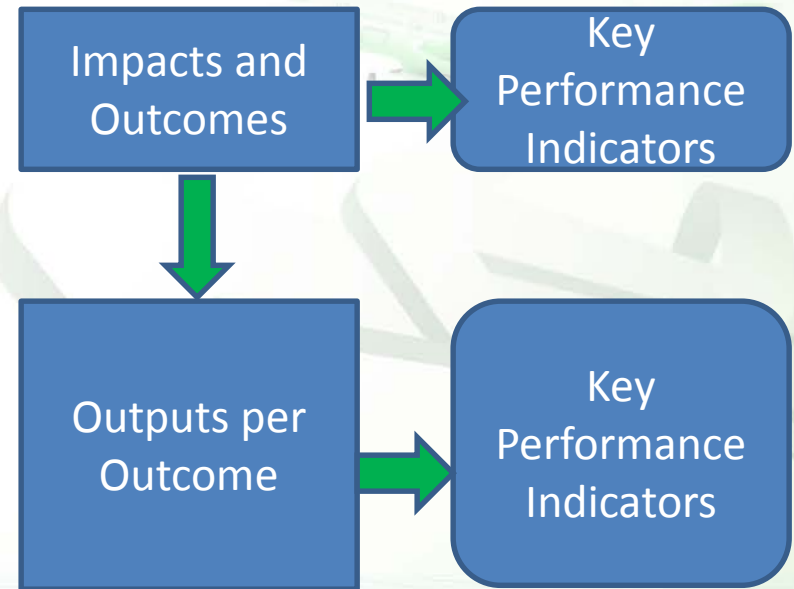
Trade SWAP Road Map

Trade SWAP Framework



TDSP/EIF Programs

TDSP/EIF Program Results Framework





Strategic Framework of Trade SWAp Cambodia



Trade SWAp Goals

Trade SWAp Goal 1: Job creation and poverty reduction impacted positively by trade expansion	TSG 2: Exports expand as a result of diversification of	TSG 3: RGC increases capacity to formulate, implement trade policies and strategies	TSG 4: RGC's responsiveness to private sector needs increases as a result of better dialogue	TSG 5: RGC improves its planning, implementation and monitoring capacity by implementing Trade SWAp
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Pillar Outcomes

<p>Pillar I: Reforms and Cross-cutting Issues for Trade Development</p> <p>Strengthen competitiveness of current exports, promote export diversification by improving formulation and implementation of trade policies and regulations</p> <p>Pillar 1 Outcome 1: Products safety and quality improves with a positive impact on export and public health</p> <p>P1O 2: Trade flows increase as a result of more simple and more transparent import, export and transit procedures and processes</p> <p>P1O 3: Exports of products protected under Cambodian IPR regime increase</p> <p>P1O 4: The trade related legal system is upgraded and completed in compliance with international standards and obligations</p> <p>P1O 5: Trade related investment increases</p> <p>P1O 6: Respect of core labour standards improves competitiveness and productivity of export</p> <p>P1O 7: SMEs, particularly in agriculture, get easier and formal credit to scale up their activities and improve export performance</p>	<p>Pillar II: Product and Service Sector Export Development</p> <p>Strengthen supply capacity of the 19 product and service sectors identified in the 2007 Trade Integration Strategy</p> <p>Pillar 2 Outcome 1: RGC is equipped with tools to Guide Development and Monitor Progress in the Supply Capacity of Product and Service Exports.</p> <p>P2O 2: Supply Capacity in all or most of the 19 Sectors Identified in RGC's 2007 Trade Integration Strategy Strengthened.</p> <p>P2O 3: The delivery of Trade Support Services at the local level is improved through strengthened business associations, local chambers of commerce, PDOCs, government extension services, public-private dialogue.</p>	<p>Pillar III: Capacity Development</p> <p>Strengthen the capacity of the RGC and Cambodian Trade Stakeholders to implement, update and manage RGC's trade development agenda and to negotiate the country's interests in trade and trade-related investment forums</p> <p>Strategic Outcome 1: Capacity of RGC to integrate, coordinate, implement trade sector related reforms</p> <p>SO 2: Effective approach for development and implementation of trade policies is in place</p> <p>SO 3: Core institutional system and skills in place to ensure effective performance of trade-related institutions</p> <p>SO 4: Wide awareness of Trade SWAp opportunities and results among stakeholders</p> <p>SO 5: Trade negotiations capacity of designated RGC institutions strengthened</p>
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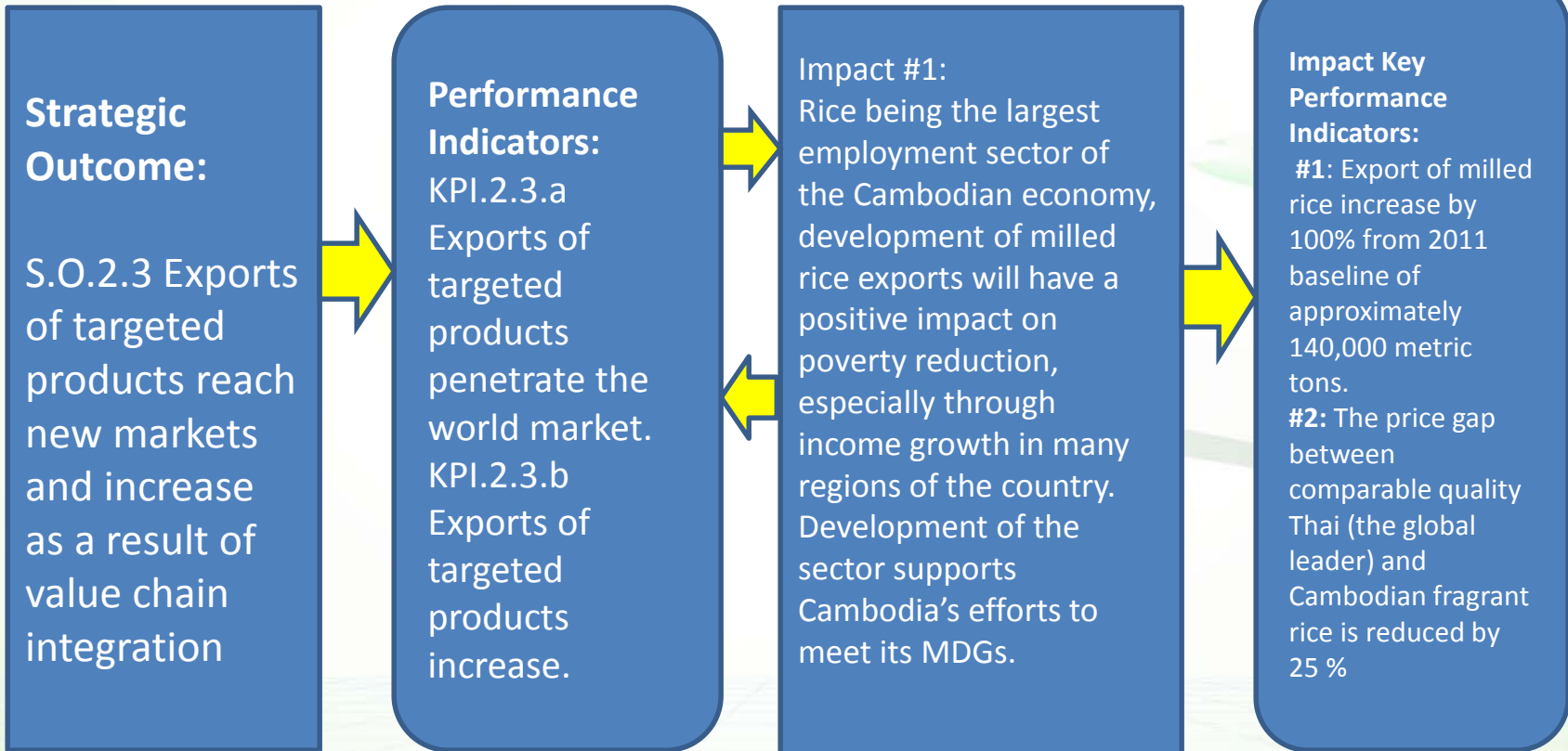


Schematic Diagram of Program Impact for Milled Rice Component (CEDEP 1)



Trade SWAP Roadmap

EIF Program Results



● Linkage Diagram

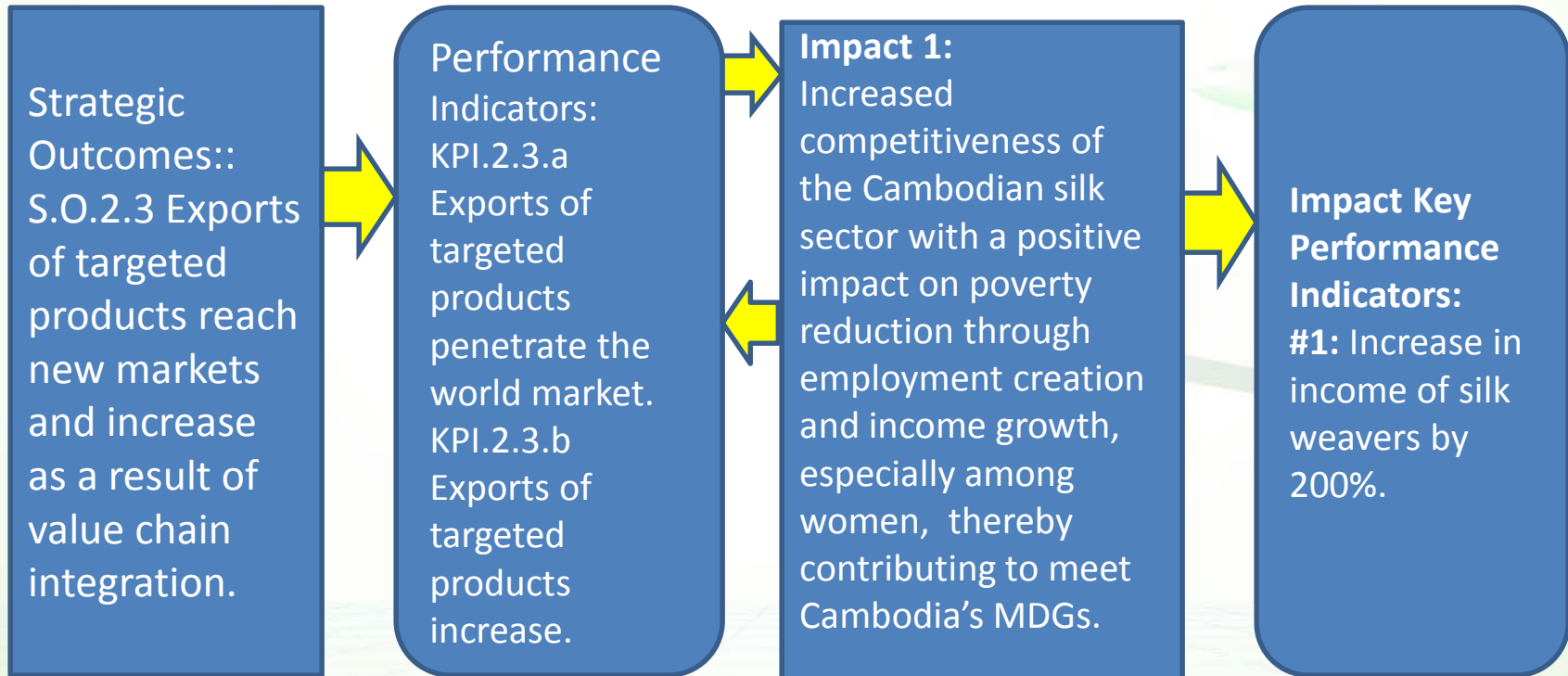


Schematic Diagram of Program Impact for High Value Silk Component (CEDEP 1)



Trade SWAP Roadmap

EIF Program Results



• Linkage Diagram

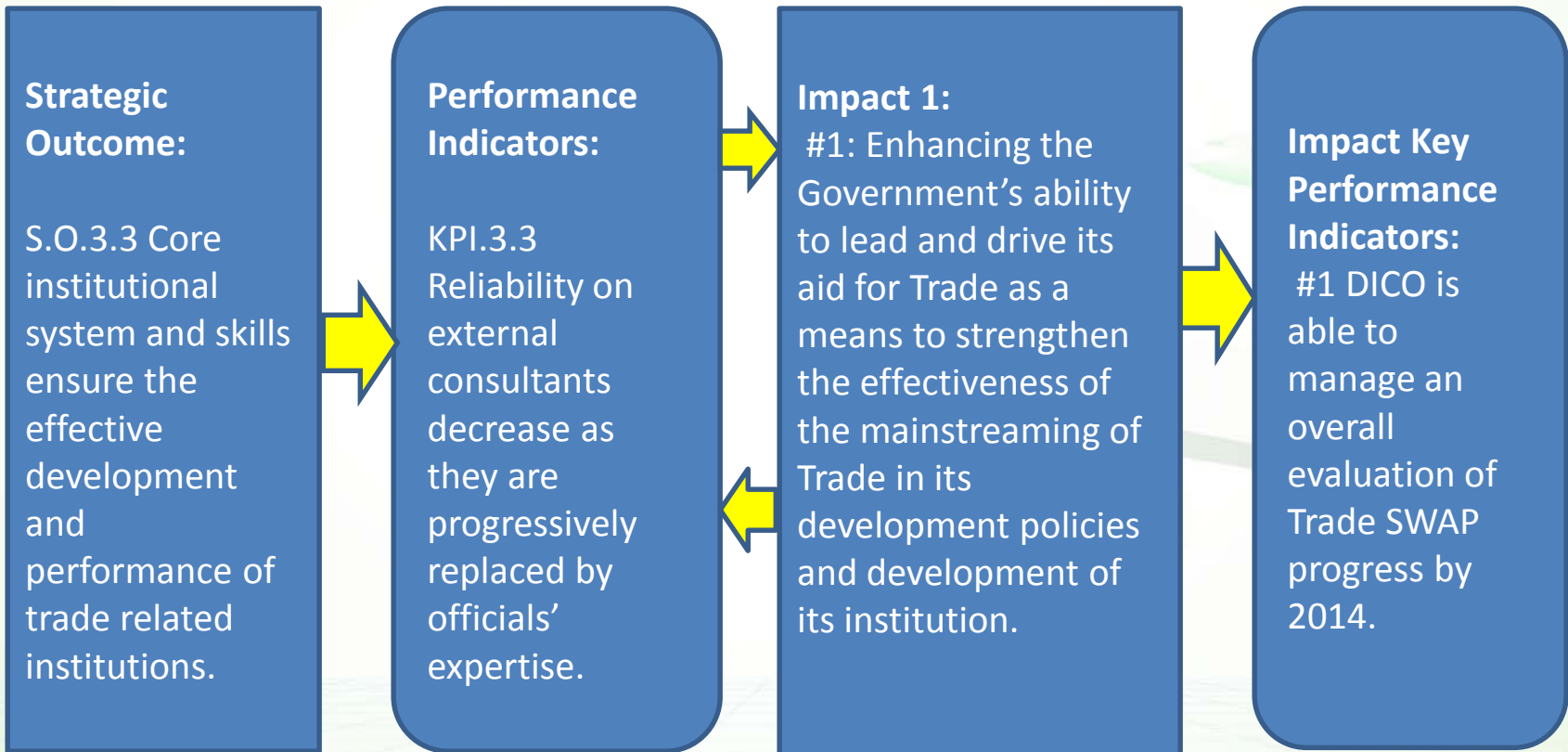


Schematic Diagram of Program Impact for Evaluation Function Component (CEDEP 1)



Trade SWAP Roadmap

EIF Program Results



● Linkage Diagram



What is Program Evaluation?

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



Why Evaluate?

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

Components of Program Evaluation

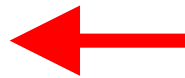
- There are 3 general components to comprehensive program evaluation:
 - Process evaluation: How was the program implemented?
 - Outcome evaluation: Did the program meet its objectives?
 - Impact evaluation: Was the ultimate goal of the program achieved?

Why we Evaluate?

Every program
has...

Every program
evaluation should have...

Goals



Impact Indicators

Objectives



Outcome Indicators

Activities



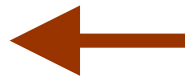
Process Indicators

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Process Indicators





What is Process Evaluation?

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



Process Evaluation con't

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



Process Evaluation con't

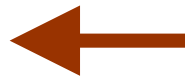
- Identify how a product or outcome is produced
- Identify strengths & weaknesses of a program
- Create detailed description of the program

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Objectives



Outcome Indicators

Activities



Process Indicators



Outcome Evaluation

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



Outcome Evaluation con't

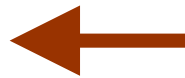
- Key questions in outcome evaluation:
 - To what degree did the desired change(s) occur?
- Outcomes can be immediate, intermediate or longer-term
- Outcomes can be measured at the patient, provider, organization, or system level.

Why we Evaluate?

Every program
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Goals



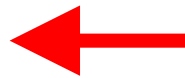
Impact Indicators

Objectives



Outcome Indicators

Activities



Process Indicators



Impact Evaluation

- ***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...

- 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)

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

- 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

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



Questions & Indicators

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



Methods, Instruments, Tools

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



Research Design

- **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

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



Dissemination

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



Thank You!

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