



Summary Report on a Toolbox for Measuring the Effectiveness of Programs Working on behavioral change

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I. Background

The Belgian Non-Governmental Actors in Cambodia led by Louvain Cooperation, jointly developed and submitted a proposal to the Learning Fund Initiative call for proposal which is a joint-initiative by three federations, ACODEV – Fiabel – ngo-federatie, aiming to promote collective learning within the JSF (Joint Strategic Framework) members.

This proposal has been designed jointly by all members, highlighting the need of all members to improve their capacity to better evaluate the effectiveness of programs aiming to change behaviors. The overall objective is to draw from different evaluation methods to highlight the most effective way to measure impact of behavior change activities. To this end, a mapping and compilation of the existing evaluation methods or tools used by four JSF members (World Wildlife Fund for Nature (WWF), Louvain Cooperation, VVOB Cambodia, and Eclósio) to assess the effectiveness of their behavior change programs have been conducted.

An external consultant (Kantar-TNS) has been recruited to conduct this study on a toolbox for measuring the effectiveness of programs working on behavioral change.

This study aims to meet the following key objectives:

- Review, identify and evaluate best management practices aiming to evaluate the effectiveness of behavioral change center programs in Cambodia
- Develop a toolbox evaluating effectiveness of behavioral change-center programs in Cambodia
- Share among JSF members the mapping and the evaluation of behavioral change methods
- Provide recommendations, specifically on the gaps of the 4 JSF members' selected programs on behavioral change and M&E tools

II. Activities

The first contract between the Fiabel representative and LC General Director was signed on 10th November 2018 and the amendment of the contract was signed on 11th March 2019 to extend the project period. The project period is from 1st October 2018 to 31st Dec 2019.

After the funding was confirmed, LC informed JSF partners and started to develop the Term of Reference for consultancy job to advertise on Bong Thom.com website. Three consultancy firms submitted their proposal to LC. The first one is the private Freelance consultant namely Sreang Sopheak, the second one is GLEAN private firm, and the third one is Kantar-TNS private firm. Their proposal and CVs were sent to JSF members to conduct the evaluation and selection of the relevant consultant based on agreed criteria. LC, Eclasio and VVOB staff provided their feedback and they all chose Kantar-TNS private firm as the best consultant mainly due to their sound experience in relevant topic on behavior changes, relevant experience in conducting social research in Cambodia and more in-depth research on our current tools.

After the approval from JSF members, LC took the lead to prepare the contract between LC and Kantar which was signed on 10th May 2019, following by inception meeting on methodology and implementation plan with JSF members on 4th June 2019. 7 participants attended this inception meeting (two from Kantar-TNS, one from Eclasio, two from LC, one from VVOB and one from WWF). The objective of the meeting was to present the framework and methodology of the study related to behavioral change evaluation toolbox. Four organizations (LC, VVOB, WWF and Eclasio) receiving funds from DGD were selected and agreed to engage more in this study. These four organizations were asked to send the relevant documents for the desk review before conducting the field interviews.

The following schedule provides more detailed information about the implementation plan including the field interview with four Belgian actors and some of their partners.

Date	Time	Organization	Interview Person
July 23, 2019	2:00pm-3:30pm	TPO	Project manager/coordinator and M&E manager/Coordinator
	4:00pm-5:00pm	Louvain Cooperation	Staff who understand Louvain Cooperation's program and workflow
July 24, 2019	Internal reflection and discussion (Kantar)		
July 26, 2019	9:00am-10:00am	Eclasio	Project manager/coordinator
	10:30am-11:30am		M&E manager/Coordinator
	2:00pm-3:00pm		Staff who understand Eclasio's program and workflow
July 24, 2019	Internal reflection and discussion (Kantar)		

July 29, 2019	9:00am-10:00am	WWF	Project manager/coordinator
	10:30am-11:30am		M&E manager/Coordinator
	2:00pm-3:00pm		Staff who understand WWF's program and workflow
July 30, 2019	Internal reflection and discussion (Kantar)		
July 31, 2019	9:00am-10:00am	VVOB	Project manager/coordinator
	10:30am-11:30am		M&E manager/Coordinator
	2:00pm-3:00pm		Staff who understand VVOB's program and workflow

Below table shows the detailed information about the activity plan that was carried out by Kantar-TNS from the start until the end of the study:

Activity	Timeline
Inception meeting and report detailing methodology and plan	June 4, 2019
Inception report revision and finalization	June 05-14, 2019
All stakeholders send necessary documents to Louvain	June 7, 2019
Louvain send all necessary documents for desk review to Kantar	June 10, 2019
Literature review	June 17-28
Reviewing JSF members program documents and meet with their program and M&E staff	July 01-31, 2019
Data analysis	July 15-31, 2019
Drafting report (1 st draft)	Oct 18, 2019
Restitution workshop	Nov 6, 2019
Draft report (second draft)	Dec 16, 2019
Training to JSF partners	Dec 16, 2019
Report revision and finalization	Feb 12, 2020

32 participants attended the behavioral change training which was conducted on 16th December 2019 (*see the detailed list of participants here below*):

No	Name	Organization	Position
1	Bun Sreymao	SSC	Social worker
2	Buth Chanmeta	WWF	Senior officer of A & O
3	Im Sothy	Eclosio	Senior agronomist
4	Miranda Moolenaar	VVOB	Education Advisor
5	Savun Sam Ol	Eclosio	Programme Manager
6	Ung Sophea	HI	Programme Manager
7	Chandet Horm	WWF	MFF Manager

8	Chor Rada	HI	Technical Support Manager
9	Ly Ratha	Mlup Baitong	Project Officer
10	Mep Sina	FAEC	Field Coordinator
11	Nget Chanarak	Kantar-TNS	Associate Research Executive
12	Khem Thann	Louvain Cooperation	Programme Manager
13	Poeng Iyamato	CCAMH-Caritas	Community Health Nurse
14	Seang Leap	TPO	Project Coordinator
15	Chhin Chanveasna	VVOB	Operation Manager
16	Heang Sarym	VVOB	Programme Coordinator
17	Vorn Thary	RUA-Ecoland	Researcher
18	Chrin Bunsam Kaneka	RUA_Ecoland	Researcher
19	Vong Sareth	SSC	CSW/Trainer
20	Kim Vandy	FLO	Executive Director
21	An Chankomar	FAEC	Project Coordinator
22	Lotte VanPraet	VVOB	EA
23	Lun Soklai	MB	Project Assistant
24	Sorn Niem	MB	Project Assistant
25	Senghuo Yim	CIRD	Technical Advisor
26	Mao Vannak	CIRD	Programme Manager
27	Mour Kimsuor	LC	Finance Assistant
28	Christophe Goossens	Eclosio	Representative
29	Amaury Peeters	LC	Country Director
30	Katie Bartholomew	Kantar	Director
31	Tim Malay	CYN	President
32	Thida Kim	LC	Research Coordinator

The first drafted report was submitted to LC on 18th October 2019 and the second draft of this report was submitted on 16th December 2019. Both draft reports were shared with JSF members for their comments and feedback, especially the four Belgian NGOs who were involved in the research. The final report was finally completed in February 2020 and it will be shared with JSF members and partners.

III. Financial report

The total funding from Fiabel sums up to €10,000. The following table shows the detailed information about corresponding expenditures:

No	Items	Expenditure (in Euro)
1	Total local consultancy fee	9,684.82
1.1	Fee charge for advertising the ToR for consultancy on Bongthom.com website	38.41
1.2	Bank charges for payment by bank transfer to consultancy company	4.78
1.3	1 st payment to consultancy company	4,780.20
1.4	2 nd and final payment to consultancy company	4,861.43
2	Total Transportation	6.47
2.1	Travel fee to market to buy refreshment and kitchen materials	2.62
2.2	Travel fee from office to consultancy company and return	3.85
3	Total fee for conference room and refreshment	308.98
3.1	Snack and refreshment for meeting at office	30.95
3.2	Electricity for meeting at office	139.91
3.3	Room rental and refreshment for training on behavior change toolbox	138.12
	Grand Total	10,000.27

IV. Annexes

Annex 1: A toolbox for measuring the effectiveness of programs working on behavioral change - study report from Kantar-TNS

Annex 2: Presentation slides of the training on toolbox for measuring the effectiveness of behavioral change programs

Annex 3: Financial Report of the study *“A Toolbox for Measuring the Effectiveness of Programs Working on behavioral change”*