



## OUTCOME MAPPING



**What is it?** Outcome Mapping ensures that countries have a robust monitoring and evaluation framework in place to understand how different approaches to ending violence work, and to what extent they are effective. This includes developing a theory of change approach based on contribution analysis and knowledge to action. Outcome Mapping aligns activities with outcomes to ending VAC and creates a framework for sharing the learning.

For [Pathfinding Countries](#), the approach builds on existing national coordination platforms plans and policies. It ensures that *all* stakeholders are involved in national planning and working towards a common goal but through multiple pathways (or contributions). It includes capacity-building to enable actors to collect, understand, analyse and report on the data, evidence and feedback they need to understand the changes they seek to implement. It can set the groundwork around early planning for a National Action Plan to make sure that all multi-sector stakeholders commit to building a strong national implementation. Or, it can be used within a country where planning and implementation are well underway to reassess, asking: Are we doing the right thing? Are we doing the right thing right? Are we doing the right thing at adequate quantity to impact?

**What challenge does it solve?** Outcome Mapping ensures active multisectoral coordination and improved monitoring and evaluation—two essential cross-cutting activities in the [INSPIRE Handbook and Technical Package](#). The process enables reporting to other partners and wider stakeholders on how violence against children has been reduced, and helps with sharing good practice in programme design, delivery and monitoring.

**How is it done?** Outcome Mapping uses a participatory approach to understanding high-level outcomes and how initiatives, projects, partnerships or programmes meet these outcomes. We work with Matter of Focus, a small firm based in Scotland, who provide face-to-face facilitation and longer-term technical accompaniment. They work directly with representatives from social work, education, health, the police, justice, city planning, NGOs/CSOs, and other relevant stakeholders. Building on the expertise brought together, participants learn and create (or reform) their collective strategy for ending violence against children. There are three phases to the work:

- 1) **Outcome Mapping phase (months 1-3):** Maps are built during the first visit followed by continued technical accompaniment where stakeholders and relevant support agencies work to further develop and refine the maps to focus in on what needs to be measured and assessed as the Pathfinding work unfolds.
- 2) **Data audit and improvement (months 4-7):** Matter of Focus supports national teams to audit current information and feedback mechanisms and analyse the extent to which they adequately capture key outcomes and contributions. Matter of Focus helps adapt and/or develop new mechanisms where needed, including aligning INSPIRE indicators to outcome maps.
- 3) **Ongoing support and monitoring (months 8-12+):** The consultants train identified stakeholders in Pathfinding Countries on how to use a cloud-based monitoring software called OutNav which holds key outcome areas for teams to help to track progress, including allowing for collaborative data collection and analysis which in turn can create innovative reports for internal or external purposes.

**Cost & deliverables:** ~\$35,000/country; the approach and software give a structured process for national committees to report on different levels of activities and outcomes to tell a story of the difference they make.



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