



ActivityInfo

Indicators

From project-level to strategic reporting in humanitarian and development settings

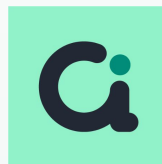
Starting shortly, please wait!

BeDataDriven Mission



Provide the UN and NGOs with a standard, easy-to-use and comprehensive data management platform so that as many organizations as possible can become data-driven to achieve better outcomes for rights holders worldwide.

BeDataDriven pursues this mission by building and helping organizations implement ActivityInfo.



ActivityInfo

ActivityInfo

An end-to-end solution for M&E data management

Data collection

Easily collect the data you need from anywhere

The screenshot shows a mobile app interface for data collection. It features a form with several input fields, each with a green checkmark icon and a 'YES' button. The fields are labeled: 'Division Name' (with 'Barakal' entered), 'District Name' (with 'Bargano' entered), 'Upazila Name' (with 'Amdali' entered), and 'Union Name' (with 'Chhata Bagl' entered). At the bottom, there are 'Previous' and 'Next' buttons. The app is titled 'UNION NAME' and 'DIVISION NAME'.

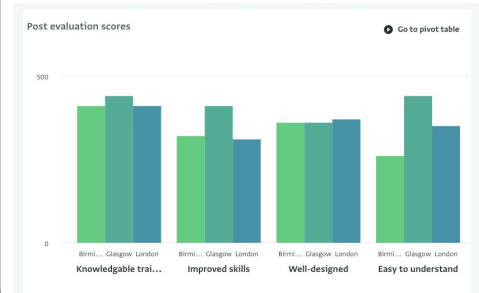
Data management

Organize your information according to your workflow

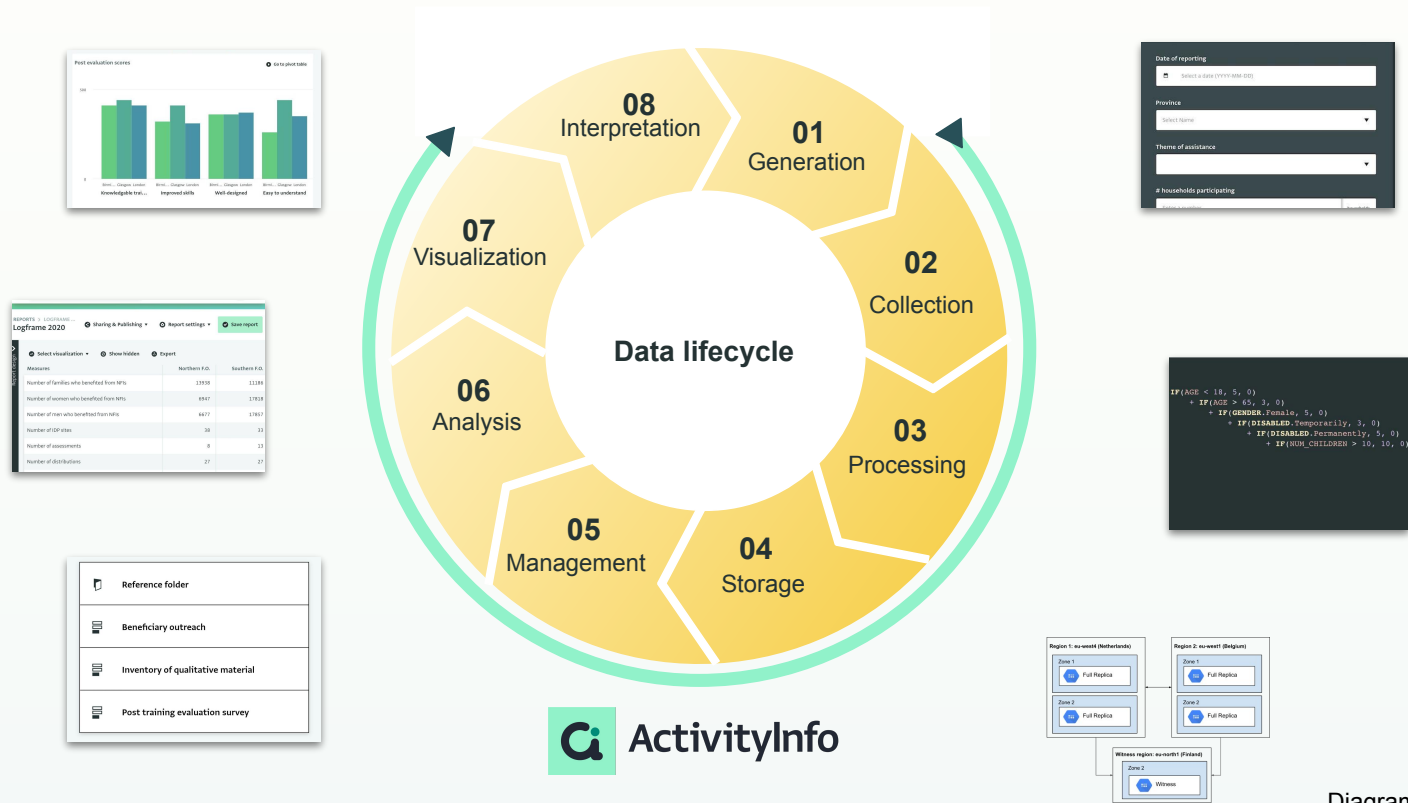
The screenshot shows a web interface for data management. It displays a hierarchical folder structure. On the left, there is a 'REFERENCE' section with a 'Select a form to reference' dropdown. Below this, there are several folders listed: 'Czech Republic', 'Côte D'Ivoire', 'Democratic People's Republic of Korea', 'Democratic Republic of Congo', 'Denmark', 'Djibouti', and 'Provisional'. On the right, there are several forms listed: 'Aire de Sante (2015)', 'Aire de Santé', 'District', 'Groupement', 'Province', 'Province (2015)', and 'Secteur'. A green box highlights the 'Democratic Republic of Congo' folder and the 'District' form.

Data analysis

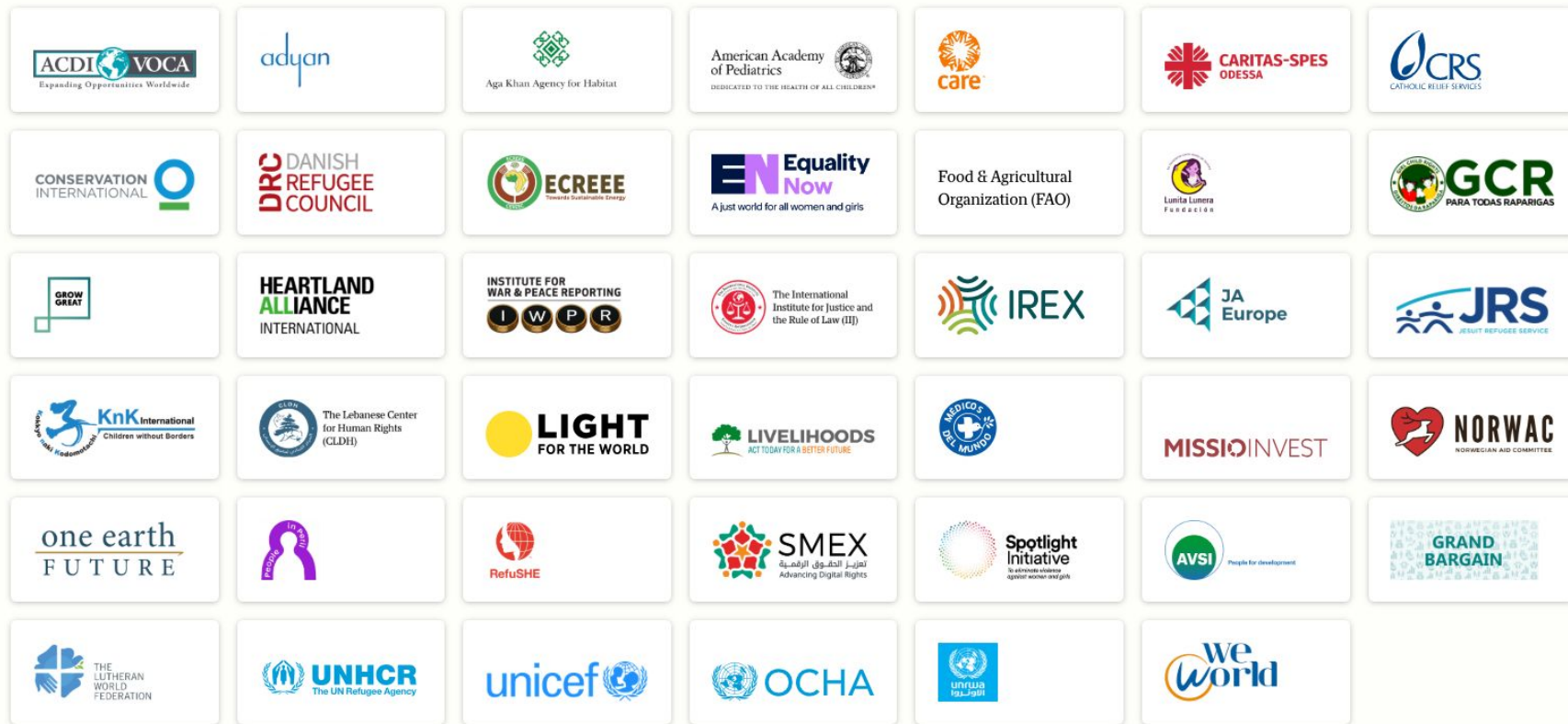
Generate actionable insights in real-time



ActivityInfo is your **integrated** solution for managing your data across the data lifecycle.



Some of ActivityInfo's users



Meet your presenters



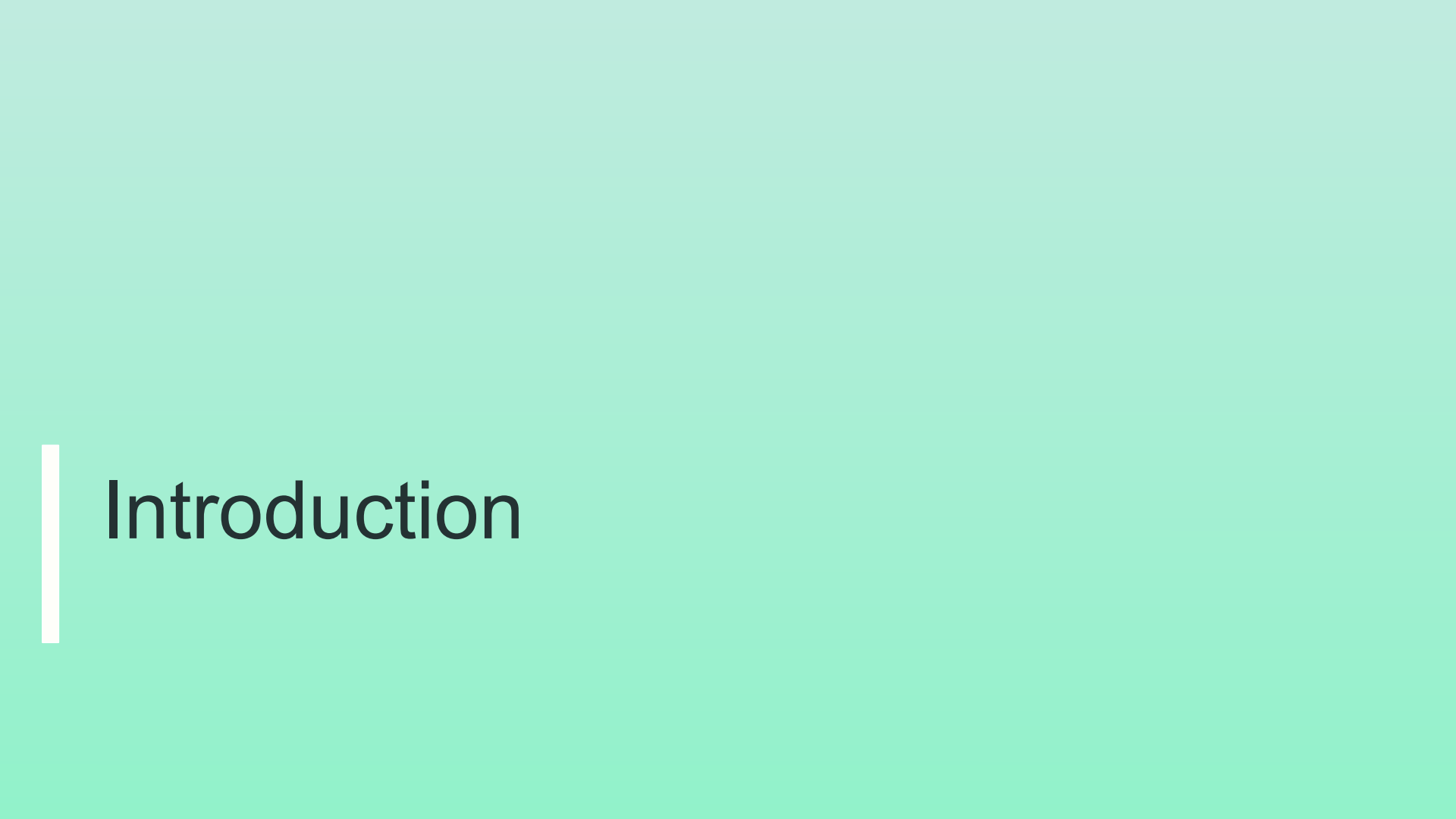
Zeila Lauletta
Implementation Specialist



Firas El Kurdi
Implementation Specialist

Outline

1. Introduction
2. Understanding indicators across types & levels
3. Common challenges & possible solutions
4. Case study: ActivityInfo
5. Q&A and discussion



Introduction

Are you busy?



3 Projects



500 people trained



10,000 kits distributed



Are you making a difference?



Donors



Boards



Communities we serve



ActivityInfo
BY BEDATADRIVEN

Busy



Activity



Activity



Activity



Better



Impact

There's a gap between what we (Activities) do and what we change (Impact)



Activities



Activity



Activity



Activity

Indicators

Impact



Indicators are the measurable signals that bridge the gap between activity and impact



ActivityInfo
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What is an indicator?

Definition: A unit of measurement that specifies what will be measured to judge whether desired outputs, outcomes, or impact have been achieved. Indicators can be quantitative or qualitative.

- **Purpose:**

- Translate goals into measurable success criteria
- Track change over time for learning and adaptation
- Provide evidence for accountability and decision-making

- **Example:**

- **Quantitative:** # of people trained who pass a post-test.
- **Qualitative:** Documented improvements in partner capacity.

What makes an indicator SMART?

A simple checklist for a powerful measurement

S



Specific

One Clear
thing to
measure

M



Measurable

Evidence we can
count or rate

A



Achievable

Realistic with
our capacity

R



Relevant

Directly linked
to goal

T



Time-Bound

Has a
deadline or
window



Understanding indicators across levels & types

Indicator types vs. indicator levels

Type: The Results Chain:
What are we measuring?

- **Focus:** What kind of change is being measured?
- **Example:** Activities delivered (outputs), short-to-medium term change (outcomes), long-term change (impact).

Level: The Scale of
Measurement: For which
purpose are we measuring?

- **Focus:** At what level is the indicator being tracked or reported?
- **Example:** A project may measure school attendance in one community (local), which rolls up into an education program (organizational), then contributes to national statistics, and finally links to SDG 4.

Understanding indicators across types

The results ladder

01

Overall Goal (Impact)



02

Outcomes



03

Outputs



04

Activities



Defining our results: overall goal (Impact)



Definition: The big-picture, long-term change we contribute to. Often requires multiple programs to achieve.

- **Examples:**
 - Reduced suffering in a humanitarian crisis.
 - Improved food security in the region
 - Increased access to quality education for all children.

Defining our results: outcome



Definition: The specific changes in behavior, knowledge, or condition that occur because of a project.

- **Examples:**

- People with mental health problems use appropriate care.
- Smallholder farmers adopt improved agricultural practices.
- Children in target communities demonstrate improved literacy skills.

Defining our results: activities & outputs

Definition: The work we do (Activities) and the direct, tangible products or services delivered (Outputs).

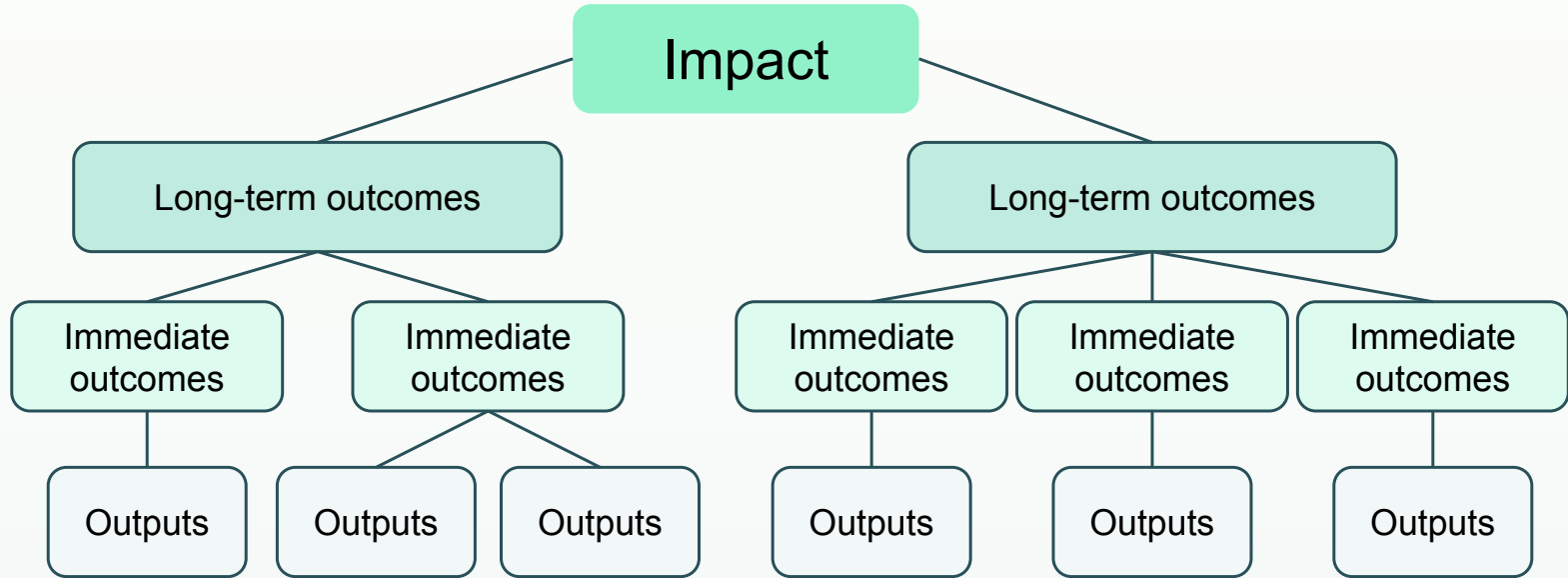
- **Examples:**

- **Activity:** Train health staff. → **Output:** 50 health staff trained in psychological first aid.
- **Activity:** Distribute seeds and tools. → **Output:** 5,000 farmer kits distributed.
- **Activity:** Conduct literacy classes. → **Output:** 200 children completed a 6-month literacy program.

Measuring results: the indicator framework

Result Type	What we Measure	Result Example	Indicator Example
Impact	The broader, long-term change in the community or population's well-being	Impact Improved mental health among treated patients.	Impact Indicator Rate of moderate/severe mental disorders in the target population.
Outcome	The direct change in knowledge, behavior, or condition for the beneficiaries	Outcome Individuals access subsidized services.	Outcome Indicator % of treated individuals who demonstrate a significant reduction in symptom severity scores
Outcome	The direct products and services delivered by the project	Output Providing subsidized services	Output Indicator # individuals who received a subsidy for mental health services.'

The indicator cascade (Results)



Understanding indicators across levels

The indicator cascade (Levels)

01

Global Indicators

02

National Indicators

03

Organizational level

04

Program-Level Indicators

05

Project-Level Indicators (Local)

Global indicators

Definition: Agreed at international level, often tied to frameworks like the SDGs, Sendai Framework for Disaster Risk Reduction, Paris Agreement, etc.

- **Purpose:**
 - Track global commitments (e.g., UN Sustainable Development Goals).
 - Ensure comparability across countries.
- **Example:**
 - SDG 2.1.1 – Prevalence of undernourishment.

National indicators

Definition: Governments localize global goals into their national development plans, policies, or sector strategies.

- **Purpose:**
 - Translate global targets into national priorities.
 - Align with national statistical capacity.
- **Example:**
 - “% of children under 5 stunted” in a national nutrition strategy.

Organizational indicators

Definition: Indicators used by agencies, NGOs, or UN clusters to track progress against organizational or collective outcomes.

- **Purpose:**
 - Aggregate project results to show sector-wide impact.
 - Support accountability to donors and affected populations.
- **Example:**
 - “Number of people reached with essential health services” (used in Humanitarian Response Plans).

Program-level indicators

Definition: Indicators across multiple projects within a single program area (health, education, livelihoods).

- **Purpose:**
 - Show contribution to medium-term outcomes.
 - Allow comparability across projects.
- **Example:**
 - % of targeted households reporting improved food consumption score.

Project-level indicators (Local)

Definition: Indicators developed for specific interventions in a particular location.

- **Purpose:**
 - Track outputs and immediate outcomes.
 - Provide granular, context-specific data.
- **Example:**
 - # of households receiving monthly cash assistance in X district.



Strategic indicators

Definition: A high-level, long-term outcome metric that tracks progress toward an organization's mission or global agenda (e.g., SDGs), aggregating results across programs, countries, and projects.

- **Purpose:**

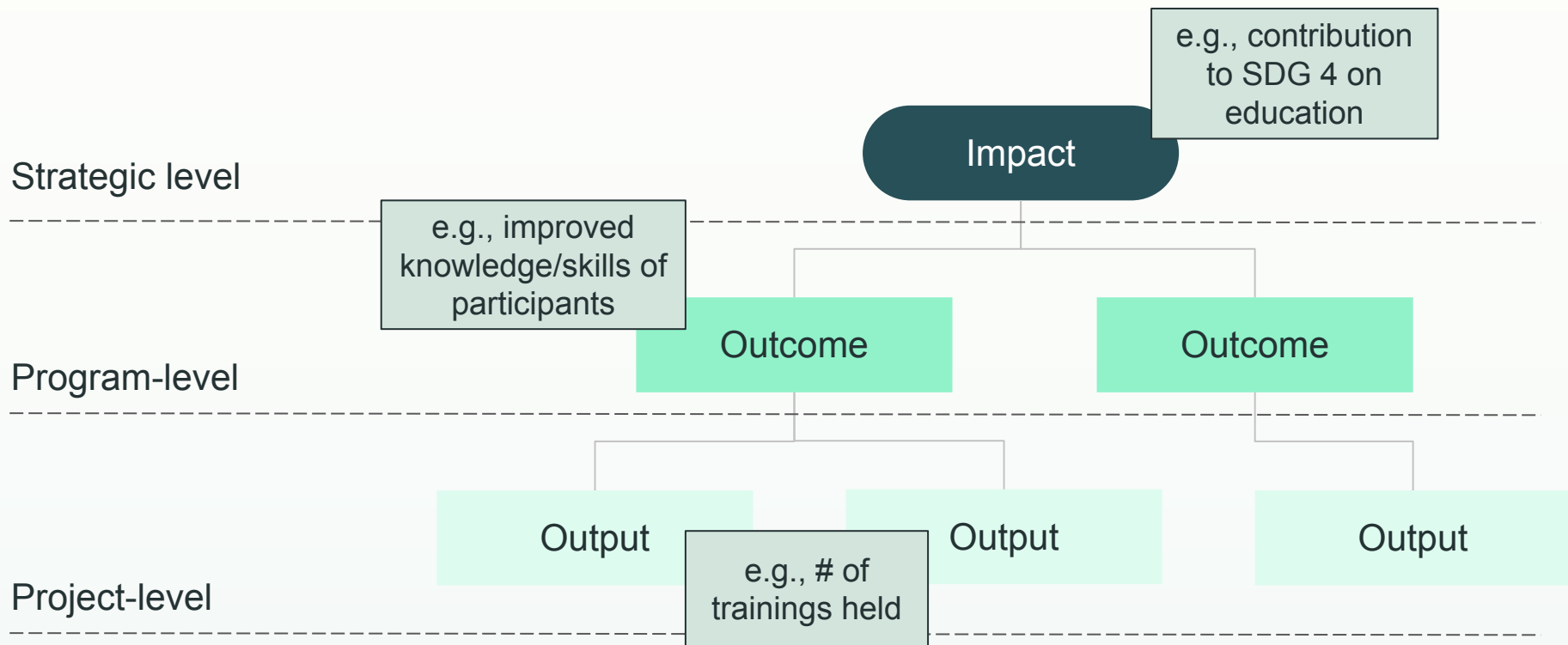
- Align priorities and resources to mission-level goals.
- Accountability to boards, donors, and the public through clear, comparable results.
- Trend insight over time across portfolios and geographies to guide strategy.

- **Example:**

- To increase the percentage of its target populations using safely managed drinking water from 45% to 60% by 2028.

Dimension	Organizational	National	Global	Strategic
What it is	Metrics an agency/NGO uses to track delivery on its corporate plan across countries/programs.	Country-level metrics used by government/UN country teams to track sector progress.	Standardized, international metrics tracking progress on global agendas (e.g., SDGs).	High-level, long-term outcome metrics tied to a specific strategy (org, country, or initiative).
Scope	Internal to one organization; cross-program/country roll-ups.	Whole country (with possible sub-national breakdowns).	Cross-country, cross-organization ; comparable worldwide.	Bound by the strategy (org-wide, regional, or thematic).
Example	People gaining access to basic drinking water through the organization's interventions (annual total).	% of population using at least basic drinking water services in Somalia (national WASH sector indicator).	SDG 6.1.1: % of population using safely managed drinking water services.	Increase safely managed drinking water coverage in target districts from 45% → 60% by 2028 across the org's focus countries.

Levels across results



Humanitarian vs Development Indicators

Humanitarian vs. Development indicators

Humanitarian Indicators

What they are: Metrics that measure the scale of a crisis and the results of short-term relief efforts.

Purpose: To inform life-saving responses, ensure accountability in emergencies, and track if minimum standards (like Sphere) are met.

Focus: Inputs (resources), outputs (goods delivered), and immediate outcomes (lives saved, suffering reduced).

Development Indicators

What they are: Metrics that measure long-term human well-being, economic progress, and social change.

Purpose: To guide long-term policy, evaluate sustainable progress, and address the root causes of poverty.

Focus: Broader outcomes and impacts over years or decades (e.g., poverty rates, literacy, life expectancy).

Sector examples



Sector examples

Education Indicators

Humanitarian: # of crisis-affected children enrolled in temporary education or safe learning spaces.



Development: % of children successfully finishing primary school

Sector examples

Food Security & Livelihoods (FSL) Indicators

Humanitarian: # of households receiving food assistance to meet basic daily needs.



Development: % of households able to afford enough nutritious food year-round without aid.

Sector examples

Health Indicators

Humanitarian: # of people living with HIV who receive antiretroviral treatment during a crisis.



Development: % of people with HIV who are on long-term treatment and have suppressed viral load.

Sector examples

Water, Sanitation & Hygiene (WASH) Indicators

Humanitarian: The quantity of safe water provided per person per day to affected communities.



Development: The proportion of the population with safe drinking water.

Key Takeaways

- Indicators transform our story from "busy" to "effective."
- Distinguish between indicator **Types** (what you measure) and **Levels** (the scale of measurement).
- Tailor indicators for the context: Humanitarian for immediate response, Development for long term change.



Common challenges & possible solutions

Example 1: challenge

A local education project trained 200 teachers and built new classrooms. However, when asked to show how these results contributed to the indicator on youth digital literacy, the data didn't align.



Misalignment

Lower-level indicator

- Specific outputs (e.g., people trained, schools built)
- **Definition:** Flexible, tailored to activities.
- **Scope:** Localized, context-specific.
- **Frequency:** Collected frequently (monthly, quarterly).

Higher-level indicator

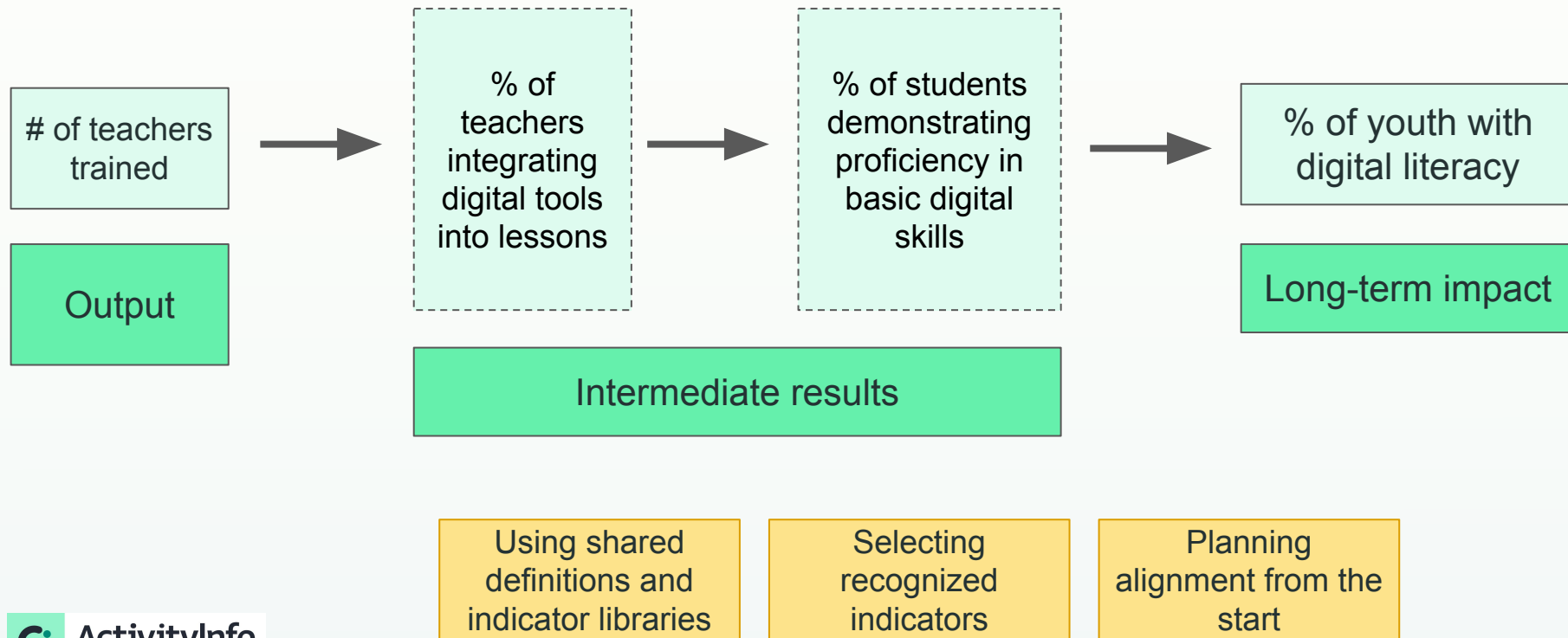
- Broad outcomes (e.g., literacy)
- **Definition:** Strict international definitions.
- **Scope:** Nationally representative.
- **Frequency:** Collected infrequently (every few years).

Solutions: aligning frameworks



1. Shared definitions across agencies/levels for consistency.
2. Adopt indicator libraries.
3. Use key indicators to compare needs and responses across countries.
4. Understand and unpack higher-level indicators.

Example 1: possible solutions



Example 2: challenge



In a post-emergency project, limited IM capacity and non-standardized tools led to inconsistent data. After project completion, HQ requested disaggregated results, forcing teams to rebuild missing information.

Capacity limitations

People

- Limited staffing and technical skills for data collection and management.

Processes

- No standardized procedures lead to inconsistent definitions, poor data quality, difficult aggregation.

Tools

- Non-standard or missing data systems lead to data that can't be disaggregated or used for higher-level reporting.

Solutions: building capacity for quality data

Capacity Limitations



Strengthen capacity & standardize tools

People



Plan data teams early, budget for IM roles, and keep a roster of trained staff for rapid deployment.

Processes



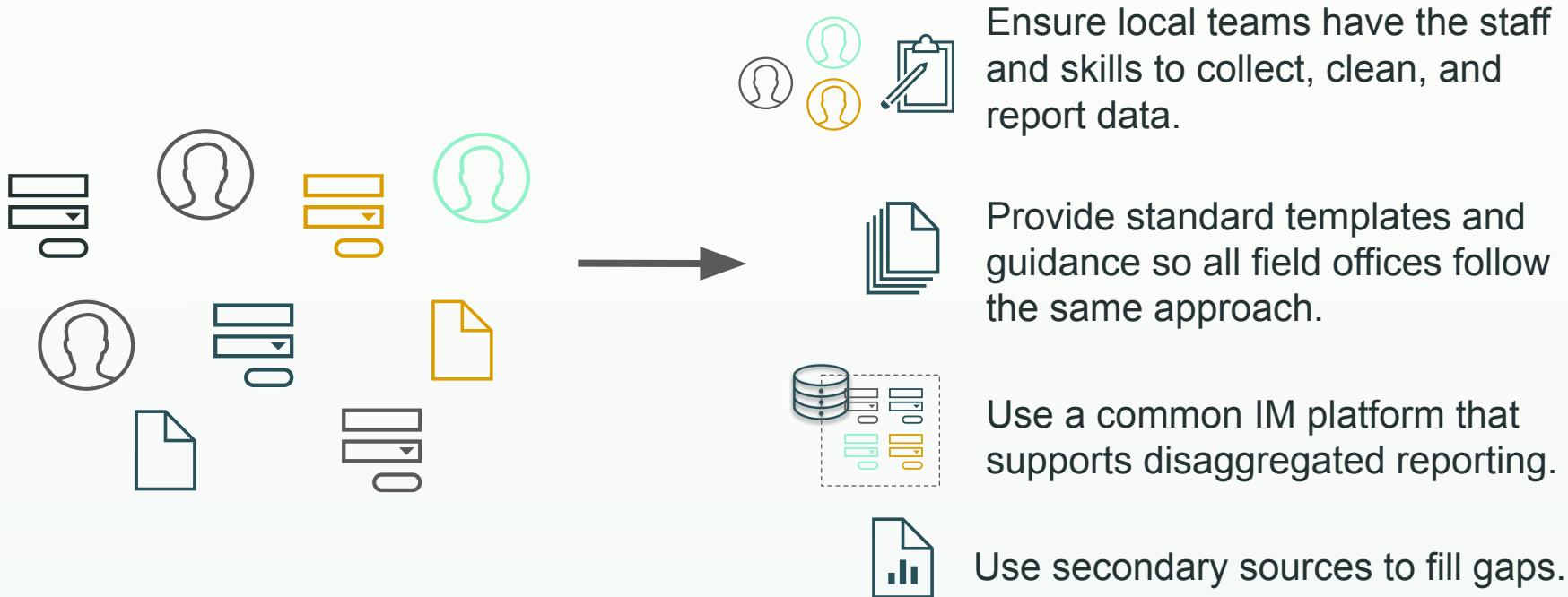
Standardize data collection with clear methodological notes; use existing data to fill gaps.

Tools



Adopt common IM systems for disaggregated reporting and ensure alignment with national/global standards.

Example 2: possible solutions



Example 3: challenge

Multiple donors funded the same humanitarian response, each with its own indicators and reporting formats. Local teams struggled to consolidate data, and national office couldn't produce a unified report.



Donor pressure

Multiple donors → multiple reporting streams and indicators.

Diverse deadlines and templates overload local teams.

Donor-driven priorities can overshadow national or local needs.

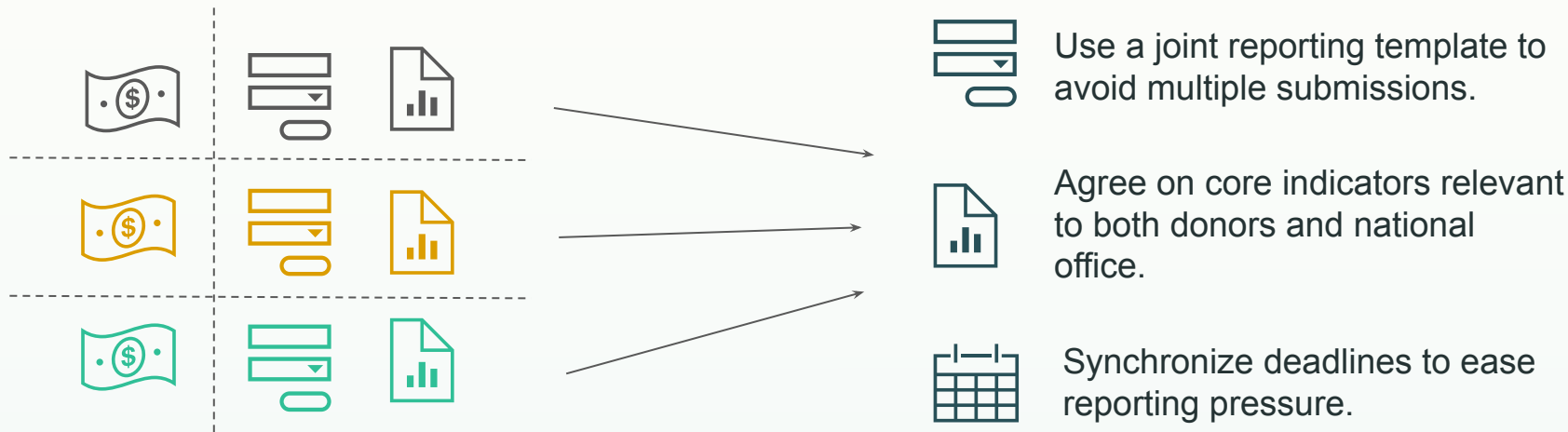
Data fragmentation prevents unified national reporting.

Solutions: coordinating for coherence



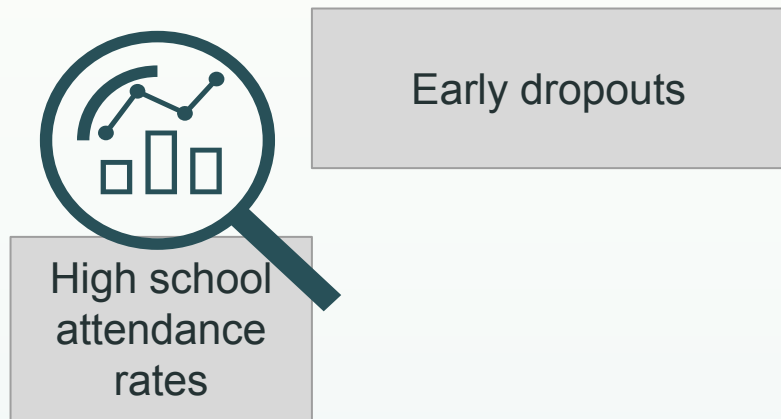
1. Encourage donor coordination to streamline reporting.
2. Adopt shared templates and aligned schedules.
3. Align frameworks with national M&E priorities.
4. Engage NSOs to validate common indicators.

Example 3: possible solutions



Example 4: challenge

National attendance looks high, but local monitoring shows irregular attendance and early dropouts, especially among girls and marginalized students.



Context sensitivity

Indicators built for comparability often assume uniform definitions and conditions.

Categories may not fit local contexts.

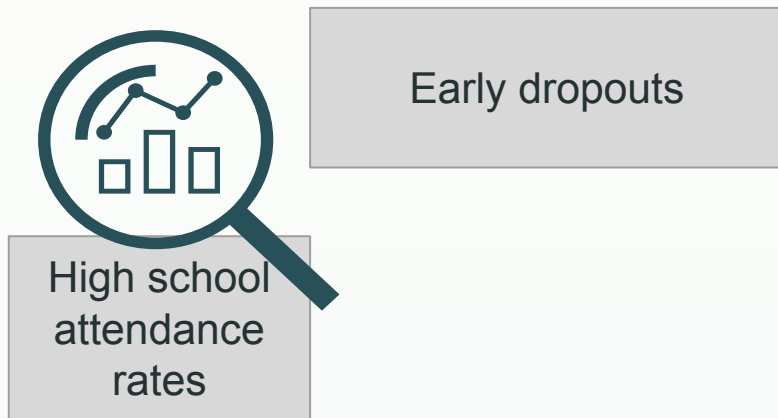
Local nuances and marginalized groups become invisible in aggregated data.

Solutions: localizing indicators for real impact



1. Localize indicators to reflect real conditions.
2. Engage local staff and communities to define meaningful metrics.
3. Disaggregate and contextualize data.
4. Combine quantitative and qualitative information.

Example 4: possible solutions



Track both enrollment and actual attendance.

Identify barriers for marginalized groups.

Collect disaggregated data.

Use qualitative insights to understand absenteeism or dropout causes.

Using technology to bridge the gap

Technology and IM tools can help turn these solutions into practice.



Integrated M&E system:
bring project and higher-level
indicators together.



Indicator libraries: ensure
consistency across programs
and levels.



Shared reporting space:
consolidate data from multiple
teams and donors.



Disaggregated, contextual
data: capture local nuances for
meaningful aggregation.



Case Study: ActivityInfo

Questions?

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Sources

- https://www.oecd.org/content/dam/oecd/en/publications/reports/2022/04/aligning-development-co-operation-to-the-sdgs-in-lower-middle-income-countries_94e7c682/7c83ab20-en.pdf
- <https://knowledge.base.unocha.org/wiki/spaces/hpc/pages/4015980547/Humanitarian%2BIndicators%2BRegistry>
- <https://www.who.int/docs/default-source/documents/evaluation/iahe-mozambique-final-report.pdf>