



ActivityInfo

From Silos to Systems

Data Lifecycle for Post-Distribution Monitoring

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.



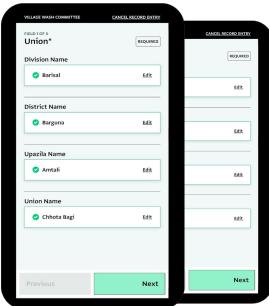
ActivityInfo

ActivityInfo

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

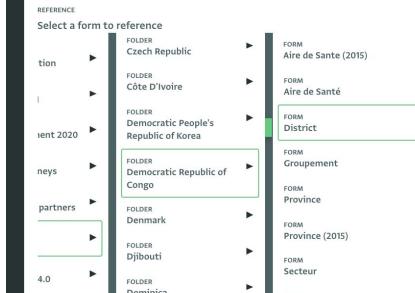
Data collection

Easily collect the data you need from anywhere



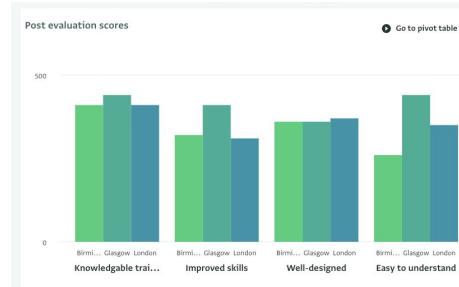
Data management

Organize your information according to your workflow



Data analysis

Generate actionable insights in real-time



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

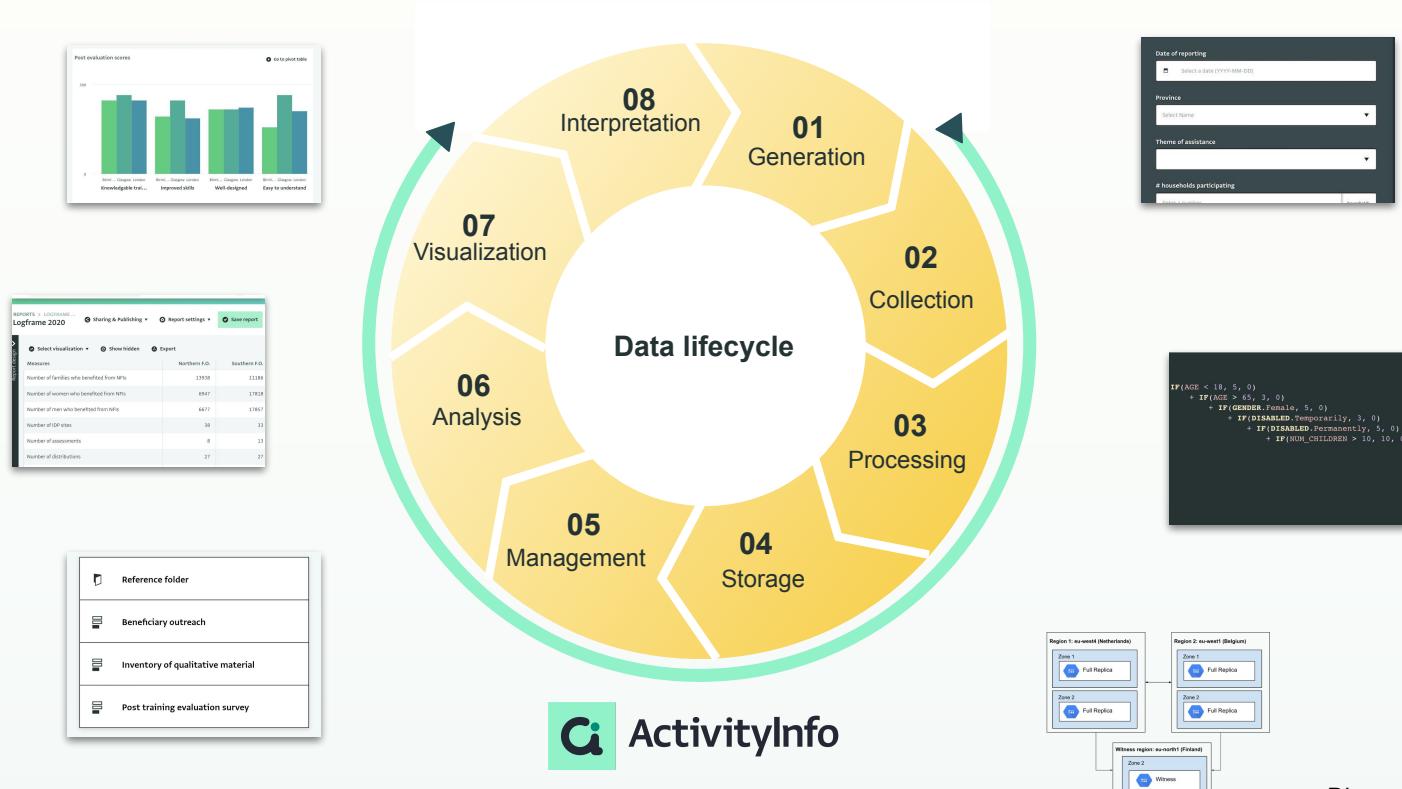


Diagram adapted
from Harvard
Business Review

ActivityInfo Users



Aga Khan Agency for Habitat



Self-paced course

 **ActivityInfo**
BY DATADRIVEN

...

Self-paced course

Designing Information Management Systems with ActivityInfo

-  10 in-depth modules
-  Certificate of Completion
-  Free of charge

Register now



Eliza Avgeropoulou,
Senior M&E Implementation
Specialist- ActivityInfo



Meet your presenter

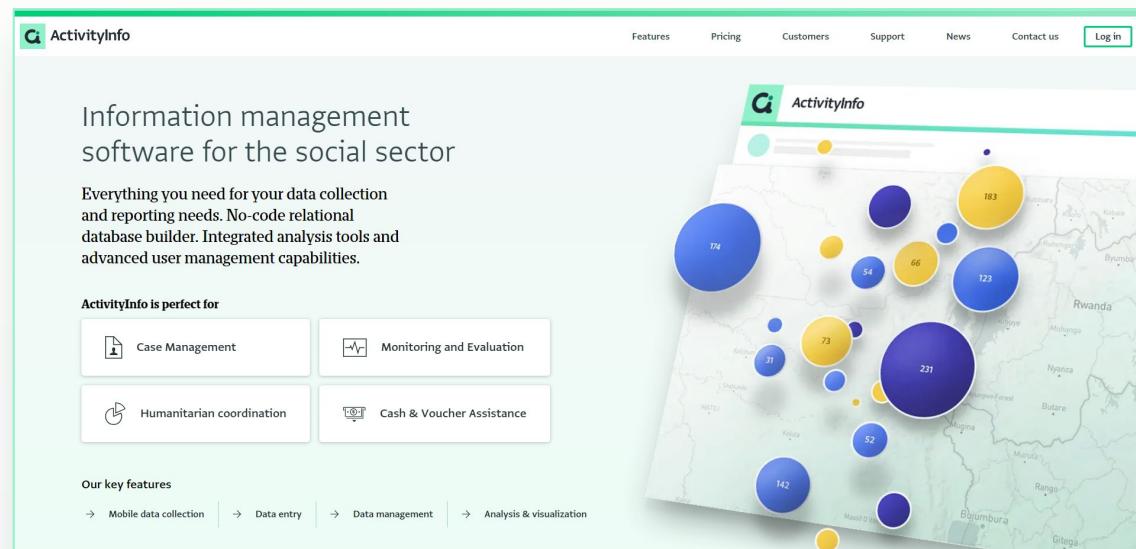


Firas El Kurdi
Implementation Specialist

Presented by the ActivityInfo Team

All in one information management software for humanitarian and development operations.

- Track activities, outcomes
- Beneficiary management
- Surveys
- Work offline/online



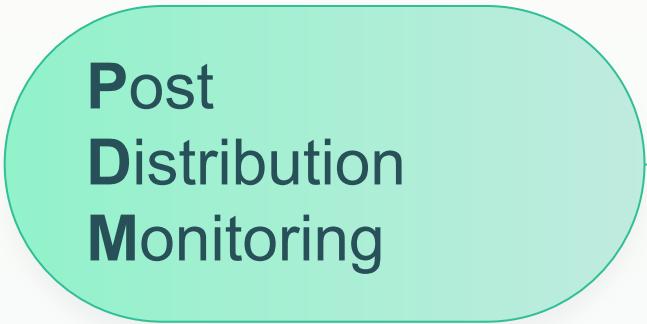
The image displays the ActivityInfo website and a map visualization. The website header includes the ActivityInfo logo, navigation links for Features, Pricing, Customers, Support, News, Contact us, and Log in. The main content area features a sub-header 'Information management software for the social sector' and a description of the software's capabilities: 'Everything you need for your data collection and reporting needs. No-code relational database builder. Integrated analysis tools and advanced user management capabilities.' Below this, a section titled 'ActivityInfo is perfect for' lists four categories with corresponding icons: Case Management (document icon), Monitoring and Evaluation (graph icon), Humanitarian coordination (globe icon), and Cash & Voucher Assistance (cash icon). At the bottom, a section titled 'Our key features' lists four main features with arrows pointing to them: Mobile data collection, Data entry, Data management, and Analysis & visualization. To the right of the website screenshot is a map of Rwanda and Burundi, overlaid with large, semi-transparent circular bubbles of varying sizes and colors (blue, yellow, purple) representing data points. Some bubbles are labeled with numbers such as 183, 123, 231, 142, 52, 31, 74, 66, 54, and 73.

Outline

- What is the data lifecycle for PDM?
- Why is it critical to move from "siloed" surveys to a relational model?
- Steps to design PDM indicators that close the feedback loop.
- How to set up linked forms, validation rules, and real-time PDM analysis in ActivityInfo.

Foundations of PDM

What is PDM?



Post
Distribution
Monitoring

- **Post:** (The timing): It happens after the intervention
- **Distribution:** (The event): The transfer of a commodity, cash, or service from the organization to the beneficiary
- **Monitoring:** (the Process): a systematic, repeatable, and consistent process designed to provide the right information to manage a program effectively

Post Distribution Monitoring

Definition: PDM is a structured, repeatable process of collecting information **after assistance is delivered** to understand **use, satisfaction, outcomes, and risks**, and to improve current and future distributions.

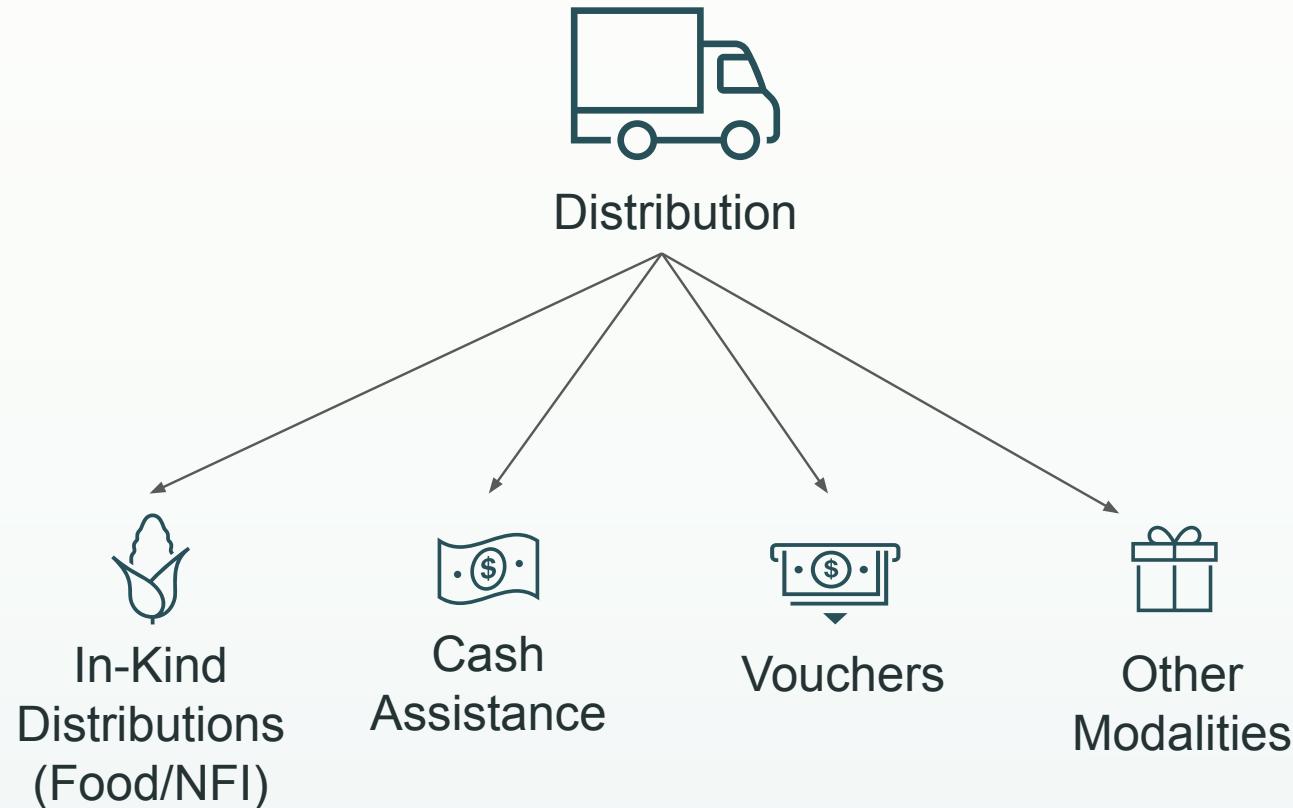
It is our systematic way of asking: '**Did we do what we said we would do, and did it have the impact we intended?**'



PDM Across Distribution Types

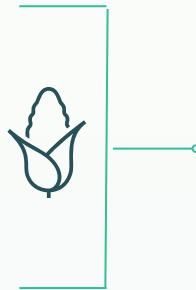


Types of distribution monitored through PDM



In-kind distributions (Food & NFIs)

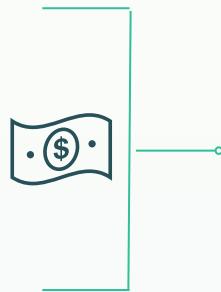
Monitoring physical goods is primarily about **Logistics**, **Quality**, and **Use**.



1. **Quantity:** "Did you receive the full 50kg of flour and 5L of oil as promised?"
2. **Quality/Utility:** "Were the hygiene items (e.g., soap) of acceptable quality and familiar"
3. **Duration:** "How many days did the food basket last your household before you ran out?"
4. **Usage/Suitability:** "Did you use the shelter materials for your home, or did you sell/exchange them for other needs like medicine?"

Cash assistance

Monitoring cash is about
**dignity, choice, and market
access**



1. **Spending patterns:** "What were your top three expenditures with this cash? (e.g., rent, food, health)."
2. **Sufficiency:** "Was the cash amount enough to cover your household's basic needs for the month?"
3. **Security:** "Did you feel safe traveling to the withdrawal point and carrying the cash home?"
4. **Impact:** "Has this assistance improved your living conditions or reduced your need to borrow money?"

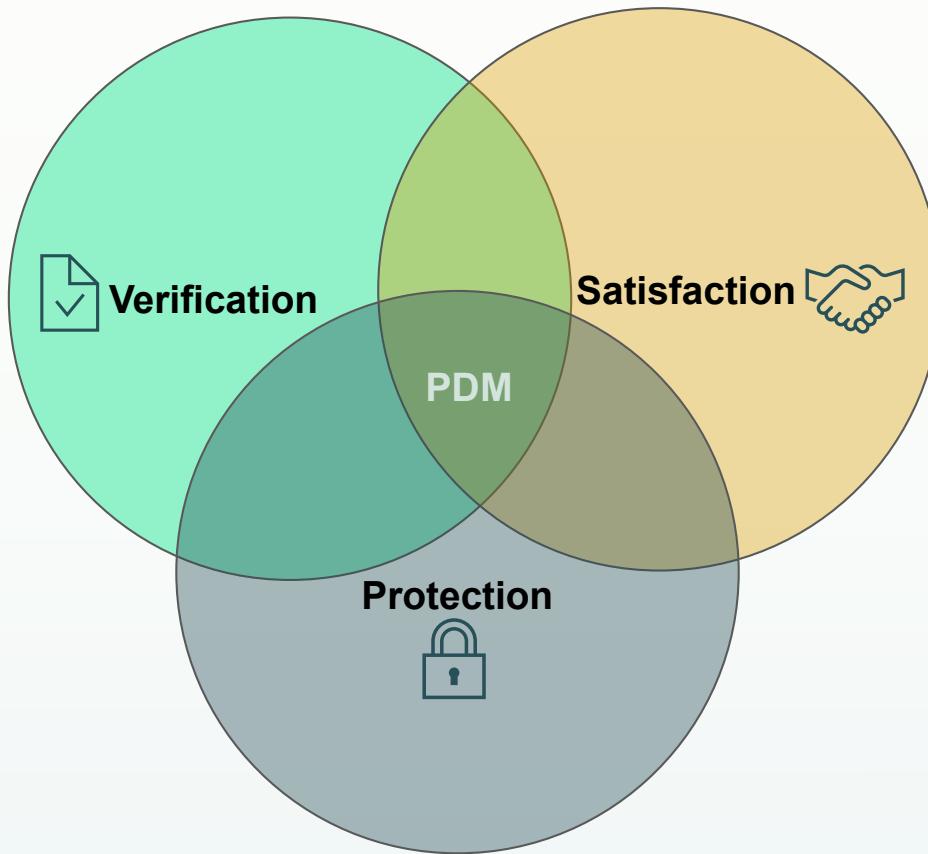
Vouchers

Vouchers sit between cash and in-kind, focusing on **redemption** and **vendor behavior**



1. **Redemption experience:** "Was the vendor respectful, and did they allow you to choose the items you wanted?"
2. **Availability:** "Were the items listed on your voucher actually in stock at the store?"
3. **Convenience:** "How long did you have to wait at the shop to redeem your voucher?"
4. **Fairness:** "Did you feel the prices charged by the vendor were the same as those charged to cash-paying customers?"

The three pillars of PDM

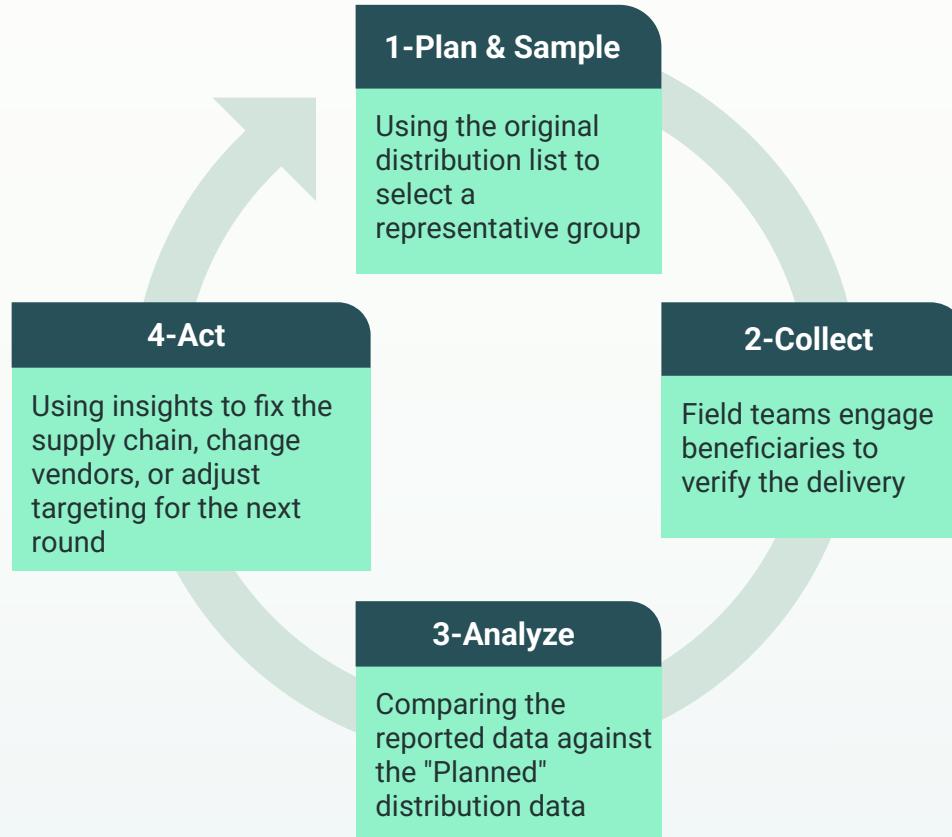


PDM Pillar	Most common questions (what we ask)	Standard indicators (what we measure)
Verification (The 'What')	<ul style="list-style-type: none"> • Did you receive the full amount/items promised? • Did the cash amount match the announcement? 	<ul style="list-style-type: none"> • % of HHs confirming receipt of full entitlements. • % accuracy of distributed vs. planned aid.
Satisfaction (The 'How')	<ul style="list-style-type: none"> • Overall, how satisfied are you with the aid? • Were the time and location convenient for you? • Was the selection process fair and transparent? 	<ul style="list-style-type: none"> • % of beneficiaries reporting high satisfaction. • % finding distribution logistics convenient. • % of HHs perceiving selection criteria as fair.
Protection (The 'Safety')	<ul style="list-style-type: none"> • Did you feel safe traveling to and from the site? • Were you asked for any "fee" or favor for the aid? • Do you know how to file a complaint if needed? 	<ul style="list-style-type: none"> • % feeling safe during all stages of delivery. • % reporting zero incidents of harassment. • % awareness of Complaints & Feedback Mechanisms (CFM).



What is the data lifecycle for PDM?

The 4 Stages of the PDM Lifecycle



Stage 1: Plan & Sample



01 Define methodology (ToR)

02 Budget & timing

03 Sampling strategy

04 Inclusion checks

05 Collaborative design

Stage 2: Collect



01

Quantitative scope

02

Qualitative depth

03

Digital efficiency

04

Ethical protocols

05

Recall optimization

Stage 3: Analyze



01 Comparative analysis

02 Standardized indicators

03 Usage & Outcomes

04 Satisfaction metrics

05 Accountability audit

Stage 4: Act



01 Evidence-based adjustments

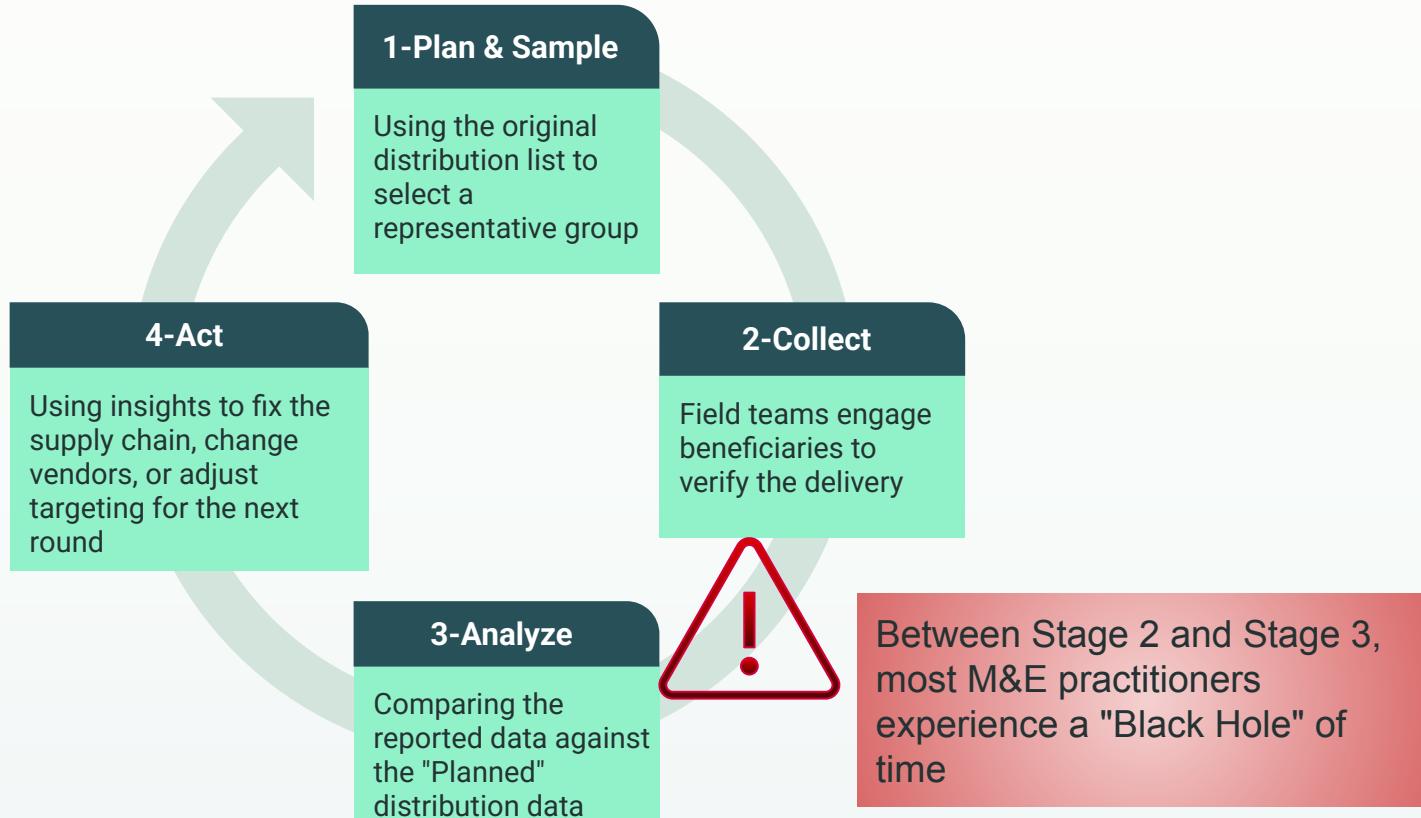
02 Supply chain fixes

03 Targeting refinement

04 Safety & protection

05 Learning & dissemination

The 4 Stages of the PDM Lifecycle





“Siloed” surveys vs Relational
Model

Data Silos



Top 5 Challenges of the Silo System

01 Data overload & Analysis paralysis

02 Biased or inaccurate responses

03 The "Recall" reliability gap

04 Inconsistent quality control

05 Broken accountability loops

Siloed Question

Did you receive assistance?



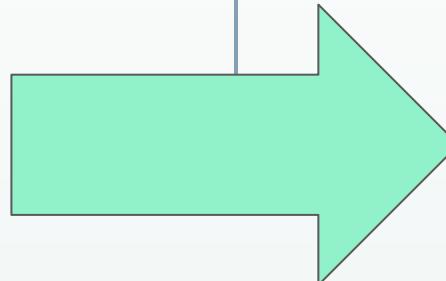
Vague



ActivityInfo
BY BEDATADRIVEN

Relational Question

Our records show you received 50 USD on Oct 12. Did you receive **exactly** this amount?



Precise

Distributions

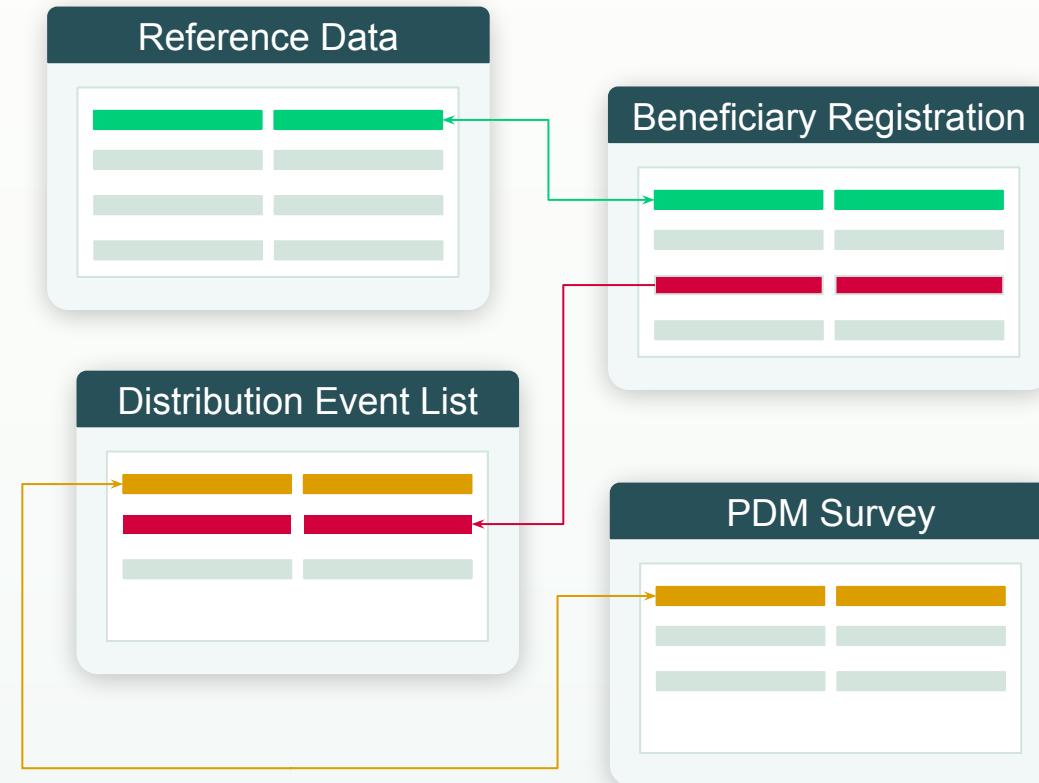
Distribution Date	Name of Beneficiary	Type of Aid	Quantity / Amount
28/07/2025	Mohmed	Hygiene	2 items
28/07/2025	Sarah	Cash	50 USD

PDM

Conset	First Name	Age	Sex	Displacement Status
Yes	Mohammad	32	Male	IDP
Yes	Sara	24	Female	Refugee



The shift to a Relational Model changes the architecture.



Silos vs. Relational



Silos

Data Cleaning: Manual & time-intensive; requires extensive matching (e.g., VLOOKUPs) after collection to link surveys to distribution lists.

Verification: Relies entirely on respondent memory (e.g., "What did you get last month?"), which can be unreliable.

Respondent Fatigue: Longer, repetitive surveys; respondents are often re-asked for profile details already in the registry.

Accountability: Delayed analysis; findings often arrive weeks later, once the next distribution cycle has already begun.



Relational

Data Cleaning: Zero matching required; data is linked at the point of entry, eliminating the "matching" phase entirely.

Verification: Real-time verification; survey forms "lookup" exactly what was distributed to confirm against feedback..

Respondent Fatigue: Shorter, focused interviews; profile and distribution data auto-populate, respecting the beneficiary's time.

Accountability: results feed directly into dashboards, allowing for "course correction" while the project is active.



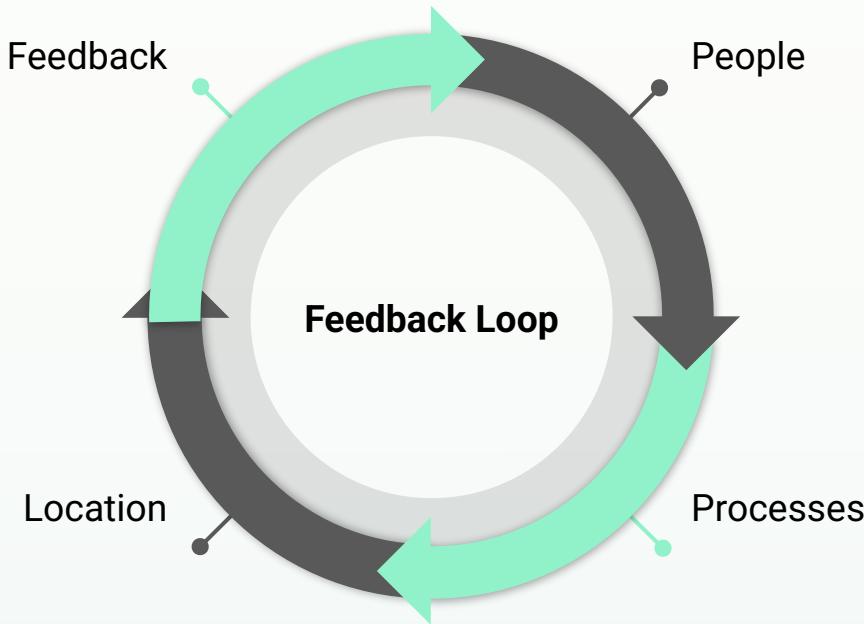
Steps to design PDM indicators that close the feedback loop

Closing the loop

Definition: It is the institutional process of ensuring that data collection triggers a documented management action or a formal response to the community.

The Strategy: Moving from **Descriptive Monitoring** (Reporting what happened) to **Diagnostic Monitoring** (Identifying why it happened and triggering the fix).

Closing the loop



Designing for transparency and fairness

Step 1: Information, awareness, and targeting fairness:

- **Information & awareness:** Gauging the effectiveness of communication.
 - Indicator: % of beneficiaries who received clear instructions and understood selection criteria.
- **Targeting and fairness:** Ensuring aid reached the right people.
 - Indicator: % of respondents who say the selection process was fair and based on need.
- **Closing the loop:** Low scores here flag a serious accountability issue, triggering a mandatory review of community mobilization and registration protocols.

Monitoring process, quality, and quantity

Step 2: distribution Logistics, quantity, and quality:

- **Distribution process & timeliness:** Capturing efficiency and professionalism.
 - Indicator: % of beneficiaries reporting the distribution was timely, orderly, and respectful.
- **Quantity/Quality of aid:** Verifying entitlements and condition.
 - Indicator: % of households confirming receipt of full entitlements in good condition.
- **Closing the loop:** Negative feedback regarding chaos, long waits, or damaged goods triggers immediate logistics improvements or vendor investigations.

Tracking usage, outcomes, and well-being

Step 3: Use of Assistance and Short-term Outcomes Content:

- **Use of assistance:** Understanding appropriateness and monetization.
 - Indicator: % of items used as intended vs. sold/exchanged to meet other urgent needs.
- **Outcomes and well-being:** Measuring the tangible difference made.
 - Indicator: % of households reporting improved food consumption or reduced harmful coping strategies.
- **Closing the Loop:** High monetization or low well-being scores serve as the evidence base to adjust the aid modality (e.g., switching to cash) or increase ration sufficiency.

Safety, satisfaction, and accountability

Step 4: Protection, satisfaction, and feedback loops:

- **Safety and protection:** Identifying risks and exploitation.
 - Indicator: % of respondents feeling safe and reporting zero harassment or coercion.
- **Satisfaction and accountability:** Measuring the perceived success of the intervention.
 - Indicator: % awareness of the Complaints and feedback mechanism (CFM).
- **Closing the Loop:** Reports of safety risks trigger immediate site relocation or security changes; low CFM awareness triggers an urgent communication campaign.

Questions?

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