



ActivityInfo

Monitoring and Evaluation for Conservation

From Results Chain to Data Model

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 'YES' button next to it. The fields are labeled: 'Division Name' (with a dropdown menu), 'District Name' (with a dropdown menu), 'Upazila Name' (with a dropdown menu), and 'Union Name' (with a dropdown menu). Below the form, there are 'Previous' and 'Next' buttons. The app is running on a smartphone, and the interface is clean and user-friendly.

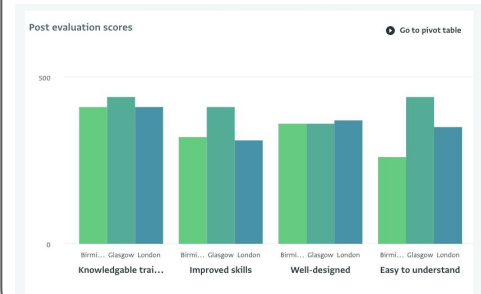
Data management

Organize your information according to your workflow

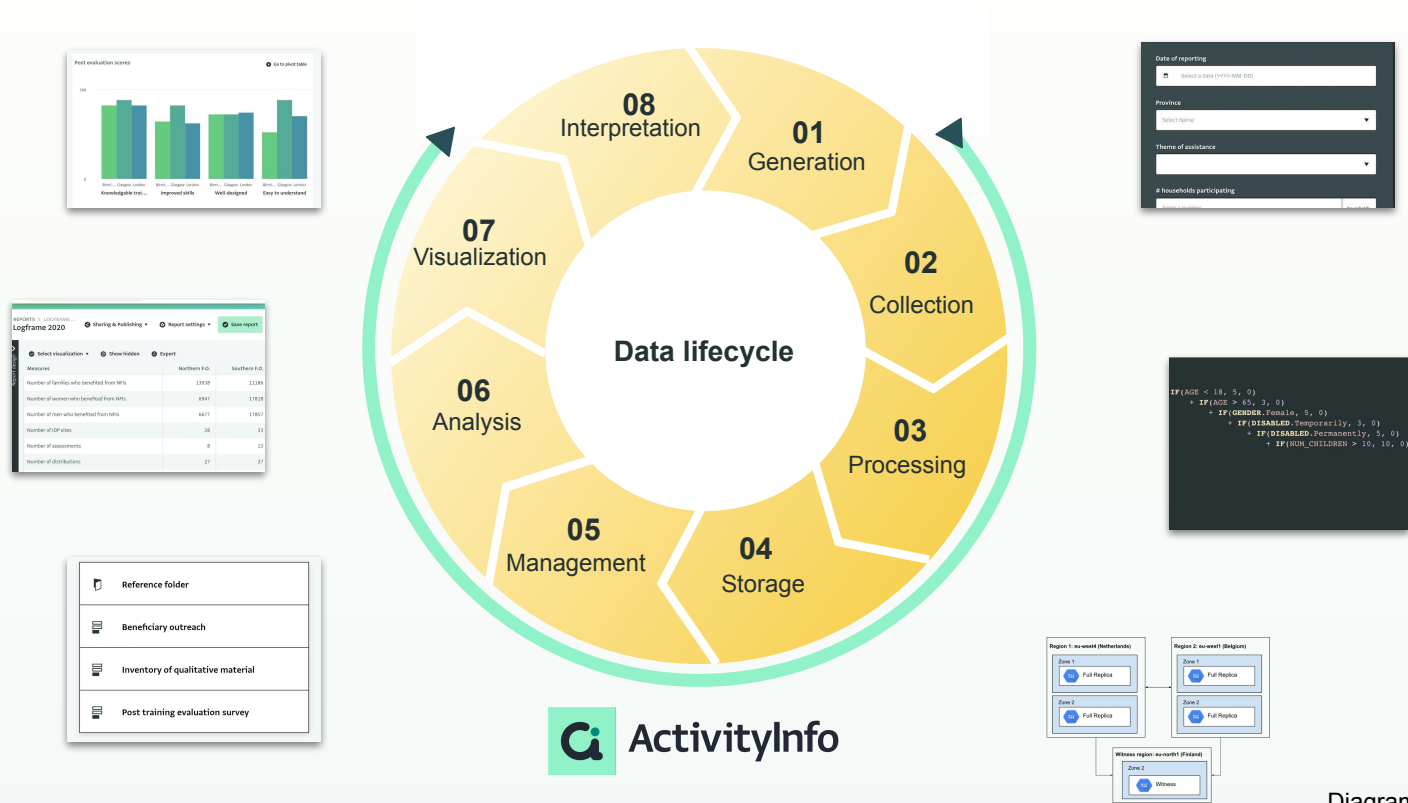
The screenshot shows a web interface for data management. It displays a hierarchical folder structure on the left side, with folders like 'Czech Republic', 'Côte D'Ivoire', 'Democratic People's Republic of Korea', 'Democratic Republic of Congo', 'Denmark', 'Djibouti', and 'Provisional'. On the right side, there are forms for 'Aire de Sante (2015)', 'Aire de Santé', 'District', 'Groupement', 'Province', 'Province (2015)', and 'Secteur'. The interface is designed to help users organize their data according to their workflow.

Data analysis

Generate actionable insights in real-time



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



ActivityInfo Users



Aga Khan Agency for Habitat



People for development



Meet your presenter



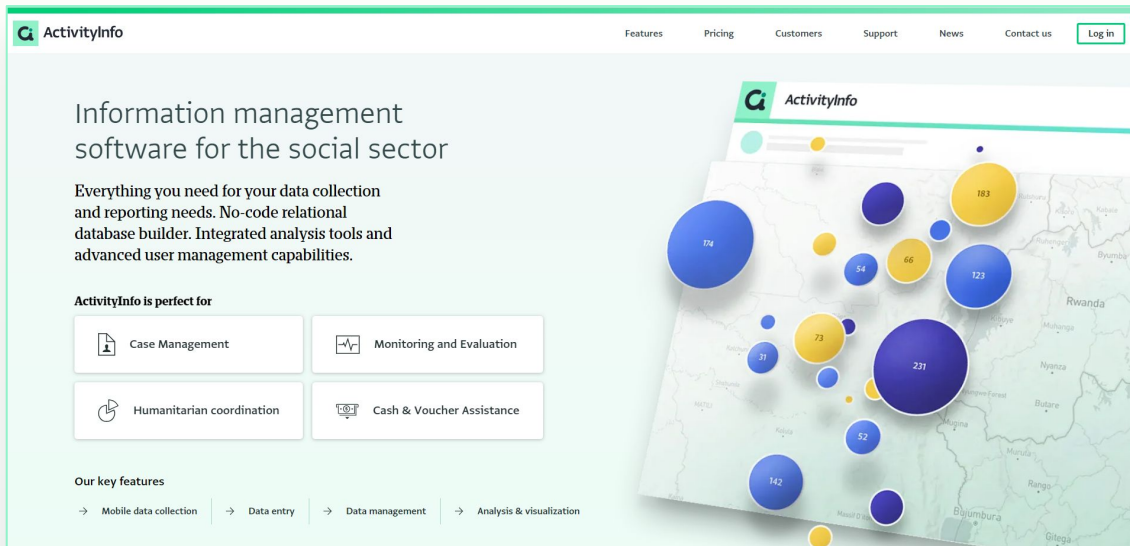
Firas El Kurdi

M&E Implementation Specialist

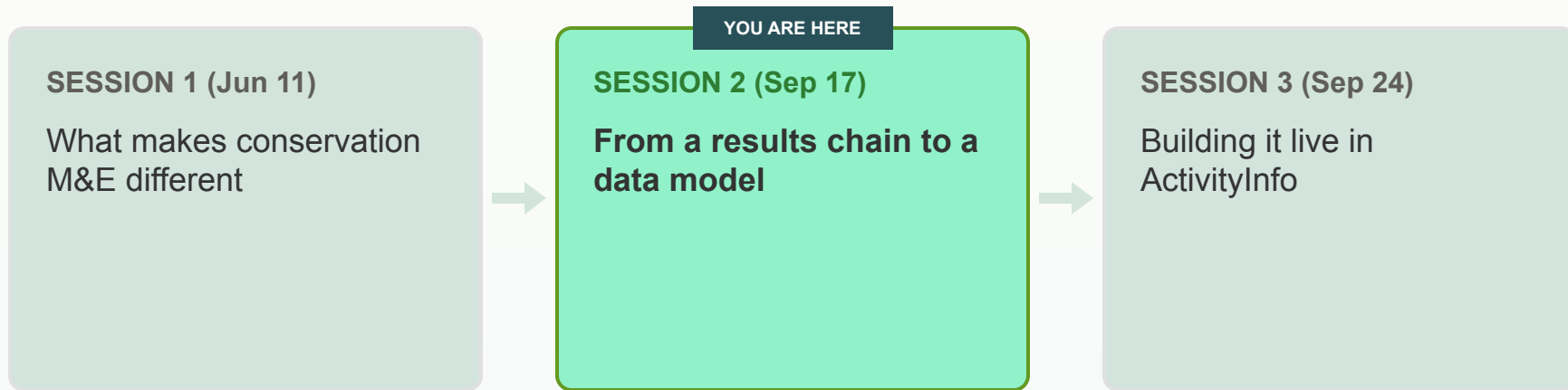
Presented by the ActivityInfo Team

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

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



Three Sessions



Agenda

- Case study introduction
- Drawing the results chain
- From a results chain to a data model
- Q&A

Session 1 key takeaways

- Conservation runs on ecological time, and ecological change is non-linear.
- Every program carries dual targets: nature and people, tracked together.
- Logframes alone are not enough for conservation work.
- Results chains turn every assumption into something you can test.
- Read threat reduction and ecological outcome indicators together, never alone.

Dual Target

Nature

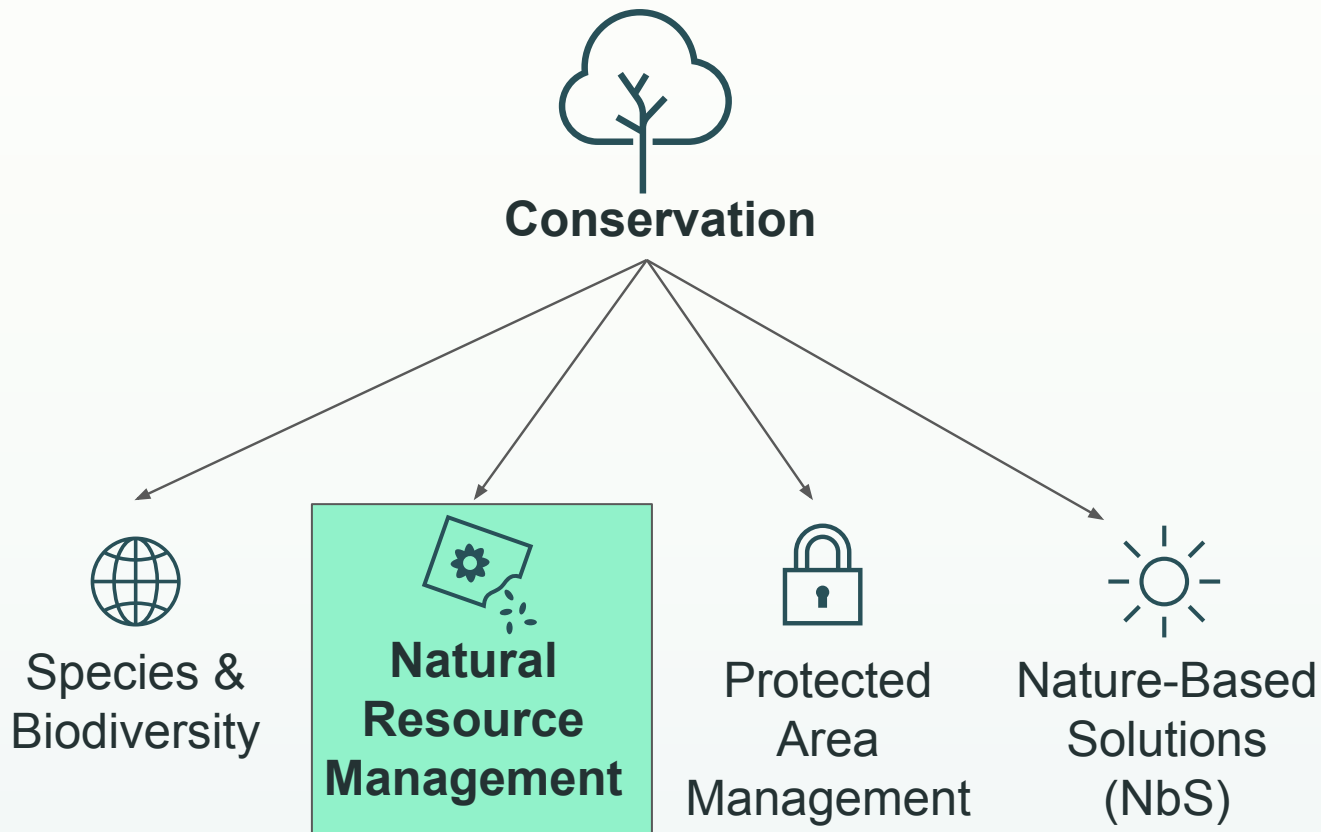
populations, poaching, habitat condition

People

income, jobs, governance

How do you track both, in one system?

The logic holds anywhere



Disclaimer



CASE STUDY

An illustrative case study,
not a named program

Three questions this session will answer

01

How do you get nature and people into one report?

02

Did the areas that received the most benefit have the least poaching

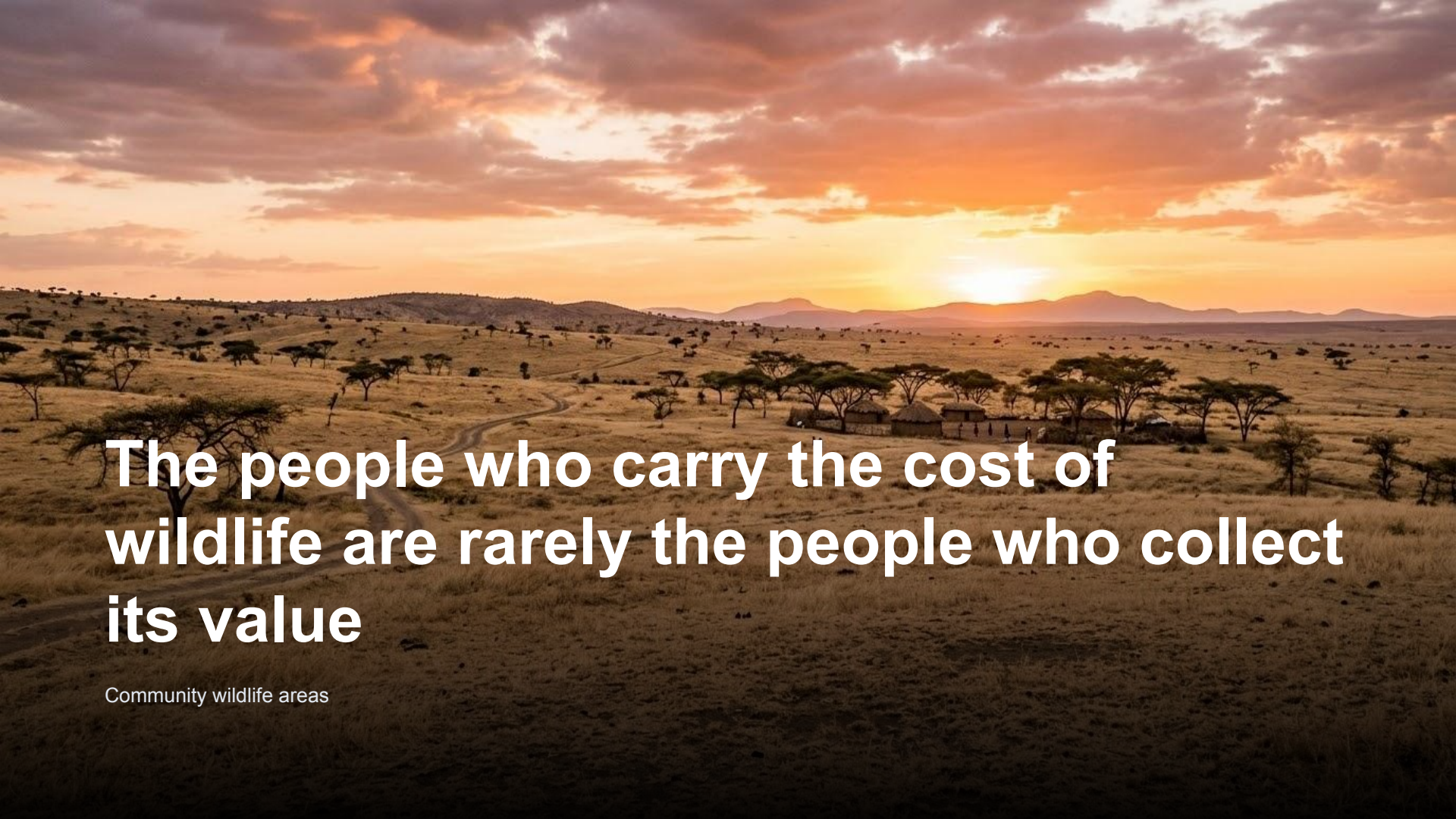
03

What can the finished model answer that a spreadsheet cannot?



PART ONE

Case study introduction

A wide-angle photograph of a savanna landscape at sunset. The sky is filled with dramatic, orange and pink clouds. The sun is low on the horizon, casting a warm glow over the scene. In the foreground, there is a dirt road winding through dry grass and scattered acacia trees. In the middle ground, a small village with several thatched-roof huts is visible, surrounded by more trees. The background shows rolling hills and mountains under the twilight sky.

**The people who carry the cost of
wildlife are rarely the people who collect
its value**

Community wildlife areas

Three terms to carry with you



Community based natural resource management (CBNRM)

Giving the people who live with a natural resource the legal right to manage it and to benefit from it.



Community wildlife area

A registered area of communal land, with agreed boundaries, a member register, and an elected committee, that holds conditional rights over its wildlife.



Communal land

Land held collectively by a community rather than titled to individual owners. It is what makes the whole model possible.

Turning wildlife from a cost into an asset

BEFORE: STATE OWNERSHIP

- Wildlife belongs to the state
- Communities carry the losses
- Crops raided, livestock taken

conditionally

AFTER: COMMUNITY RIGHTS

- Communities hold the rights
- Income from tourism and licensed hunting
- Meat and jobs distributed to members

Nothing about the wildlife changed. What changed is who holds the rights.

Where the money actually comes from



Joint venture tourism.

A private operator runs the lodge, the wildlife area takes a share.



Licensed safari hunting.

Regulated offtake, income paid to the wildlife area.



Game meat distribution.

Allocated to member households by the committee.



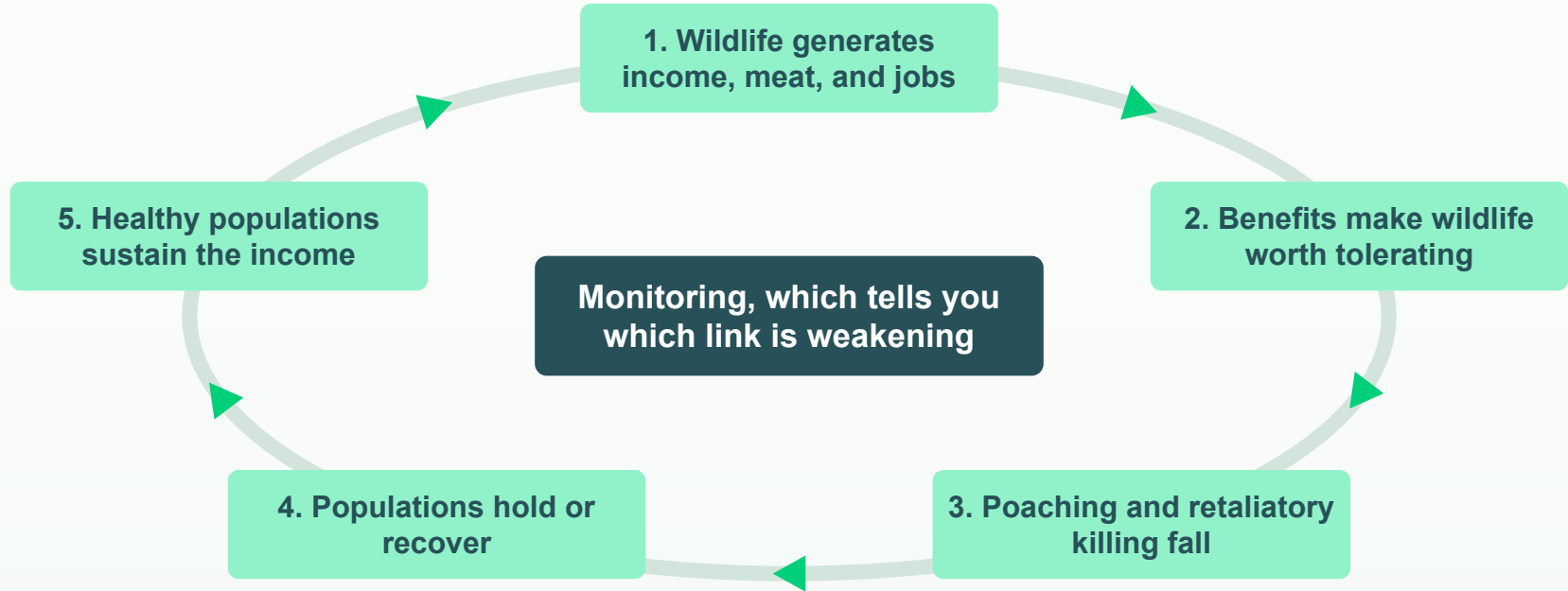
Jobs and household dividends.

Community scouts, lodge staff, committee members, plus cash split among members.

The threat has structurally become the cash crop

And every one of these four is a distribution, which means every one of them is a record

The loop that feeds itself



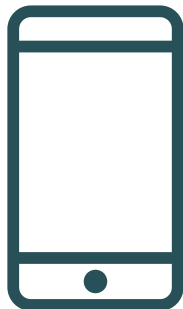
A great story without data is just a story

The field register

STEP 01

The community scout's Field Register

One form on a handheld device, filled in where the event happened.



STEP 02

Monthly and annual views

Generated by the system, not drawn by hand.



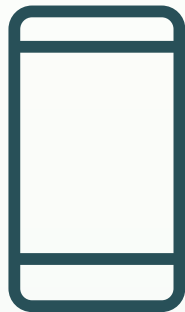
STEP 03

One shared database

Comparable across wildlife areas and over time.



Two systems, one landscape



The Field Register, submitted from the field



US dollars and meat distributions, in a ledger
at the office

How do we get these two to talk to each other?



PART TWO

Drawing the results chain

A list of goals is not a results chain

In a logframe

Goal: increase community income

Goal: increase lion populations

Two bullet points, sitting next to each other

What is actually missing

Goal: increase community income



Goal: increase lion populations

The arrow between them, which is the entire mechanism

How to read the diagram



Focal value. What the project ultimately seeks to affect. Version 5.0 renamed this from target.

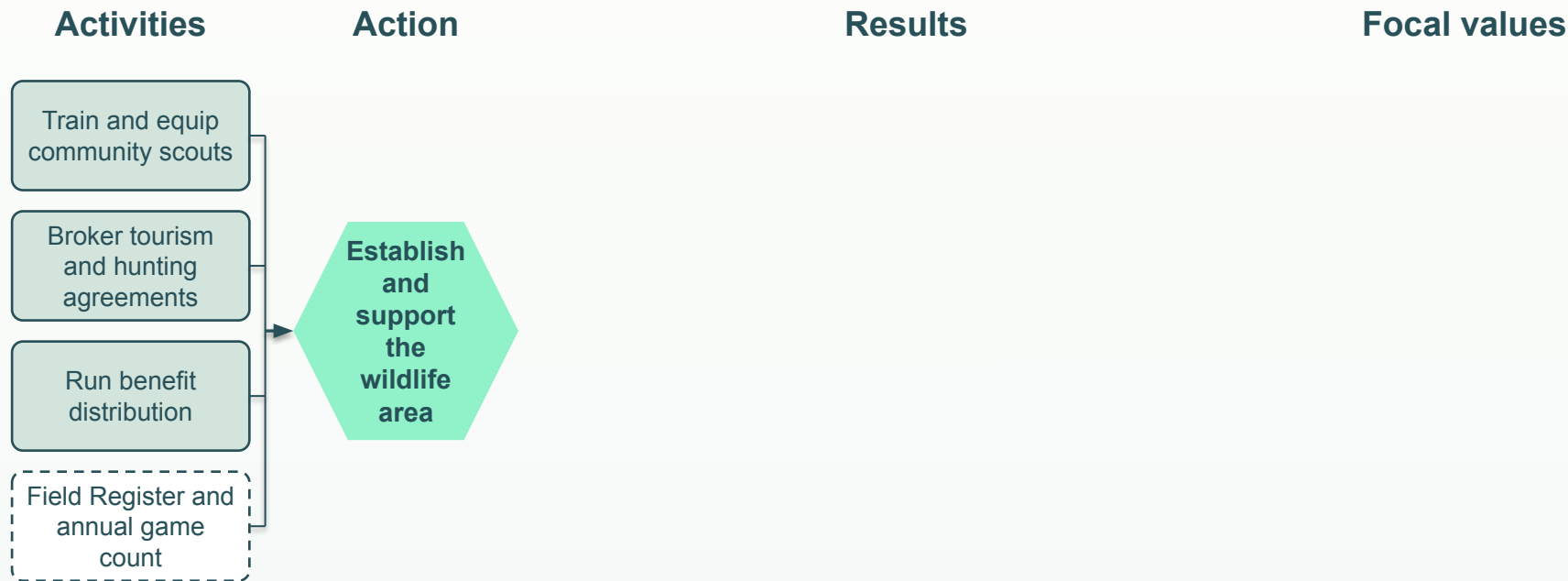
Target. Now means the desired future measurement of an indicator, the number in a SMART goal.

Goal sits on a focal value.

Objective sits on a result.

CMP, Open Standards for the Practice of Conservation, version 5.0, 2025

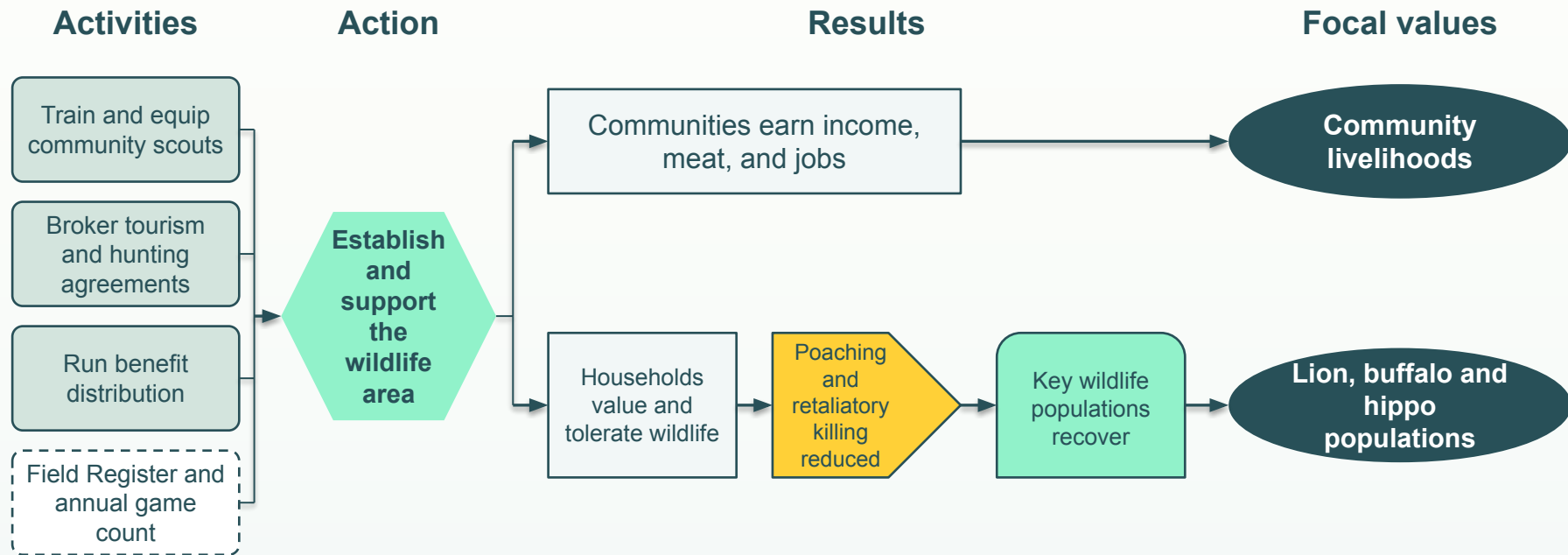
It starts with what the project actually does



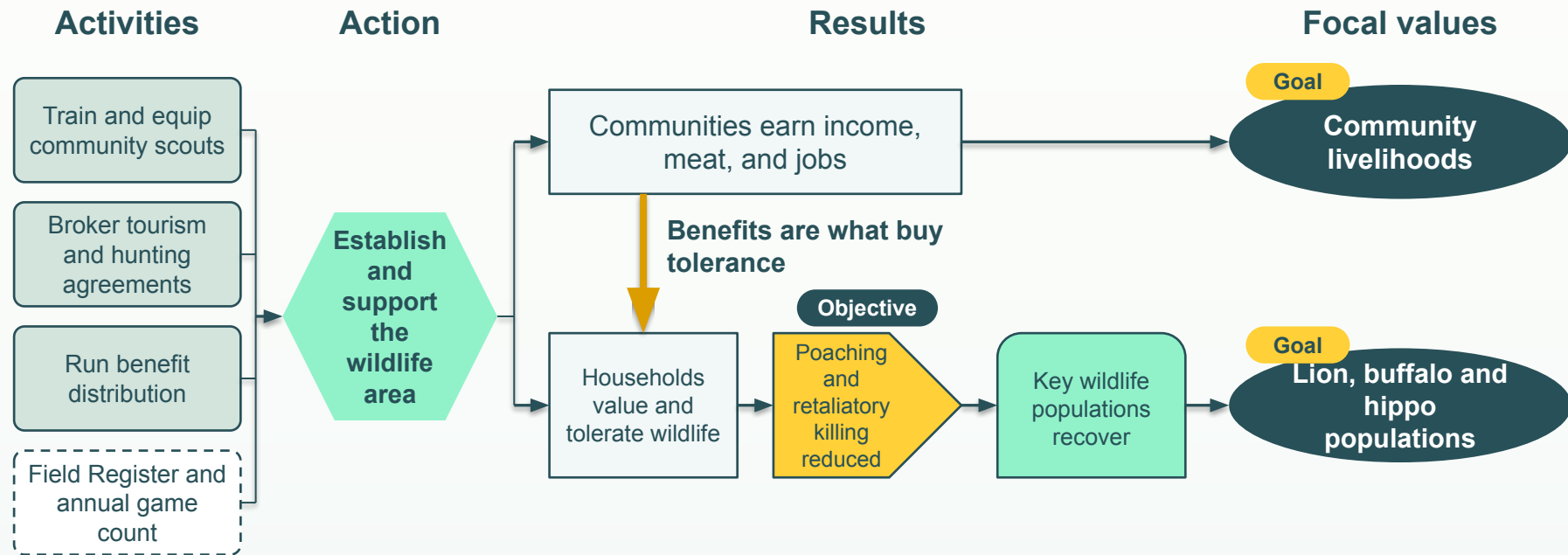
One action, first pathway, people



One action, second pathway, nature

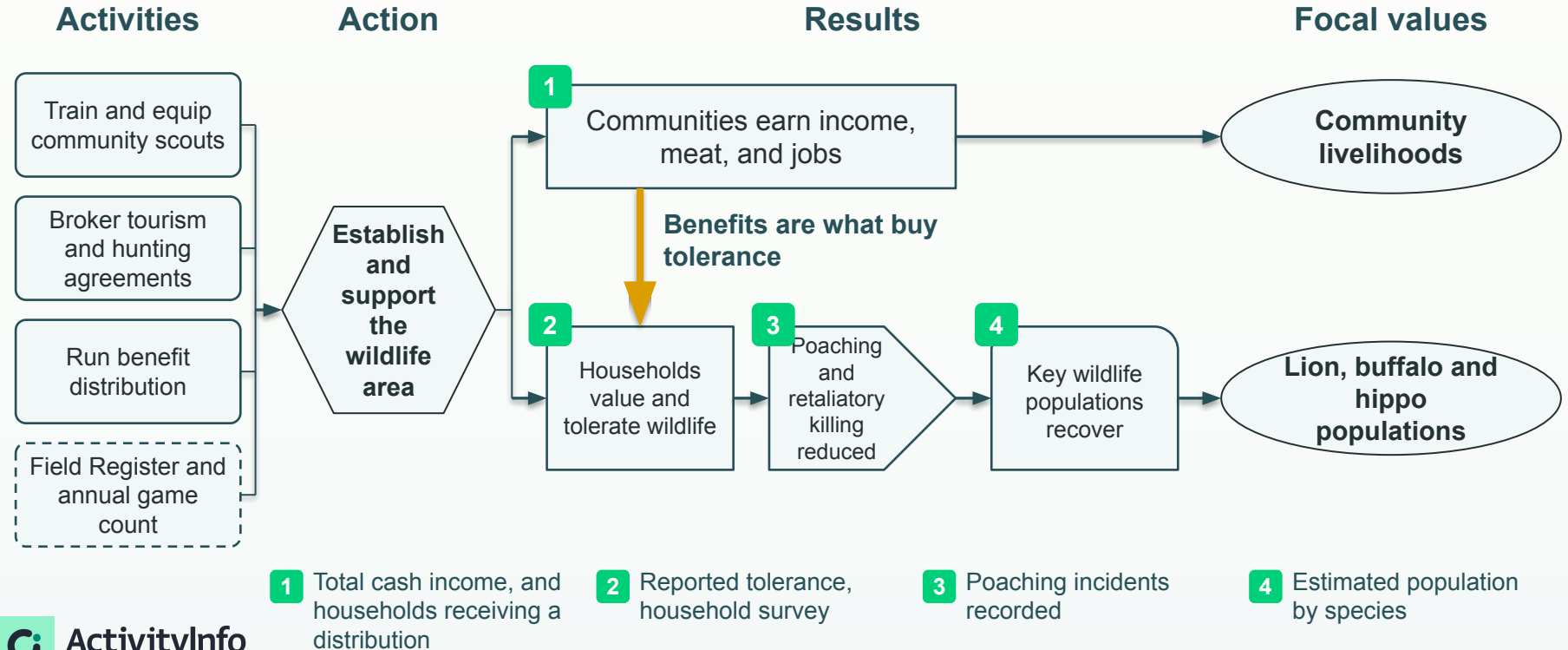


One action, serving nature and people



Dashed, a monitoring activity. Hexagon, an action. Oval, a focal value.

Where indicators attach





PART THREE

From a results chain to a data model

What is MIS?



Management
Information
System



System:

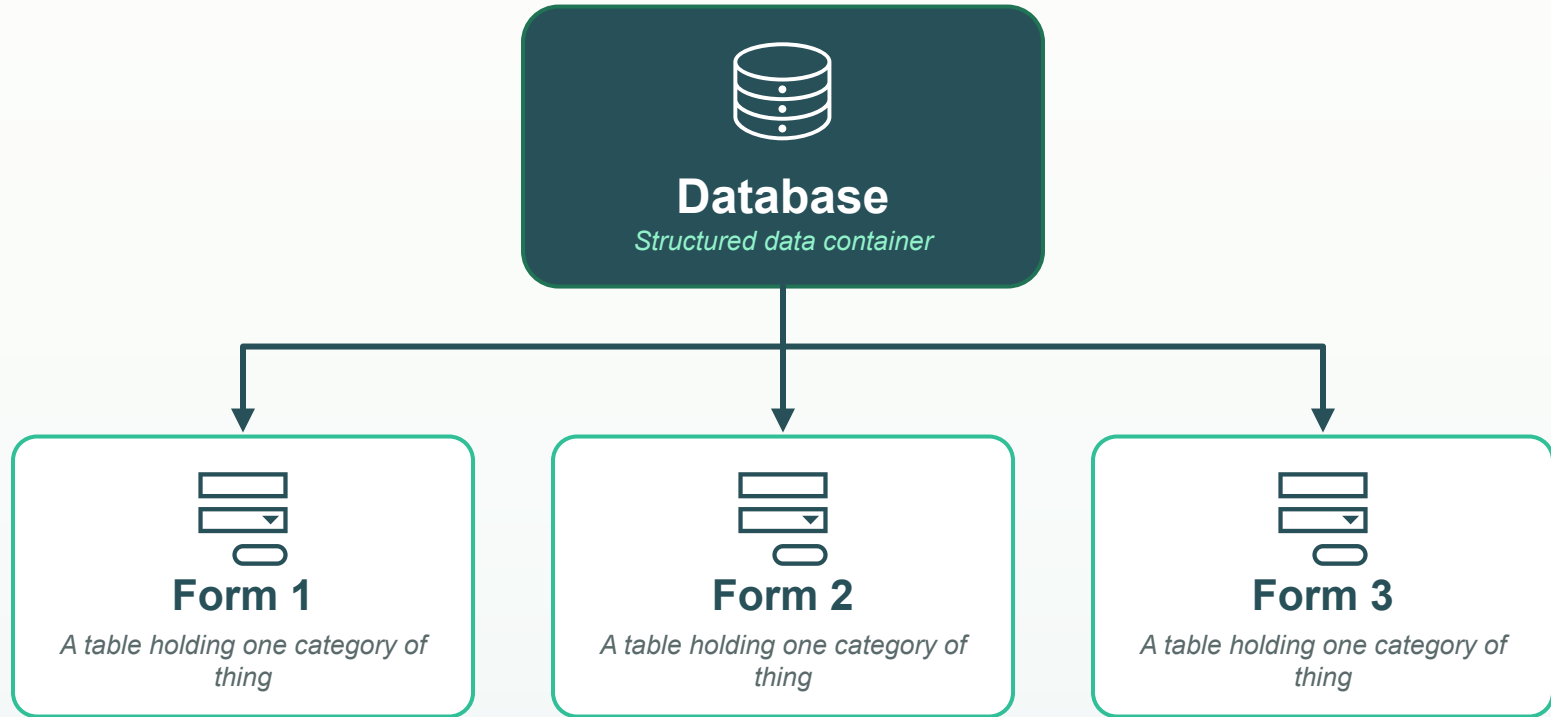
A process that is defined, repeatable, and consistent



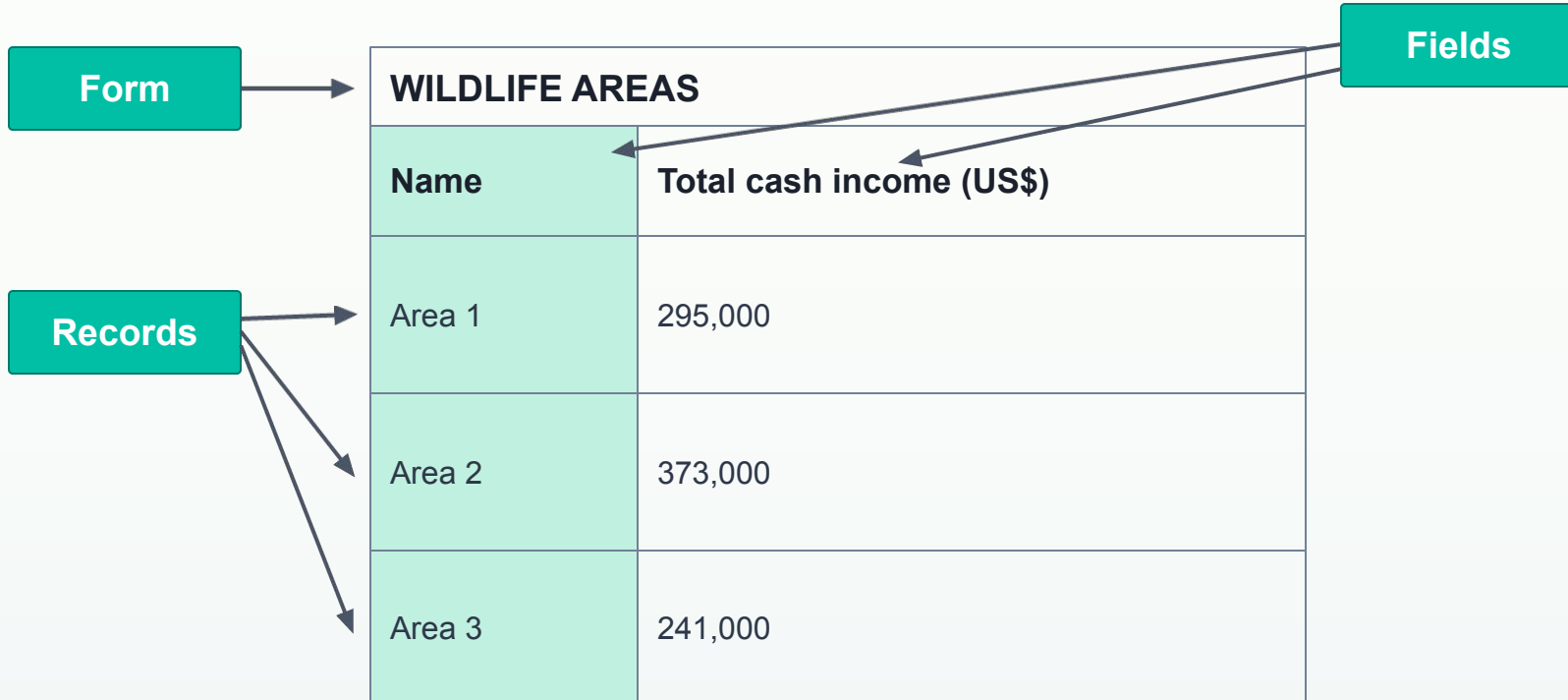
Information Management:

The collection, storage, and distribution of data.

Database & Forms Structure



Database Form



Relational data model

The blueprint for how your information is organized, structured, and connected.

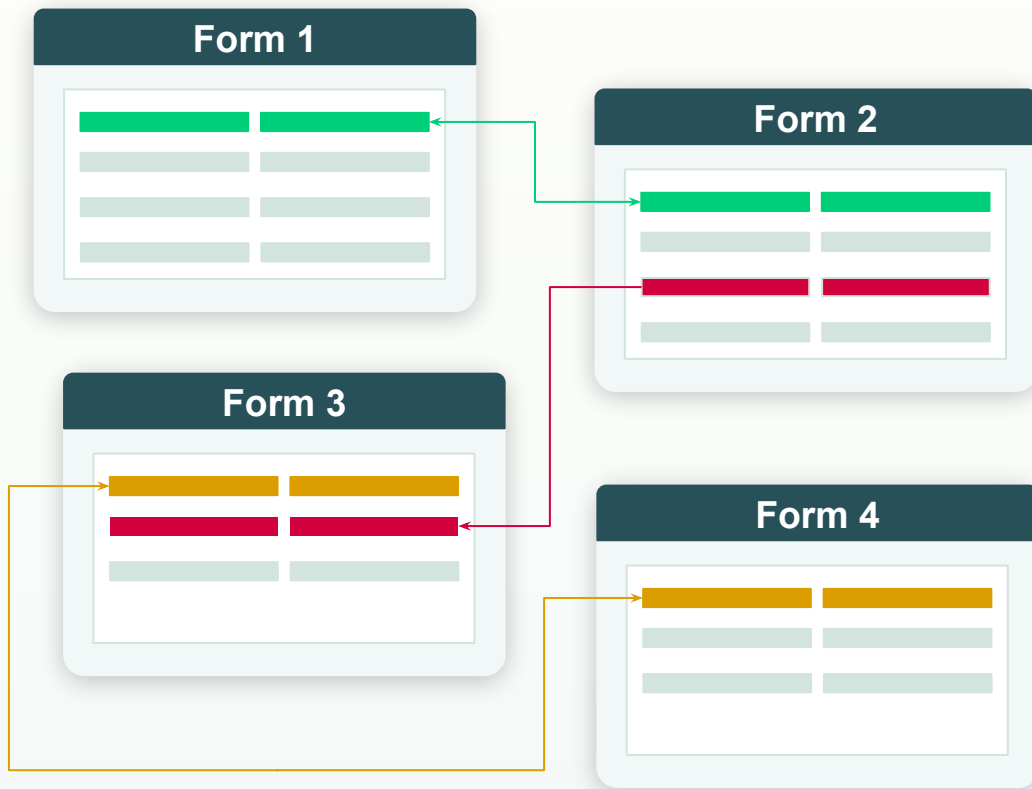
3 Core Components

01 Data Entities (Forms)
The real-world objects or concepts being tracked.

02 Attributes (Fields)
The specific properties or characteristics of those objects.

03 Relationships
How the objects interact or connect with each other.

A database built this way is called relational.



Two rules do most of the work

01

Rule 1: A monitoring activity becomes a data collection form



Examples

the Field Register, the patrols, the annual game count

02

Rule 2: Find your hub. One record, entered once, joins everything that points at it

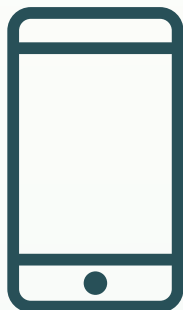


Examples

Field Register, Game Count, Distribution, Survey, Area Return

One box becomes one form

In the results chain



Field Register



In the database

Field Register Records		
Event Date ⋮	Event Type ⋮	Species ↑ ⋮
2021-08-03	Poaching sign or incident	Plains Zebra 🦓
2024-10-04	Poaching sign or incident	Plains Zebra 🦓
2025-07-04	Mortality	Plains Zebra 🦓
2025-03-08	Predator sighting	Lion 🦁

Rule one, applied once. The rest of this session is this, repeated eleven more times.

Three kinds of data, and how to tell them apart

01

Reference data

A controlled list you do not own used to classify information.

It changes very slowly

Example: Species with IUCN status, Regions.

02

Master data

The registry of core entities you operate on.

It changes occasionally

Example: Wildlife Areas, with area and registration.

03

Transaction data

The event log of field activities.

It changes constantly and grows rapidly.

Example: Field Register entries, distributions, survey responses.

Key Rule: The test is not what the data is about. It is what event causes a new row to appear.

The most expensive mistake in this room

Species , typed by hand	Value
Hipo	1
Hippo	3
Hippopotamus	2
Hippopotamus amphibius	1
hippo , with a trailing space	3

Your analysis now reports five species. You have one.

What relational actually means

Flat

Wildlife area, typed by	Events
Red Hills	3
Red hills	2
Redhills	1
Red Hills	4
Red hills	1

One area. Three names. Three rows in the report.

Relational



One record. Every table points at it.

A relational database like ActivityInfo stores a fact once and references it everywhere

A key is the rule that makes a record unique

Serial number

- **Example:** Event ID 0001, 0002, 0003
- **Use when:** every entry is a discrete event in time
- **Used on:** Field Register Records

Composite key

- **Example:** Area 3 plus December 2025 plus Buffalo
- **Use when:** only one record should exist per combination
- **Used on:** Annual Game Count

	Wildlife Area	Reporting ...↑	Species
❗	INVALID Red Hills	INVALID 2025-12	INVALID African Buffalo 🐘
✅	Invalid A record with the same key fields already exists.		African Buffalo 🐘
✅			Hippopotamus 🐘

A subform is a table inside a record

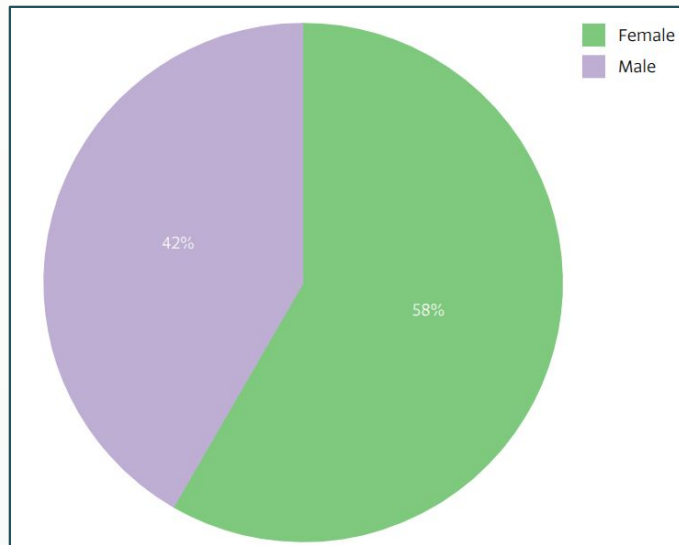
Wildlife Areas (Parent Record)

Wildlife Are... ⋮	Region ⋮	REVERSE REFERENCE Management ... ⋮
Area 5	Region 1	3 records ▶
Area 4	Region 1	2 records ▶
Area 3	Region 1	2 records ▶



Management Committee (Subform Table & Analytics)

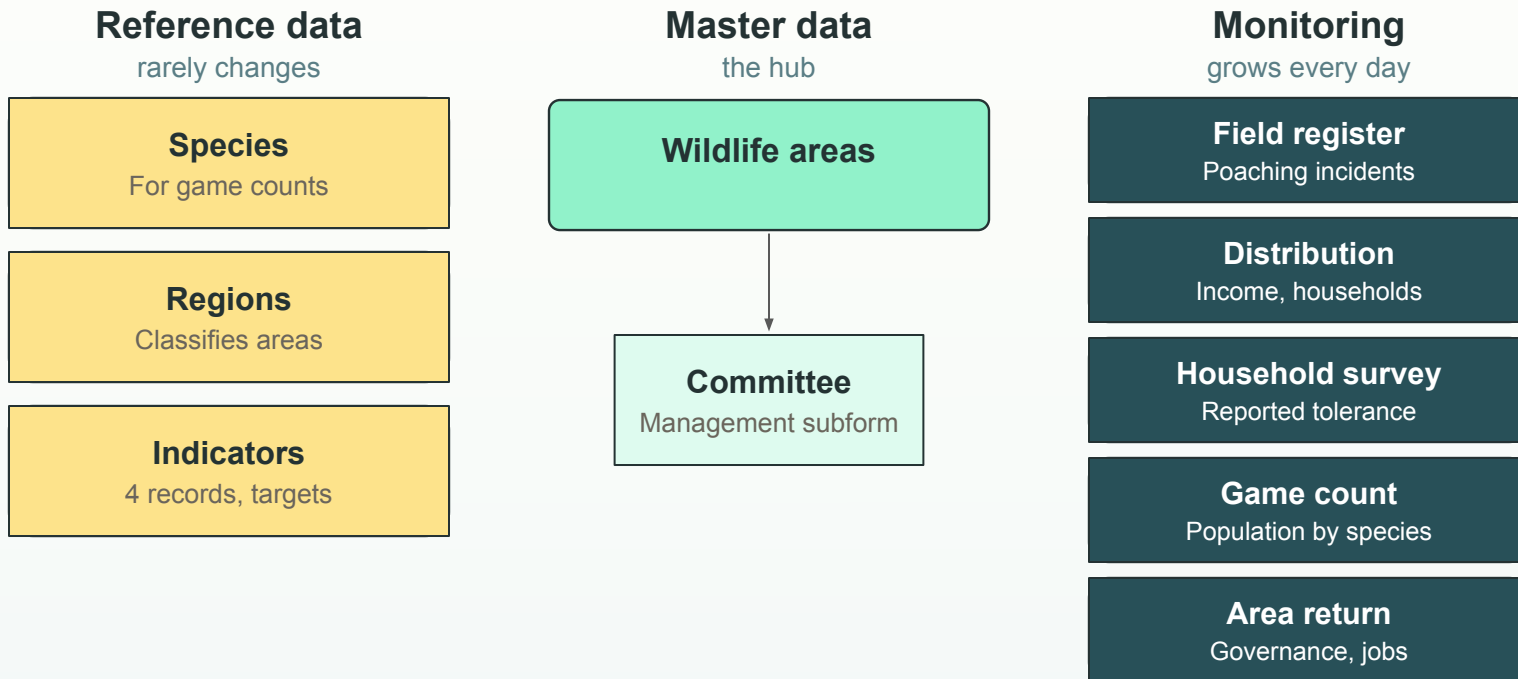
Wildlife Area ⋮	Member Name ⋮	Gender ⋮	Date Elected ⬆ ⋮
Area 5	Beatrice Mutale	Female	2025-02-11
Area 5	Isaac Tembo	Male	2025-02-11
Area 5	Christine Zulu	Female	2025-02-11
Area 1	Grace Chanda	Female	2024-04-18



Key Benefit of Subforms:

Multiple committee members are stored directly inside a single Wildlife Area record, enabling seamlessly aggregated charts without complex spreadsheet joins.

Nine forms, three layers



The deal, and its conditions

Rights over wildlife are devolved to the community, conditionally

The conditions of the deal

01

Agreed
boundaries

02

A register of
members

03

An elected
committee

04

A management
plan

05

Annual general
meeting and
audited accounts

Every one of these conditions will turn out to be data

The five conditions, and where they live

Condition	Where it lives	What it is
01 Agreed boundaries	Wildlife Areas	Geographic field on the hub record
02 Register of members	Wildlife Areas	Subform
03 Elected committee	Wildlife Areas	Subform, with gender and date elected
04 Management plan	Annual Area Return	Status field plus date
05 AGM and audited accounts	Annual Area Return	Yes or no, per area, per year

Governance paperwork, entered once, reportable across every area.

Nature and people, in one table

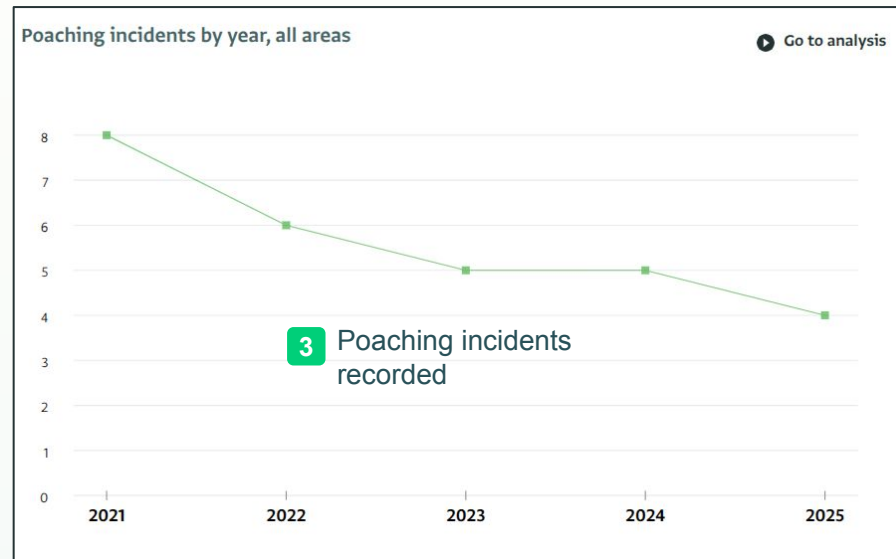
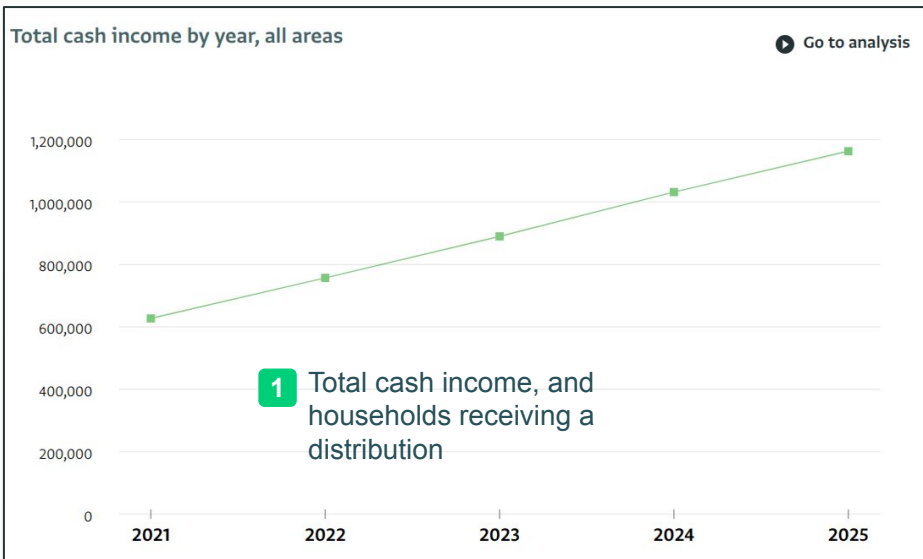
Question 1

Wildlife Area	Cash income US\$	Meat kg	Households	Tolerance score	Full-time Jobs	Buffalo population	Conflict register
Area 1	1108000	46900	1237	3.1	107	776	2
Area 2	1423000	69800	1788	3.5	136	5140	6
Area 3	1036000	42500	1227	2.4	94	4055	13
Area 4	505000	19700	747	2.8	55	928	2
Area 5	397000	15200	577	2.7	44	725	6
Total	4469000	194100	5576	2.9	436	11624	29
Distribution			HH Survey		Area return	Game count	Field register

Wildlife area, the one column that forces them to talk to each other

Did the pressure come down?

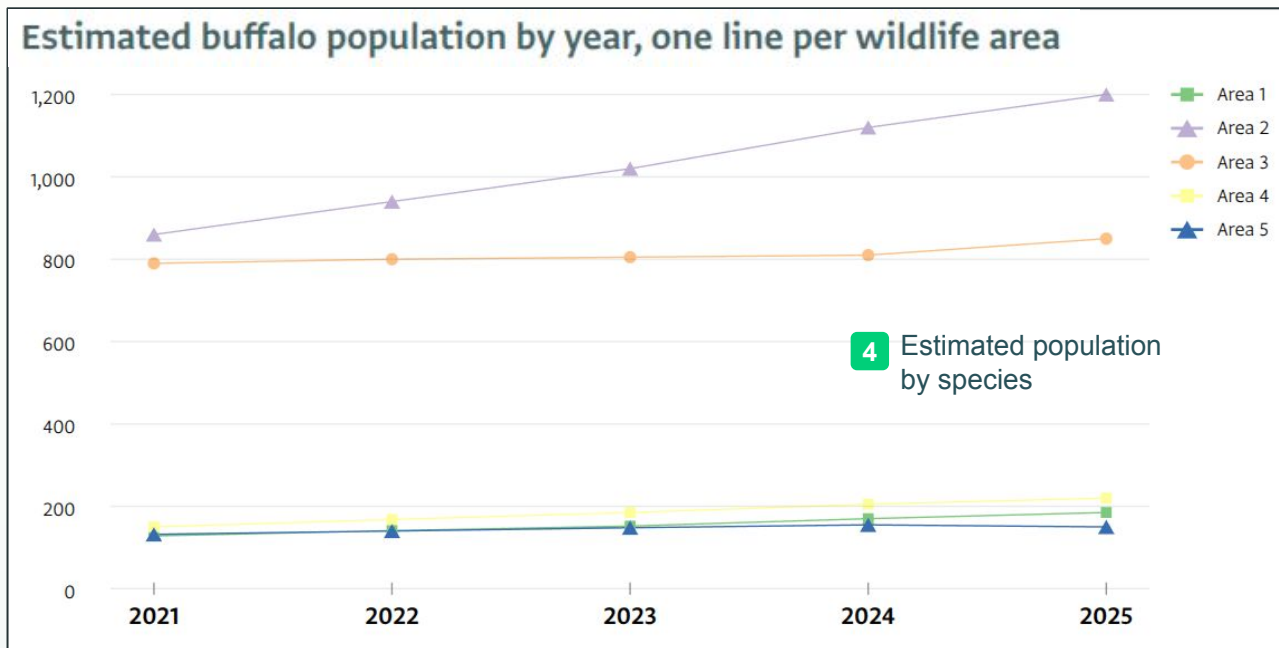
Question 2



This is the point where reporting becomes evidence

Is every area holding?

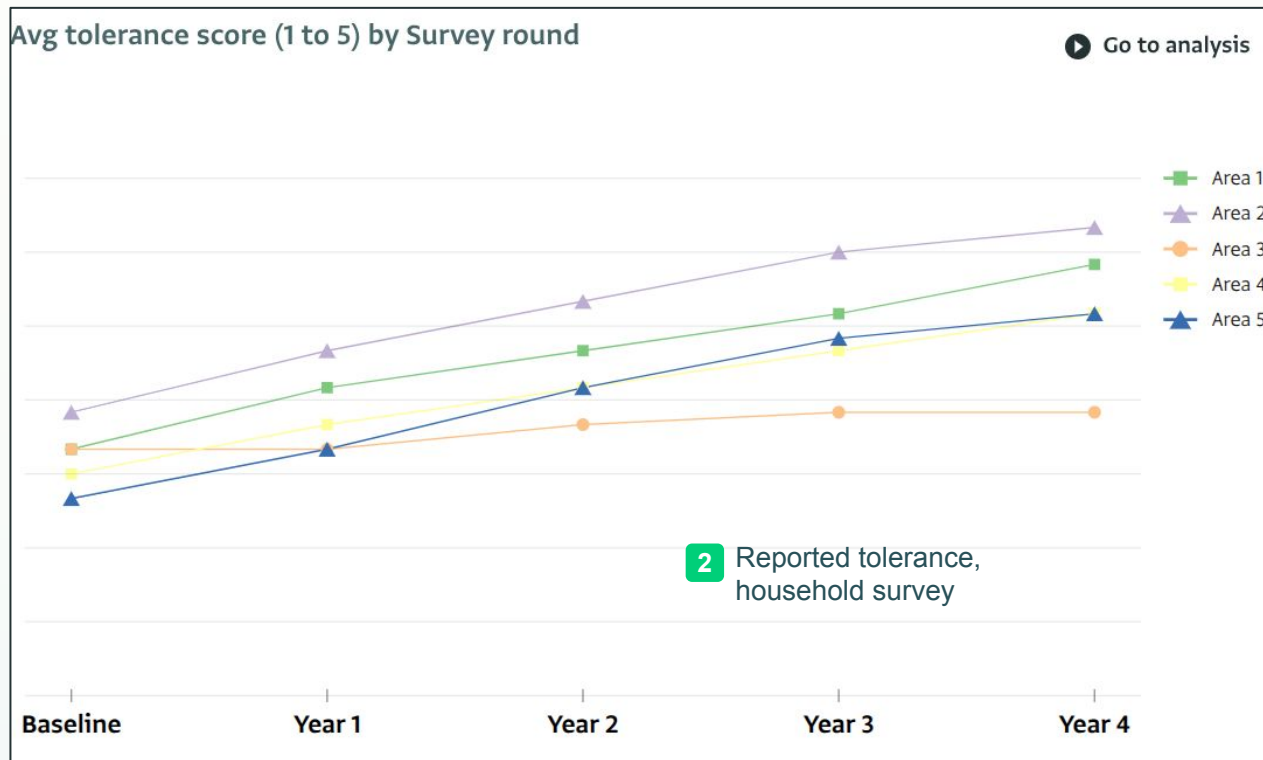
Question 3



This is the point where reporting becomes evidence

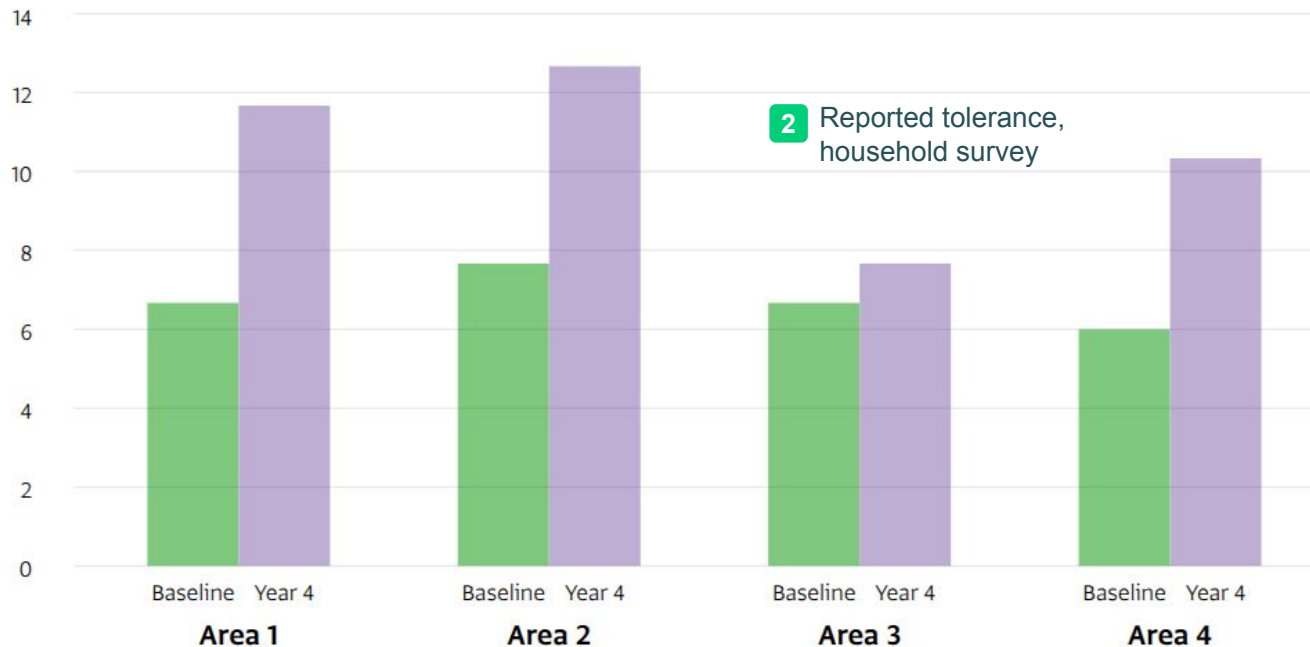
Is every area holding?

Question 3



Is every area holding?

Question 3



One database, six audiences

Audience	Typical information needs
Project team and partners	Are we implementing on schedule? What is working, what is not, and how can we improve?
Donors	Are activities on track and achieving objectives? Are core assumptions valid?
Interested parties	Are activities on track? How will the project affect them?
Conservation community	What worked, what didn't, and why? What lessons apply to other contexts?
Academics and students	What worked, what didn't, and why?
Auditors and certifying entities	Is the project compliant with regulations and following best practices?

A model that only answers the donor's question will fail the team that collects the data

Adapted from CMP, Open Standards for the Practice of Conservation, version 5.0, 2025, Table 2

Key Takeaways

- A results chain is architecture, not a list of goals. The arrows are the claims.
- Every box on the chain becomes something in the database. Monitoring activities become forms, objectives become targets.
- Separate reference, master and transaction data. The test is not what the data is about, it is what event creates a new row.
- Find your hub. One record, entered once, joins everything that points at it.
- Nature data and people data do not need one report. They need one reference field.

Questions?

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