

FROM DATA TO IMPACT

How WASTE uses data to drive better programme decisions

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TODAY'S SPEAKERS

WHO WILL GUIDE US TODAY

Speakers from WASTE, a country team working with WASTE, and ActivityInfo share their information management approach for driving better programme decisions.



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ActivityInfo

THE CHALLENGE (01)

Who WASTE is, where and how we work

OUR PROGRAMMES (02)

FINISH Mondial and FINILOOP

NUMBERS TO IMPACT (03)

How FINISH Mondial uses data and ActivityInfo to decide



01

THE CHALLENGE





PART 1 · THE CHALLENGE

THE CURRENT REALITY

Across the globe, basic sanitation, water and waste services are still out of reach.

3.4 billion
people lack safe sanitation

2.2 billion
people live without safe drinking water

2.7 billion
people lack basic solid waste collection

2.6–3+ billion
tonnes of municipal solid waste generated each year

1 million
people die each year due to mismanaged waste

WE MUST WORK TOGETHER TO CHANGE THIS REALITY.

Sources: WASTE; UNEP Global Waste Management Outlook 2024

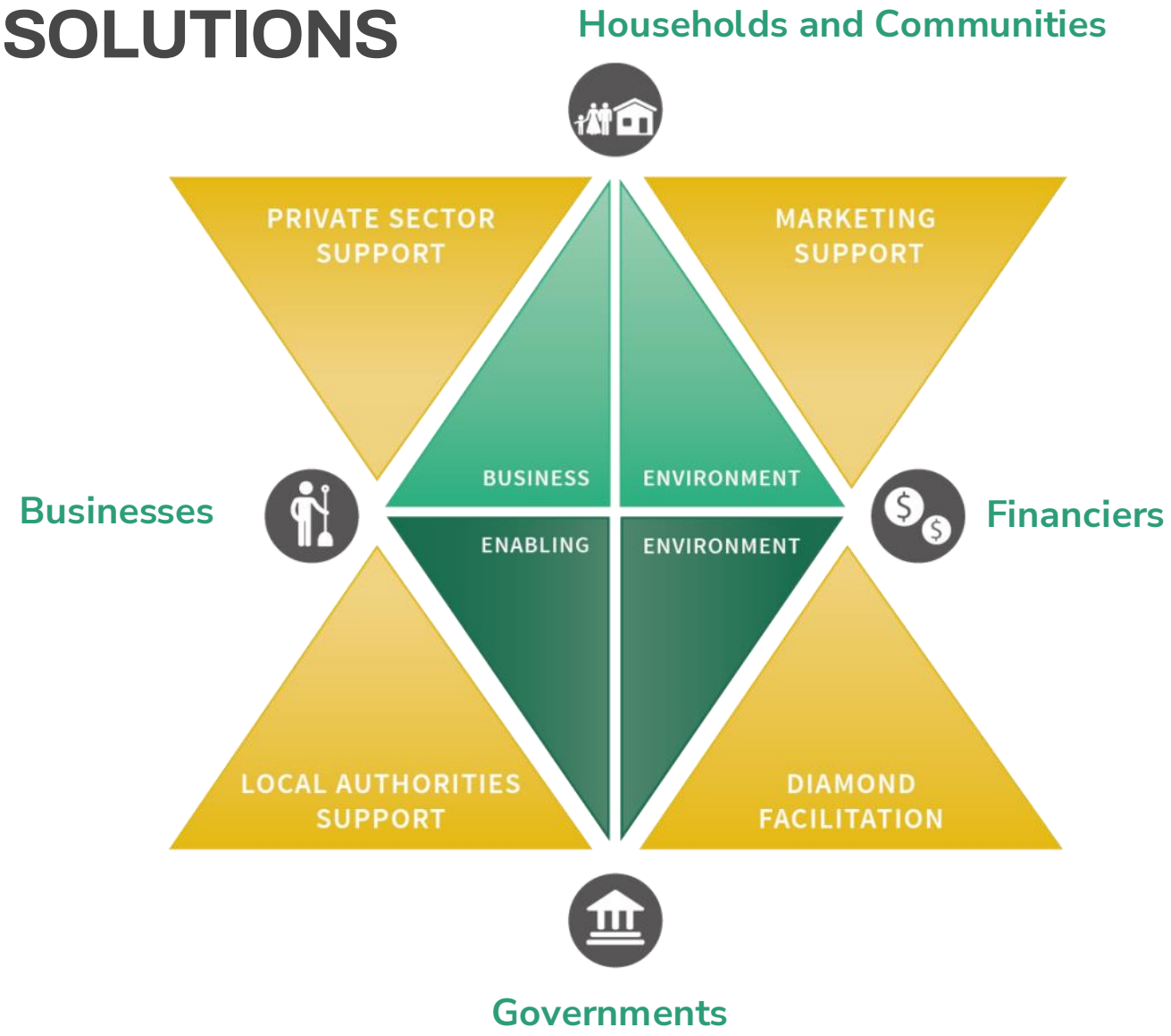
PART 1 · WHO WE ARE

40+ YEARS OF SYSTEM-LED SOLUTIONS

With local partners, WASTE catalyses scalable solutions to solid waste, sanitation and water challenges in low- and middle-income countries.

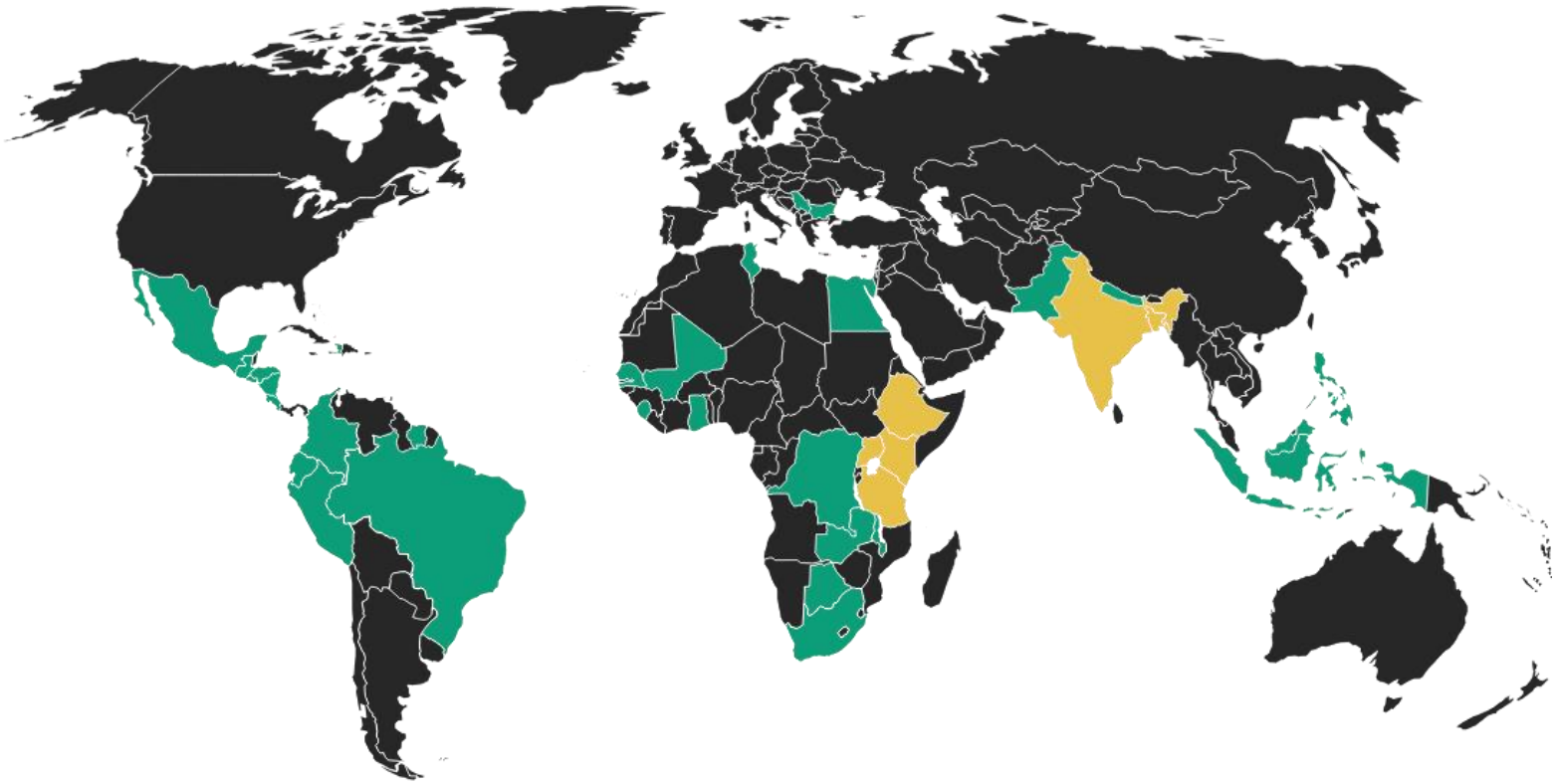
- **Sanitation and faecal sludge**
- **Solid waste, including plastics**
- **Innovative finance**

The Diamond approach: connect all four actors so the market keeps working after we leave.



OUR REACH

WHERE WE WORK





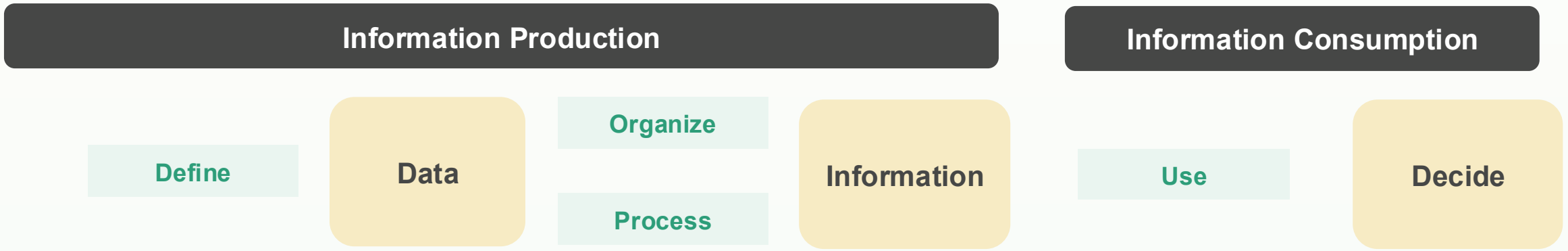
Active

Completed

> We focus where fixing market coordination failures can unlock sustainable scale.

Next: ActivityInfo · Building the data backbone

Information Management System Approach



Define	Organize && Implement	Use

ActivityInfo
BY BEDATADRIVEN

How Do We Define Needs?

Field data collection needs

What are the data points collected by field teams?

How do we organize in data sets with specific objective?

How do they collect and access data?

Programmatic needs

What analysis is needed to obtain programmatic indicators? Who analyses?

How do we use the information produced?

Who is using the information produced?

Organizational needs

Analysis needed to obtain organizational indicators? Who analyses?

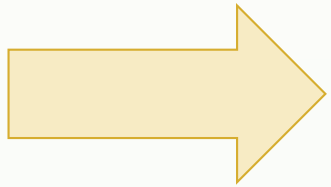
How do we use the information produced?

Who is using the information produced?

How Do We Organize Data?

Programme database

Programme level analysis



Organizational database

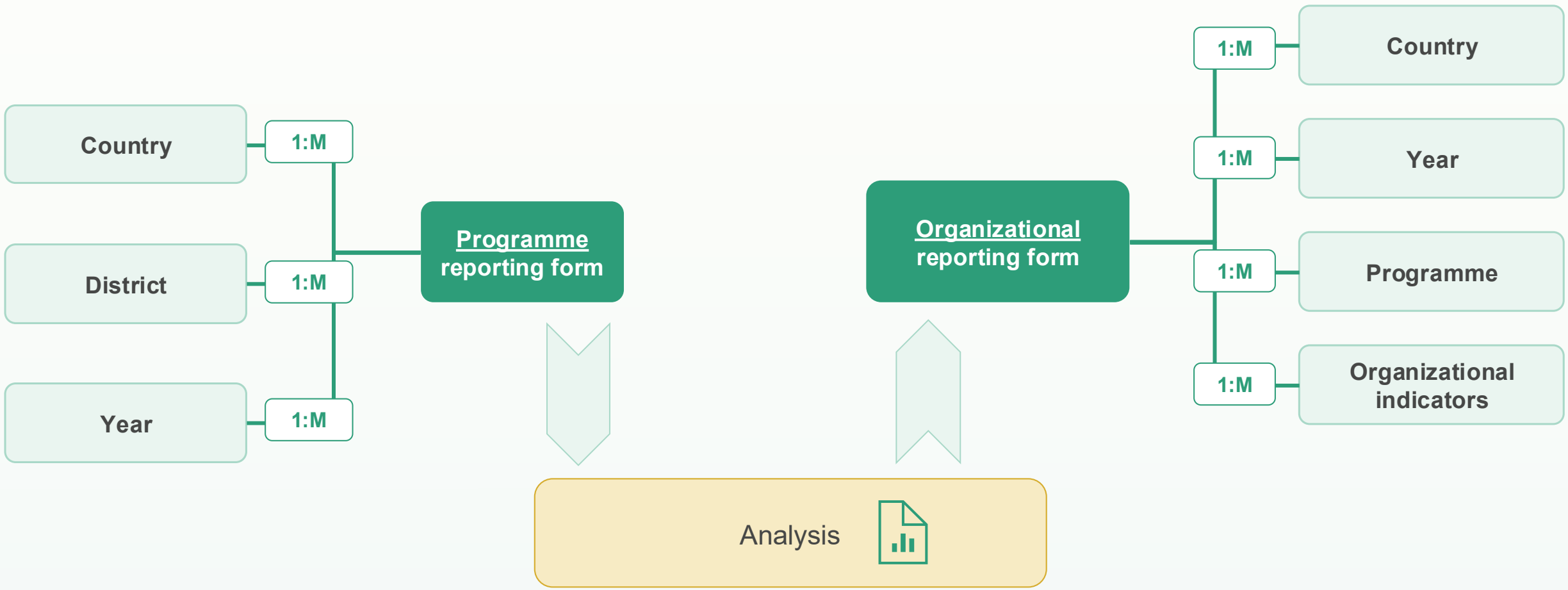
Organizational level analysis

Programme database is designed considering the field needs and analysis transforms data into the information needed by program teams.

Programme level analysis is imported into the organizational database and analysis transforms data into information needed at organizational level.

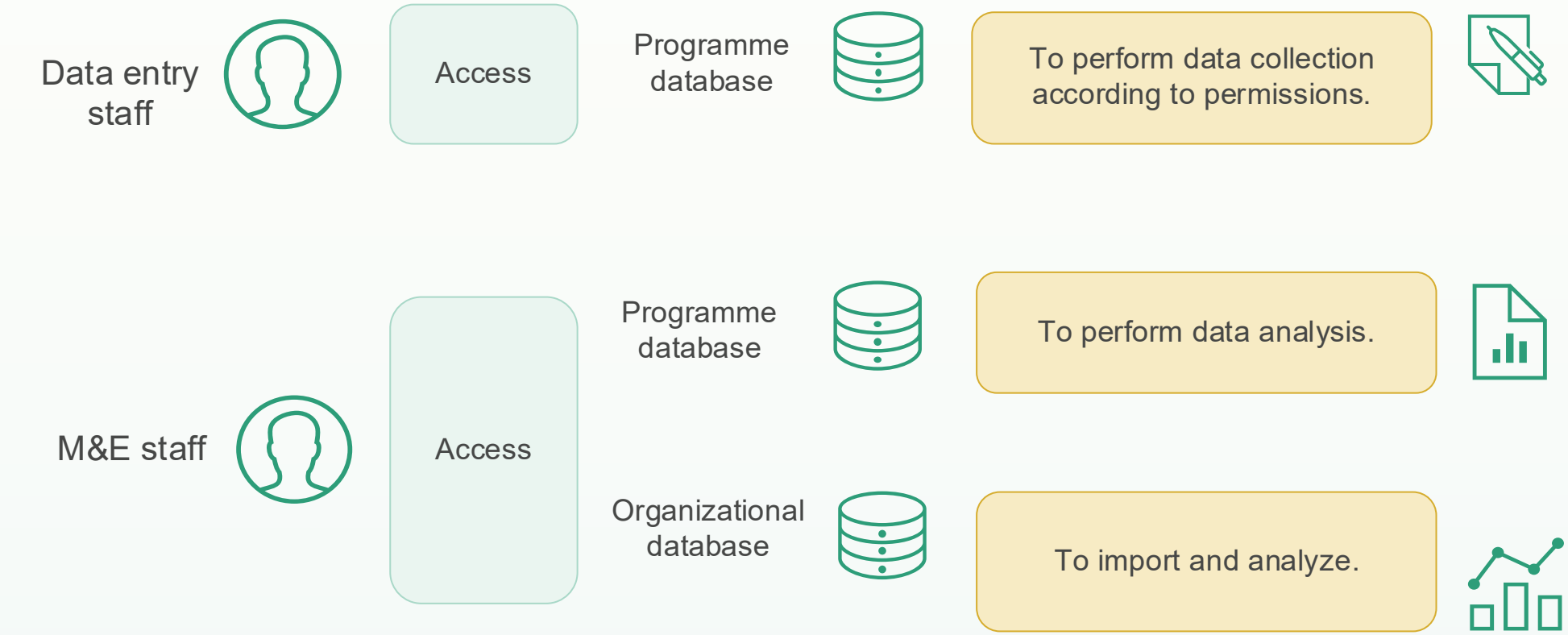
ActivityInfo
BY BEDATADRIVEN

Programme Level to Organizational Level Data Model

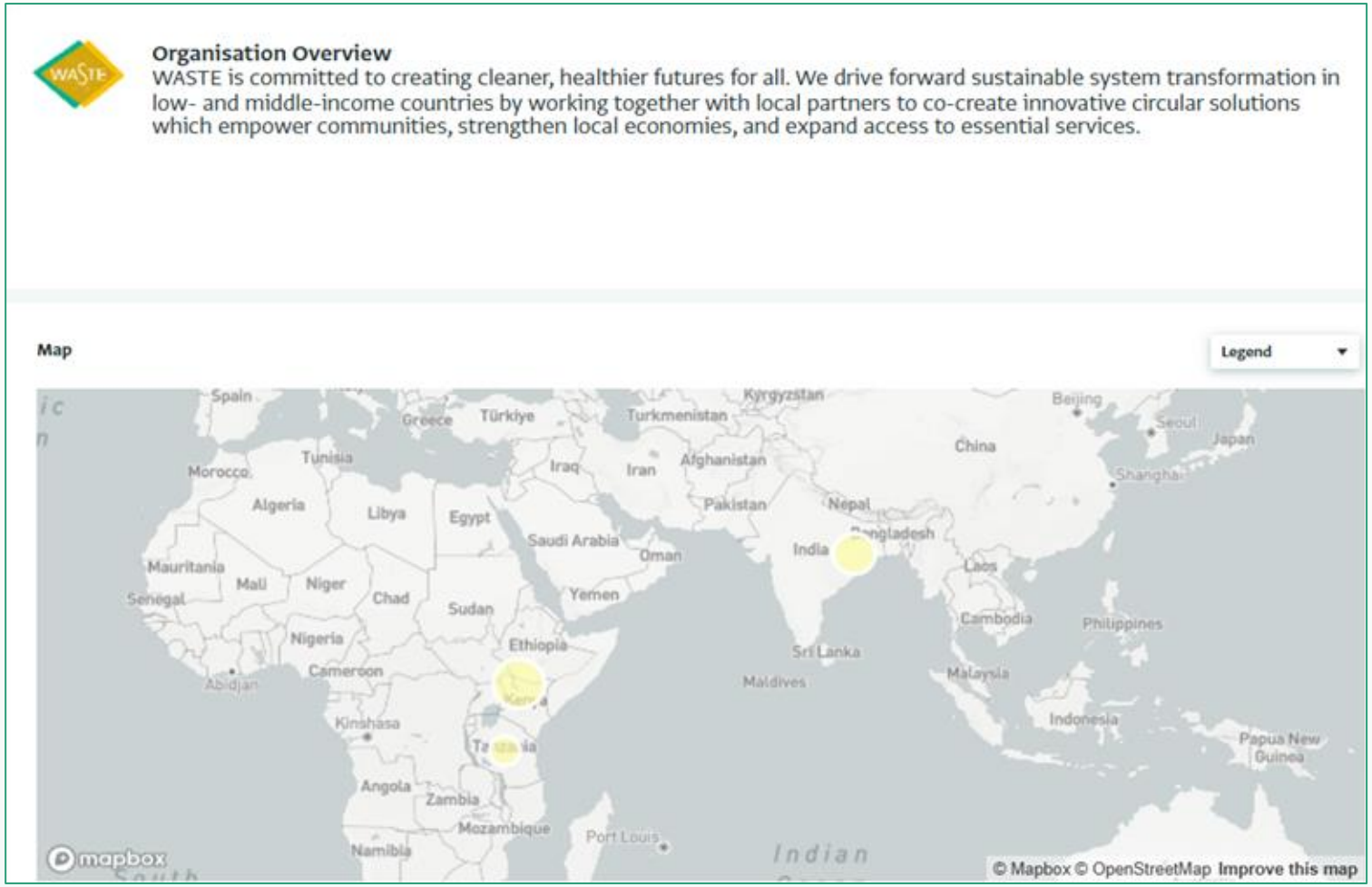


ActivityInfo
BY BEDATADRIVEN

From Organization to Implementation



From Implementation to Use



ActivityInfo
BY BEDATADRIVEN

02



OUR PROGRAMMES

PART 2 · OUR PROGRAMMES

TWO PROGRAMMES, ONE APPROACH IN ACTION





FINISH MONDIAL

Financial Inclusion Improves Sanitation and Health

Sanitation and faecal sludge management in six countries.

FINILOOP
plastic waste free cities

Financial Inclusion and Improved Livelihoods out of Plastics

City-level plastic waste management along the whole value chain.





FINISH MONDIAL



FINISH MONDIAL

FINISH MONDIAL AT A GLANCE

Helps households access, afford and maintain safely managed sanitation, financed largely through local loans.

History

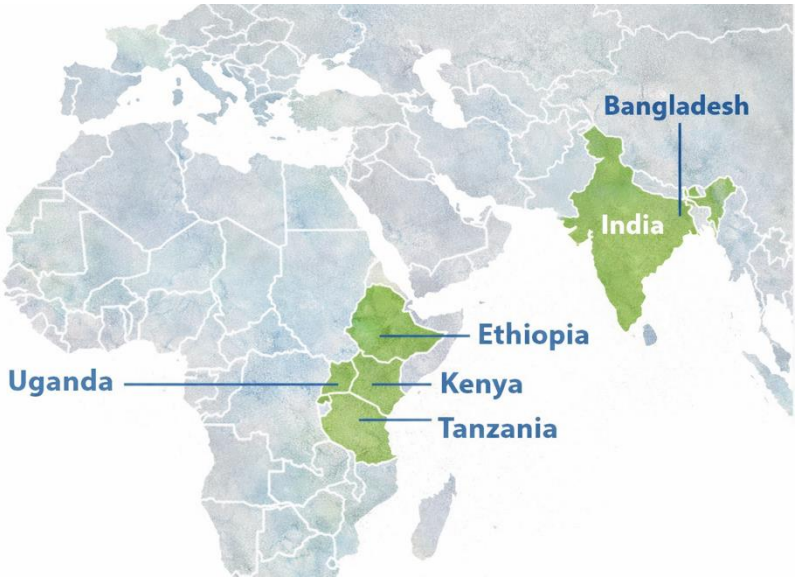
FINISH India (2009) and Kenya (2013), scaled up as FINISH Mondial

Partners

WASTE, Amref Health Africa, FINISH Mondial Foundation and local implementers

Funded by

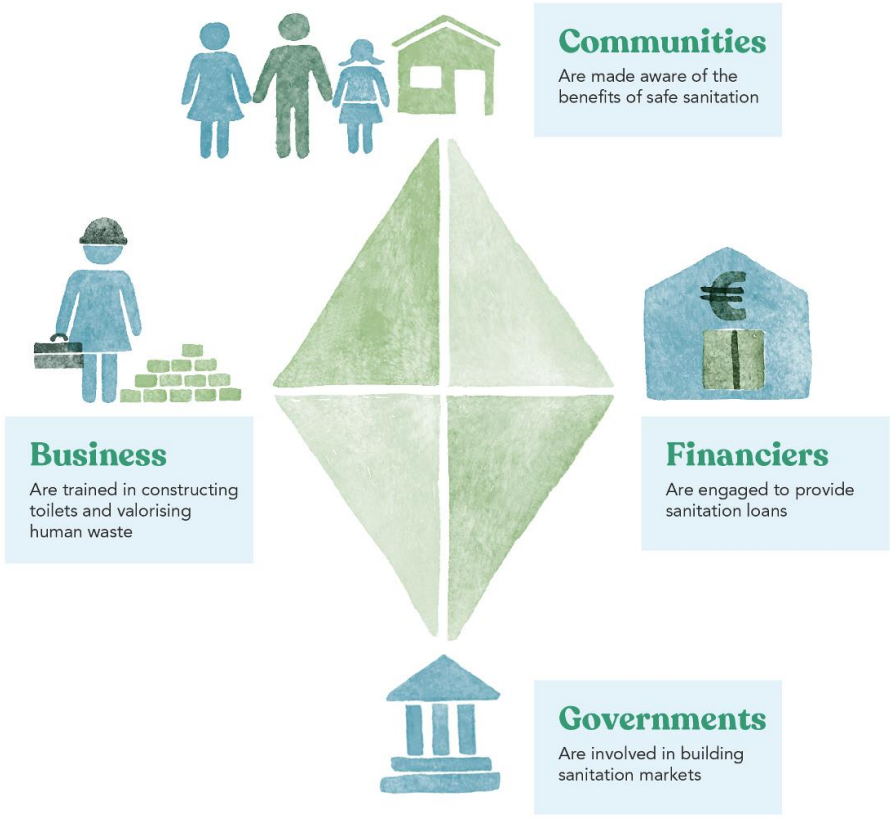
Dutch Ministry of Foreign Affairs (DGIS)



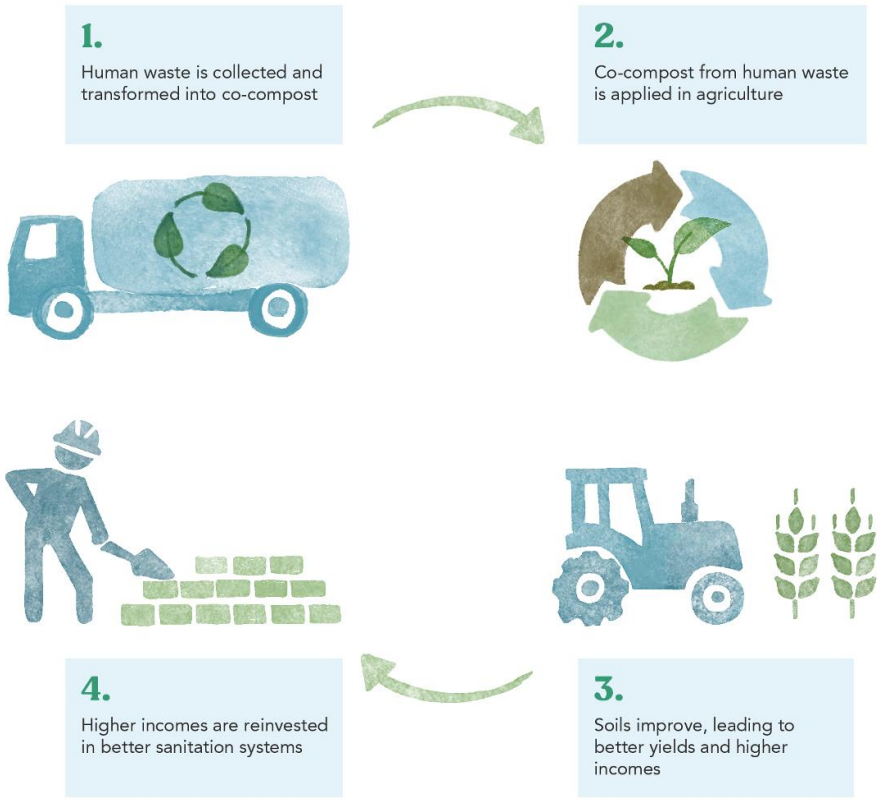
Bangladesh · Ethiopia · India · Kenya · Tanzania · Uganda

FINISH MONDIAL APPROACH

HOW FINISH MONDIAL WORKS



Demand, supply, finance and government, together



Human waste becomes compost, soils and income

IMPACT ON THE GROUND













FINISH MONDIAL RESULTS

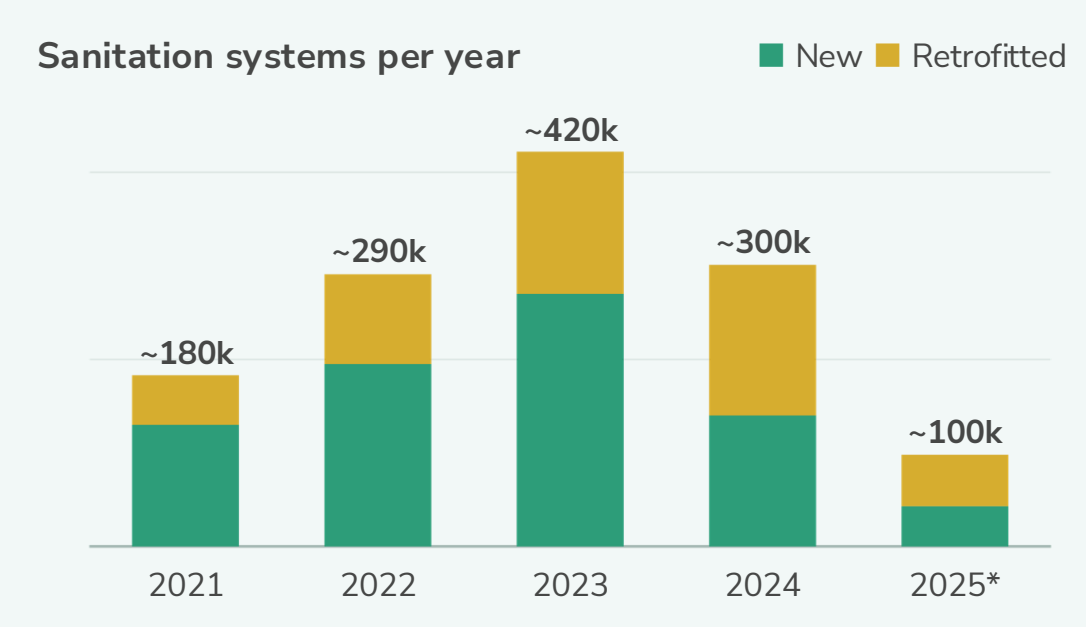
FIVE YEARS OF RESULTS, 2021–2025

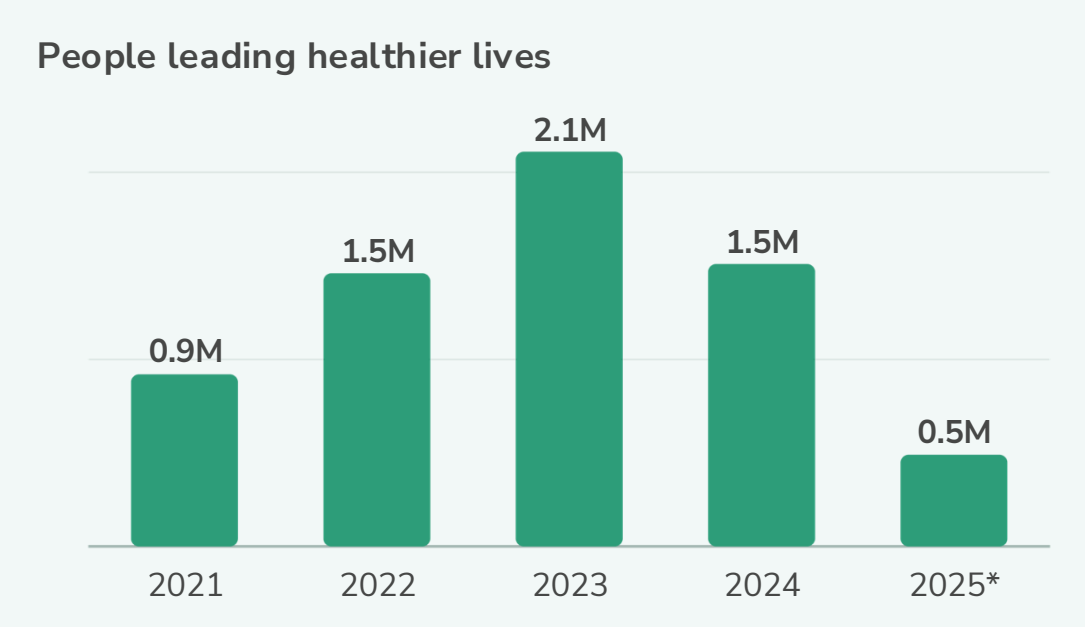
1.3M
sanitation systems

6.55M
people reached

16.4M
local workdays

€442M
finance leveraged





*2025 covers Q1–Q3 · Annual values rounded from the FINISH Mondial dashboard · Source: WASTE

03

FROM NUMBERS TO IMPACT

How FINISH Mondial uses data and ActivityInfo to decide





Why data for impact?

WHAT DO WE NEED TO UNDERSTAND TO KNOW OUR PROGRAMME IS MAKING A DIFFERENCE?

Many actors
Households, businesses, financiers, governments

Change takes years
Markets and institutions shift slowly

Outputs aren't enough
Counting toilets doesn't show lasting change

FROM SYSTEM CHANGE TO WHAT WE MEASURE

OUR THEORY OF CHANGE, STEP BY STEP

Read it left to right: what we do, what changes, and what it leads to.

STEP 1

What we do

Engage government, create demand, link finance, train businesses

→

STEP 2

A local market forms

Households build toilets; loans and services become available

→

STEP 3

It scales and lasts

Standard loan packages, better laws, lasting marketing

→

OUTCOME

People use safe sanitation

and maintain it, with basic hygiene

→

IMPACT

Healthier lives

and economically empowered communities

What we measure at each step

Toilets built, loans issued monthly	**Budgets, loans, business sales** yearly	**Loan packages, policies** base and endline	**% using safe sanitation** household survey	**Under-5 diarrhoea deaths** health statistics

Each arrow is an assumption we test with evidence · Source: FINISH Mondial ToC and indicators

FROM SYSTEM CHANGE TO WHAT WE MEASURE

FOUR PATHWAYS TO SAFE SANITATION FOR ALL

	1 · What we do	2 · What changes locally	3 · What lasts at scale	4 · The result
Government	Train, advise and showcase to government	Government budgets for sanitation	Better laws and public-private partnerships	OUTCOME **All people use and maintain safely managed sanitation**
Communities	Create demand through marketing and health workers	Poor households build safe toilets	Sanitation marketing built into public health	
Finance	Partner with banks, MFIs and savings groups	Financial institutions offer sanitation loans	Loan packages standardised	IMPACT **Healthier, economically empowered communities**
Businesses	Train masons and develop sanitation businesses	Businesses sell safe sanitation products	Cheaper, better products and services	

Read each row left to right · Simplified from the FINISH Mondial Theory of Change

DIFFERENT DATA FOR DIFFERENT QUESTIONS

THREE DATA STREAMS, ONE RESULTS FRAMEWORK



MONTHLY · QUARTERLY

Routine monitoring

Toilets built and upgraded, handwashing, loans · in ActivityInfo

→ **Managing implementation**



BASE · MID · ENDLINE

Periodic surveys

Sanitation and hygiene use, sludge flows, budgets · household, school, business

→ **Outcomes and impact**



BASE · ENDLINE

Qualitative evidence

Participation and institutional change · focus groups, interviews, outcome harvesting

→ **Change we can't count**

> Only about 5 of 30 indicators are tracked routinely. **System change is mostly assessed through surveys and qualitative methods.**

ACTIVITYINFO · DATA MODEL

FROM COUNTRY TO DISTRICT TO INDICATOR

Database
FINISH Mondial

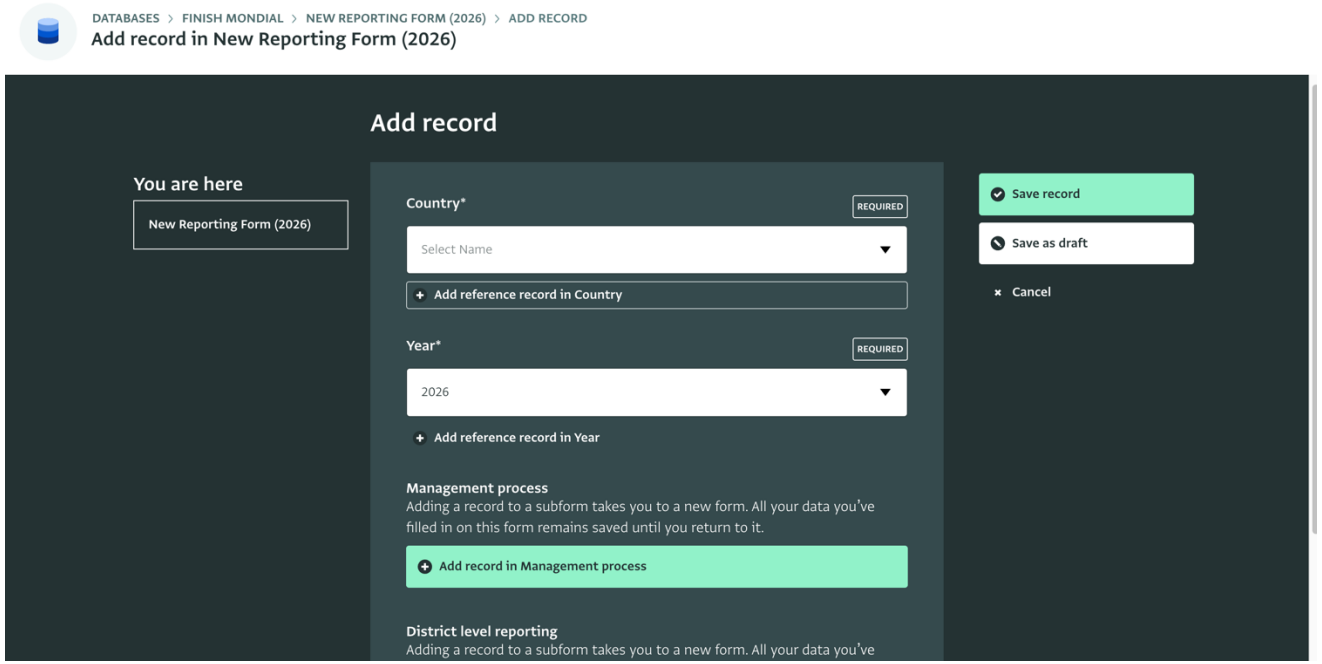
Reporting form (2026)
One record per country × year

Subform
Management process

Subform
District-level reporting

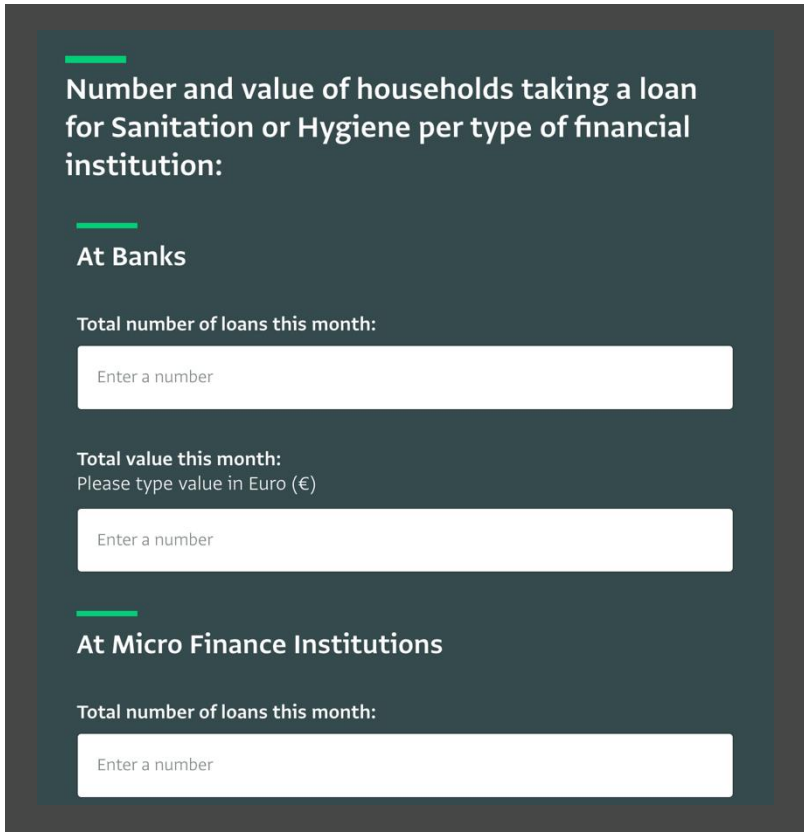
Subform per district
Indicator reporting, monthly

Reference lists for country and year keep every record consistent.



ACTIVITYINFO · DATA COLLECTION IN PRACTICE

ONE FORM, ONE DATABASE, EVERY DISTRICT



Centralised

Six countries report into one database, no more spreadsheets by email.

Consistent

Same questions, units and definitions in every district, in euros.

Accountable

Each record is tied to a country, district, month and the person who entered it.

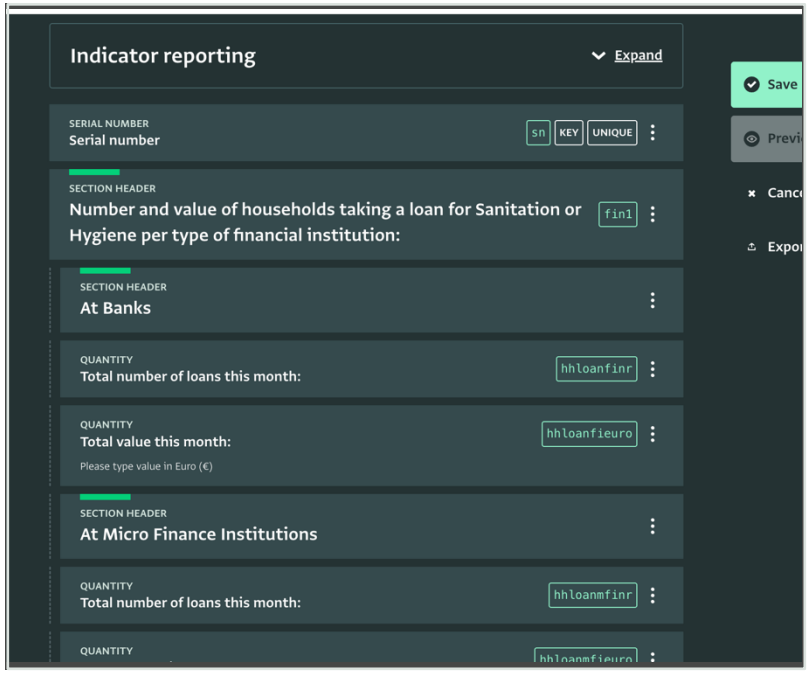
Controlled

Role-based access, drafts before submission, and checks before data counts.

Result: one trusted dataset from district to donor.

WASTE · From Data to Impact · ActivityInfo data entry screen

ONE INDICATOR UP CLOSE: SANITATION LOANS



One section per indicator

Household loans sit under code fin1, matching the results framework.

Split by type of financier

Banks, MFIs, grassroots, unregistered and other lenders.

Number and value, every month

Values in euros, so countries can be compared.

Coded fields add up

Codes like hhloanfinr let us total results across districts, countries and years.

RELIABLE DATA · EXAMPLE FROM INDIA

RESULTS-BASED FINANCE NEEDS VALIDATED DATA

1. MFI partner reports toilets by district, branch and village
2. M&E team randomises areas and sets the sample (95% confidence, 5% margin)
3. Partner shares client lists for the sampled areas
4. Trained surveyors verify households on mobile, with GPS and photos
5. Data cleaned, analysed and reported within about 40 days



How results are counted

10,000 loans reported

50% of sampled toilets found

5,000 toilets counted and paid

Source: FINISH Mondial MFI Partner Validation Process, FINISH Society, 2021

REPORTING

WHAT WE REPORT TO DONORS

Sanitation systems

New, retrofitted and rehabilitated

People

People leading healthier lives; children reached through WASH

Waste flows

Households served; faecal sludge and solid waste treated and reused (t/yr)

Local economy

Businesses supported; workdays generated

Leverage, in euros

Banks

MFIs

SACCOs and VSLAs

Unregistered groups

Self-finance and others

= Total leverage

How ActivityInfo makes every reported number accountable

1 · Entered at source
Tagged by country, district, month and author

→

2 · Checked
Rules, review and field validation before it counts

→

3 · Rolled up
Same definitions, no re-typing between files

→

4 · Reported
Every total traces back to its records

MONITORING BECOMES MANAGEMENT

WHEN A REGION FALLS BEHIND ITS TARGET

1	2	3	4	5	6
Spot the gap against target	Check reporting is complete	Investigate with local partners	Identify where support is needed	Adjust implementation	Monitor the next periods

> “ Data doesn’t make the decision for us. It helps us understand the situation, challenge assumptions and decide what to do next.



Illustrative example: to replace with a verified FINISH Mondial case



IMPACT IN THE FIELD

BEHIND EVERY NUMBER, A PERSON

BANGLADESH'S TRANSITION TO ACTIVITYINFO

From fragmented reporting to a shared database

PREVIOUS SYSTEM

Excel	Local data management
KoboToolbox	Report submission
Power BI	Global dashboards

Three tools, three places to look



CURRENT SYSTEM

- **One shared ActivityInfo database across six countries**
- **Direct access to Bangladesh's submitted records**
- **More flexibility in managing and presenting data**

WHAT HAS IMPROVED?

Better access, greater flexibility and more meaningful data use

01

DATA ACCESSIBILITY

- Easier access to submitted records
- Easier to spot reporting errors
- Less reliance on parallel Excel records

02

REPORTING FLEXIBILITY

- Customised reports and dashboards
- Data presented for different stakeholders
- More country ownership of visualisation

03

CONTEXT-SPECIFIC MONITORING

- District-wise reporting across seven districts
- Potential for district dashboards
- Better view of local progress

LOOKING AHEAD · BANGLADESH

UNLOCKING FURTHER POTENTIAL

Moving from reporting data to programme intelligence

PRIORITY 1

DISTRICT-LEVEL DASHBOARDS

- Track progress in seven districts
- Identify implementation gaps

PRIORITY 2

DETAILED MFI DATA INTEGRATION

- More detailed loan information
- Link financing with sanitation outcomes

PRIORITY 3

EVIDENCE-BASED MANAGEMENT

- Identify trends and performance gaps
- Support planning and decisions

Data collection → Analysis and visualisation → Better programme decisions

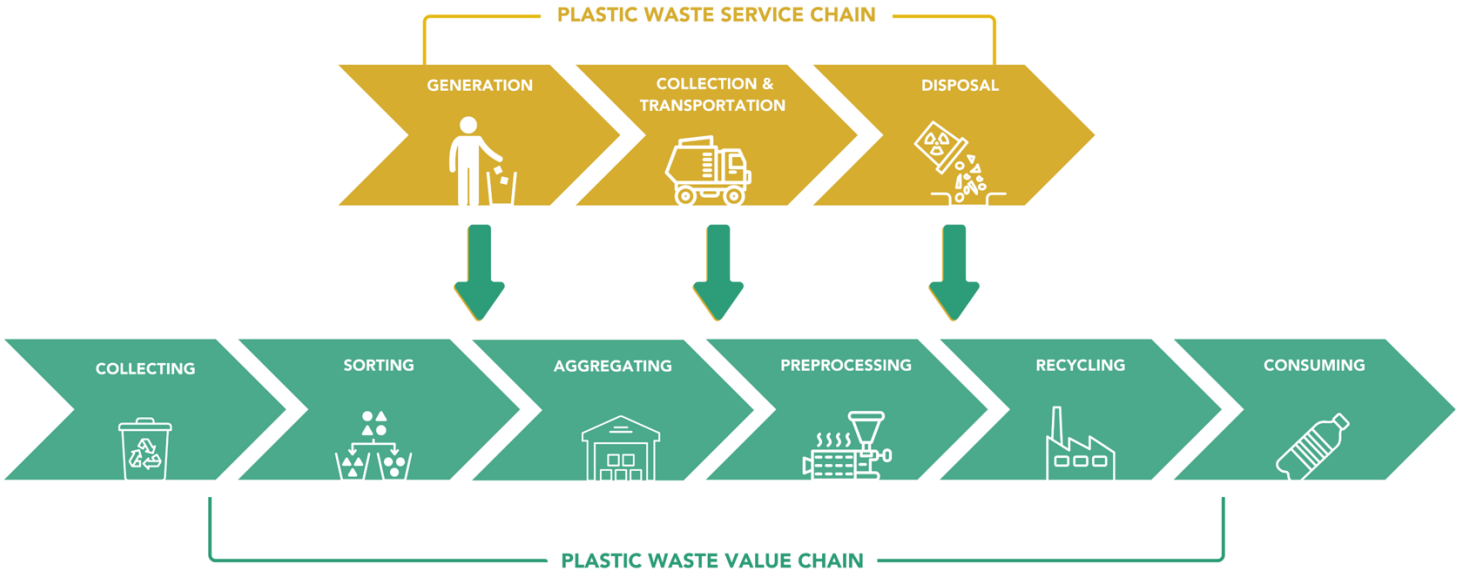


FINILOOP

plastic waste free cities

Financial Inclusion and Improved Livelihoods out of Plastics

A SYSTEM APPROACH TO PLASTIC WASTE



FINILOOP

PLASTIC WASTE-FREE CITIES AND BETTER LIVELIHOODS

- Municipalities and communities
- SMEs and informal waste workers
- Reliable services and viable businesses
- Evidence to identify progress and barriers

FINILOOP INDICATORS

WHAT WE MEASURE AND WHY

Area	Actors and data sources	What we track
Programme delivery	Municipal staff, households, businesses	Training, households reached, businesses supported
Waste management	Households, (in)formal SMEs, private operators, waste workers, start-ups, MRFs, municipal collection, bulk generators	Collection services, source separation, plastic collected and recycled
Business development	SMEs and start-ups	Operational performance, growth and employment
Workers' livelihoods	Informal waste workers and self-help groups	Income, savings, working conditions, social protection

FINILOOP DATA WORKFLOW

FROM FIELD INFORMATION TO USABLE DATA

FIELD EVIDENCE

COLLECT

Assessments, business reporting and mobiliser data. India: Kobo, paper and Excel. Malawi: mWater, paper and Excel.

Quantitative and qualitative

SHARED PROGRAMME DATA

CONSOLIDATE

Partners compile the information. WASTE consolidates indicators in ActivityInfo for review.

One place to review indicators

PARTNER DIALOGUE

REVIEW

WASTE checks missing records and inconsistencies. Partners follow up and clarify unusual changes.

Errors or real changes?

> Structured data and local knowledge support **reliable interpretation and programme decisions.**

FINILOOP RESULTS

FINILOOP INDIA: ACHIEVEMENTS AT A GLANCE

10,556
tonnes of additional plastic collected

6,693
tonnes of plastic recycled

1,029
green jobs created or improved

1,622
informal waste workers with improved income

276,878
households reached



FINILOOP ON THE GROUND











EVIDENCE INFORMING COLLECTION SERVICES

1. Identify gaps in collection
2. Review surveys and mapping
3. Understand context: narrow streets
4. Agree collection roles
5. Introduce IWW tricycles
6. Track services and livelihoods

> The arrangement provided participating informal waste workers with an additional income stream through collection fees.



FINILOOP OUTCOMES

UNDERSTANDING WIDER OUTCOMES

1 **Review indicators as a system**

Read waste recovery, business performance and livelihoods together.

2 **Interpret results in context**

Use field evidence and partner discussions to explain seasonal and market effects.

3 **Use ActivityInfo for shared review**

Organise and visualise indicators to guide support.

THE VALUE OF DATA LIES IN THE DECISIONS IT HELPS US MAKE.



THREE TAKEAWAYS

1

Start with the questions

Measure what the Theory of Change says matters, not everything we can count.

2

Make the data reliable

One shared system with clear definitions, plus field validation before results count.

3

Use it to decide

Data shows where to act; partners and context explain why.



THANK YOU

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