

# DESIGNING FOR IMPACT

*How do you prove your intervention actually worked?*

Baseline Data

Indicators

M&E in Practice

# Why Does Monitoring Matter?



## Accountability

Communities and funders deserve to know their resources created real change — not just activity.



## Learning

Evidence of what works (and what doesn't) helps you improve your current project, future projects and inspires others.



## Demonstrating Impact

Without data, you only have an anecdotal story. With data, you have proof your NbS intervention made a difference.

# Writing Objectives That Show Real Change

*Strong objectives connect a specific community problem to a visible, measurable change — not just to activities you plan to run.*

1

## NAME THE PROBLEM

**What specific condition in your community needs to change?**

*Be concrete: flooding on a particular street, extreme heat in a schoolyard, loss of green space in a low-income neighbourhood.*

2

## STATE THE CHANGE

**What will be different once your project succeeds?**

*Describe a change in conditions or behaviour — not a list of activities. Focus on people and place, not programme.*

3

## DEFINE SUCCESS

**How will your community — and J-USE — know it actually happened?**

*Name one thing you can observe or count before AND after: a flood degree, a temperature reading, a community survey score.*

### **X Weak:**

*Install a rain garden in the community.*

### **✓ Strong:**

*Reduce flood duration on Main St by 30% for 200 low-income households by Dec 2026.*

# Why You Must Collect Baseline Data



## **BASELINE = YOUR STARTING POINT**

*"Before you start,  
what does the situation  
look like right now?"*

### **Baseline = clear understanding of problem & way to measure success**

If you don't measure conditions before your project, you cannot show what changed because of your work.

### **Collect it at the start**

Baseline data must be gathered before activities begin — from the application stage

### **Use simple, repeatable methods**

Surveys, observations, headcounts, timestamped photos, community interviews. Repeat these at midpoint and end.

### **Disaggregate from day one**

Record data by sex, age group, and vulnerability — this is a J-USE requirement checked at every step.

# What Indicators Could You Track?

Indicators turn your activities into measurable evidence. Examples of types for NbS community projects:

## ENVIRONMENTAL

- % increase in vegetative cover in target area
- Volume of stormwater captured (bioswales, rain gardens)
- # sq. metres of green space added
- Temperature/heat reduction observed:

## COMMUNITY CAPACITY

- Full-/ part-time jobs created
- # of Community-involved Project Planning/ Implementation events
- % of project team that are also direct beneficiaries

## SOCIAL INCLUSION

- % of direct beneficiaries who are women or girls
- % of participants from marginalised groups (youth, PWD, low-income)
- # consultations held, disaggregated by sex of participants

## BEHAVIOUR/ STATUS CHANGE

- Community resilience perception (before vs. after)
- # partner organisations adopting NbS in their own work

Your indicators must be measurable, realistic, and aligned with J-USE's Performance Measurement Framework. Pre-application support is available to help.

# How Monitoring Fits Into Your Project Lifecycle

**START**

**1**

## **PROJECT APPLICATION (Now)**

- Finalise your indicators
- Collect baseline data
- Photograph sites
- Understand community perspectives and capacity

**DELIVER**

**2**

## **IMPLEMENTATION (Continuous)**

- Set up data collection tools
- Complete documentation of disaggregated stakeholder engagement & feedback
- Note lessons learnt
- Track beneficiaries
- Submit quarterly reports

**REVIEW**

**3**

## **MID-POINT CHECK-INS**

- Site visits by EFJ/J-USE team
- Midline data collection by external evaluator
- Compare to baseline
- Adjust if needed

**CLOSE**

**4**

## **PROJECT CLOSE (Final Month)**

- Collect endline data
- Compare to baseline and mid-line points
- Document lessons
- Final report + photos

# What J-USE Expects From Applicants

## ✓ REQUIREMENTS

- Documentation of stakeholder engagement disaggregated by social vulnerabilities
- Clear understanding of the problem with baseline data
- Clear problem-to-solution logic described in objectives
- Indicators used to measure success of project (climate resilience & social inclusion)

## ★ SUPPORT AVAILABLE

- ★ Grant call sensitisation sessions
- ★ Resources on the Hub

# What J-USE Expects From Grantees

## ✓ REQUIREMENTS

- Quarterly progress reports with complete training registers & other source documentation of community engagement
- Data disaggregated by sex and social vulnerability group
- Community feedback throughout project lifecycle
- Baseline, midline & endline site documentation
- Outcome-level reporting aligned with J-USE Results Framework
- Source documents on file (attendance sheets, photos, receipts, survey responses, meeting minutes)

## ★ SUPPORT AVAILABLE

- ★ M&E orientation session at grant award
- ★ Quarterly site visits with coaching
- ★ Interactive community of practice with J-USE team, NbS practitioners and other grantees

# KEY TAKEAWAYS

---

- 01** Monitoring is how you demonstrate and defend the value of your work.
- 02** Pick simple, meaningful indicators that reflect real change for the community — not just counting events.
- 03** Collect baseline data NOW.
- 04** Disaggregate all data by sex and social vulnerability from day one. This is a requirement, not optional.
- 05** J-USE provides tools, templates, and coaching. You are not doing this alone.

**Questions?**