

Theory of Change (TOC) & Log Frame for Strategic Planning

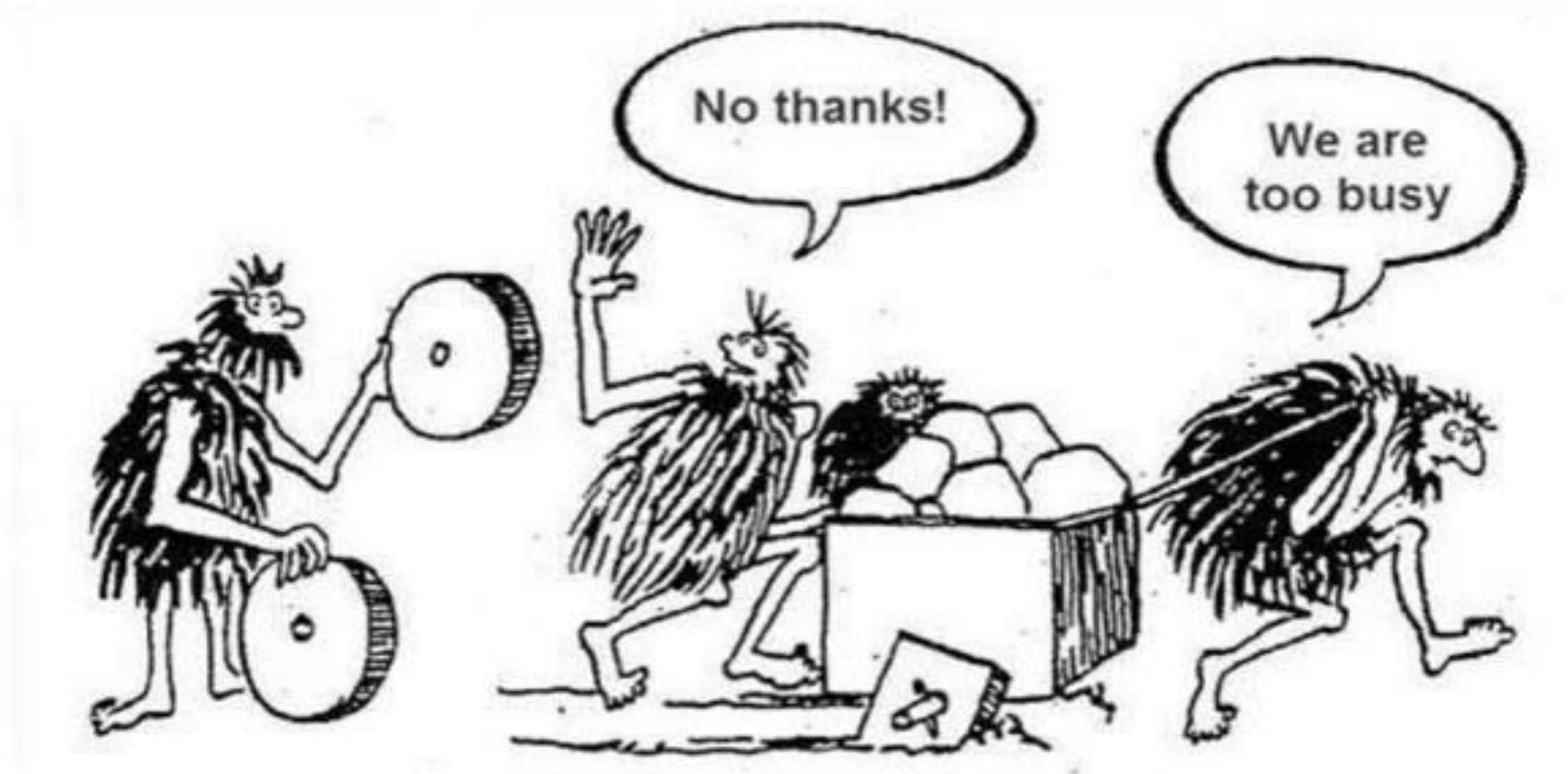


WHY??

**Theory of change – Logic Model – Log Frame:
Many hours invested in Excel sheets instead
of being ,really‘ working, being on the
streets...?**



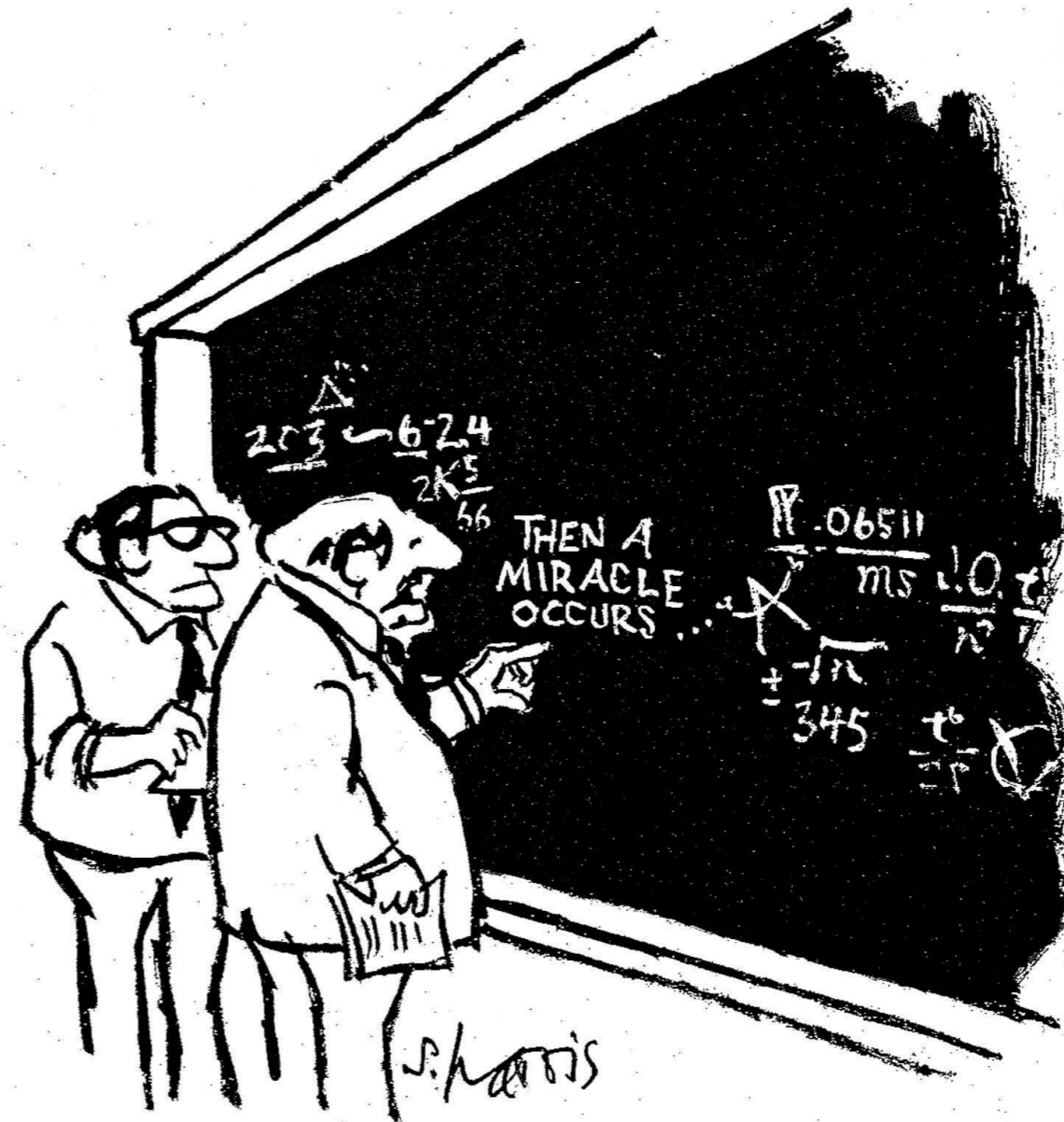
STRATEGIC PLANNING FOR REFLECTION



TOC & LOG FRAMES AS A TOOL

WHY LOGFRAMES/ LOGIC MODELS?

- » overview
- » organise your thinking
- » identify gaps, mistakes
- » connect activities to results (logic)
- » planning, acting & reviewing
- » communicate!



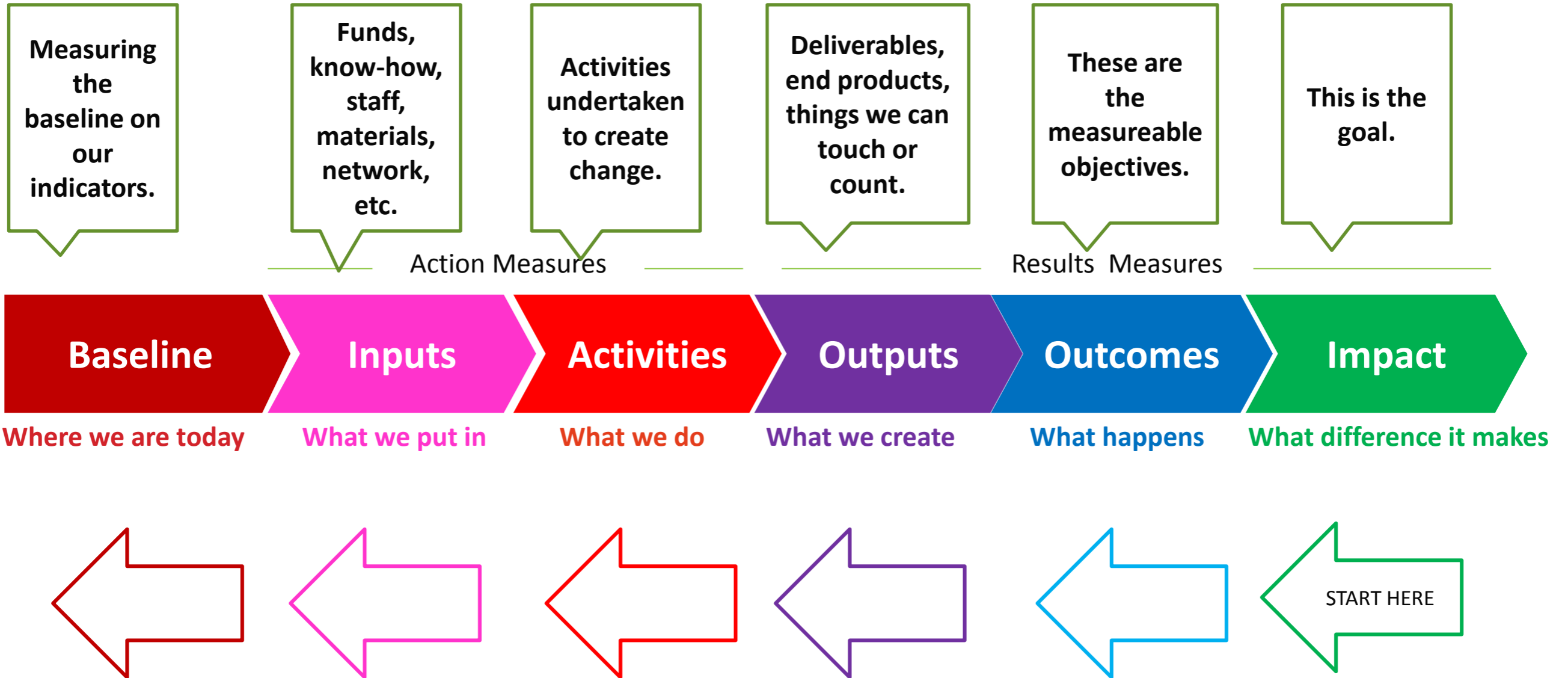
"I THINK YOU SHOULD BE MORE EXPLICIT HERE IN STEP TWO."

THE IDEAL TOC/LOG FRAME...

- » **brings together in one place a statement of all key components of the project or programme.**
- » **facilitates common understanding and better communication between all involved stakeholders.**
- » **assists communications towards donors and partners.**
- » **sets up a framework for monitoring and evaluation.**

- » **is easy to learn and use.**
- » **does not add time or effort to project management, but reduces it.**

SIMPLE LOGIC MODEL



A BEST PRACTICE EXAMPLE: A LOGIC MODEL FOR RENATE

RENATE LOGIC MODEL



THE CONTEXT		THE PROJECT			ITS IMPACT	
BASELINE/CONTEXT ANALYSIS	INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES		CONTRIBUTION to SYSTEMIC CHANGE (GOAL)
				Short term -> Medium term -> Longer term		
<ul style="list-style-type: none"> • 35 million people trafficked today • Only few organisations that actually support Victims of trafficking on the ground, in particular in CEE 	<ul style="list-style-type: none"> • RENATE staff and volunteers • Connections through Europe-wide RENATE network and its members • RENATE being the link for the grassroots organisations to other international players and networks 	Awareness Raising <ul style="list-style-type: none"> • Website • Campaign for European Day against Trafficking • Monthly updates of newsletter, blog • Facebook page • Cooperation with media • Mapping exercise 	Awareness Raising <ul style="list-style-type: none"> • Stories of the reality of human trafficking are disseminated • More information available to the public • More people familiar with RENATE 	Awareness Raising <ul style="list-style-type: none"> • Public awareness of the crime and the reality of the victims' suffering is increased • Possible victims know the risks and can resist false promises • People in contact with trafficked persons ('customers') know how to intervene • Authorities address the issue differently; more support for victims of trafficking instead of additional discrimination 	<ul style="list-style-type: none"> • The social stigma of victims is reduced and their social re-integration improved • The number of trafficked persons across Europe is reduced 	
<ul style="list-style-type: none"> • EU Directive 2011/36 to prevent and combat human trafficking • Corruption and existing cultural, social patterns hamper implementation of the law 	<ul style="list-style-type: none"> • Porticus grant: EUR 100.000,-- • Porticus in kind support in strategy building and networking for fundraising (General Assembly 11/2016) 	Networking <ul style="list-style-type: none"> • Campaign for membership extension • Communication among members (Skype, board meetings) to share experiences/practices • Cross-border meetings to extend RENATE membership • RENATE Assembly in November 2016 	Networking <ul style="list-style-type: none"> • New members (from Scandinavia, Russia) join RENATE • Improved communication and efficiency due to experience exchange • Common strategy established at assembly 	Networking <ul style="list-style-type: none"> • International cooperation in Europe to prevent and combat human trafficking is strengthened • 150.000 beneficiaries (victims of trafficking and their families) reached 		
	<ul style="list-style-type: none"> • RENATE funds secured so far: EUR 9.000,-- • Fundraising plan developed, many talks and negotiations for funding on the way 	Capacity Building <ul style="list-style-type: none"> • English courses, cross-cultural trainings • Updated online resource center for all members (related to strategy / fundraising plan) • Training on migration/refugees and trafficking 	Capacity Building <ul style="list-style-type: none"> • Improved English and cross-cultural communication skills • 40+ staff trained • Clear strategic framework and management plan developed (General Assembly in 11/2016) 	Capacity Building <ul style="list-style-type: none"> • RENATE generates a future plan for its activities, maximizing impact and efficiency based on the mapping • Staff is able to work internationally with migrants and refugees 		

NOT JUST WHAT, BUT HOW IT CAN BE DONE

» no need to write Log Frames in the Ivory tower



- <https://www.theguardian.com/global-development-professionals-network/2015/aug/17/how-to-write-a-logframe-a-beginners-guide>
- http://academic.udayton.edu/richardghere/NGO%20Man/logical_framework-CentreForInternationalDevelopmentAndTraining.pdf
- Guidance for Attaining Level 1 of Nesta's Standards of Evidence.
- NPC: THEORY OF CHANGE. The beginning of making a difference.
- Lisa Wyatt Knowlton & Cynthia C. Phillips: The Logic Model Guidebook. Better Strategies for Great Results.

THANK YOU FOR YOUR ATTENTION

PLEASE ASK ME ANY QUESTION

