

## 5. MEASUREMENT & EVALUATION

### Programmatic Response:

The consortium's programmatic response to contribute to the CSSF's long-term strategic impact<sup>1</sup> is to create a community event around which Lebanese host and Syrian refugee communities can coalesce on a regular basis, in order to increase exposure, positive interactions and positive messaging between communities to dispel the negative perceptions and mistrust which can lead to tension and conflict.

ORB will support the consortium with regular Insights Measurement and Evaluation (IM&E) activities throughout the duration of the intervention and a final, summative evaluation to track the extent to which the intervention is contributing to reducing tensions and building stronger relationships between Lebanese host communities and refugees in target areas. We will run several sets of focus group discussions (FGDs) designed to collect atmospherics, test products and validate assumptions during the inception phase. We will combine these with quantitative studies designed to measure the awareness and impact of the intervention. Our research is based on a strong, proven methodology designed to provide statistically reliable and data of representative of the audiences targeted with this intervention.

### Objectives of IM&E Activities

**ORB's local field team has more than 25 years' experience conducting qualitative and quantitative research across the whole of Lebanon, including on projects involving conflict, social cohesion and Lebanese host and refugee communities.** Our team's access and nuanced understanding of the complex and interrelated dynamics around conflict in the country and awareness of current programmatic efforts to enhance community cohesion will be valuable in providing early warning detection of possible changes in the stability landscape and briefing back to consortium partners any potential ramifications for programming.

### IM&E Activities

The below table gives an indicative idea of the stages of the project during which IM&E activities will support the programme. A more detailed workplan will be developed with HMG and the implementation team to illustrate how IM&E activities will be undertaken throughout the programme lifecycle to improve delivery across the duration of the programme and then at Programme End to assess its contribution to the CSSF's long-term strategic impact.

	IM&E Activity
Inception Phase	10 x Formative FGDs in target communities
	Baseline Survey (n=1500)
During Programme Implementation	Midline Survey (n=1500)
	10 x FGDs throughout Project Lifecycle
One Month Prior to Programme Completion	Endline Survey (n=1500)
	5 x IDIs with Programme Team and Direct Programme Beneficiaries
	10 x FGDs

### Formative Insights Activities

During the inception phase of the project, we propose conducting ten FGDs with the intervention's target audiences (TAs) in selected target locations—including with (a) members of the potential target audience (PTA) identified in the 2019 TAA to be mobilised as event ambassadors; (b) youth, aged 18-30, from both Lebanese host and Syrian refugee communities; and (c) broader community members to include local municipality staffers. The purpose of these FGDs would be to gain formative insights to guide the strategy for how to encourage TA participation and secure community buy-in and to test event branding and application usability. **The ORB research team has conducted multiple waves of focus groups both in Lebanon and in Syria and would use moderators from each country to enable free-flowing discussion.**

### Formative Insights

FGDs provide a valuable forum for testing and validating key campaign assumptions, rooting the campaign in a firm, TA-centred evidence basis. **Holding FGDs across the target areas will generate valuable strategic insights to understand more about how the consortium can leverage its messaging around 'community sporting activities' to encourage participation from different communities within target areas.** ORB has significant experience conducting both gender and conflict sensitive data collection to ensure that we can incorporate the views of even the most difficult to reach in our IM&E activities.

### Testing

ORB has extensive experience testing content with TAs, across the Middle East and specifically in the strategic communications space. We would work closely with the implementation team to design appropriate lines of inquiry around the brand, key messaging themes and the intervention's application. In addition to verbatim transcripts, our moderators' observational feedback on participant attention-levels and body language are critical to our assessing and feeding back on the effectiveness of any products tested.

We would recommend conducting separate FGDs for Lebanese host and Syria refugee participants as we have found that an undercurrent of tension prevents participants from sharing their full and honest opinions in mixed nationality FGDs in Lebanon. In addition, analysis of the commonalities and differences between the attitudes of these two groups becomes much clearer when FGDs remain nationally homogeneous. We also recommend segregating groups by gender to ensure that we seek and record both men and women's voices equally and can incorporate their views into reporting

<sup>1</sup> To reduce tensions and build stronger relationships between Lebanese host communities and refugees in Lebanon and thereby increase resilience within these communities to instability and the risk of violent conflict.

without the obstructions that gender dynamics within mixed FGDs in Lebanon might entail. Our local team of moderators includes both male and female, Lebanese and Syrians to facilitate access to both genders and both nationalities and to overcome any potential research participant obstacles or biases in this regard.

### **In-Project M&E Activities**

During project implementation we will support the consortium with **the creation and maintenance of a results framework populated with robust, statistically relevant and meaningful data monitoring the progress of programme outputs and progress towards desired outcomes**. We will work closely with the implementation team to design a results framework which captures all aspects of the ToC and which includes practicable key performance indicators against output milestones and sensitive indicators of progress towards desired outcomes. Central to ORB's approach to IM&E is feeding back all findings to the implementing team to facilitate timely optimisation to improve programme delivery.

### **Baseline / Midline / Endline**

During the inception phase of the programme, we propose conducting a baseline of n=1500 interviews to be carried out across areas in Lebanon targeted by the intervention. **We have access to all areas of Lebanon** from prior ORB-led fieldwork activities and through our partners who have strong relationships with **host and refugee communities** across the country, nurtured through past and ongoing programming. As a result, we can conduct interviews in the most challenging, but often the most relevant communities, ensuring that our baseline data captures **hyper-local insights and the most pressing issues among the TA for subsequent micro-analysis**.

We recommend that the baseline survey is administered face-to-face via CAPI (Computer Assisted Personal Interviewing), allowing ORB to ensure that interviews have been correctly administered (see under Quality Control Measures). In order to design a baseline against which changes in the TA's behaviour can be measured as likely attributable to the programme, we will work closely with the implementation team to ensure baseline instruments capture all outcome and impact indicators for reporting progress towards desired results.

This baseline survey will also provide a valuable opportunity to gain further insights into the primary and secondary TAs and to build on the existing TAA in order to contribute to the evidence basis around mobilising positive change agents across communities in Lebanon, **including potential entry points for gender-focused interventions**. We would then propose administering the same survey at project midline (end of year one activities) and endline (one month prior to programme completion) to provide comparable data as to movement among the TAs against baselined outcome and impact indicators. These datasets should provide robust and statistically reliable evidence of progress towards desired effects as a result of the programme. From our experience in Lebanon, we have found certain biases in the way that Lebanese and Syrian research participants respond to interviewers of the opposite nationality even in quantitative surveys. For this reason, **our local field team includes a mix of both of Syrian and Lebanese interviewers, male and female, to overcome respondent and social favourability biases and ensure research participant ease**.

For the baseline, in order to cover each of intervention's target areas with a margin of error of approximately 2.5%, we suggest a total sample size of n=1,500. We recommend including 1000 Lebanese respondents and 500 Syrian refugee respondents in each wave of quantitative. This is to ensure that we get a statistically relevant read on the perceptions of both communities; a sample size any lower than n=500 will preclude any demographic sub-analysis (examining differences between these two communities) as the statistical margin of error will be too high. In the inception phase of the project, in line with rough estimations of the proportion of Syrian refugees to Lebanese host constituents in target areas, ORB can revisit this proposed sample split, to ensure meaningful, statistically relevant data is collected across all communities benefiting from the intervention, in line with HMG priorities.

With quantitative research tools we will be looking to measure public perceptions among both Lebanese host and Syrian refugee communities of the opposite community, developing indices and batteries of questions which offer important indicators of social impact at both the individual and community levels. Developing the questionnaire will be an iterative process, with experienced senior research staff from ORB working closely with the implementing and local partners and HMG at each stage to ensure that the research instrument generates meaningful data to guide programming; contributes to the evidence basis around the intervention; and offers value for money for HMG.

### **Qualitative Supporting Evidence**

Quantitative research at baseline and endline will be supported with three waves of qualitative research comprising ten FGDs per wave (one during inception, one during implementation and a final ten at project end) to provide more supporting evidence around the programme's effect on TA perceptions, attitudes and behaviours, how they are interacting with the intervention and its messages; and the effects of the messaging on their relationships with different communities in their areas.

### **Summative External Evaluation**

During the inception phase of the programme, in consultation with HMG, we will design an approach to final evaluation which enables us to look at changes at both the individual and community level and explore the extent to which these changes can be attributed to contributions made by the intervention. The final evaluation will draw on the comparable and statistically relevant data collected at baseline, midline and endline (using logistic regressions) and other participatory qualitative methods (including FGDs and IDIs) to generate learning about the programme's effect on TA perceptions, attitudes and behaviours and its contribution to intended impact (i.e. reducing tensions between Lebanese host and Syrian refugee communities). This evaluation will also contribute another important function, providing as robust as possible recommendations as to the broader implications for the use of strategic communications to enhance social stability, ensuring that data collected throughout the intervention and all IM&E analysis is evidence building for HMG and other social stability implementers.

### **Horizon Scans**

**We will conduct regular horizon scans over the course of the programme**. During programme planning, we will consult with our local, national and regional networks to identify the most relevant information sources to monitor in addition to our existing sources. Once monitoring protocols are established, we will establish benchmarks from which to situate future analysis for ease of comparison. We will devise a reporting template which will aggregate findings by location, with sections on the potential impact of events on the TA, gender-specific findings, implications for risk and recommendations for programming.