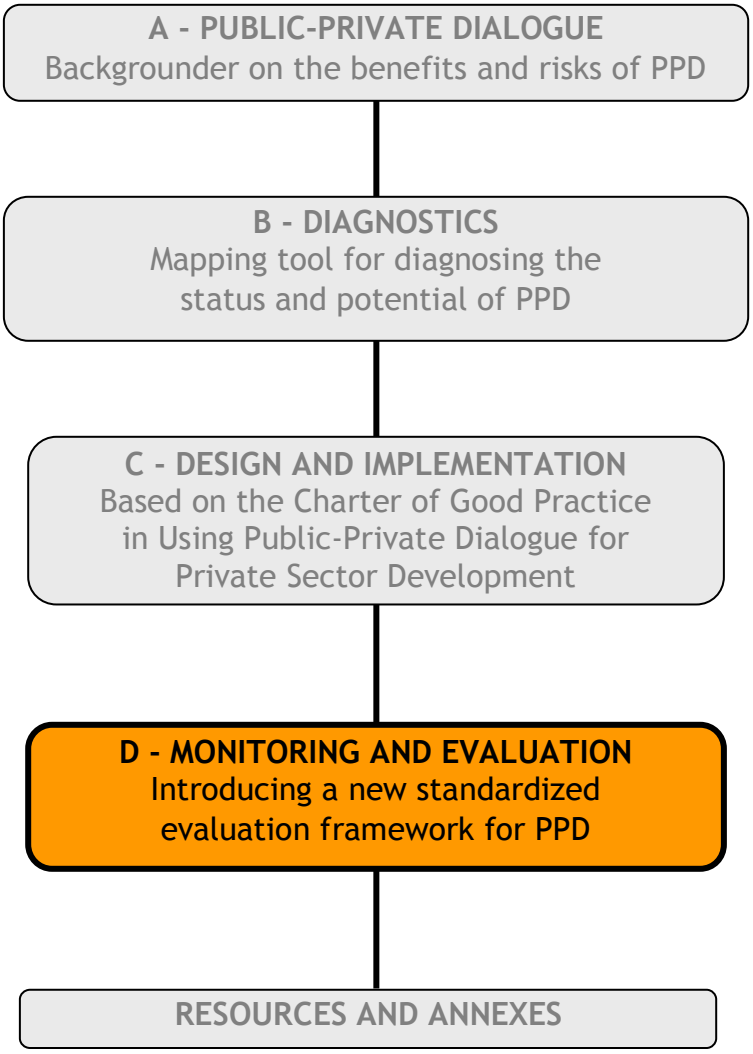
A - PUBLIC-PRIVATE DIALOGUE
Backgrounder on the benefits and risks of PPD
B - DIAGNOSTICS
Mapping tool for diagnosing the status and potential of PPD
C - DESIGN AND IMPLEMENTATION
Based on the Charter of Good Practice in Using Public-Private Dialogue for Private Sector Development
D - MONITORING AND EVALUATION
Introducing a new standardized evaluation framework for PPD
RESOURCES AND ANNEXES

D.3. METHODS AND INSTRUMENTS FOR DATA COLLECTION

D.3.1. Inventory and cataloguing of existing documentation

Usually, an inventory is a first step in data collection. It contains a first analysis of existing internal and external information on the PPD. Usually conducted by an external consultant, the inventory will lead to an inception report for the M&E process.

The analysis needs to be focused on the basic questions to be addressed in the M&E exercise defined in step one above. It offers an opportunity to identify and refine sub-questions and corresponding indicators, along with their sources of verification.

The focus in the inventory is on a review of inputs, activities, outputs, outcomes and impacts, based upon the information available in existing documents and archived material. The information can be further analyzed using a small set of key performance criteria:

- ☐ Relevance: addressing the relationship between outputs and outcomes on the one hand, and stakeholders' needs and expectations on the other.
- ☐ Efficiency: addressing the relationship between the inputs and outputs or activities, in particular how much input is required for the outputs.
- ☐ Effectiveness: addressing the relationship between the outputs and outcomes – that is, to what degree do the output activities lead to expected outcomes.
- ☐ Sustainability: Addressing the relationship between the outcomes and impact of the PPD and the continuation of activities enabled by continued provision of inputs or the identification of new alternative inputs.
- ☐ Quality of the PPD process: Measuring the degree of appreciation of stakeholders of the quality of the partnership and existing measures to ensure quality control and improvement.

If necessary, this list might be extended with other aspects and/or performance criteria.

Here is a checklist for conducting this inventory:

	Is there sufficient information available in written material? (Yes/No)	Methods and tools needed to find additional information
Inputs/activities		
Output		
Outcome		
Impact		
Relevance (relationship between outputs and outcomes and the needs of stakeholders)		
Efficiency (relationship between inputs and outputs)		
Effectiveness (relationship between output and outcome)		
Sustainability (relationship between outcome and impact and future inputs/activities)		
Quality of the process of the PPD		
Other aspects specific to the PPD's context		

Using this matrix, one can more easily identify where more in-depth research is needed and the tools for undertaking that research. Furthermore, the matrix can be used to make a final check if the M&E process will meet the requirements mentioned in the ToR.

It might, in some cases, lead to changes in the ToR when the matrix shows that certain information requirements cannot possibly be met through the M&E process.

D.3.2. Baseline, benchmark and control-group research

Also taking the form of a desk study, this stage constitutes a more in-depth review of PPD-related documents, including looking at the PPD's context.

Here is a list of possible relevant documents that might be available:

Internal documents of the PPD itself	Baseline data on the context of the PPD	Benchmarking
Original program document	PRSP, private sector development strategies	Research on PPD processes in other localities
Mission statement, mandate, official acts	Policy papers of relevant Ministries	Research on private sector development in localities where no PPD-process has taken place
Rules and regulations	Economic surveys	M&E reports on PPD processes, either in the same locality or elsewhere, where similar initiatives with similar objectives and indicators have taken place
Periodic planning documents	Information from bureaus for statistical research	Control group experiments as an element in the M&E process (NB: this will greatly increase costs)
Periodic reporting documents	Enterprise surveys	
Minutes of meetings	World Bank's Doing Business Indicators	
Existing internal or external evaluations		
Brochures and publications		
Press clippings		

It is obvious that the level of effort and costs required to obtain information will increase drastically with each category. In many countries, no reliable baseline studies and statistical data are available. In most cases it is likely that no systematic benchmark or control-group related information is available.

Benchmarking and control group information is likely to require specific instruments to be developed in the M&E process design, and a corresponding budget. Although such experiments are interesting, budget limitations will often preclude them.

D.3.3. PPD surveys

Surveys and questionnaires are an effective way to generate quick information on the opinions of target groups, but usually require a significant amount of time and resources. It is therefore recommended to use standardized surveys, which can be customized by adding or deleting specific questions.

The use of standardized surveys and questions has the additional benefit of enabling comparison of results of PPDs in different contexts.

In conducting and customizing surveys one should take the following aspects into account:

Design Aspect	Comments/Suggestions
Open or closed questions?	- Closed questions generate quicker information that is easy to process. - Providing scales (e.g. from 1 to 5) for answers can enrich information. - Open questions are time-consuming to respond to and difficult to process.
Amount of time that can be requested from respondents to fill out questionnaires	- A good survey should not take more than 30 minutes for people with a stake in the evaluation, and 15 minutes for those who are indirectly involved.
Language	- Language should be clear and simple. - Think about translations in local languages.
Digital or paper	- Digital surveys are easy to process and the Internet can be used as a tool. - In many situations, digital surveys will not be possible because of lack of access to technology.
Piloting and testing	- Customized surveys should be tested to assess if they can generate sufficient information and to make sure questions are understandable for respondents. Also, the amount of time needed to fill out surveys should be assessed.
Control questions	- A good survey should contain a some control questions to ensure that the information collected is sufficiently reliable
Number of desired respondents	- The reliability of results of surveys increases with the number of respondents. - In the context of PPDs it is important to ensure that desegregated information can be generated on each specific stakeholder group. - If it is not possible to disseminate surveys widely, they can still be used, provided that results can be cross-checked with other methods of data-collection.
Timing of questionnaires	- One should try to disseminate questionnaires at moments when respondents are ready and willing to invest time on them – for example, the end of the financial year is generally a poor time to survey entrepreneurs.
Level of effort that is realistic for analyzing and reporting data	- When digital means for processing surveys are available, analyzing and reporting on data will usually not require significant time and effort. - Open questions can only be processed when significant time is available for analysis.
Rolling out the surveys	- If surveys are sent to people without proper follow-up, non-responsiveness can be high. A successful response rate would be at least 60 percent. - Responsiveness can be greatly increased when surveys are collected manually or when distributed during events at the end of which the surveys can be collected.