



CCC M&E Learning Forum

Case Study and Success Stories

25 October 2018

Diakonia Center

Mr. Lim Phai, Program Director



Objectives:

Participants are able:

- To describe the different methods to document changes/results made by the project interventions
- To explain the process and steps in writing a case study or most significant change story
- To identify common challenges in developing case study or MSC

Session 2:

- What is case study and most significant change (MSC)?

Why people talk about it?

- It is part of your project monitoring and project performance
- It provides a way of sharing information, a space to reflect on key lessons learnt
- It shows honesty, transparency and accountability
- It is a means of marketing the work to the public and donors. *“The better your story, the more money you raise.”*

Use of Terminology

Term	Explanation
Case study	<p>A case study is a written account that gives detailed information about a person, group, communities or thing and their <u>development</u> over a period of time.</p> <p>The act or an instance of <u>analysing</u> one or more particular <u>cases</u> or case <u>histories</u> with a <u>view</u> to making <u>generalizations</u></p>
Success stories	a story of a person who rises to fortune, acclaim, or brilliant achievement (problem solving, inspiration and replication)
MSC	It is a form of monitoring and it occurs throughout the project cycle and provides information for project management
Stories of transformation	A unique life story of someone. Transition from one stage to another and another (school, work, confidence, happiness and security). Problem solving, inspiration and replication.

Use of Terminology

Term	Explanation
Stories of change	something that makes you stop and think, be amazed and impressed. The change does not have to entirely address or solve the problem. The main emphasis is on the citizens taking action. However, for inclusion, something must have changed through the intervention/program.
Story telling	It is a method used to raise awareness or to educate in a social context. It connects information to emotion. It is easy to remember.
Project story	It is similar with stories of change and success stories.
Quote	Repeat or copy out (words from a text or speech written or spoken by another person). Consider its relevance to the theme, specific and significant. Who says it and what does it means to the project?
Paraphrasing	Expressing the meaning of (something written or spoken) using different words, especially to achieve greater clarity.

Use of Terminology

Example of Quotes:

Who	The quote	What it means
Ms. Chanthy, Executive Director of HA	"I am very happy with this session because the facilitators explained slowly and clearly with simple languages so I better understand the financial terms easily."	The facilitators' methods and process are good because they knew the context of the participants.

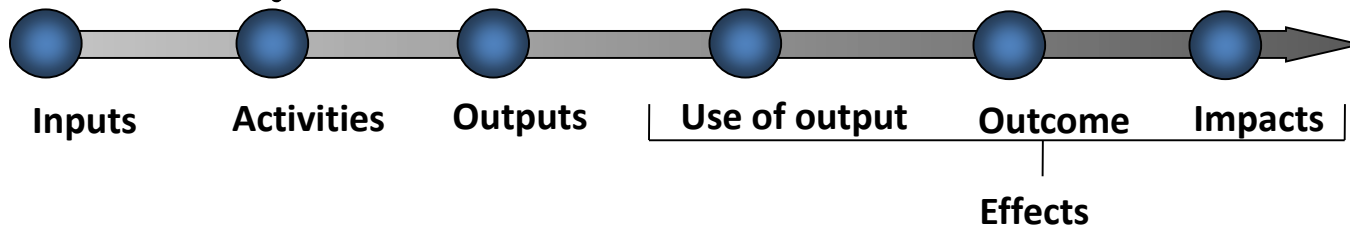
"The cocoa trees are an excellent add-on to our cashew garden. Now we have something to harvest throughout the year. This contributes significantly to improving the living conditions of my family and education for my children" said Mr. Tri.

"Interspersing cocoa trees with cashews has substantially increased the economic efficacy compared to planting cashews only," said Bui Quang Lang, head of Ea H'leo District's Agriculture and Rural Development Office.



ការផ្លាស់ប្តូរគួរកត់សំគាល់រួមមានដូចជា ៖

- ❑ ការផ្លាស់ប្តូរទាក់ទងនឹងនិរន្តរភាពនៃគម្រោង
- ❑ ការផ្លាស់ប្តូរគុណភាព/ស្ថានភាពជីវភាពរស់នៅរបស់ប្រជាពលរដ្ឋ
- ❑ ការផ្លាស់ប្តូរប្រសិទ្ធភាពនៃការចូលរួមរបស់ប្រជាពលក្នុងសកម្មភាពអភិវឌ្ឍន៍
- ❑ ការផ្លាស់ប្តូរទាក់ទងនឹង ទស្សនៈ: ការប្រព្រឹត្ត
- ❑ ការផ្លាស់ប្តូរដទៃទៀត ...



Use of Terminology

Type	Types
<p>Case study</p> <p>A case study is a written account that gives detailed information about a person, group, communities or thing/process/methods and their <u>development</u> over a period of time.</p> <p>The act or an instance of <u>analysing</u> one or more particular <u>cases</u> or case <u>histories</u> with a <u>view</u> to making <u>generalizations</u> (success and challenges)</p>	<p>SMC</p> <p>Success story</p> <p>Story of change</p> <p>Story of transformation</p> <p>When do we write what?</p>

Session 3: Group Discussion

Process of getting the case study

- How to develop sound questions (questionnaires) and identify tools for MSC
- Common challenges in developing a case study (group discussion by table)
- Sharing and feedback

Process of getting the case study

Ethics for developing a case study or story

- People and organizations that provide stories of change should be informed that their story will be publicized.
- A document indicating consent to be signed to ensure that the person has truly understood and accepted the reproduction of their story (informed consent)
- Objectivity – avoid bias in analysis (know your role)

Process of getting the case study

- Case study data collection method (role-play)
 - Plan (purpose and scope)
 - Design (questionnaires)
 - Collect (sources, interview, observation)
 - Analyze
 - Write up

Session 4: Tools of case study and MSC

- Case study
- Writing a case study (share one case from participants)
-

Example of a story



Ms. Tim Sam Nol, 29, is an AC committee member of Amlaing commune since 2015. Recently in September 2017, she was elected as the chief of District AC's Federation Committees. She has two children, one boy is 9 years old and one girl is 3 years old. She gained knowledge on appropriate agriculture alternative techniques through trainings, workshops, and exposer visits facilitated by the program. Now she became the first innovator and model farmer at the non-chemical vegetable farm with tomato plantation. She said, "if my farm gets successful, I will scale up and promote this non-chemical farm model

to other AC members of Amlaing commune." For her dream in the future, she wants to see the AC members improve their living conditions by practicing model agriculture techniques and meeting market values through quality products.



Example of a story

Chicken raising made my family life change.

(Storyed by Mr. Yun Rin. CEF in Beng Pram commune)

Mr. Heu Sok a 56 years old man and partner household member said that, "Before LWD started project developments in my village, my family used to raise chickens by the traditional techniques. When using the traditional technique , my production was at a low due to improper way of raising the chickens. The hens, cocks, and chicks faced damages by factors such as theft, other animals, and disease. With productions this low, I couldn't even feed my family or make any money at the market.

Mr. Heu Sok continued to say, "That after joining with LWD project as a partner household, receiving materials, 25 kg of chicken breeds, and training by LWD that I've learned a lot. I'm more knowledgable about which chicken breeds to select, selecting the appropriate place for raising, making good quality of chicken feed, providing quality water to chickens, vaccination and treatment, and how to take good care of the chicks."



Mr.Heu Sok and his wife, Meas Sokphal, live in Beng Tung village Beng Pram commune. (LWD-BAT)

Example of a story

”I am very hopeful that our family will be successful in raising chicken for household food consumption and suppling to the market. In perpective this quarter, I have sold 104 kg chickens and received cash amount of 1,300,000 Riels. This is the largest amount of cash i have ever recieved and I still have other hens that are laying eggs and 120 chicks.”

With a smiling face, Mr. Heu Sok added that through the techniques that he received from LWD, his family will be able to improve their livelihood. He will enlarge the area for raising as well as order to ensure the sufficient. He will show these techniques to other farmers in his village and other villages when they are interesting to learn. With the old technique of chicken raising, products in Cambodia cannot supply to all food consumption to Cambodian people.

At the end, Mr. Heu Sok and his wife Meas Sokphal, proposed that LWD continue operating activities in their village. By doing so they can teach more on agriculture techniques to other families in the village, as well as other development concepts. With great gratitude, me and my family want to thank all LWD staff in Battambang province, and LWD donors that have supported and developed my community in this remote area.



Stories of Changes

What are they?

- Stories of change are one way of learning about the results/impact that a project is having. (Limited to two pages) (or 1000 words)
- A story of change does not focus on the process, but describes where project interventions led to changes (policy, practice, knowledge, behavior and/or attitudes as well as a situation or status).
- The stories provide a way of sharing information, a space to reflect on key lessons and a means of marketing the work to the public and donors.

Stories of Changes

Structure

Section	Proportion	Summary
Introduction	20%	Start by describing the key message from the story Describe the issue at the time the story begins including the date, location, and key actors involved.
Action	25%	Explain the activities (such as meetings, training and workshops, etc.) that were undertaken to address the challenge.
Result	25%	State the success or failure of the course of action on the immediate and in the longer term objectives. If possible describe the impact amongst beneficiaries.
Conclusion	20%	Suggest what were the critical success/failure factors. Describe the lessons for your organization.

Stories of Changes

Steps in writing the story:

Step 1: Choose a story

Step 2: Gather evidence (context, issues, actions, results, factors, lessons, etc.)

Step 3: Write an outline

Step 4: Write the story

Success Stories Guidelines (USAID)

How to tell our stories

- Use powerful statistics
- Communicate progress (how project has made a difference, improved people's life)
- Personal narrative (including beneficiaries and beneficiary quotes)
- A real life example of good work through the lens of the people affected



Success Stories Guidelines (USAID)

Outline

- Headline or title (simple but impactful, summary of the story and including actions verbs).
 - *“SRI and Organic Farming Benefits Farmers, Strengthens Communities”*
 - *“Cocoa Brings Cash, Creates Better Conditions for Farmer Families”*

Success Stories Guidelines (USAID)

Outline (cont.)

- Body
 - challenges and issues encountered, the context – human interesting point
 - Rice farming, yield, not enough to support the family...how they cope with it.
 - Location, situation, land size, poverty rate, more details about the framing practices
 - The action taken and the result
 - What change for the person or community
 - Beneficiary quote

Success Stories Guidelines (USAID)

Outline (cont.)

- Body

- Put the individual story in a bigger picture

- The story is of the hundred farmers participating or benefiting from the projects...
- How many have been changed (gender?) showing a situation before and after the interventions (yield or income). Insert another quote from other person.
- A sign of sustainability or replicability (scale-up) by others, i.e. government agencies, etc.
- Use of photograph (colorful, depict action, capture attention, feature a main character prominently)

Success Stories Guidelines (USAID)

Other points to consider

- Do use powerful statistics that show a large, specifically defined change; show the change over a specific period of time; *and what is achieved at a low cost per unit.*
- Don't lead with \$\$ amounts, but the results
- Do tell stories that showcase a sustainable change.
- Don't tell stories that could represent a one-off success or that aren't connected to a larger narrative or solution.
- Do create emotional/personal connections that bring viewers into the scene.
- Do FEATURE REAL people and quote them



Success Stories Guidelines (USAID)

Common format

- Problem and context
- Solutions
 - Innovation?
- Challenges
- Lessons learnt
- Key features (project information)

ឧប្បទ័នៃការសរសេររឿង

Story Mountain

Climax

This is when the problem reaches a high point!



Rising Action

This includes the events leading up to the main problem or conflict.

Falling Action

This is when the characters work to solve the problem or conflict.

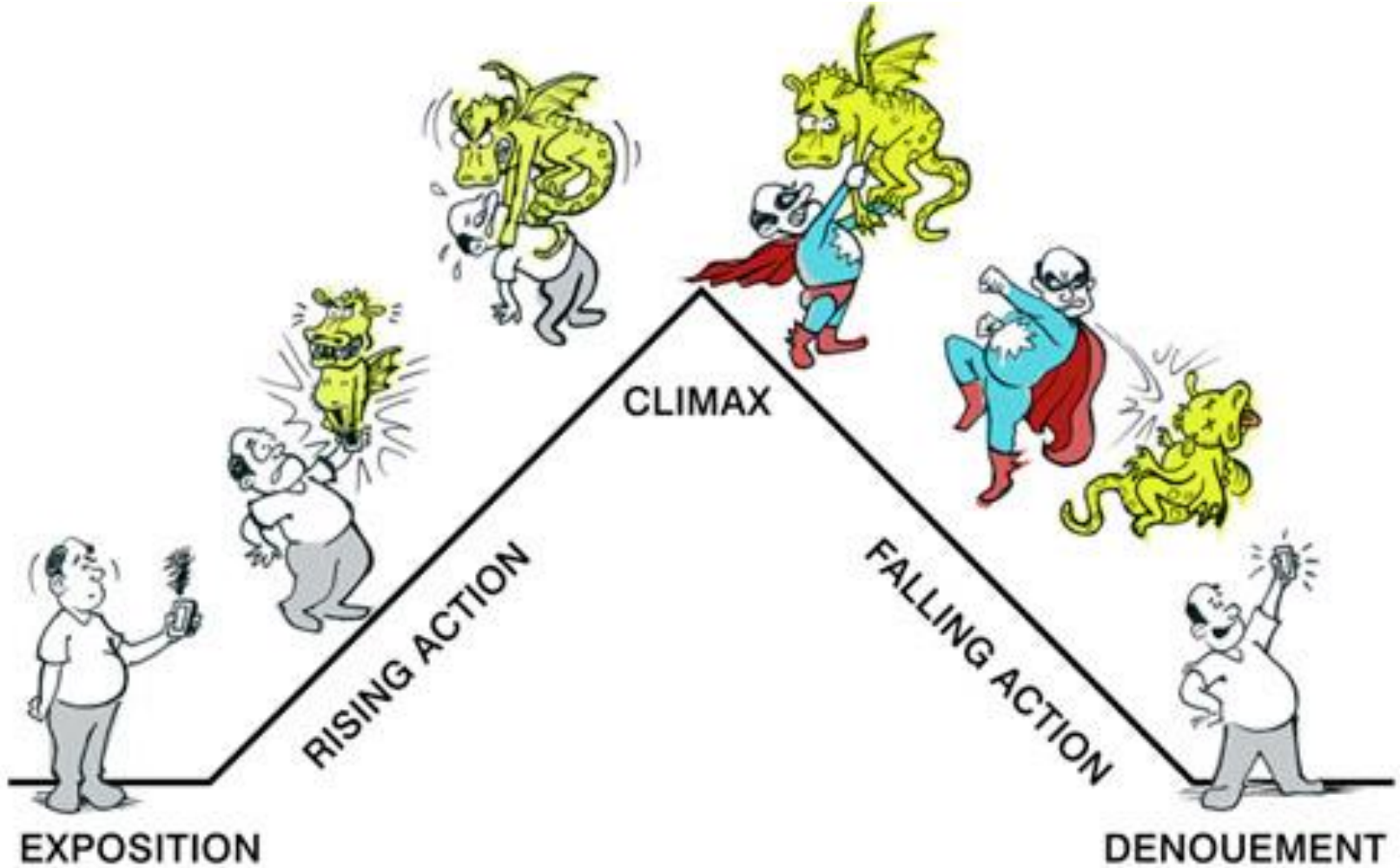
Background

This includes the introduction of characters and setting.

Resolution

This is how things end up in the story.

ទម្រង់នៃការសរសេររឿង



តើសរសេររឿង MSC ដើម្បីអ្វី ? ៖



1. Collect data about the impact of the project as a whole

ប្រមូលទិន្នន័យអំពីផលប៉ះពាល់នៃ
គម្រោងទាំងមូល

2. Promote organisational learning within the project team

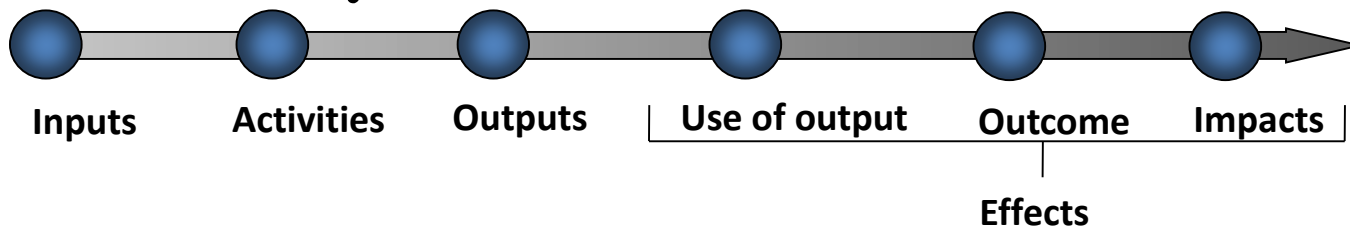
ជាមូលដ្ឋានសម្រាប់ឲ្យអង្គការ និង
ក្រុមការងាររៀនសូត្រ

Steps in MSC

- Defining the domains of change
- Defining the reporting period
- Collecting SC stories
- Selecting the most significant of the stories
- Verification of stories

ការផ្លាស់ប្តូរគួរកត់សំគាល់រួមមានដូចជា ៖

- ❑ ការផ្លាស់ប្តូរទាក់ទងនឹង ទស្សនៈ: ការប្រព្រឹត្ត
- ❑ ការផ្លាស់ប្តូរប្រសិទ្ធភាពនៃការចូលរួមរបស់ប្រជាពលក្នុងសកម្មភាពអភិវឌ្ឍន៍
- ❑ ការផ្លាស់ប្តូរគុណភាព/ស្ថានភាពជីវភាពរស់នៅរបស់ប្រជាពលរដ្ឋ
- ❑ ការផ្លាស់ប្តូរទាក់ទងនឹងនិរន្តរភាពនៃគម្រោង
- ❑ ការផ្លាស់ប្តូរដទៃទៀត ...



សំណួរមេធាវីក្នុងការសរសេររឿងនៃការផ្លាស់ប្តូរ?

- 1) តើអ្នកបានចូលរួមក្នុងគំរោងយ៉ាងម៉េច? តើឥឡូវអ្នកកំពុងពាក់ព័ន្ធយ៉ាងម៉េចនៅក្នុងគំរោងនេះ?
- 2) គិតពីការផ្លាស់ប្តូរសំខាន់ៗ ក្នុងកំឡុងពេលចូលរួមក្នុងដំណើរការគម្រោង (រយៈពេល ១ ឆ្នាំមកនេះ)
- 3) តើអ្វីខ្លះជាការផ្លាស់ប្តូរសំខាន់ៗចំពោះខ្លួនអ្នក សហគមន៍ឬ ស្ថាប័ន (វិជ្ជមាន ឬ អវិជ្ជមាន)?
- 4) កត្តាអ្វីដែលនាំឱ្យមានការផ្លាស់ប្តូរនេះ?



សំណួរដ៏សំខាន់ក្នុងការសរសេររឿងនៃការផ្លាស់ប្តូរ?

- 5) តើកត្តាខាងក្រៅអ្វីខ្លះដែលជួយជំរុញឱ្យមានការផ្លាស់ប្តូរនោះ?
- 6) តើអ្នកជួបឧបសគ្គអ្វីខ្លះនៅក្នុងដំណើរការគម្រោង(រយៈពេល ១ ឆ្នាំនេះ)?
- 7) តើអ្នកបានធ្វើអ្វីខ្លះដើម្បីជំនះឧបសគ្គទាំងអស់នោះ?
- 8) តើមេរៀនរៀនសូត្រសំខាន់ៗ ឬ យោបល់ត្រឡប់អ្វីខ្លះដែលអ្នក គិតថាសំខាន់ និង ចង់ចែករំលែកទាក់ទងនឹងដំណើរការ គម្រោង?



ទម្រង់នៃការសរសេររឿងនៃការផ្លាស់ប្តូរ?

គោលការណ៍នៃនាំក្នុងការសរសេររឿង(មិនគួរលើសពី ២-៣ ទំព័រឡើយ)

- 1) សេចក្តីផ្តើមអំពីរឿង(ស្ថានភាពមុន និងការចូលរួមសកម្មភាព ឬការទទួលបាននេសាទ)
- 2) ពណ៌នាការប្រែប្រួលបែបពិស្តារ (រួមទាំងអារម្មណ៍អ្នកពាក់ព័ន្ធ)។
- 3) ពណ៌នាកត្តាទាំងឡាយដែលជំរុញអោយមានការផ្លាស់ប្តូរ
- 4) ទាញជាការសន្និដ្ឋានខ្លីអំពីរឿងផ្លាស់ប្តូរ។



Start Stop Continue (Change)

Template 1

Section	Explanation
Stop	What are we doing in our organization that is not working? (Something we should STOP)
Start	What should we put in place to improve our organization? (Something we should START)
Continue	What is working well in our organization and should be continued? (Something we should CONTINUE)
Change	What is working to some extent and would benefit from minor changes? (something we should change)

Start Stop Continue (Change)

Template 1

Section	Explanation
Stop	What wastes time and resources? What is not working? What is not of value?
Start	What would add value? What new skill/tool/system would help? What new process would help?
Continue	What works well? What provides value? What connects people?
Change	What should we update? What should we upgrade? What can be improved?

Start Stop Continue (Change)

Template 2

Action	What and why
Stop	
Start	
Continue	
Change	

Group work:

- List three things we are currently doing that we should STOP.
- List three things that we should START that would improve our organization/ service.
- List three things we are currently doing in our organization that should CONTINUE.
- List three things we are currently doing in our organization that should CHANGE.



Practical exercise

- Practice (raise case study by sector)

Discussion and feedback

- Share the result of discussion
- Feedback (one of two case studies)



**THANK
YOU!**

