

Minute of The 35th Monitoring and Evaluation Learning Forum

“Baseline Study Report Writing”

30th October 2025, 8:00 am – 5:00 pm

Hybrid platform at Tonle Bassac2 restaurant

Participants 70 people (30 female)



I. Objectives of the Learning Forum

Participant shared experiences and learn related to:

- Strengthen report writing skill on baseline study.
- Create space for learning and sharing report writing skills on baseline study
- Build network for M&E person

Opening Remarks by **Mr. Chea Vibol**, Head of Communications and Membership Development from CCC on this forum: He would like to say thanks to all participants, especially the M&E working group members who

Partnerships for Sustainable and Democratic Development in Cambodia

always support CCC in organizing this forum to our members. After having provided the series of M&E learning forums from 2023 until end of 2025 on the process of conducting the Baseline study, data collection, data cleaning and analyzing for baseline. Now it is time for the report to write on this baseline study.

Mr. Vibol ended thanks to all participants and M&E working group members, and he believes that this forum will be useful for participants to learn more about how to write a report of baseline from our resource person.

Mr. Vang Sean led the session of Reflection on what participants have learnt & applied to their work from last forum on 21 February 2025.

Mr. Kork Sineth from Lovann Cooperation mentioned that *“I have learned develop questionnaires and process of data collection by using Pivot Table for data analysis.”*

- ⇒ **Mr. Mok from MCC**, for Process of doing Baseline we cooperate with partners to reflect on who will be responsible for data collection and prepare teamwork by creating ToR to share role and responsibilities with them.
- ⇒ **Ms. Sophorn from Chab Dai**: Develop questionnaire, data collection, form team, pilot questionnaires, data analysis-data cleaning & validation, and finally to report writing for this baseline.

After that Mr. Vang Sean: overview of data collection, processing and analysis. By asking below questions:

What is data interpretation? One participant mentioned that it is the information of what we analyze the data with no additional information from personal assumption.

Which information should we use pie chart?

=> Pie chart is for showing the data which total calculation is 100%. Bar Chart: is the number for comparison from each group with multiple choice.

Mr. Heng Kun shared on the report's structure: [What would you write about the executive summary?](#)

- 1)- Executive Summary
- 2)- Background/Introduction
- 3)- Objective of the baseline
- 4)- Scope and limitation of the Study
- 5)- Method of study
- 6)- Findings
- 7)- Conclusion and
- 8)- Recommendations
- 9)- Annex

Before writing the baseline report, what key document do we need to prepare? => Inception Report.

Partnerships for Sustainable and Democratic Development in Cambodia

www.ccc-cambodia.org
info@ccc-cambodia.org
T +855 (0)23 214 152

#9-11, Street. 476,
Toul Tompoung 1, Chamkamorn
P.O. Box 885, Phnom Penh, Cambodia



An **Inception Report** is a planning and design document developed before starting a baseline study, evaluation, or research project. It explains what will be done, why it will be done, and how it will be done. Think of it as the blueprint or roadmap that guides the entire study. It is normally prepared by the consultant or M&E team after reviewing project documents and discussing with the implementing agency or donor.

- **How can we set data with not too much over or under target?** => Mr. Veasna from iDE: we have sanitation marketing by selling to community. We set by estimation on our resource, staff who responsible for selling, selling costing rate.

Mr. Narith mentioned that “we have to avoid setting 100% target, set based on level of indicator (Output, Outcome, Impact level)”.

Mr. Khim Narith shared on the How to Write Key Findings, Conclusions, & Recommendation

Tips for Writing Demographic Information in Baseline Research:

1. Present only relevant demographic information
2. Group findings by themes, not by questionnaire order
3. Summarize data rather than listing every figure
4. Always interpret what the data means
5. Link demographic findings to project implications
6. Keep narrative and numbers balanced
7. Use total and sub-sample sizes clearly
8. Use tables and visuals strategically
9. Maintain consistency in terms and units
10. Keep tone objective but analytical
11. Compare with relevant benchmarks if available
12. Avoid redundancy between text and annexes
13. Close the section with a short synthesis

*****Tips for Writing Project’s outcomes:**

*A strong baseline outcome section tells a **story of behavior**, not just a collection of statistics. It identifies what people **know**, how they **feel**, and what they **do** — and highlights where the project must focus to achieve change.*

1. Understand What “Outcome” Means
2. Organize the Section Using the KAP Framework
3. Write Narratives, Not Lists
4. Interpret, Don’t Just Describe
5. Show the Behavioral Flow

Partnerships for Sustainable and Democratic Development in Cambodia

www.ccc-cambodia.org
info@ccc-cambodia.org
T +855 (0)23 214 152

#9-11, Street. 476,
Toul Tompoung 1, Chamkamorn
P.O. Box 885, Phnom Penh, Cambodia



6. Include a Summary Table of Key Indicators
7. Use Comparative and Reference Data
8. Be Honest About Gaps and Limitations
9. Link Findings to Program Strategy
10. Ensure Consistency Across Indicators
11. Balance Quantitative and Qualitative Insights
12. Summarizing Outcome Findings by Behavior Change Theme
13. Use Transitional and Analytical Phrases

Writing Conclusions & Recommendations:

What is conclusion? => To summarize what the data mean — not just what they show. Conclusions interpret the findings and connect them to project objectives.

What is recommendation? => To propose specific, actionable solutions based on the evidence and aligned with project goals.

*****Tips to write Conclusions:**

- 1: Revisit Objectives and Indicators
- 2: Synthesize, Don't Repeat Data
- 3: Classify Findings by KAP
- 4: Identify Gaps and Barriers
- 5: Link to Project Outcomes

*****Tips to write Recommendations:**

- 1: Base Every Recommendation on Evidence
- 2: Make Recommendations Actionable
- 3: Classify Recommendations by Level of Action
4. Be concise but interpretive
5. Use transition phrases
6. Avoid judgmental language
7. Show linkage to project theory of change

V. Detailed Agenda

| Date/Time | Content | Responsible by: |
|-----------------|--------------|-----------------|
| 8:00AM – 8:30AM | Registration | CCC |

Partnerships for Sustainable and Democratic Development in Cambodia

www.ccc-cambodia.org
info@ccc-cambodia.org
 T +855 (0)23 214 152

#9-11, Street. 476,
 Toul Tompoung 1, Chamkamorn
 P.O. Box 885, Phnom Penh, Cambodia



| | | |
|--------------------|--|---|
| 8:30AM – 8:40AM | Open Remarks | CCC |
| 8:40AM -9:45AM | <p>Sharing on:</p> <ul style="list-style-type: none"> - Reflect on what you have learnt from last forum & share your experiences of what you have applied. - Share on practical baseline study process. - Overview/summary on baseline study process. - Summary data interpretation | <p>Mr. Vang Sean, Freelance consultant and M&E working group of CCC</p> |
| 9:45 AM- 10:00 AM | Break | All |
| 10:00 AM- 12:00 PM | <p>Sharing on:</p> <ul style="list-style-type: none"> - Overview of report structure (<i>ask participants to share their experience on report structure of baseline study</i>). - Report structure (<i>overview of baseline study report structure</i>) | <p>Mr. Heng Kun MEAL Advisor from Terre des Hommes Netherlands organization and M&E working group of CCC</p> |
| 12:00 PM- 1:30 PM | Lunch | All |
| 1:30 PM-3:15 PM | <p>For afternoon session we will discuss:</p> <ol style="list-style-type: none"> 1. Findings <ol style="list-style-type: none"> 1.1 Description of respondent 1.2 Goal • Goal Indicator 1: Description of indicator, Definition, Disaggregation, Calculation, Data analysis of baseline value, | <p>Mr. Khim Narith, <i>MEL Specialist,</i> <i>Freelance Consultant</i> and M&E working group of CCC</p> |
| 3:15 PM - 3:30 PM | Break | All |
| 3:30 PM- 4:45PM | <p>Continue sharing on:</p> <ol style="list-style-type: none"> 1.3 Outcome1 1.4 Outcome2 1.5 Outcome3 2. Conclusion 3. Recommendation 4. Annex | <p>Mr. Khim Narith, <i>MEL Specialist,</i> <i>Freelance Consultant</i> and M&E working group of CCC</p> |
| 4:45PM - 5:00PM | Recap and closing remarks | |

Note: CCC will use the event photos from the learning forum for posting in CCC's website and other official use. CCC reserves the right to change the agenda based on the availability of the speakers and time constraints.

Partnerships for Sustainable and Democratic Development in Cambodia

www.ccc-cambodia.org
info@ccc-cambodia.org
T +855 (0)23 214 152

#9-11, Street. 476,
Toul Tompoung 1, Chamkamorn
P.O. Box 885, Phnom Penh, Cambodia

