



Baseline Study Report Writing

Organized by: M&E CCC Network

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1. What should a professional Baseline Study Report contain?

Contents of BASELINE REPORT

Acknowledgement

1. Executive Summary
2. Introduction/ Background
3. Objectives of the Baseline Study
4. Scope and limitation of the Study
5. Methodology
6. Findings
7. Conclusion
8. Recommendations
9. Annex
 - Baseline Values of Project Indicators
 - ToR
 - Data Collection Tool

ACKNOWLEDGEMENT



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Cooperation Committee
for Cambodia
Comité de Coopération
Pour le Cambodge

Partnerships for Sustainable and Democratic Development in Cambodia



ACKNOWLEDGEMENT

What would you write about the acknowledgement in the baseline report?

This section aims to describe to those who support the baseline study process we want to thank and acknowledge to.

1. EXECUTIVE SUMMARY

What would you write about the EXECUTIVE SUMMARY in the baseline report?

1. EXECUTIVE SUMMARY

Summary of:

- 1) Background
- 2) Objective of the baseline,
- 3) Method of the study,
- 4) Findings,
- 5) Conclusion, and
- 6) Recommendations.

2. BACKGROUND

2. BACKGROUND

Summary of:

- 1) Organization information: short history, vision, mission, programme.
- 2) Project summary =>
- 3) Project Theory of Change/
Summary of Logframe

Project Summary:	
Project title	
Total budget	
Donor(s)	
Period start and end dates	
Programme	
Location(s)	
Target groups/ beneficiaries	
Key stakeholders/ partners	
NGO partners	

3. OBJECTIVES OF THE BASELINE STUDY

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- 1) Establish baseline data/values for project indicators:** Collect data representing initial conditions and benchmark values for measuring future change.
- 2) Refine project indicators:** Review and, if needed, adjust indicators to ensure they are measurable, relevant, and effective in tracking progress.
- 3) Inform Target Setting:** Support realistic, evidence-based targets and refine indicators.
- 4) Inform intervention phasing and targeting:** Use findings to guide sequencing, geographical focus, and targeting of project interventions for greater efficiency and relevance.

4. SCOPE AND LIMITATIONS OF THE STUDY

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What would you write about the SCOPE AND LIMITATIONS in the baseline report?

Briefly describes about:

- 1) Representativeness of the population study
- 2) Study design
- 3) Data collection method

5. METHODOLOGY

5. METHODOLOGY

- 5.1. Study design
- 5.2. Study Area and Population
- 5.3. Data Collection Methods
- 5.4. Sample Size and Sampling Method
- 5.5. Data Management and Analysis
- 5.6. Data Quality Assurance
- 5.7. Ethical and Safeguarding Considerations

5.1. Study design

Describe the overall research approach (e.g., **cross-sectional, mixed-methods, descriptive, or comparative**,).

Explain **why this design was chosen**, linking it to study objectives and indicator types.

Clarify whether the study includes **both quantitative and qualitative** components and how they complement each other (triangulation).

Indicate the **geographic scope** and **target population** covered by the baseline.

5.2. Study Area and Population

Briefly describe the geographical coverage (provinces, districts, or communities).

Define the target population (e.g., households, farmers, youth, health workers).

- State inclusion and exclusion criteria for participants.

5.3. Data collection method

- Describe data sources:
 - **Primary data:** household surveys, KIIs, FGDs, direct observations
 - **Secondary data:** project documents, national statistics, reports.
- Explain tools and instruments used (e.g., structured questionnaires, FGD guides).
- Mention the **data collection process** (timeline, fieldwork duration, supervision).
- Include the **languages used**, translation/back-translation process, and any **digital data collection platforms** (e.g., KoboToolbox, ODK, SurveyCTO).

5.4. Sample size and selection method

- Define the **sampling frame** and the rationale for selecting it.
- Describe **sampling design** (random, stratified, cluster, or purposive).
- Explain how the **sample size was determined** (statistical formula, confidence level, margin of error, or saturation for qualitative data).
- Provide the sample distribution for different data collection methods — such as household surveys, Key Informant Interviews (KIIs), and Focus Group Discussions (FGDs) — disaggregated by location, sex, and other relevant population groups.

<http://www.raosoft.com/samplesize.html>

5.4. Sample size and selection method

Survey	Target Population	Sample			
		F	M	Other Gender	Total
Children					
Caregivers					

FGD	# Group	# Participants/ Group
Girl		
Boy		
Mixed Children		
Community		

<http://www.raosoft.com/samplesize.html>

5.5. Data management and analysis

- 1) How the data collection process – using hard copy or digital data collection platform for the quantitative (Household survey or desk review) and qualitative (FGD, KII, desk review)
- 2) How to store data to ensure privacy and security
- 3) Program to use for the data analysis (SPSS, STATA, ...)
- 4) How to process data
- 5) How the data disaggregated and reported

5.6. Data Quality Assurance

➤ Tool Development & Pretesting:

- Instruments aligned with indicators, pilot tested for clarity and cultural relevance.

➤ Enumerator Training & Supervision

- Comprehensive training on tools, ethics, and safeguarding.
- Daily field supervision, spot checks, and back-checks for accuracy.

➤ Standardized Data Collection

- Consistent sampling and interviewing procedures.
- Use of unique identifiers to prevent duplication or omission.

➤ Data Entry & Validation

- Built-in system checks, double entry, and manual verification of inconsistencies.

➤ Data Cleaning

- Regular review of missing or outlier data; full documentation of cleaning steps.

➤ Quality Monitoring & Final Validation

- Field verification logs and validation workshops to confirm data consistency.

5.7. ETHICS AND SAFEGUARDING CONSIDERATIONS

1) Ethical Review and Approval:

- Research protocol and tools submitted to an Ethics Review Committee for approval.
- Compliance with national and institutional ethical standards.

1) Safeguarding Policy Compliance:

- All field staff trained and briefed on safeguarding and child protection.
- Code of conduct signed; zero tolerance for abuse or discrimination.
- Designated safeguarding focal point for incident reporting.

1) Informed Consent and Assent

- Adults: Voluntary participation with full informed consent.
- Children: Parental/guardian consent + child assent obtained.
- Participants informed of their rights and confidentiality protections.

1) Participant Safety and Confidentiality

- Data anonymized and securely stored.
- Interviews conducted in safe, private, and child-sensitive environments.
- Any safeguarding concerns followed referral and reporting protocols.