



Women in Informal Employment:  
Globalizing and Organizing

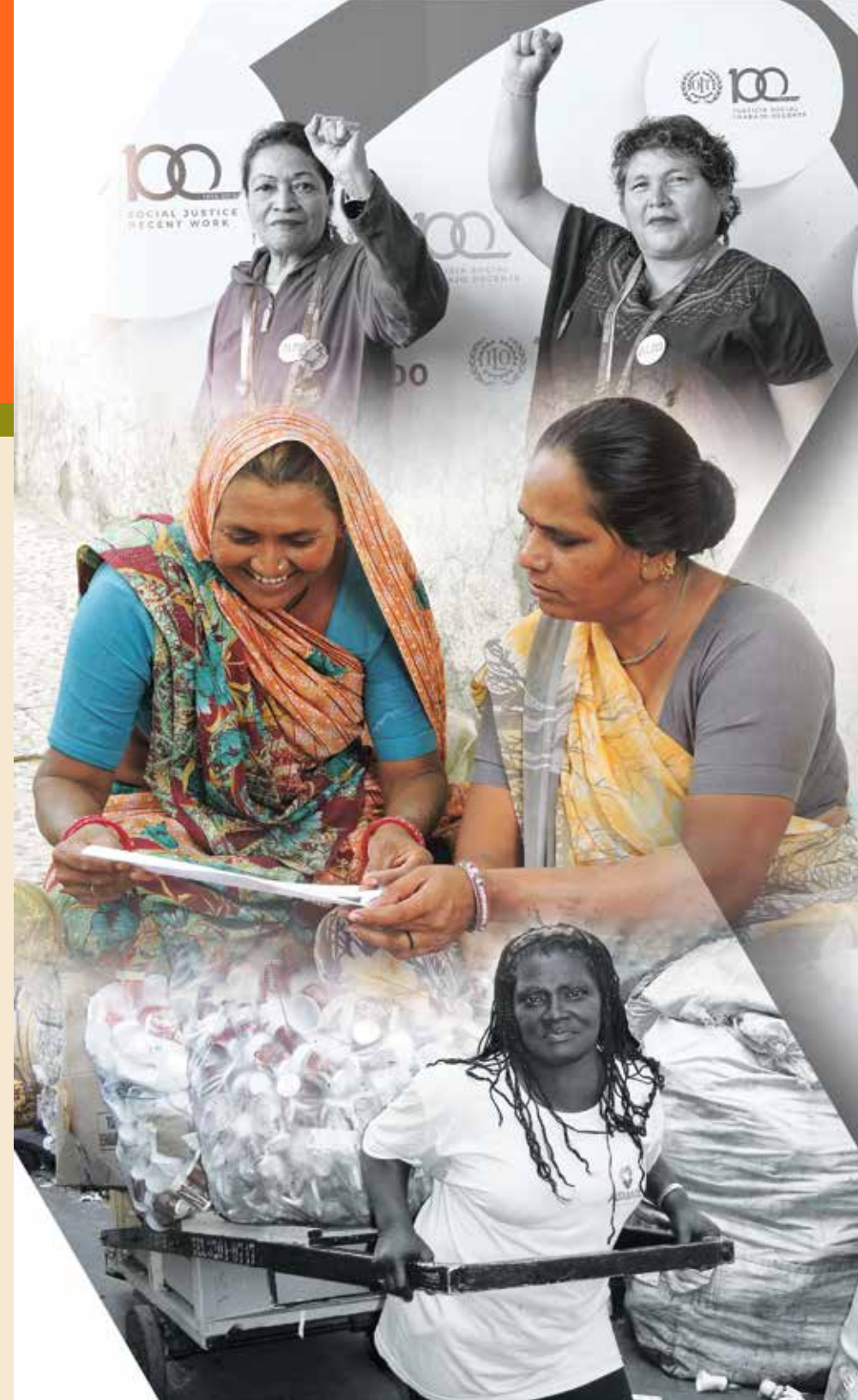
## WIEGO MONITORING, LEARNING AND EVALUATION TOOLKIT

### TOOL 1

#### How to write an outcome statement

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with inputs from Carmen Wilson-Grau  
and WIEGO team members

MAY 2022





# HOW TO WRITE AN OUTCOME STATEMENT

## DESCRIBING

- The changes you've influenced
- Why each change matters
- What you did to influence the changes

We would like to thank Conny Hoitink for her shared expertise on OH, her suggested improvements and review of the French translation. Renata Farias and the translators from Abrapalabra Servicios Lingüísticos for the Spanish and French translation. And Valentina Reid for her work with layout of these tools.

**MAY 2022**

### Cover Photos, from top to bottom:

On the right side is Fidelia Hernández de Subuyuj from Guatemala. She was part of the IDWF delegation, in representation of the affiliate: Sindicato de Trabajadoras Domésticas Similares y a Cuenta Propia (SITRADOMSA) at the C190 meeting in Geneva, Switzerland in 2019. **Photo credit: S. Trevino**

Domestic workers in Delhi are not registered under the social security authority. This has resulted in their exclusion from emergency cash grants, which have been extended to registered groups of unorganized sector workers, such as construction workers. **Photo credit: K. Hughes**

Dona Maria Brás, a tireless force in helping Brazilian waste pickers overcome persecution and gain respect and security as members of cooperatives ventures. She was one of the founders of the Association of Paper, Cardboard, and Recyclable Materials (ASMARE Coop). **Photo credit: S.Dias**

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**WIEGO'S MLE TOOLKIT** has a series of tools, each with a different focus.  
You may need to use some of them together.

### WIEGO MONITORING, LEARNING AND EVALUATION TOOLKITS:

#### 1. How to write an outcome statement

##### 2 You write your outcome statement in 3 parts

- 2 How to describe the outcome
- 3 How to write significance
- 4 How to describe your contribution
- 5 Examples of outcome statements drafted in this format

##### 9 Tips for drafting

- 10 Some tips for drafting outcome descriptions
- 12 Negative outcomes
- 13 Building a chain of outcomes over time
- 14 A tip on significance
- 14 Some tips on drafting contributions

#### 2. How to harvest outcomes you notice in your day-to-day work

#### 3. How to evaluate your training or workshop during and after

#### 4. Where to find outcomes of research uptake and how to use them for learning and adaptation

#### 5. How to conduct a participatory evaluation workshop: Harvesting outcomes

#### 6. How to conduct a participatory outcomes evaluation workshop: Analysis and strategic learning

#### 7. How to conduct an online participatory evaluation workshop: Harvesting outcomes

#### 8. How to conduct an online participatory outcomes evaluation workshop: Analysis and strategic learning

### THE FOCUS OF THIS TOOL

This tool explains how WIEGO documents its outcomes, why they matter (their significance) and what role WIEGO or partners played in influencing the actors in the outcomes (the contribution)

The video at this link provides an overall explanation: [How is an outcome statement formulated?](https://vimeo.com/382379969)

[vimeo.com/382379969]

Throughout this tool there is mention of MBOs and Nets. MBO refers to 'membership-based organizations' such as organizations of street vendors or domestic workers or waste-pickers or home-based workers. WIEGO uses 'Nets' to refer to networks of such MBOs.

# SECTION A

## WRITING YOUR OUTCOME STATEMENT

### CONTENTS

- 2 How to describe the outcome
- 3 How to write significance
- 4 How to describe your contribution
- 5 Examples of outcome statements drafted in this format



# YOU WRITE YOUR OUTCOME STATEMENT IN 3 PARTS

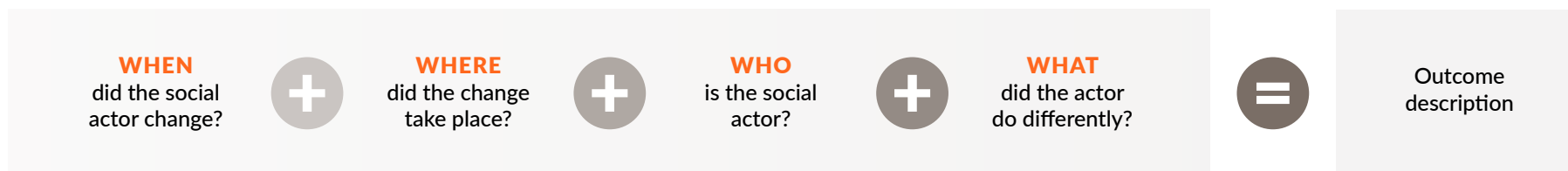
1. OUTCOME DESCRIPTION	2. SIGNIFICANCE (OF THE OUTCOME)	3. CONTRIBUTION DESCRIPTION
Describes in a sentence, the change made by an external social actor (person or institution) that you influenced, directly or indirectly, intentionally or unintentionally, providing only the facts with no value-judgement, no adjectives. It could be verified by an outsider.	Describes why this change matters in your context in relation to the intended outcomes of your theory of change. Do not use this space to provide more factual information. Rather use it to give your interpretation of significance, in one sentence.	Describes what you or your partners did to influence the change (outcome) whether directly or indirectly, intentionally or not. You provide only the facts with no value-judgement, no adjectives. It could be verified by an outsider.

Each part of the outcome statement needs to be written in a way that is clear and simple. Below we describe how to construct each part.

## HOW TO DESCRIBE THE OUTCOME

An 'outcome' is when another social actor – an individual, group or community, organization, institution – makes an observable, verifiable change in behaviour, relationships, actions, activities, agendas, policies or practices that was influenced, directly or indirectly, intentionally or unintentionally.

Note that new knowledge or mindset change is not an outcome in itself. When someone uses that new knowledge or attitude to do something different, that observable behaviour change is the outcome.



OUTCOME NUMBER	WHEN?	WHERE?	WHO?	WHAT?
	<p data-bbox="401 310 716 354">When did this happen?</p> <ul data-bbox="411 396 680 688" style="list-style-type: none"> <li>• Date?</li> </ul> <p data-bbox="411 444 436 464">or</p> <ul data-bbox="411 496 575 521" style="list-style-type: none"> <li>• Month/Year</li> </ul> <p data-bbox="411 545 436 565">or</p> <ul data-bbox="411 597 680 688" style="list-style-type: none"> <li>• During which period? E.g. "From Nov '19 to March '20, ....."</li> </ul>	<p data-bbox="789 310 1104 354">Where did this happen?</p> <ul data-bbox="800 396 936 505" style="list-style-type: none"> <li>• Place?</li> <li>• Province?</li> <li>• Country?</li> </ul> <ul data-bbox="800 545 995 570" style="list-style-type: none"> <li>• At what event?</li> </ul> <p data-bbox="800 618 1058 675">And, if this is not clear, then:</p> <ul data-bbox="800 708 936 816" style="list-style-type: none"> <li>• Local?</li> <li>• National?</li> <li>• Regional?</li> </ul>	<p data-bbox="1178 310 1493 418">Which person or institution is this outcome about?</p> <ul data-bbox="1188 467 1465 711" style="list-style-type: none"> <li>• Include the person's name and position</li> <li>• Include the name of the institution with full details</li> <li>• If a group: how many, age, from where?</li> </ul>	<p data-bbox="1566 310 1923 386">What did they do differently?</p> <ul data-bbox="1577 435 1906 634" style="list-style-type: none"> <li>• Was it a change in behaviour, relationships, actions, activities, agenda, policy or practice?</li> <li>• Use the active verb – 'it or they did what'</li> </ul>

## HOW TO WRITE SIGNIFICANCE

Explain in one or two short sentences:

- Is this a positive or negative outcome?
- From your programme's point of view, why is this outcome significant or worth noting in the current context in relation to what you are trying to achieve as described in your theory of change? Is it a turning point? Is it a set-back? Is it the first time? Is it a step forward in your hoped-for outcomes over time?



The significance statement is your interpretation, your sense-making, your time to reflect on it and how well your work is having the influence you hoped it would, or is alerting you to unexpected or unintended directions that are positive or negative.

Do not use 'significance' to add in more factual or background information.

## HOW TO DESCRIBE YOUR CONTRIBUTION

'Contribution' refers to what you or your partners or other people or institutions you have already influenced, did to influence the new outcome. If the actor who contributed to influencing the outcome was someone other than WIEGO e.g. an MBO (membership-based organization) or Net (network of organizations) or a social actor WIEGO had influenced earlier, please describe not only that actor's contribution, but also indicate what WIEGO's influence was, whether directly or indirectly or at a much earlier stage.



Not every activity of yours will immediately lead to an outcome. Sometimes you will describe a group of activities over time.



OUTCOME NUMBER	WHEN?	WHERE?	WHO?	WHAT?
The contribution number is same as outcome number	<p><b>When did this happen?</b></p> <ul style="list-style-type: none"> <li>• Date?</li> <li>or</li> <li>• Month/Year</li> <li>or</li> <li>• During which period? E.g. "From Nov '19 to March '20, ....."</li> <li>• It must have happened before the outcome</li> </ul>	<p><b>Where did this happen?</b></p> <ul style="list-style-type: none"> <li>• Place?</li> <li>• Province?</li> <li>• Country?</li> </ul> <p>And, if this is not clear, then:</p> <ul style="list-style-type: none"> <li>• Local?</li> <li>• National?</li> <li>• Regional?</li> </ul>	<p><b>Which part of WIEGO?</b></p> <ul style="list-style-type: none"> <li>• If the main contributor was not WIEGO, give their full name, position, organization</li> <li>• In the 2nd sentence name which part of WIEGO contributed, even if indirectly, partially or unintentionally</li> </ul>	<p><b>What did you do?</b></p> <ul style="list-style-type: none"> <li>• What did the person (WIEGO, or MBO/ Net or another) do that contributed to influencing the actor in the outcome?</li> <li>• This could include multiple activities</li> <li>• Use the active verb – 'we or they did what'</li> </ul>



## EXAMPLES OF OUTCOME STATEMENTS DRAFTED IN THIS FORMAT

Example of a **decision maker agreeing to take action**

OUTCOME NUMBER	Outcome Description	Significance	Contribution Description
ORP 1	<b>WHEN</b> On 16 May 2019, <b>WHERE</b> in Pretoria, South Africa, <b>WHO</b> officials of the national Department of Cooperative Governance (DOCG) <b>did WHAT</b> agreed to ask the Department of Forestry and Fisheries to have a meeting with coastal municipalities on issues affecting subsistence fishers.	(Positive) This demonstrates the initiation of government action towards implementation of R204, despite the stalling of the National Task Team. It is evidence of ORP outcome 1, stronger national membership organizations, and a step towards WIEGO's intended outcome of using international policy to influence national policy.	<b>WHEN</b> On 16 May 2019, <b>WHERE</b> in Pretoria, South Africa, <b>WHO</b> informal worker representatives of the five sectors on the Task Team for the rollout of ILO Recommendation R204, with Pat Horn and Jane Barrett representing ORP, <b>did WHAT</b> met with officials of the Department of Cooperative Governance.

Example of a **civil society group developing a plan of action**

OUTCOME NUMBER	Outcome Description	Significance	Contribution Description
SP 1	<b>WHEN</b> From 17-19 September 2019, <b>WHERE</b> in Lomé, Togo's, <b>WHO</b> Technical Committee on the Informal Economy – a coalition of trade unions and MBOs which includes StreetNet International affiliate FAINATRASIT <b>did WHAT</b> developed their first joint advocacy strategy on social protection.	This is the first time that the Inter-Union Technical Committee on the Informal Economy had the resources to bring together its different constituents in order to jointly develop an action plan to guide its advocacy on social protection. This is in line with SPP's objective of developing social protection as a tool for movement building in the informal economy.	<b>WHEN</b> From 17-19 September 2019, <b>WHERE</b> in Lomé, Togo, <b>WHO</b> SPP <b>did WHAT</b> raised money from FES Zambia and used it to run a social protection strategy workshop for 29 people (35% women).

### Example of an external actor agreeing to partner with WIEGO

OUTCOME NUMBER	Outcome Description	Significance	Contribution Description
Stats 1	<p><b>WHEN</b> In May 2018, <b>WHO</b> UN Women <b>did WHAT</b> decided to collaborate with WIEGO Statistics Programme in preparing a <b>WHERE</b> Senegal data sheet and have since allocated \$8000 for this work although the process of identifying how the funds will be released and how the work will get done is an ongoing one as of March 2020.</p>	<p>This is a key step in ensuring that informal workers in Senegal have the data they need to advocate for inclusion of informal workers in policy and practice, which is WIEGO's key visibility objective.</p>	<p><b>WHEN</b> In March 2018, <b>WHERE</b> at a side meeting in connection with the United Nations Statistical Commission meeting, <b>WHO</b> WIEGO's, Joann Vanek of the Statistics Programme, <b>did WHAT</b> talked with Yves Soutongnooma of the UN Women office in Senegal and Jessa Encarnacion of the Statistics Unit of UN Women, about the need for and potential of them partnering with WIEGO in designing a Senegal data sheet. They were taken with the WIEGO datasheet on urban workers in South Africa and saw the need for the UN WOMEN Project, Women Counts (funded by Gates and Sweden in 12 countries) to produce outputs like this.</p>

### Example of a national forum using WIEGO's information in a declaration

OUTCOME NUMBER	Outcome Description	Significance	Contribution Description
UPP 1	<p><b>WHEN</b> On 5 October 2019, <b>WHERE</b> in Johannesburg, <b>WHO</b> the South African Jobs Summit Declaration <b>did WHAT</b> committed to incorporating waste pickers into municipal waste management systems. See <a href="http://nedlac.org.za/jobs-summit-2018/">http://nedlac.org.za/jobs-summit-2018/</a>.</p>	<p>This outcome achieves a key objective of UPP/WIEGO which is recognition of informal work in urban planning.</p>	<p><b>WHEN</b> From June to October 2018, <b>WHO</b> UPP's Caroline Skinner and Mike Rogan's (<b>WHERE</b> &amp; <b>did WHAT</b>) conducted strategic engagement with South Africa's Job Summit process which included a policy paper submission, 'Policy Brief 1: Informal Economy/Sector Policy Brief' and a panel presentation, 'The South African Informal Economy', at the Development Bank South Africa in July 2018.</p>

Example of an **institution responding to worker pressure**

OUTCOME NUMBER	Outcome Description	Significance	Contribution Description
FC 1	<p><b>WHEN</b> Between August and October 2019 <b>WHERE</b> in Delhi, <b>WHO</b> the four Delhi municipal authorities (North, South &amp; East Municipal Corporations and New Delhi Municipal Council) <b>did WHAT</b> issued 3000 occupational ID cards to waste pickers.</p>	<p>This outcome achieves one of Focal Cities' intended outcomes of 'sustainable change'.</p>	<p><b>WHEN</b> Between August and October 2019, <b>WHERE &amp; WHO</b> the Delhi Roundtable (DRT- a platform of waste pickers' organizations) <b>did WHAT</b> ran an ID card campaign targeting the Delhi municipal authorities.</p>

Example of **workers using WIEGO materials**

OUTCOME NUMBER	Outcome Description	Significance	Contribution Description
SP 1	<p><b>WHEN</b> In September 2019 <b>WHERE</b> in Bangkok at the ASEAN People's Forum, <b>WHO</b> HomeNet South-East Asia's <b>did WHAT</b> explanation of its stance on Universal Health Care helped it to secure opportunities to engage other civil society organizations, which gave them the convening power to convene a multi-stakeholder workshop to chart an agenda on social protection research in ASEAN in January 2020 in Bangkok.</p>	<p>This validates WIEGO's theory of change that workers ability to use data and analysis increases the visibility and perceived validity of their arguments.</p>	<p><b>WHEN</b> Between April and September 2019, <b>WHO</b> WIEGO Communications <b>did WHAT</b> created a professional brochure on HNSEA's stance on universal health care.</p>

Example of preventing a change that would negate workers' rights

OUTCOME NUMBER	Outcome Description	Significance	Contribution Description
UPP 2	<p><b>WHEN</b> In August 2019, <b>WHO &amp; WHERE</b> the President of the State Legislature of Minas Gerais, Brazil, <b>did</b> <b>WHAT</b> committed to block upcoming incineration bills.</p>	<p>Waste pickers in the city are pushing for inclusive recycling policies but have experienced push-back. This outcome keeps UPP and MBO partners' efforts in relation to their goals for Belo Horizonte on track.</p>	<p><b>WHEN</b> From July 2019 - October 2019, <b>WHERE</b> in the city of Belo Horizonte and state of Minas Gerais, Brazil, <b>WHO</b> WIEGO <b>did</b> <b>WHAT</b> supported the National Waste Picker's Movement (MNCR) and their partners through a series of meetings which culminated in them holding a meeting with representatives from the state legislature, to challenge the increase of incineration threats.</p>

# SECTION B

## TIPS FOR DRAFTING

### CONTENTS

- 10 Some tips for drafting outcome descriptions
- 12 Negative outcomes
- 13 Building a chain of outcomes over time
- 14 A tip on significance
- 14 Some tips on drafting contributions



# TIPS FOR DRAFTING



## SOME TIPS FOR DRAFTING OUTCOME DESCRIPTIONS



**Focus on who has changed, not on what you did.**

What you did will go into your contribution description and should not be repeated here.



**Provide specific information rather than a generalisation.**

For example,

- Rather than writing, 'lots of media coverage', provide details or URLs of when, in what media platform, who wrote what;
- Rather than writing, 'decision makers cited WIEGO arguments', provide the name of the decision maker and their position and institution, and in what forum or in what document they cited which WIEGO arguments.



**If the actors are different, then separate the outcomes.**

For example, if in three countries policymakers commit to take action, to change a policy, because each policymaker is different and their decisions are influenced by different things, each policymaker's action is a separate outcome. If workers establish organizations in three countries, the establishment of a new worker organization in each country is its own outcome.



**Provide the scope of the outcome – how much or many or how big?**

For example, "the working group has grown from 10 to 16 members".



**Timing.**

The outcome must have taken place after your contributions. When doing your six-monthly reports, you may have become aware of outcomes in the last six months, that were influenced by activities sometime before this period. You should report those outcomes now, and in your 'contribution' make clear when you did the activities.



**If one actor makes many decisions in the same place and time that relate to different of your objectives or different sectors or issues you work on.**

This would be one outcome – that the actor made a set of decisions. You can list all the decisions so that if later outcomes relate to only one issue or sector, you have the record of the relevant decision in the overall outcome write-up.



**In Outcome Harvesting, a change in knowledge is not yet an outcome.**

It only becomes an outcome when the actor uses that knowledge to do something. For example, when the actor trains others, or uses the information in a document, or presents it at an event or cites the new information in a policy agenda.



**Do not use acronyms.**

You or even all of WIEGO may understand them, but external audiences may not.



**Leave out adverbs.**

For example, 'very well', 'enthusiastically', 'badly', just stick to the facts.



**When you prevent something from happening, or maintain something that is being threatened, that is an outcome.**

For example, if you prevent a policy that is bad for informal workers' rights, that policy remaining should be recorded as a positive outcome; if you stop an organization from collapsing, that organization continuing should be recorded as a positive outcome.



**Leave out adjectives.**

For example, 'important', 'exciting', 'worrying', just stick to the facts.



**In Outcome Harvesting, a change in attitude or increased awareness is not yet an outcome.**

It only becomes an outcome when the actor does something that demonstrates implementation of the change in attitude or awareness. For example, if a decision maker learns about or feels more aware of and sympathetic to the rights of informal workers because of a WIEGO training or event you will watch to see if that decision maker then does anything differently. It will be an outcome if that decision maker, for example, invites an informal worker representative to a meeting, or makes a public commitment to take action in support of informal workers.

## NEGATIVE OUTCOMES

Distinguish between negative outcomes and negative changes in context that are outside of your control or influence; contextual dynamics that have limited our ability or your grantees' ability to have the influence you would have liked to have.

- **A negative outcome** is an outcome that your or your partners' actions or inactions contributed towards/influenced.
- **A negative change in context** is not something you or your partners had control over, but that may nevertheless limit your effectiveness or ability to achieve your objectives. But we do not record it as a negative outcome. However, we should take it into account when interpreting our outcomes.



Sometimes you will recognize the potential for a negative outcome – you should note this in 'significance' and ensure you and your colleagues watch carefully over time. Below is an example of a positive outcome with potential negative outcomes in future.

OUTCOME NUMBER	Outcome Description	Significance	Contribution Description
	<p><b>WHEN</b> In December 2019 <b>WHO</b> the World Bank <b>did WHAT</b> included in its draft White Paper on Childcare, WIEGO's language on the role of public childcare provision and the need for social security for childcare workers who are informal workers.</p>	<p>(Positive) Building recognition of the right to high quality childcare is one of the objectives of Social Protection's theory of change; to the extent that the World Bank incorporates our perspectives, and continues to consult us, the reach of our position will expand exponentially.</p> <p>(Potential negative) There is a chance that the World Bank will manipulate some of our messaging to promote poor quality care services with poorly paid women workers as a model for the global South, which is a common problem with the World Bank when it comes to informal workers.</p>	<p><b>WHEN</b> In July 2019, <b>WHERE</b> in London, <b>WHO</b> Rachel Moussié of Social Protection, <b>did WHAT</b> argued two points at a closed World Bank meeting to draft their white paper on childcare: two points 1) user fees of any kind exclude the poorest women informal workers and their children 2) all childcare workers, including domestic workers, need labour and social protections. To highlight that the Bank (and IFC) could not use the argument that childcare is necessary to increase women's labour force participation, if the end result was poor quality informal childcare jobs for women.</p>



## BUILDING A CHAIN OF OUTCOMES OVER TIME

WIEGO is developing a separate tool on how to analyse a group of outcomes. But it is worth remembering that over time, one outcome may lead to another. When this happens, an outcome turns into a contribution.

In the previous example, the World Bank's uptake of WIEGO's perspective has led to another outcome, which is that since March 2020, the Bank included WIEGO in its ongoing informal childcare group which is providing the Bank with inputs in its Early Childhood Development response to COVID-19.

Below is another example of workers using newly gained knowledge:

OUTCOME NUMBER	Outcome Description	Significance	Contribution Description
Law 1	1. Between March and May 2019, a third of workers in Accra used administrative justice principles in their negotiations with authorities. For example, two workers challenged the confiscation of workers' goods; six workers challenged local authorities for failing to sanitize the markets or provide necessary infrastructure.	LAW's theory of change argues that knowledge of and confidence to use administrative law provides workers with an additional tool to achieve their goals. This outcome confirms our approach.	In March 2019, in Accra, WIEGO Law ran a training for street and market vendors on administrative justice.
Law 2	2. Between March and May 2019 the local authority responsible for a market in Accra ensured waste containers were emptied.	As above.	<b>Note: Part of the outcome 1 above, will become the contribution here to the outcome 2 in this row:</b> Between March and May 2019, in Accra, six workers used administrative justice principles to challenge local authorities for failing to sanitize the markets or provide necessary infrastructure. See also Contribution in Law 1.

## A TIP ON SIGNIFICANCE



The significance description is to help you interpret the relevance of the outcome to the organization or initiative's strategic objectives in that particular context.

It is not there to add more information to the outcome description or the contribution description. It is not factual, it is your judgement. If you find yourself putting in new factual information, think about if that information is essential to the outcome or contribution descriptions and put it there; or if it is a new outcome description, write that. If not essential, then leave it out.



## SOME TIPS ON DRAFTING CONTRIBUTIONS



The actor in the contribution cannot be the same as the actor in the outcome.



You may need to describe a few activities that together influenced the outcome.

Sometimes an outcome is the result of your activities over time. Try to keep your description short but name the key things you did that ultimately influenced the actor to do something differently.



Other actors may have played key role in influencing the outcome.

In your contribution description, you can name partners or others who you worked with to influence the outcome. Or you can add a sentence on what another group did that also played a significant role in influencing the outcome.



## ABOUT WIEGO

Women in Informal Employment: Globalizing and Organizing (WIEGO) is a global network focused on empowering the working poor, especially women, in the informal economy to secure their livelihoods. We believe all workers should have equal economic opportunities, rights, protection and voice. WIEGO promotes change by improving statistics and expanding knowledge on the informal economy, building networks and capacity among informal worker organizations and, jointly with the networks and organizations, influencing local, national and international policies. Visit [www.wiego.org](http://www.wiego.org).