

Tip Sheet: Goal, Outcome, Output, Activity

	ACTIVITY	OUTPUT	OUTCOME	GOAL
Definition	<p>Activities are what World Vision does for people and organisations.</p> <ul style="list-style-type: none"> Activities are World Vision’s work. Activities are targeted at people, families/family members, community organisations, private sector businesses, public sector organisations, government, civil society organisations 	<p>Outputs are tangible, concrete results.</p> <ul style="list-style-type: none"> Generally, outputs are the direct results of WV’s work. Outputs are targeted at people (family members, farmers, community members), government representatives, private sector (businesses), civil society organisations. Outputs are not activities 	<p>Outcomes are the specific changes in program participants’ behaviour, knowledge, skills, status and level of functioning.</p>	<p>The goal is the fundamental intended or unintended long-term change occurring in organizations, communities or systems— such as reduction in poverty and improvements in people’s health and welfare, environmental conditions or governance.</p>
Timeframe	<p><u>Immediate</u>: Activities are steps and processes that form the ‘content’ of the project</p>	<p><u>Short term</u>: happens within the term of the project</p>	<p><u>Medium to long term</u>: change that occurs during or after project</p>	<p><u>Long term</u>: change that often, but not always, occurs after the term of the project</p>
Language	<ul style="list-style-type: none"> A <u>verb describing the activity that World Vision does</u> Usually in the present tense Concrete: can be budgeted Do NOT use ‘Support’ or ‘Empower’ –too vague Suggested Verbs: <ul style="list-style-type: none"> Train Teach Coach Mentor Facilitate Link Identify Organise Mobilise Supervise Advocate Negotiate Promote Monitor Research Write Establish Form 	<ul style="list-style-type: none"> A <u>noun that is qualified by a verb describing positive change</u> Usually in the past tense Concrete and tangible 	<ul style="list-style-type: none"> Ideally use a <u>verb</u>: ‘improved’, ‘strengthened’ or ‘increased’, regarding global, regional, national or local process or institution. An outcome should <i>not</i> describe how it will be achieved and should avoid phrases such as “improved through” or “supported by means of” 	<ul style="list-style-type: none"> A goal (impact) statement should ideally use a <u>verb expressed in the past tense</u>: ‘improved’, ‘strengthened’, ‘increased’, ‘reversed’ or ‘reduced’

LVCD Activities, Outputs, Outcomes, Impacts	<u>LVCD Activities:</u> <ul style="list-style-type: none"> [World Vision] <i>mobilises</i> interested farmers into farmer groups [WV] <i>identifies</i> competent training provider [WV] <i>organizes</i> training course [WV] <i>monitors</i> farmer group progress in applying new techniques [WV] <i>links</i> farmer groups to input provider/trainer [WV] <i>coaches</i> farmer groups on negotiating with buyers 	<u>LVCD Output categories:</u> <ul style="list-style-type: none"> Groups of farmers <i>mobilised</i> Groups of farmers <i>trained</i> Links between groups <i>facilitated</i> Farmers <i>coached</i> / <i>mentored</i> Farmers <i>monitored</i> 	<u>LVCD Outcome Types/Categories</u> <ul style="list-style-type: none"> Improved capacity of farmers or organisations (private and public) Improved service delivery or performance of people and/or organisations (private and public) Improved enabling environment 	<u>LVCD impact(s):</u> <ul style="list-style-type: none"> Economic and Agriculture impacts: Improved income &/or food security &/or employment
Example	<ul style="list-style-type: none"> [WV] <i>identifies</i> competent training provider for Integrated Pest Management course [WV] <i>organizes</i> Integrated Pest Management training course (i.e notifies farmers, organizes venue) 	<ul style="list-style-type: none"> Farmers <i>trained</i> in Integrated Pest Management 	<ul style="list-style-type: none"> Lower level outcome: Farmers have <i>improved knowledge</i> to use Integrated Pest Management techniques → High level outcome: Farmers <i>practice</i> Integrated Pest Management on their farms [behaviour change] resulting in improved yield and quality 	<ul style="list-style-type: none"> Farmers have improved yields (productivity) and higher quality resulting in <i>higher income</i> from crop sales.
World Vision's role:	<p>Activities are what World Vision does.</p> <p>The activity is what World Vision does, not what the beneficiary will do.</p>	<p>Outputs are <i>attributable</i> to World Vision</p> <p>i.e. there is a direct link between World Vision activities and the output</p>	<p>World Vision <i>contributes</i> to outcome</p> <p>i.e. WV's activities contribute, along with (many) other factors, to change.</p>	<p>World Vision <i>contributes</i> to Impact</p> <p>i.e. WV's activities contribute, along with (many) other factors, to change.</p>
Also known as	Activities	Deliverable	Objective; Intermediate Result (USAID); Purpose (DfiD)	Impact; Strategic Objective; Program Goal

LVCD Worked examples: Problem→Activity→Output→Outcome→Goal

NB. Inputs are time, money and resource. Inputs are not activities.

	Problem	Example Activity	Output	Outcome – improved performance/behavior change	Goal
Activity, Output, Outcome, Impact	Farmers have low incomes because of low productivity and poor quality of Crop X	WV organises for the Department of Agriculture to provide training course to farmers on Integrated Pest Management for Crop X	Farmers trained in Integrated Pest Management for Crop X	Farmers have improved skills to manage crop pests and therefore yield (productivity) and quality (less insect damage) of Crop X increases.	Farmers have increased income from Crop X.
Example indicators			<ul style="list-style-type: none"> # farmers trained (m/f) # training sessions held # of coaching sessions held for farmer groups 	<p># of participating farmers (m/f) with increased yield (productivity)</p> <p>Average productivity of Crop X, measured in tonnes/Hectare</p> <p>Volume of crop sold as 'Grade 1' quality to buyers.</p> <ul style="list-style-type: none"> Average quality of Crop X, as reported by buyers (qualitative indicator) Average price received by farmers for Crop X (local currency/tonne) 	<ul style="list-style-type: none"> % of producers who have at least a 30% increase in net household income from Crop X Average income increase (%) Proportion of parents or caregivers able to provide well for their children