



International
Trade
Centre

EXPORT IMPACT
FOR GOOD

EPRP/SC IMPACT MEASUREMENT TOOL

An Introduction



Outline

- **Export-led Poverty Reduction Programme (EPRP)**
- **EPRP/ITC tools**
- **Impact Measurement Tool surveys**
- **Household questionnaires**
- **Indicators**
- **Interviewing the households**
- **Data collection tool**
- **List of community producers**
- **Data collection**
- **Data processing on SAS**
- **Impact measurement results**

Export-led Poverty Reduction Programme (EPRP)

Objectives:

- Contribute to the Millennium Development Goals;
- Alleviate poverty through generation of new employment opportunities and additional income.

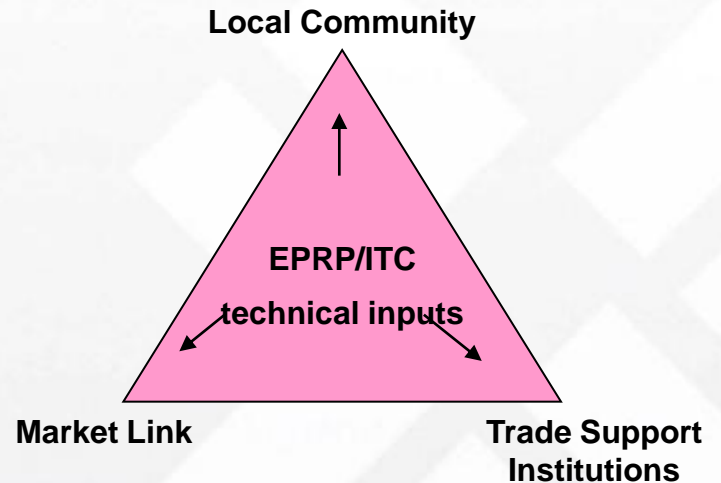
Activities:

Integrate the poor into export value chains of products and services they can supply and enhance their ability to respond to market needs:

- Identification of products and services;
- Training on production and commercialisation techniques;
- Producer community building;
- Consolidation of trade support institutions;
- Linkages with international markets.

Outcome:

- Creation of new jobs and additional income;
- Empowerment of women.



EPRP/ITC Tools

- **Inclusive Tourism Training Modules**

- Artistic-cultural development
- Artisanal products development
- Agricultural development
- Environmental management

- **Opportunity Study Guidelines**

- Inclusive tourism
- Commodities

- **EPRP Training Toolkit**

- ERP Concepts, Institutionalisation & Strategies
- Community Production Approach
- Managing Production and Marketing
- Training and Adaptation Skills
- How to Sustain EPR Projects

EPRP Impact Measurement Tool (IMT)

IMT Surveys

Tailor-made for the following sectors:

- **Agricultural**
- **Textiles**
- **Inclusive Tourism**

Undertaken in 3 stages of the project:

- **Survey 0:** measurement at the beginning, prior to project implementation
- **Survey 1:** half-way measurement of project impact
- **Survey 2:** measurement at completion of project in order to assess final impact

Household Questionnaires

Survey

- A. Social indicators**
- B. Economic indicators**
- C. Community development**
- D. Project-specific information (agriculture, textile or tourism sector)**

Indicators

- **Social indicators:**

- Housing situation
- Literacy and education

- **Economic indicators:**

- Annual income
- Ownership of assets/livestock

- **Community development indicators:**

- Nutrition
- Access to facilities (education, infrastructure, health services)
- Membership of co-operatives

- **Product-specific information:**

- Materials used and availability
- Environmental impact

Interviewing the households

...face-to-face with all household members



Impact Measurement Questionnaire -CBT projects- (Household survey)

This is an independent survey undertaken by the International Trade Centre. Its aim is to learn more about the livelihoods of the people in your village. The information you give will be processed anonymously and NOT be used for taxation or other official purposes. Please fill in one questionnaire only for each household.

- Questionnaire #
- Date (day/month/year) / /
- Interviewer's name / /
- Community's name and location (town, country)

A. Social indicators

1. Could you give details about all the members of your household starting with yourself?

#	Age	Gender (F/M)	Relationship to the head of household (spouse/partner, child, sibling, ...)	Can she/he read and write? (Y/N)	What is her/his educational background?	What language(s) can she/he speak?
1			Household's head			
2						
3						
4						
5						
6						
7						
8						
9						
10						

3. Possible answers: no schooling / primary school / secondary school / university / post-graduate

4. Possible answers: local language / national language / English / Spanish / French / other

B. Economic indicators

2. What is your (household head) employment status?

- Entrepreneur Self-employed Employee Unemployed
- ↳ If you are entrepreneur, do you have employees? Yes No. If Yes, how many? Full-time Part-time

3. Please can you give for each household member its occupation and its income per month or per year?

#	Main job/occupation	Monthly income (€)	Total income/sales for this job (total summary)	
			per month	per year
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

- 4. Do you have a bank account? Yes No
- 5. Do you have savings? Yes (indicate the amount (local currency)) No
- 6. Do you have debts? Yes (indicate the amount (local currency)) No
If Yes, who to? (family member, farmer, middleman, cooperative, etc)
- How do you manage to pay your debts back? (cash, credit, etc)
- 7. Assets: Do you own...? Land (how many hectares?) Livestock (type & heads)

C. Community development

- 8. Do you live...? In a house/apartment you own or rent In a family member's place Other
- 9. Do you have enough food for all your family to eat every day? Always Regularly Sometimes

- 10. What is the main source of drinking water?
 Piped into dwelling (tap) Public outdoor tap Protected well Rain water, river, lake, pond Other
- 11. Does the household have electricity? No Yes. What from? Grid Generator Battery
- 12. What is the energy source for cooking?
 Electricity Firewood Oil Gas Charcoal Other
- 13. Which of the following electric appliances do you (or your household) own? (multiple answers possible & in order)
 Television (....) Radio (....) Telephone (....) Mobile phone (....)
 Computer (....) Fridge (....) Cooking stove (....) Electric iron (....)
- 14. Which of the following vehicles do you (or your household) own? (multiple answers possible)
 Car/Truck Bicycle Motorcycle No vehicle Other
- 15. Do you perceive the access to the following facilities as a problem?

	Yes	No	If yes, why?
Drinking water source			
Food market access			
Public transportation			
Primary school			
Secondary school			
Public medical services/center			
Public phone			
Internet/public computer			
Financial services/center			

D. CBT project-specific information

- 16. What are the key tourism attractions in your area?
 Nature Cultural heritage Entertainment
 Landscapes/wildlife Historical monuments Restaurants
 National park Cultural traditions Nightlife
 Beaches Other
- 17. How many tourists do you see in a typical month in your village?
- 18. Is tourism seasonal? Yes No. What is the high season (months)?
- What is the low season (months)?
- 19. How are you involved in tourism?
 Sell products Sell services Tourism-related training provider Other

- Market segments

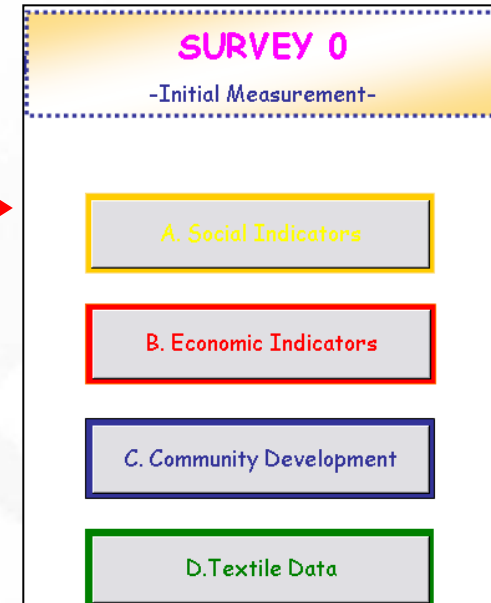
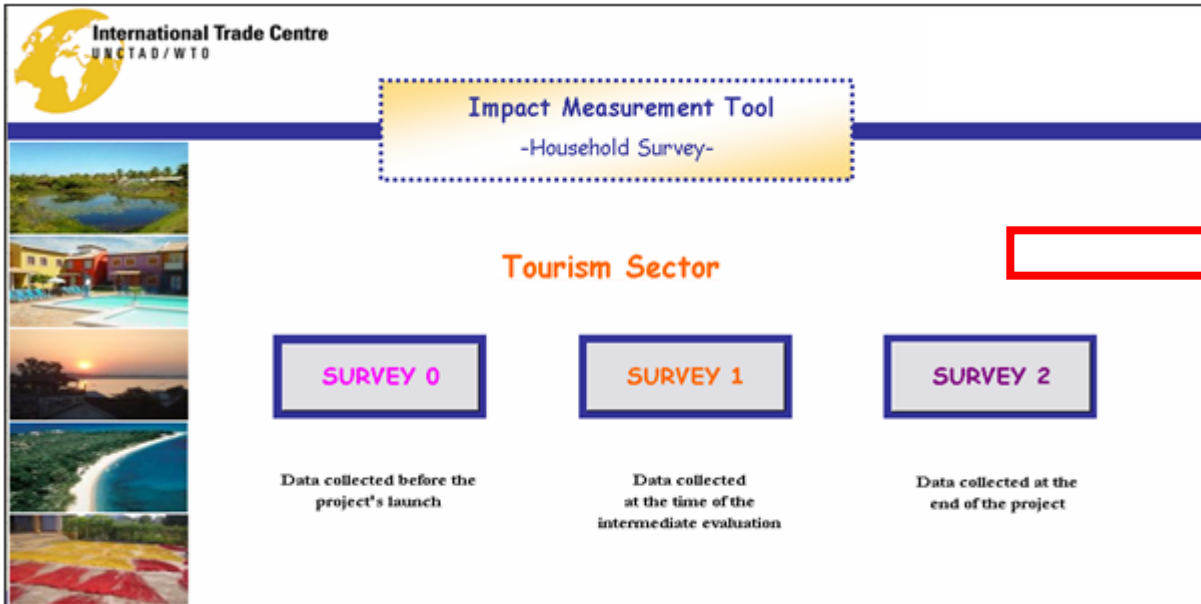
- 20. What do you produce for sale?
 Agricultural products: Fruits Vegetables Meat Fish Dairy products Drinks Other
- ↳ Is the supply seasonal (which months)?
- All the year round
- Art/ Handicrafts as souvenirs Textiles Other None
- 21. Do you supply any of the following services?
 Transport Catering Guided tours Accommodation Music/dance & entertainment None Other

- Market links

- 22. Who do you sell your products and services to?
 Directly to tourists
↳ To how many tourists on average do you sell your products/services? (per year)
- ↳ Proportion of Foreigners: % People from this country: %
- ↳ How do you distribute your products/services from? Land Home based Warehouse Office Other
- To Tourism industry
↳ How many of the following categories do you work with?
 Hotels Restaurants Bars Tour operators Other
- ↳ Do you have a contract with different tourism facilities? Yes No. How long is it on average? (months)
- ↳ Is the contract really verbal or written?
↳ Do you have to pay a commission to them? Yes No. How much? (local currency)
- Other: Wholesalers & suppliers Local people Export Other

Data collection tool

...an Excel software tool was developed in 2003



Questions	Questionnaire number	1	2	3	4
Date of the interview		05/05/2008	05/05/2008	05/05/2008	05/05/2008
Interviewer's name		Seiha Heng	Seiha Heng	Chamnab Ho	Chamnab Ho
Community's name		Prek Chrey Leur	Prek Chrey Leur	Prek Chrey Leur	Prek Chrey Leur
Location (town)		Prey Veng	Prey Veng	Prey Veng	Prey Veng
Country		Cambodia	Cambodia	Cambodia	Cambodia
Local currency's name		Riels	Riels	Riels	Riels
1. Total number of household members		6	5	3	7

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Data collection

Back to SURVEY 0		ECONOMIC INDICATORS						
Questions	Questionnaire number	1	2	3	4	5	6	7
2. Employment status		Farm-owner	Farm-owner	Small landowner and part-time/seasonal worker	Farm-owner	Small landowner and part-time/seasonal worker	Farm-owner	Farm-owner
# of employees (for farm-owners) working full-time		0,0	0,0	0,0	0,0		0,0	0,0
# of employees (for farm owners) working part-time		0,0	0,0	2,0	2,0		3,0	2,0
3. Total farm income per year								
Two years ago		50000,0	50000,0	20000,0		15000,0	52000,0	65000,0
Last year		200000,0	25000,0	150000,0	24000,0	15000,0	100000,0	27000,0
Current year (if available)		240000,0	25000,0	50000,0	20000,0	40000,0	155000,0	50000,0
Additional sources of income		Yes	No	Yes	No	No	Yes	No
What are their jobs?		Fishing		Partial jobs			Small business of milk & drinks	
# persons working full-time		2,0					2,0	
# persons working part-time		0,0		1,0			0,0	
Total generated earnings per year		100000,0		150000,0			100000,0	
4. Bank account		No	Yes	Yes	Yes	No	Yes	Yes
5. Savings		No	Yes	Yes	Yes	No	Yes	Yes
Amount of savings			5000,00	50000,00	1000,00		200000,00	5000,00
6. Debts		No	No	Yes	No	Yes	No	Yes
Amount of debts				5000,00		17000,00		10000,00
If indebted, who to?				Farmer		Farmers		Farmers
How to pay debts back?				Cash		Cash		Cash
7. Assets		Own land and livestock	Own land	Own land	Own land	Own land	Own land and livestock	Own land
Land ownership: how many hectares?		1,000	0,500	0,500	1,000	0,250	1,000	0,500
Livestock ownership: type and number		3 goats					5 cows	

Data processing on SAS

...developed in 2008 to automate processing

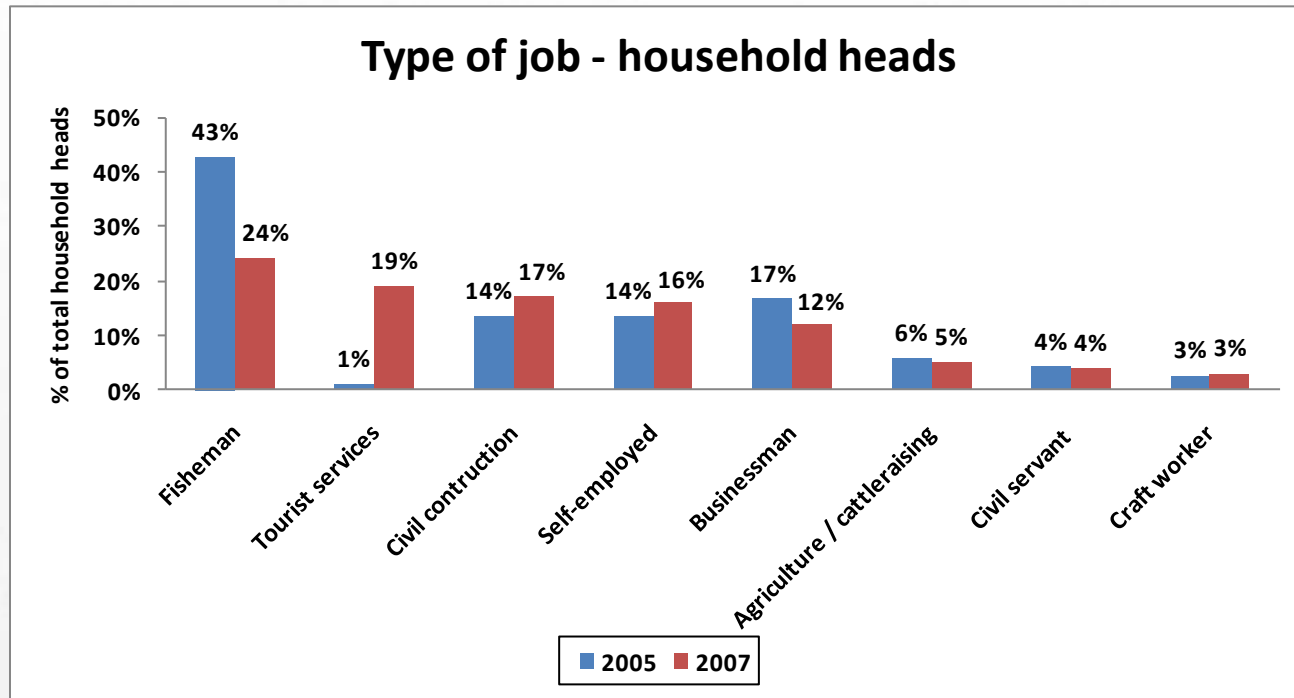
- **Import and convert data collected from Excel**
- **Application of the statistical operations**
- **Creation of automatic reports containing graphs and tables.**

Impact measurement results (1)

IMT COMMUNITY BASED TOURISM – BRESIL

Social indicators: Type of job – household head

Results: Increase of number of workers in the services, especially in the tourism.

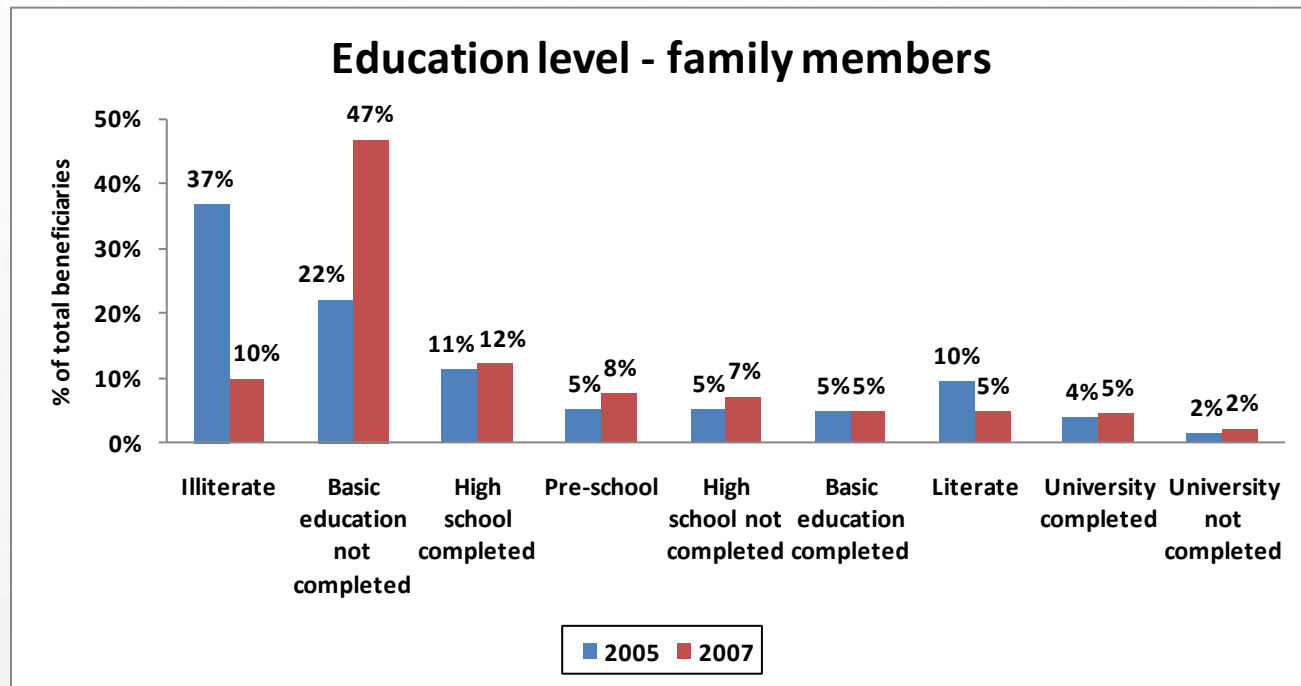


Impact measurement results (2)

IMT COMMUNITY BASED TOURISM – BRESIL

Social indicators: Education level – family members

Results: Increase of number of workers in the services, especially in the tourism.

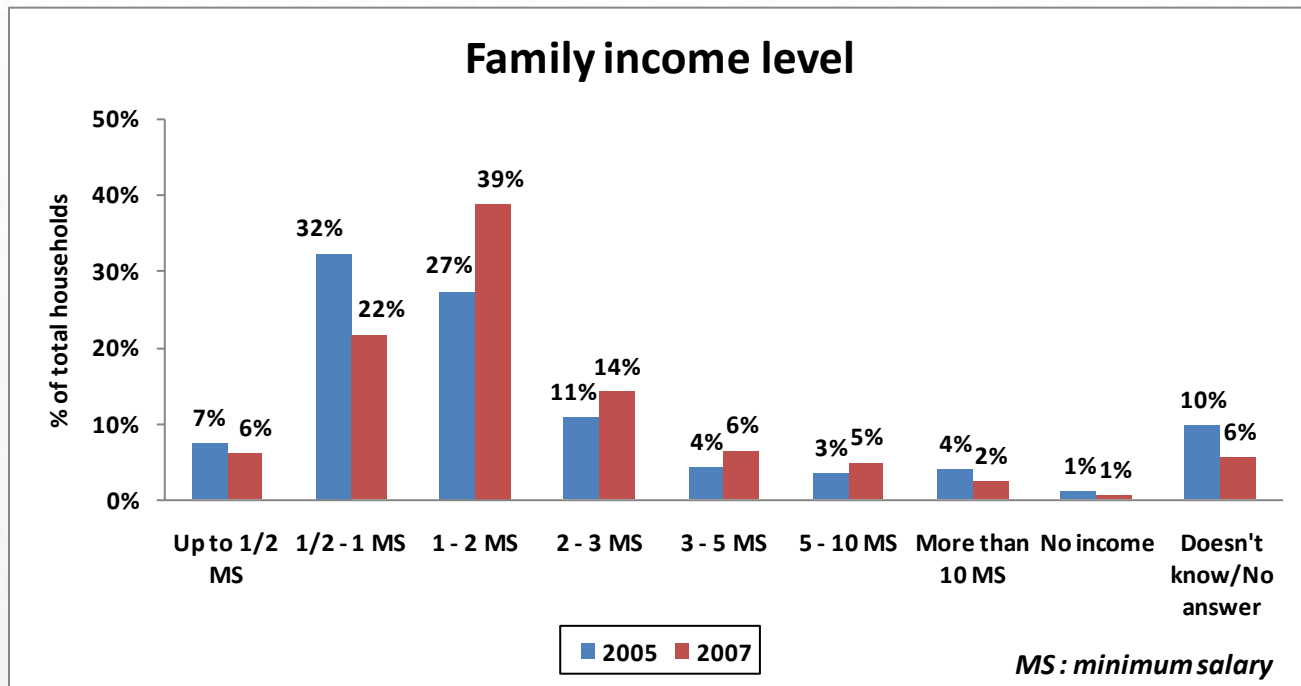


Impact measurement results (3)

IMT COMMUNITY BASED TOURISM – BRESIL

Economic indicators: Family income level

Results: Increase of households income

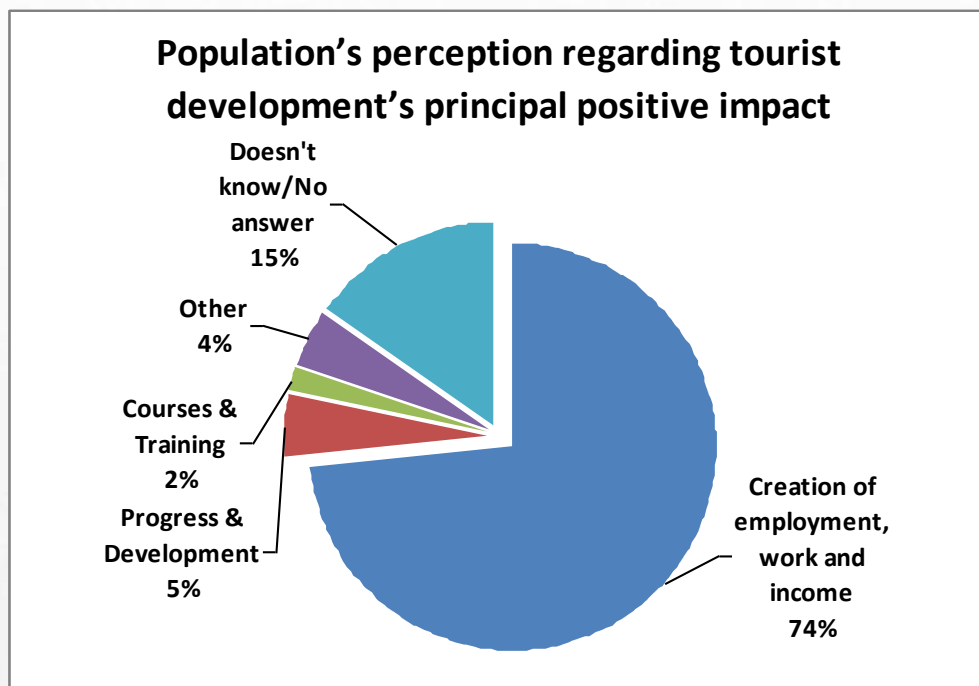


Impact measurement results (4)

IMT COMMUNITY BASED TOURISM – BRESIL

Tourism indicators: Population's perception regarding tourist development's principal positive impact

Results: The large majority (73.3%) considers the generation of employment, work and income as positive impact



Thank you for attention