

OUTCOME HARVESTING

FEF-OSC Coaching Series

DECEMBER/2025/CEDRIC OWURU



Better understanding on
outcome harvesting
anonymous

How to speak or harvest outcome,
people centered, beneficiaries in
mind approach and not just
outputs

anonymous

How can outcome harvesting be
presented visually (photos, reels,
infographics) to strengthen advocacy
and communication?

Social media manager

How is Outcome
Harvesting different from
other M&E approaches
project officer

How long do you
expect to see
activity outcome
compare to
output

team lead

All it entails;
Strategies to
OH
M&E Officer

Quality insights on the
best practices for outcome
harvesting that will ensure
quality programming
Programs Admin Officer

None, nil, nil for now, none for now
*Finance, data/comms, EF, M&E Advisor,
ED*

The interrelationships between sectors of Income Harvester
ED

Love Letters

That Capture The Essence Of True Love

Impact of a project
Project Coordinator

Detail Result Framework tracking
Anonymous

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Outcome Harvesting

Definition of an Outcome
Introduction to Outcome Harvesting
Added Value of Outcome Harvesting

2

Outcome Statements

Writing Outcome Statements
Content of an outcome statement
Communicating Outcome Statements
Considerations when writing an outcome statement

3

Goal

Fundamentals
Resource for Reference
Practical uses of Outcome Harvesting

What This Session Will Not Do...

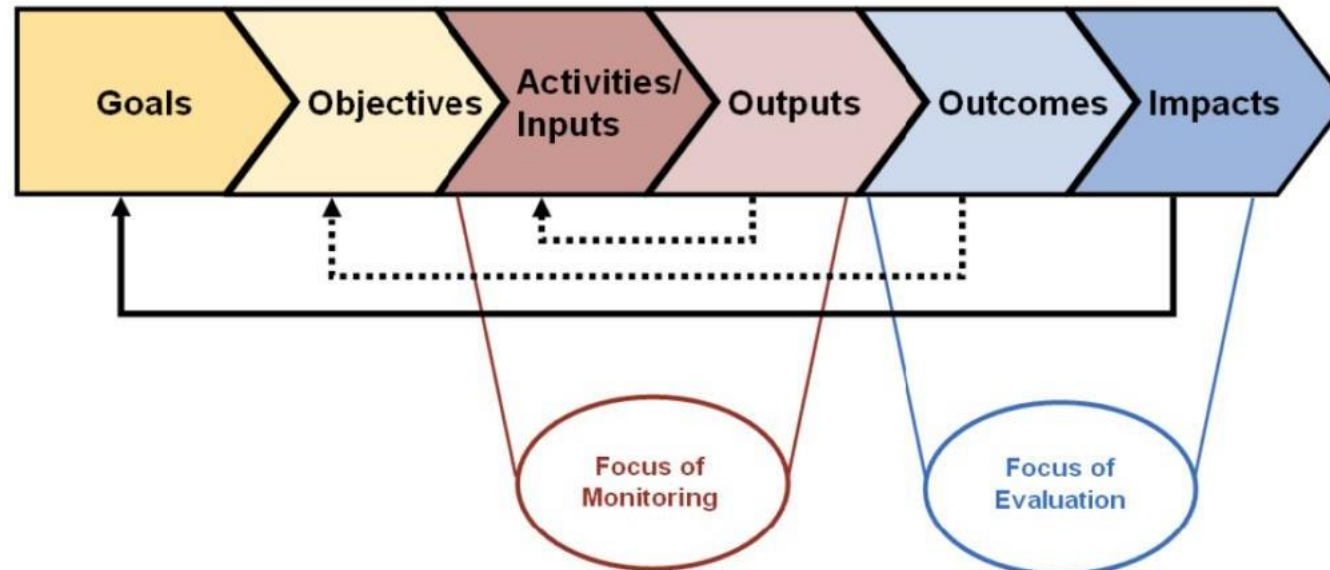


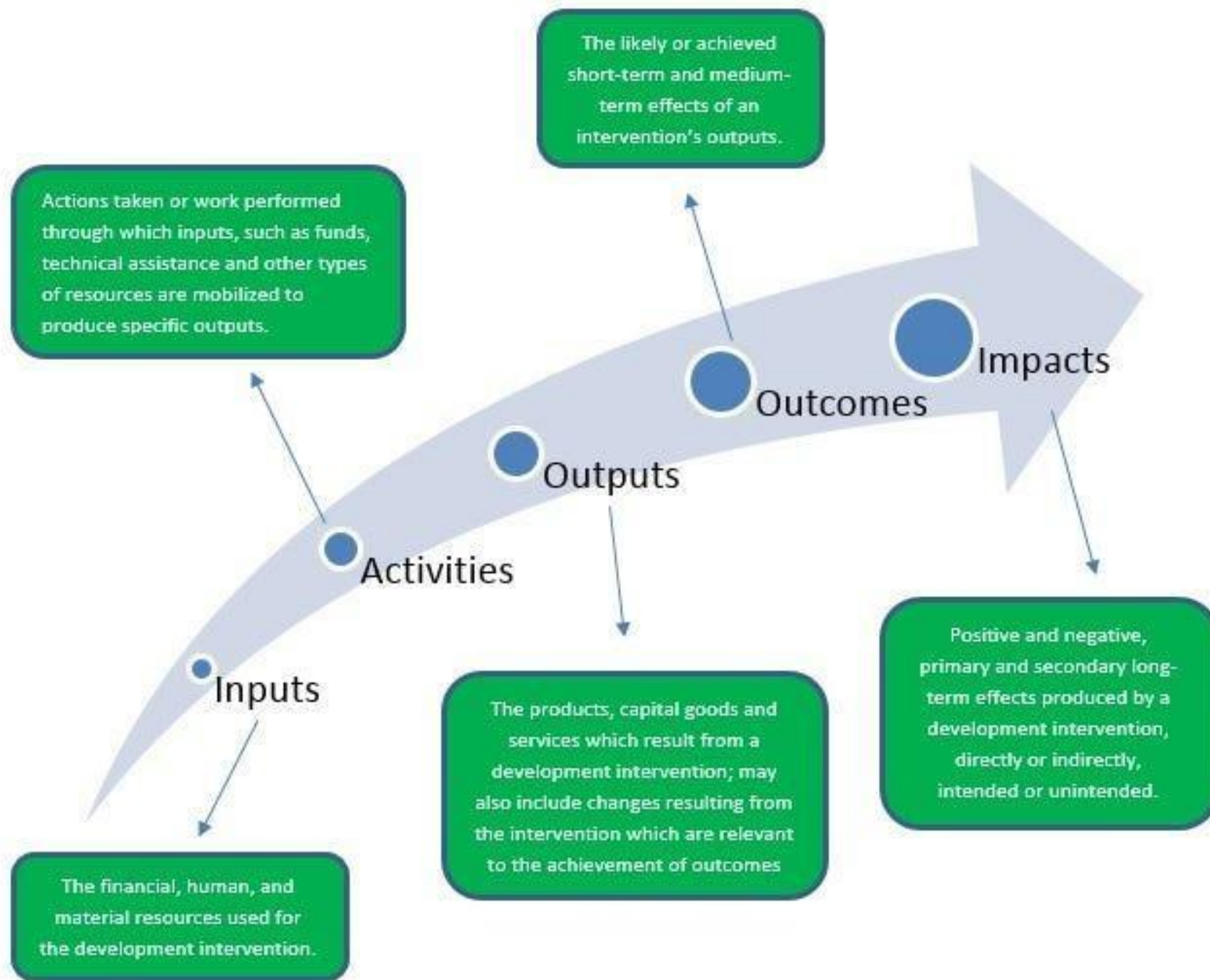
- **Make you an expert in Outcome Harvesting**
- **Provide all the answers to outcome evaluation**

WHAT EXACTLY IS AN OUTCOME...

Beyond Nomenclature

What Exactly Is An Outcome???

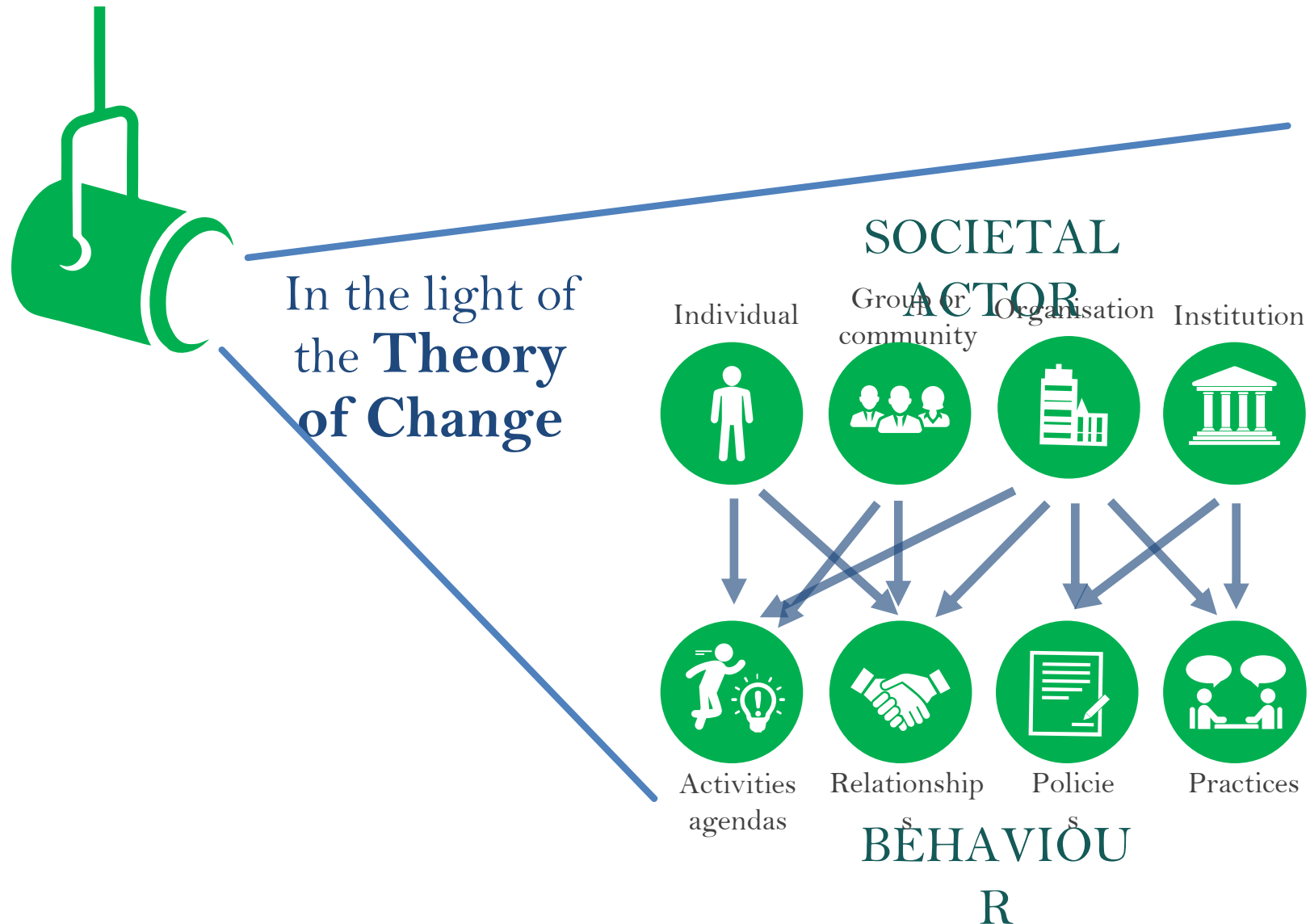




LET'S PLAY CATCH UP

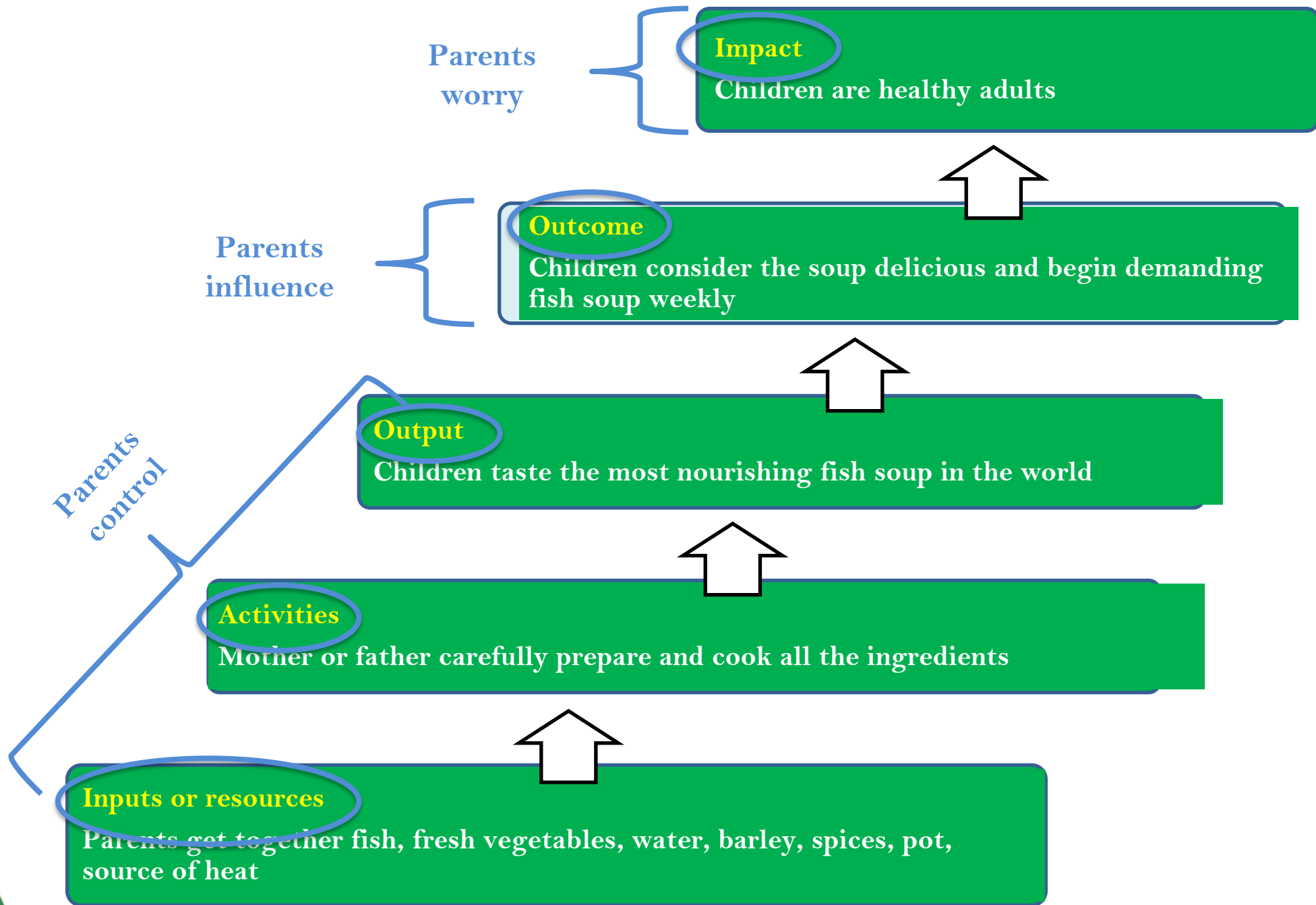
- Pick a normal/everyday mundane activity you
- Using that activity develop it into output, outcome and impact
- Using this, reflect on your project activities and detail them to output, outcome, and impact

Definition of an Outcome



In An Attempt to be Holistic....

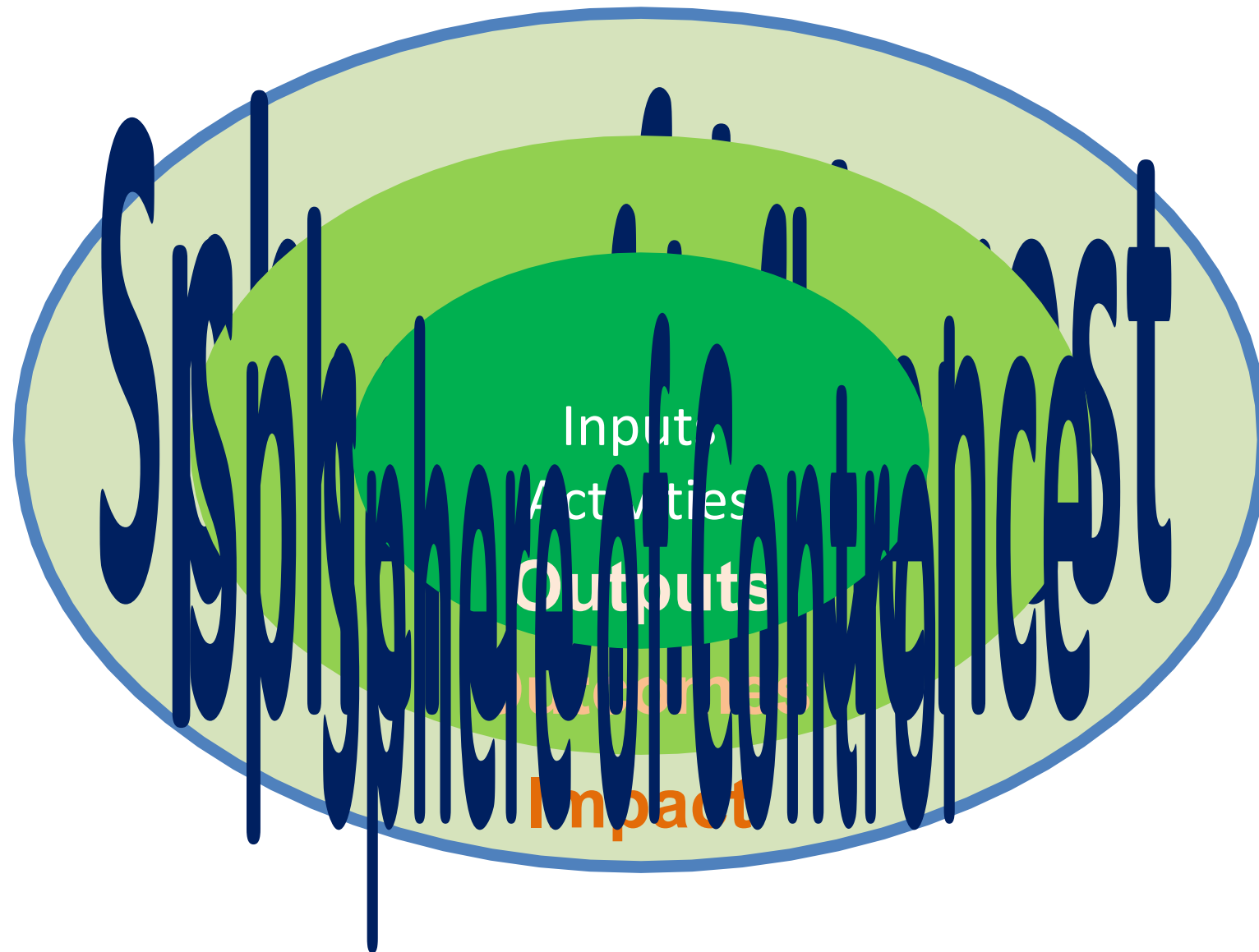
- An **observable change** in *agenda, activity, relationships, policy* or *practice* in another actor.
- That is **relevant** in the light of a project/programme Theory of Change.
- And to which the project/programme has **contributed** – *partially* or *wholly, directly* or *indirectly, positively* or *negatively, intentionally* or *not*.



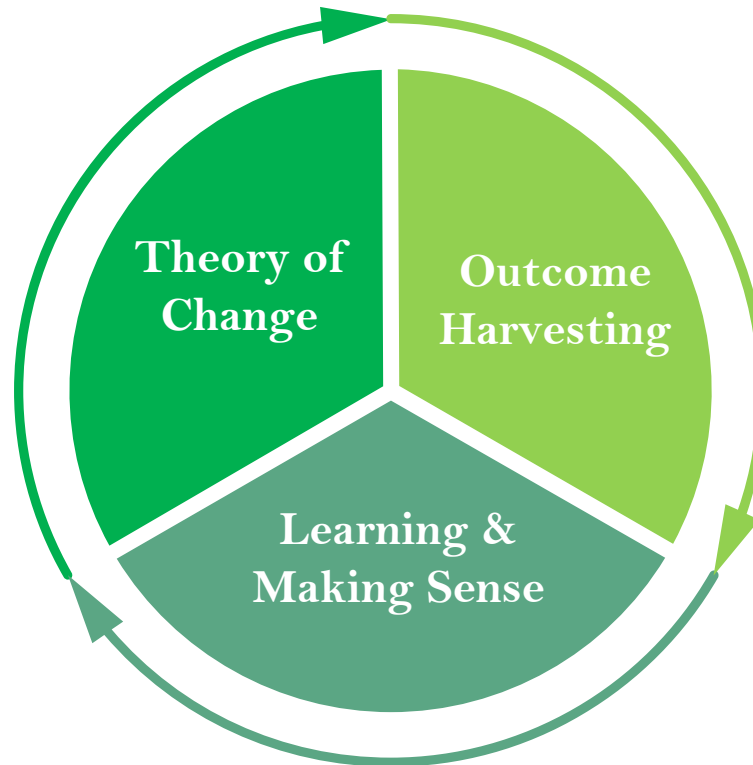
WHAT IS OUTCOME HARVESTING?

- Outcome Harvesting is an approach that enables evaluators, grant makers, identify
formulate, verify, and make sense of , outcomes.
- Using Outcome Harvesting, the evaluator extract information from reports, personal interviews, and other relevant project resources to document how a given program or initiative has contributed to outcomes.
- Outcomes can be positive or negative, intended or unintended, but the connection between the initiative and the outcomes should be verifiable.

OH was developed by Ricardo Wilson-Grau and colleagues who, as co-evaluators, applied it in different circumstances and further refined it over many years of evaluation practice.*



Outcome Harvesting within the Monitoring & Evaluation Cycle



The background features several network diagrams with nodes and connecting lines in orange and teal. There are also large, stylized geometric shapes: a red semi-circle in the top right, a green semi-circle in the bottom left, and a vertical bar on the right side composed of various colored triangles and squares.

The added value of Outcome Harvesting

Visualising social change

**Map of Outcomes
Change Strategy**

Outcome Harvesting can help to better reflect on complex interventions

A simple intervention:

Relationships of cause and effect
are mostly known



A complex intervention:

Relationships of cause and effect
are mostly unknown



Outcome

Priest declares Friday a day of meat fasting

Impact

Children are healthy adults

Outcome

Neighbours begin serving fish soup to their children

Outcome

Local library features great grandmother's fish soup

Outcome

Children learn how to cook great grandmother's fish soup

Outcome

Some mothers ask for recipe

Outcome

Children consider the soup delicious and begin demanding fish soup weekly

Outcome

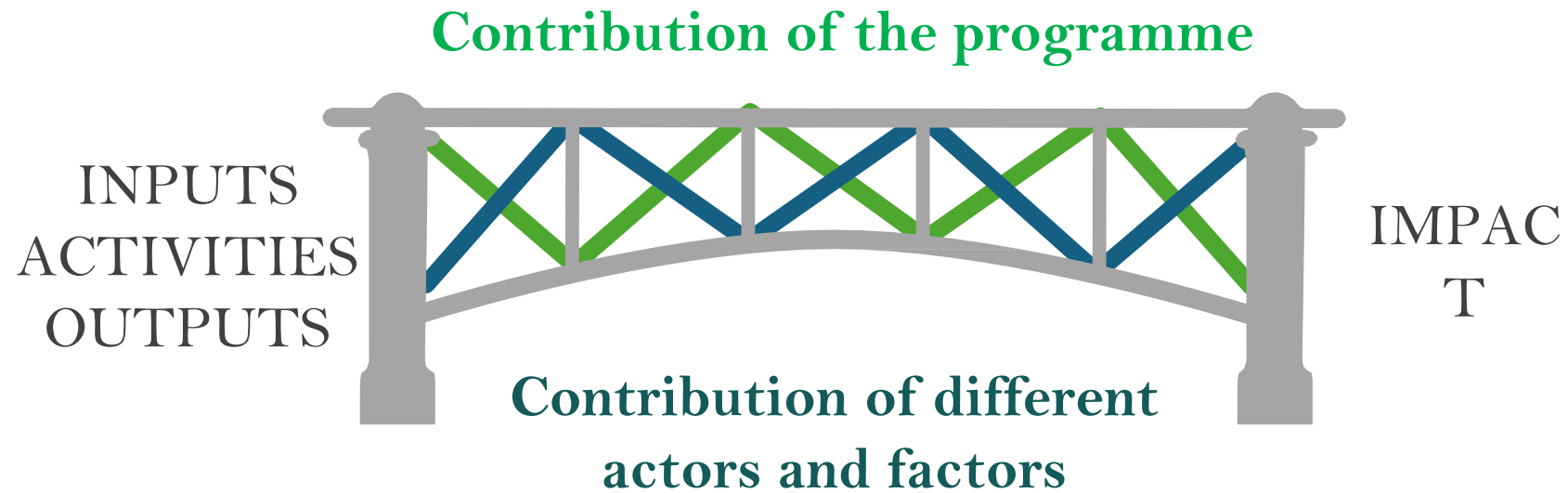
Children invite friends for fish soup dinner

Output

Children taste the most nourishing fish soup in the world

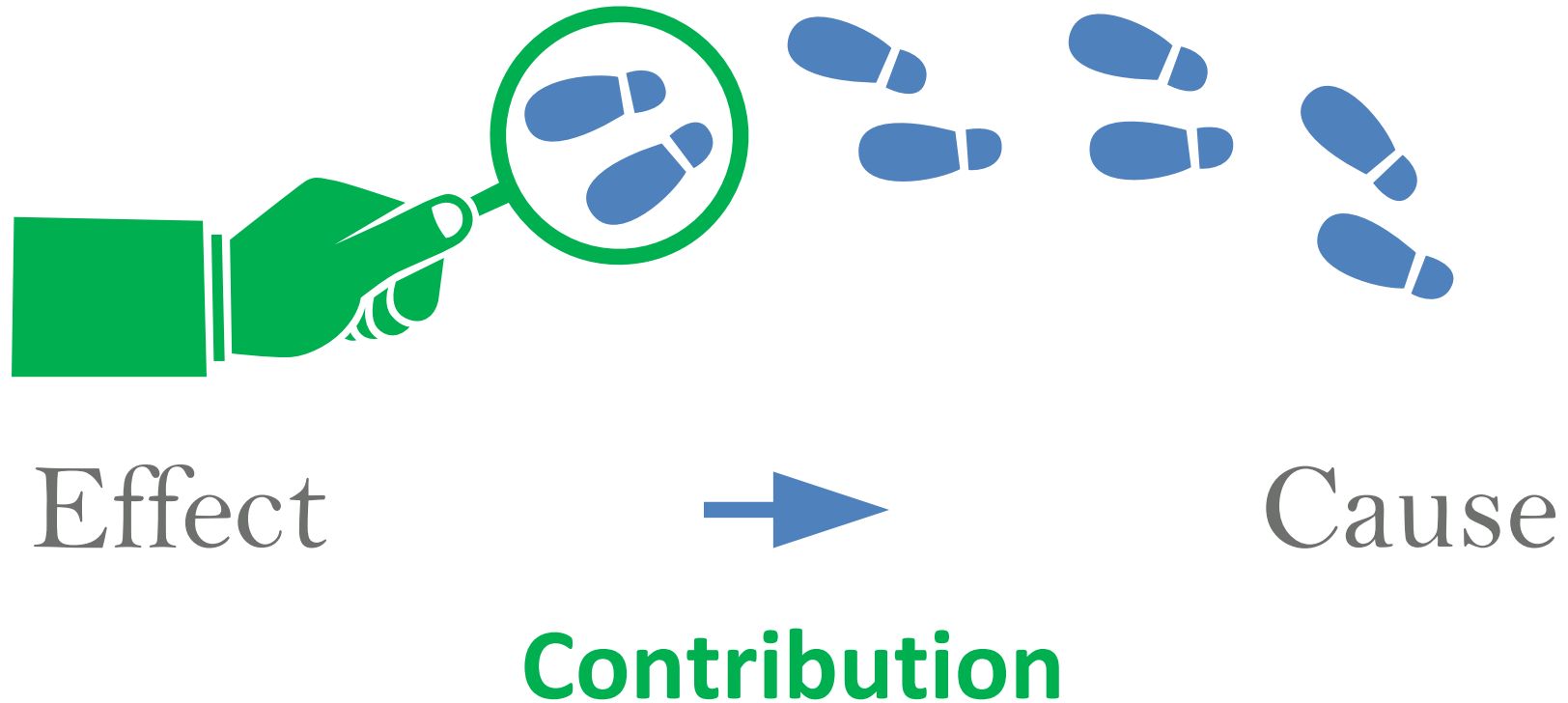


- Outcomes are a bridge between what you do and the end result you seek...
- ...along with others



When is it **YOUR** outcome?

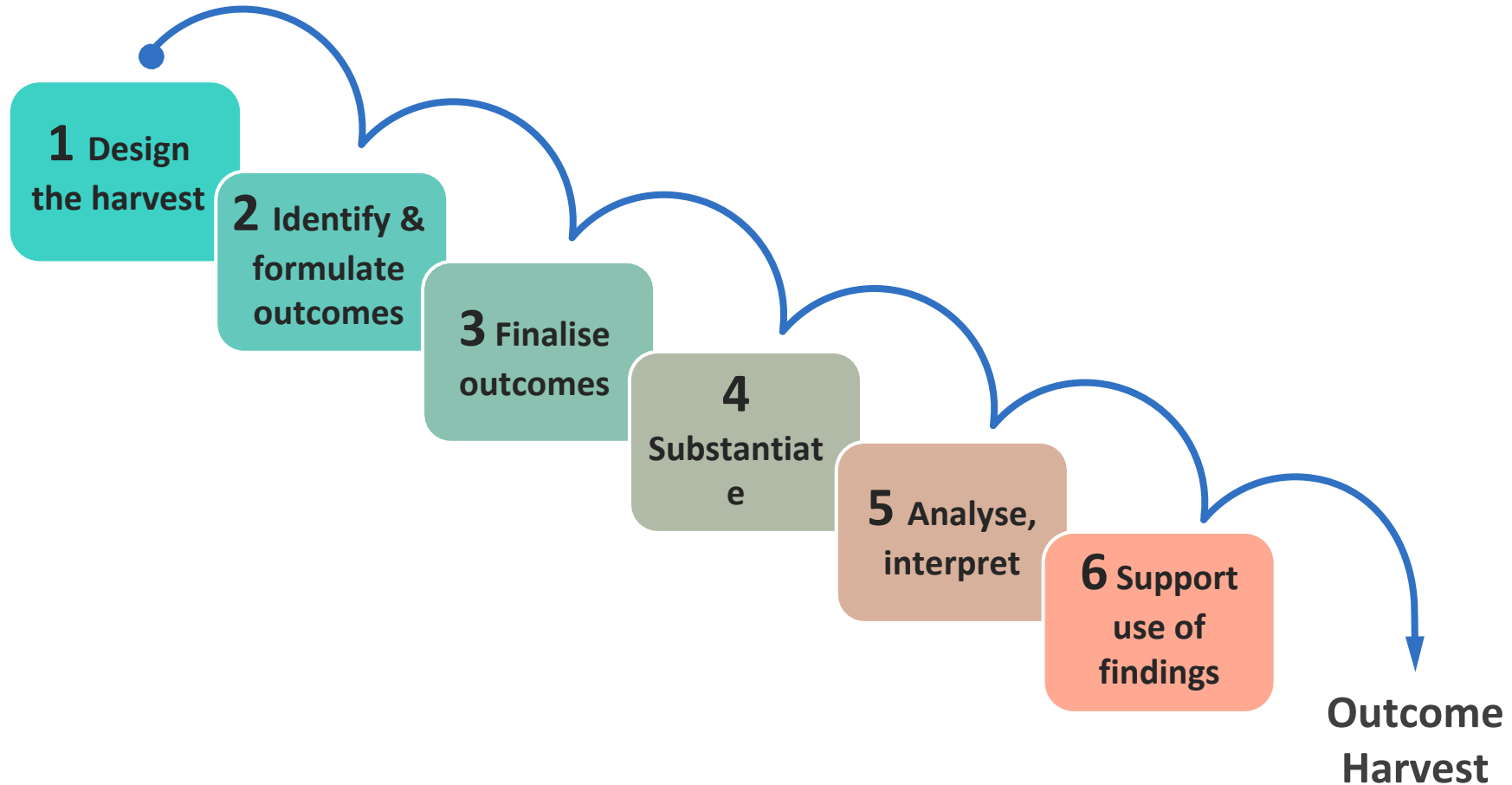
When your process influenced
the outcome



TYPES OF OUTCOME

- ✓ Internal (i.e., institutional/management)
- ✓ External (i.e., programme/development)
- ✓ Intended or expected
- ✓ Unintended, surprises
- ✓ Positive
- ✓ Negative
- ✓ Direct
- ✓ Indirect
- ✓ Behavioural

The Outcome Harvesting Process



Do you have any questions Outcome Harvesting as
a Monitoring & Evaluation instrument within a
project is????



DEVELOPING/WRITING OUTCOME STATEMENT

Components of An Outcome Statement

WHEN did the social change?

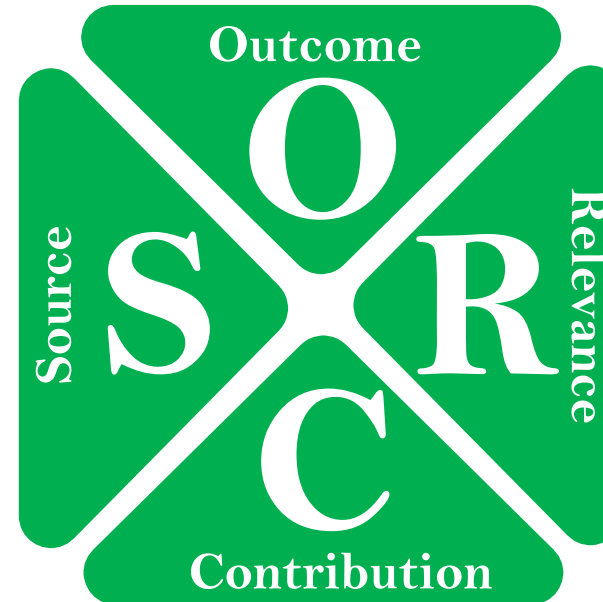
WHO is the social actor?

WHAT was specifically done differently?

WHERE did the change take place?

WHERE did the data come from?

WHO reported the data?



In The Light Of The **Theory Of Change** of the project, programme or organisation, describe **WHY** this outcome is noteworthy

HOW did the intervention plausibly influenced the outcome?

WHAT specific activities or outputs of the intervention contributed?

WHEN did this contribution take place?



Formulating an Outcome Statement

1. Begin by identifying one outcome: Have you influenced to do something significantly different?
2. Describe the relevance of the outcome(s) you identified to your programme's theory of change or objectives.
3. Also describe your programme's contribution to the outcome.
4. Add the source.
5. Review and re-write your own outcomes using the five SMART criteria.
6. Group discussion of your formulations.

Criteria for solid outcomes

S. M. A. R.

T.



SPECIFIC C



Each outcome is formulated in sufficient detail so that a reader without specialized subject or contextual knowledge will be able to understand and appreciate what changed.

When – day, month and year that the change happened? Full name of **who** changed?

What concretely did they do that is significantly different?

Where – located on a map?

MEASURABLE



The description of the outcome provides verifiable quantitative and qualitative information.

How much, many big, far, fast?

What size, weight, age, shape, colour?

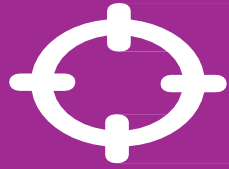
ACHIEVED



By the programme while perhaps not fully attributable to it. A plausible relationship, a logical link between the outcome and what the programme did that contributed to it.

What was done, **when** and **where** that contributed – wholly or (probably) partially, directly or indirectly, intentionally or unexpectedly?

RELEVANT



T

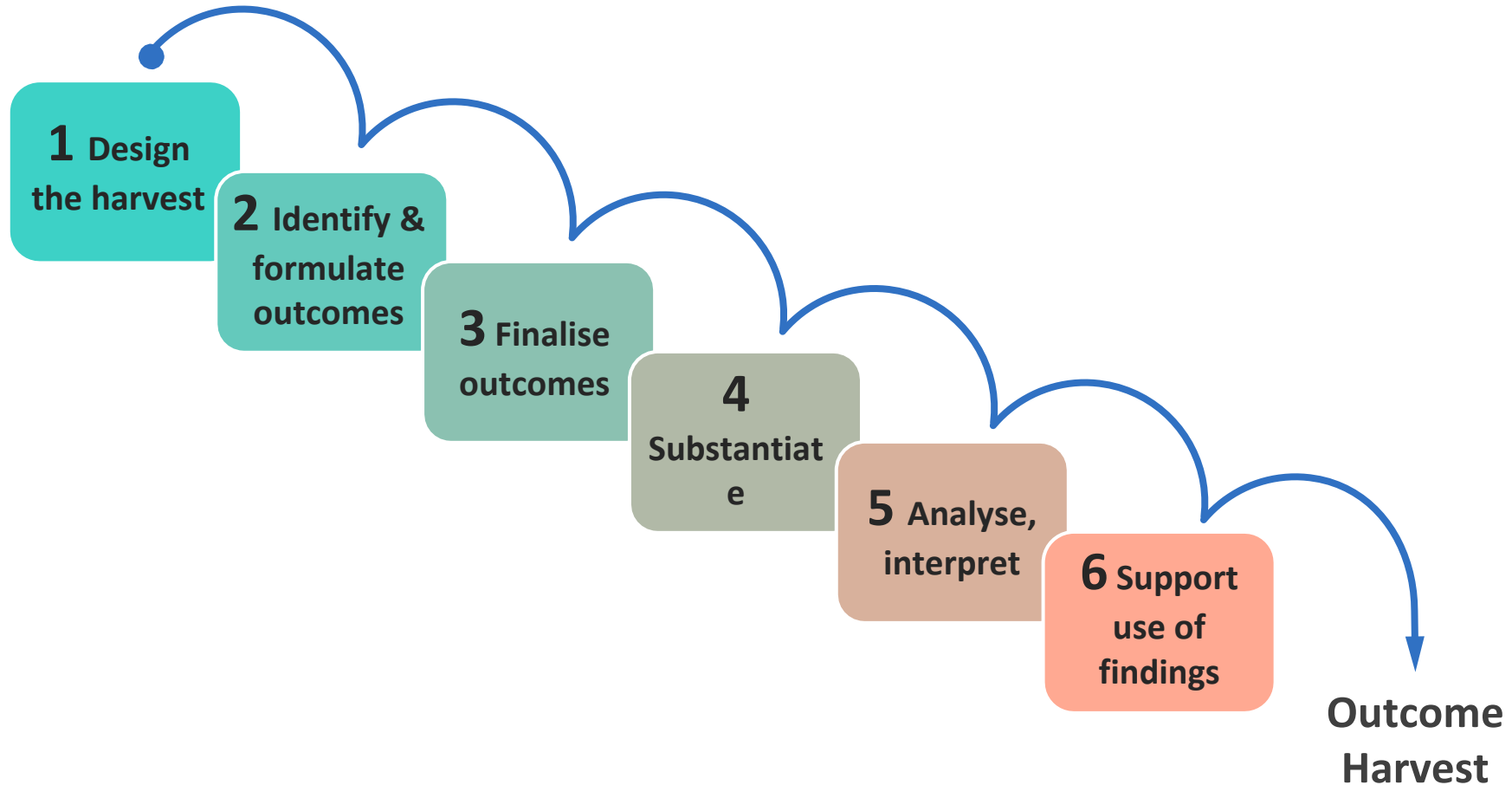
The outcome represents noteworthy progress towards the programme's theory of change or objectives.

TIMELY
Y



The outcome occurred since [date the harvest begins], although the programme's activities or outputs that contributed may have occurred months or even years before.

The Outcome Harvesting Process



SUMMARY

K **EEP**

I **T**

H **ORT**

S

I **MPL**



GOOD CHARACTER & BAD CHARACTER OF OH

Useful in complex settings, where the focus is on assessing change and learning

Permits reports of multiple change without focusing too much on planned change

Outcomes are verified through discussions with both internal and external stakeholders. This helps to improve the quality of data collection, and ensures that outcomes are not simply based on self reporting by an implementing agency.

It does not necessarily require plans or M&E frameworks to have been developed from the start of a project or programme. It can therefore be used even where there is no plan or theory of change, or when a theory of change is only partially formed.

Outcome harvesting can be carried out even if projects or programmes have not been properly monitored or evaluated over their lifetime.

Outcomes are only captured if they have already been described in documentation, or if the change agent is aware of them. This might mean a bias towards outcomes that are easy to identify, and away from those that are more difficult to measure.

Outcome harvesting may be less useful if a development agency wants to know whether or how far specific objectives were achieved. Outcome harvesting tends to work with multiple outcomes, and does not include guidelines for investigating major, planned changes in-depth.

Developing and describing outcomes is very difficult for some CSO staff, particularly if not working in their first language. It can take a lot of time and skill to develop high-quality outcome descriptions, and frequently outside assistance is required.

Outcome harvesting can be very data-intensive. For example, when Oxfam Novib used the method as part of an evaluation of its global programme between 2005 and 2008, nearly 200 outcomes were recorded. These were captured in a report of around 400 pages.

Outcome harvesting is described as a participatory methodology, and it is certainly designed to involve participants such as project and programme staff. It is less clear how wider stakeholders (such as social actors) should participate, and there is a danger that data collection can end up being extractive.

COMMUNICATION OF OH STATEMENT

STATEMENT

THINGS TO CONSIDER

- What message do you want to send
- Who is the message meant for
- What product is most attractive
- How much we have



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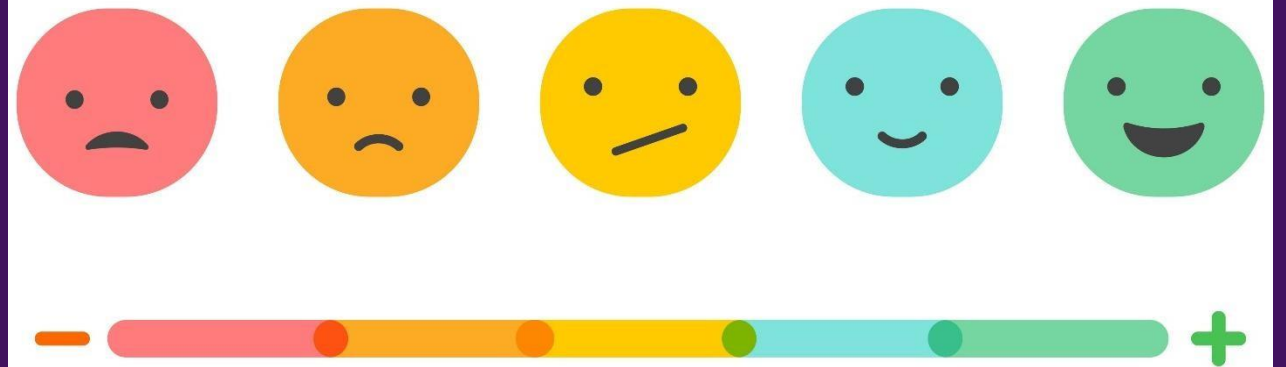
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FEEDBACK



RESOURCES CENTRE

- <https://watershed.nl/index.html%3Fp=4834.html>
- <https://www.evalcommunity.com/>
- [ann murray brown - MEAL Expert follow on linkedin for resources and tips](#)
- <https://www.outcomemapping.org/resources/example-outcome-journal-template>
- [Wanjiku Kariuki On LinkedIn](#)

A man with a beard and glasses, wearing a patterned shirt, is shown in profile, looking towards a large screen. The screen displays a grid of numbers, including 'N/A', '20', '100', and '15'. The text 'THANK YOU!!!' is overlaid in large green letters.

THANK YOU!!!



Cedric Owuru Da
Weirdest



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Cedric.Owuru@CBM-global.org



Cedcharisma



Cedric Owuru