RESULTS FOR DEVELOPMENT

Measuring Governance, Advocacy, and Power
A Guide to Existing Indicators, Tools, and Indices

This resource brings together existing indicators and tools that may be useful to practitioners responsible for the measurement of outcomes in the field of governance, advocacy, and power. We hope that the document, which present relevant resources in an easily accessible and filterable format, will make practitioners' search for practical indicators and tools less burdensome. If you would like to go straight to the database with existing resources, please visit: https://www.r4d.org/resources/measuring-governance-advocacy-and-power/.

Background

This resource was developed as part of an Open Society Foundations-supported project designed to improve measurement in the field of governance, including in areas such as anti-corruption, extractives transparency, and fiscal transparency and governance. In the project's formative research phase, R4D conducted an extensive research exercise to map existing indicators and tools available to help practitioners measure outcomes in the areas of governance, advocacy, and power. While the gaps in measurement are significant, we uncovered more resources that we expected. Unfortunately, these resources are scattered across websites, many of which might not be consulted by governance practitioners. We hope that this product will facilitate the identification of useful indicators and tools for anyone involved in the measurement of governance, advocacy, and power.

This review of existing resources and our extensive consultations with practitioners helped us identify priority areas for improved measurement. In the project's subsequent stages, we developed new tools to measure a subset of these outcome areas; these tools will be included in our database once they have been piloted and revised. For further information about the broader project, please visit https://www.r4d.org/projects/developing-fiscal-governance-indicators/.

Methodology

Our research involved searching hundreds of websites and resources for publicly available indicators and tools relevant to priority focus outcome areas for practitioners working on governance, advocacy and power. We began the formative research by doing a high-level search for categories of indicators, indices, and measurement toolkits that fit within broad theories of change and corresponding outputs and outcomes identified by the project's steering committee. Our preliminary search and subsequent discussions with representatives of governance-focused organizations revealed that there are more resources available and more corresponding knowledge of these resources for those focused on either basic outputs (such as participation in meetings or downloads of policy briefs) or on national-level ultimate outcome measures (such as budget transparency or corruption perceptions at a national scale).

As such, we undertook a deeper-dive review and mapping of indicators and tools that corresponded to intermediate outcomes – and specifically the hard-to-measure "missing middle" – between input and output measures on one hand and measures of ultimate outcomes on the other. We used a snowball approach to identify these indicators, finding preliminary measures in each of the categories discussed below and then reviewing referred resources from these measures to further build out this database.

While we intended to look primarily at indicators, we found that for a subset of outcome areas few indicators – if any at all – could be found. For this reason, we expanded our search to include tools and methodologies organizations might use to measure their work. Further, we considered global assessments and indices that measure outcomes at the national level because they may have the potential to be adapted for use by organizations.

- **Indicators**: Measures that organizations can use to assess and track their progress towards desired outcomes
- **Tools**: Frameworks and methodologies that organizations can use to assess and track their progress towards desired outcomes. Tools can come in the form of guides, matrices, surveys, scorecards, ratings, and analytical methods, among others.
- **Macro-indicators:** Measures that are created by combining multiple indicators into a single score. Data is typically collected at the national level and at regular intervals (e.g. annually or every few years). =Scores are determined using a mix of qualitative and quantitative methods, and typically undergo a lengthy review process.
- **Global Indices**: Measures that are created by combining multiple indicators or macro-indicators into a single score. Data is collected at the national level and at regular intervals (e.g. annually or every few years).

We consulted with practitioners to identify a subset of priority outcomes that are perceived as both important and lacking in measurement. These outcome areas, which guided our search for resources, include: audience awareness and understanding, civil society and government capacity, connectedness, contribution to change, civil society and government influence, issue reframing, media coverage, political will, public will, and quality of change. We also reviewed measures of ultimate governance outcomes. We provide a bit more information about each of these outcome areas below. It is worth noting that these categories are not "black and white" and thus some measures could arguably fall in multiple categories. In the database, we select a primary category based on our judgement and, where possible, note other categories in which the measure could fit.

<u>Audience awareness and understanding</u>: This outcome area refers to a target audience's awareness and understanding of a particular issue. The target audience may be the general public or a particular segment, such as non-governmental leaders, government officials, or company executives.

Civil society capacity: The capacity of civil society organizations (specifically their organizational and advocacy capacity) to undertake the actions they need to achieve their goals. We looked at the capacity of traditional organizations as well as that of movements.

Government capacity: The capacity of government to undertake the actions it needs to achieve its goals.

Connectedness: Degree and quality of communication and collaboration between actors including among civil society actors and between civil society actors and government or corporate actors.

Civil society influence: Civil society power to influence discussions, negotiations, and decisions.

Contribution to change: Whether and to what extent an organization contributed to a desired change.

Government influence: Government power to influence discussions, negotiations, and decisions.

Issue reframing: The extent to which the way an issue is described or portrayed shifts to the desired description or portrayal, typically as the outcome of a messaging or advocacy campaign.

Media coverage: Extent and quality of the media coverage of an issue, typically as a result of a media or advocacy campaign

Political will: The commitment of leaders to undertake actions to achieve a set of objectives.

Public will: The willingness of a non-policymaker target audience to act in support of an issue or policy proposal.

Quality of change: The extent to which a change (policy or other) achieved by an organization is in line with the "dream change."

Navigating the Database

The database, which provides basic information about each resource, is designed to be easily searchable by a number of criteria. It is organized into four tabs corresponding to the different types of resources we reviewed: indicators, tools, macro-indicators, and global indices (see above for more information about each of these).

In each of these tabs, you can filter by a number of criteria (or columns) including:

- The outcome area that the resource helps measure (e.g. audience awareness and understanding, capacity)
- What the resources measures specifically (e.g. increase in knowledge, advocacy capacity)
- A description of the resource (e.g. what it is, what it captures)
- The data collection method associated with the resource (e.g. survey, structured interview, focus group discussions)
- The source or index (for macro-indicators) where you can find more information about the resource

Some tabs have additional criteria by which they can be searched.

The indicators tab can also be searched by:

- Type of indicator (qualitative or quantitative)
- How each one is expressed (e.g. number, percentage, Likert scale)

The macro-indicators tab can also be searched by:

- How each one is expressed
- A brief description of the index that each macro-indicator is a part of

In the global indices tab, an additional column is included describing how frequently each index is published.