

Advocacy and Influencing Impact Reporting Tool

This tool has been developed to gather further information and evidence on CARE’s advocacy or influencing win. At CARE, advocacy is defined as “**the deliberate process of influencing those who make decisions about developing, changing and implementing policies to reduce poverty and achieve social justice.**”¹ Influencing and advocacy can go beyond government policies, it can include influencing governments, donors or NGOs to adopt a CARE program model or influencing the private sector to change their company policies or operating practices.

This tool captures the significance of the win, the level of CARE and our partner’s contribution, who stands to benefit from the change, and what evidence do we have to support a claim of change or impact. With the wide range of successes within influencing work and the various roles CARE may have played in this win, this tool allows us to identify how significant the win is as well as the significance of CARE’s contribution and our partners.

Success: Link UP- Pamoja Bank Account	
<ol style="list-style-type: none"> 1. What is the advocacy or influencing win? Include details such as: <ul style="list-style-type: none"> • A description of the win, and how it was achieved • start date and end date • any incremental wins that happened along the way • the main decision makers that CARE influenced to achieve this win 2. Why is this advocacy or influencing win significant? What was the reality prior to the advocacy/influencing win that the win aims to address? 3. If this win is part of a larger advocacy or long-term program goal, please describe the larger advocacy/influencing goal? 	<p>Between 2014 and 2017 CARE Tanzania’s ‘Link UP’ project worked with Tanzania’s National Microfinance Bank (NMB) to design a product for Savings Groups (called Pamoja). The product was piloted in a few locations with one account per saving group, and is designed for VSLAs to have a safe place for their savings between share-outs.</p> <p>The product was very successful for NMB, and they made profit on the group accounts (making it a viable business model for them to invest in). During the project, accounts were opened by both CARE and non-CARE savings groups (CARE savings group accounts were more profitable than non-CARE accounts).</p> <p>A similar product (Kikundi Account) was also developed and rolled out with Access Bank.</p> <p>This is a significant win because prior to this product launch the majority of VSLA groups were keeping their cash boxes in their homes thus increasing the group’s vulnerability. Additionally the final evaluation found that households were able to increase their resilience as a result of account opening.</p>
Contribution:	
<ol style="list-style-type: none"> 4. On a scale from high, medium, or low, how would you rate CARE’s contribution to the advocacy/influencing win? (<i>please refer to the scale below the table</i>) 5. Describe CARE’s contribution, specify CARE’s unique role as well as the role of other main actors including partner organizations and coalitions. 6. What evidence is there that supports our claim to have contributed to this win? 	<p>High- Every product supported by LINK Up covered new ground in the drive to digitize financial services among participating VSLAs. CARE Played a leading role with NMB and Access Bank to design, test and roll out the product. The number of Bank accounts opened serve as evidence towards CARE’s contribution. Since the project closed, NMB has rolled the account out nationally so that all branches are offering it, to date they have between 16 and 17 thousand opened Pamoja accounts and individuals have also used this as an opportunity to open ChapChap (individual) accounts.</p>
Potential Impact/Reach:	

¹ See CARE International Advocacy Handbook for more information

<p>7. What is the impact population that is expected to benefit from the advocacy/influencing win? Describe how the win will translate into a better life for these participants?</p> <p>8. If the change we have influenced is fully implemented, can you quantify the number of lives that could potentially be reached by this advocacy win? <i>Please explain how you calculated this number.</i></p>	<p>Multiplied Impact needs to be seen from two perspectives. (1) The number of members benefitting—as the account is for one group, that’s ~25 members benefitting from having a safe place to keep their money. (2) the unintended output is that members started to open individual accounts as well.</p>
<p>Actual Impact/Reach:</p>	
<p>9. Do we have any evidence to date that these expected outcomes have been achieved? If so, please describe how the win has translated into a better life for the impact population.</p> <p>10. Can you quantify the number of lives that have been improved? <i>Please explain how you calculated this number.</i></p>	<p>Data on issues of financial shocks within the households during the period of baseline to endline show that economic shocks have continued to occur. In Tanzania, about 50% of the households interviewed experienced finance shock within three months of the baseline and the number dropped to 42% within three months of the endline. Savings during these hard times were a means to an end for especially female headed households with an increase from 35% to 39%. Although for male headed households, dependency on savings during such times had a dramatic decrease from 52% to 28%, it’s noted however most opted to turn into seeking labour which can be regarded as exploring of other opportunities</p>
<p>Reflection and Learning:</p>	
<p>11. What were the main challenges you faced, and were they overcome? If so, how?</p> <p>12. What influencing tactics were particularly effective/ineffective?</p> <p>13. What would you do differently next time?</p> <p>14. What are the next steps or follow-up actions for this advocacy/influencing win?</p>	<p>A key challenge initially faced, is learning to walk the walk and talk the talk with a private sector actor. However, an effective influencing tactic used was demonstrating that there is a viable business case for the bank. Once they saw that it could be profitable, the Bank took the onus to roll out the product nationwide.</p>

Rating scale²:

High: *There is reason (evidence) to believe that the change would not have happened without CARE’s efforts. This could also include significant actions from partners which we support technically or financially.*

Medium: *There is reason to believe CARE contributed substantially, but along with other partners*

Low: *CARE was one of a number of actors that contributed, but this change may have happened regardless of CARE’s involvement*

² This rating scale has been used by Save the Children to measure contribution in advocacy work