

Social CoMMS

a guide to socio-economic monitoring in NRT member community conservancies

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Introduction

Social – Conservancy Monitoring and Management System (CoMMs) is a platform developed in 2014 by the Northern Rangelands Trust and The Nature Conservancy (TNC) to collect data on socio-economics, perceptions and program impacts within its member conservancies. Social CoMMS uses a survey methodology to collect relevant data from sample households located within the conservancy.

NRT's mission is to develop resilient Community Conservancies that transform lives, secure peace, and conserve natural resources. Social COMMS is divided into several modules to measure various aspects of this mission and provide a measurable opportunity to track change at the household level. The modules are:

- Demographics
- Assets
- Livelihoods
- Water and Nutrition
- Conservancy Perceptions, Impacts and Governance
- Rangelands and Marine
- Security Perceptions
- Wildlife Perceptions

Information on demographics, assets and livelihoods change on a 3-year basis, so these modules are envisaged to be collected on a 3-year basis. This data is useful for conservancy managers and boards to understand demographics, identify vulnerable zones or populations and target activities to create strategies or provide livelihood support (through the conservancy management plans, conservancy livelihood funds and other avenues) to these marginalized households. Additional information on livelihoods, water and nutrition, and rangelands can be used to validate arguments to support these causes and to track impact of programs on vulnerable populations.

In addition to targeting support for livelihood development, Social CoMMS information provides a gauge on household perception towards the conservancy. This information is used within NRTs governance assessment to capture the community voice and ensure for good governance. The community voice indicates how the community feels about the conservancy, if they are receiving equitable benefits, the impact of programs at the grassroots, perceptions and participation in programs, and their ability to have a say in decision-making. The module on conservancy perceptions, impacts and governance will be collected annually.

Similar to Wildlife CoMMS, Social CoMMS is envisaged as a devolved platform, to be used by conservancy management and boards to inform their strategic plans and operations, monitor impacts of their programs while ensuring for good governance with positive support from their communities.

Survey Sampling Methodology

Objective

To determine the sample size required to conduct the household survey.

Person Responsible

Conservancy Manager or NRT Research and Monitoring Officer leading Social CoMMS.

Overview

A two-stage cluster sampling design applying probability proportional to size sampling is used to determine the sample for Social CoMMS. A representative sample of households from each conservancy is selected using probability proportional to size sampling (PPS), which ensures that a representative subset of settlements is randomly selected for surveying from each conservancy.

Population data for pastoral communities is generally known to be unreliable due to the mobility of pastoralists. To overcome this hurdle population data is derived from the most recent settlement mapping exercises conducted by NRT. In case this data is not available, discussions with the managers and subsequent assessments with the community can determine all the settlements located within the conservancy and the related household numbers.

Step 1

Overall sample size is determined from the latest version of Kenya census data. This information is available in shapefile format. Conservancy shapefiles are overlaid on the Census 2009 shapefiles and the corresponding jurisdictional information, and population data copied into a spreadsheet. Household information per conservancy is summed up.

	Province	District	Division	Location	Sub-location	Area	Male	Female	Population	Household	N Density	Sample Size
Melako	Eastern	Laisamis	Laisamis	Laisamis	Laisamis	1368.10798	2707	3002	5709	1456	4.1729	352
Melako	Eastern	Laisamis	Laisamis	Laisamis	Koya	1482.49909	509	205	714	259	0.4816	
Melako	Eastern	Laisamis	Laisamis	Merille	Merille	178.916492	1524	1466	2990	680	16.7117	
Melako	Eastern	Laisamis	Laisamis	Merille	Irir	160.190609	550	723	1273	282	7.9468	
Melako	Eastern	Laisamis	Laisamis	Logologo	Logologo	673.254348	1706	1628	3334	745	4.9521	
Melako	Eastern	Laisamis	Laisamis	Logologo	Gudas/Soriat	897.600754	329	420	749	158	0.8344	
Melako	Eastern	Laisamis	Laisamis	Lontolio	Lontolio	481.900455	373	511	884	231	1.8344	
Melako	Eastern	Laisamis	Laisamis	Lontolio	Ndikir	213.56384	724	815	1539	323	7.2063	
										4134		

The average sample size is determined using a Confidence Interval Table.

This website <https://www.surveymonkey.com/mp/sample-size-calculator/> automatically generates the sample size at a 95% confidence level and a 5% margin of error.

Determine Sample Size

Confidence Level: 95% 99%

Confidence Interval:

Population:

Sample size needed:

Step 2

The second stage of the cluster sampling methodology involves listing all the settlements and the corresponding household number by sub-location within the conservancy. This data can be obtained from the settlement mapping exercise conducted by NRT, or through discussions with the conservancy manager who can estimate how many households are located within each settlement located within the conservancy. Create another column that cumulatively adds the household numbers.

Conservancy	Sublocation	Area	HH Numbers	Cumulative HH Numbers
Shurr	Bubisa	Bubisa center	1,300	1,300
Shurr	Bubisa	Mudde	200	1,500
Shurr	Bubisa	Segel	300	1,800
Shurr	Bubisa	Orondere	52	1,852
Shurr	Bubisa	Garra Diida	456	2,308
Shurr	Shurr	Shurr	500	2,808
Shurr	Shurr	Awaye	30	2,838
Shurr	Shurr	Ergems	23	2,861
Shurr	Shurr	Lalesa	50	2,911
Shurr	Shurr	Kobb Adi	15	2,926
			2,926	

Count the total number of settlements present in the conservancy (table) to calculate the number of clusters. Divide the total household number by the number of clusters to calculate the sampling interval. Use a random number generator to pick a number between 1 and the total number of households to create a starting point for sampling. The sample size per community is calculate by dividing the overall sample size by the number of clusters.

Conservancy	Shurr
Number of Clusters	10.00
Sampling interval	292.60
Random start point	304.00
Required sample size	310
Sample size per community	31.00

Once the above parameters are calculated, revert back to the settlement table and create a column with the sampling interval.

Area	HH Numbers	Cumulative HH Numbers	SI
Bubisa center	1,300	1,300	304
Mudde	200	1,500	597
Segel	300	1,800	889
Orondere	52	1,852	1,182
Garra Diida	456	2,308	1,474
Shurr	500	2,808	1,767
Awaye	30	2,838	2,060
Ergems	23	2,861	2,352
Lalesa	50	2,911	2,645
Kobb Adi	15	2,926	2,937
		2,926	

The random start point goes here

The sampling interval is added to each subsequent number.

$$304 + 293 = 597$$

$$597 + 293 = 889$$

The sampling index determines whether the settlement falls within the sampling frame or not. For every SI number that is captured within the cumulative HH numbers, one sample is determined. For example the SI's 304, 597, 889 and 1182 all fall within the cumulative HH number 1300, therefore 4 samples are picked from Bubisa Centre. These are then multiplied by the sample size per community calculated above, to determine the overall sample size from that settlement.

Settlement	Cumulative HH Numbers	SI	Selected	#of samples	Sample size
Bubisa center	1,300	304	YYYY	4	124.00
Mudde	1,500	597	Y	1	31.00
Segel	1,800	889	Y	1	31.00
Orondere	1,852	1,182			-
Garra Diida	2,308	1,474	Y	1	31.00
Shurr	2,808	1,767	YY	2	62.00
Awaye	2,838	2,060			-
Ergems	2,861	2,352			-
Lalesa	2,911	2,645			-
Kobb Adi	2,926	2,937	Y	1	31.00
Lalesa	2,911	2,645			310.00
Kobb Adi	2,926	2,937	Y	1	31.00
					310.00

Step 3

Each enumerator can on average complete 6 surveys per day, therefore the total sample size is divided by 6 to determine the total number of days required for the survey to be completed in the settlement. In an attempt to minimize field work to 5-7 days per conservancy, the total number of days is divided by 5 to get an average number of enumerators required from the respective settlements.

Settlement	Sample size	Number of days	Number of Enumerators	Number of Days of Work per Enumerator
Bubisa center	124.00	21	4	5
Mudde	31.00	5	1	5
Segel	31.00	5	1	5
Orondere	-	-	-	
Garra Diida	31.00	5	1	5
Shurr	62.00	10	2	5
Awaye	-	-	-	
Ergems	-	-	-	
Lalesa	-	-	-	
Kobb Adi	31.00	5	1	5
	310.00		10	

The selected settlements and the required number of enumerators from the respective settlements is communicated to the conservancy managers at least a week in advance of the training exercise to ensure that the appropriate recruitment process ensues.

2: Enumerator Training - Standard Operating Procedures

Overview

Training of enumerators to conduct Social CoMMS.

Person Responsible

Conservancy Manager.

Participants

Enumerators, Conservancy Management, Board Members.

Time Required

Two days.

Objective

Training of enumerators is vital to the success of the data collection exercise. The training also leverages the opportunity to build the capacity of the management and board on the need and use for Social CoMMS data. The training focuses on three key aspects:

1. What is the conservancy, and what are its impacts?
2. How to conduct the survey.
3. Administrative issues related to the survey.

Materials Required

- Map of the conservancy
- A4 Paper
- Marker Pens
- Post-It Notes
- Flipchart
- Tablet phones (charged and loaded with survey)

Step 1. Discussion: What is the conservancy and what are its impacts?

NRT's mission is to 'develop resilient community conservancies which transform people's lives and, secure peace and conserve natural resources'. Improving and maintaining the wellbeing of people living within conservancies is key component of achieving positive outcomes with the conservancy model. To achieve this, the Northern Rangelands Trust with The Nature Conservancy piloted Social Conservancy Management and Monitoring Systems to collect socio-economic data to track the impact of the conservancies on the people and to determine the perceptions of the community on the conservancy. The baseline socio-economic surveys in 2014 were conducted in Il Ngwesi, Kalama, Melako, and Nakuprat Gotu, and has spread to cover other NRT conservancies over the years.

The process is now becoming devolved, with local ownership from the conservancy to increase data use and facilitate adaptive management.

As a first step to establishing Social CoMMS in the conservancy, it is important to highlight who the conservancy is and what they do. Most local communities fail to identify with the conservancy due to lack of awareness. They can however relate to group ranches or sub-locations.

Participants should be asked to describe who and what they think the conservancy is. This can be expounded in terms of:

1. **Boundaries.** What are the landmarks that identify the length and width of the conservancy? Are there any towns, mountains, rivers or other places of significance that can explain how big the conservancy is? Use the map of the conservancy to discuss the geographic aspects.
2. **Activities.** What activities does the conservancy do that people can easily relate to? If you were to go ask an old woman in a remote settlement, what activities will she be able to identify? e.g. security and rangers, use of the conservancy car for transport, grazing planning?

This establishes a broad scope of the institution, physical boundaries and the activities of the conservancy.

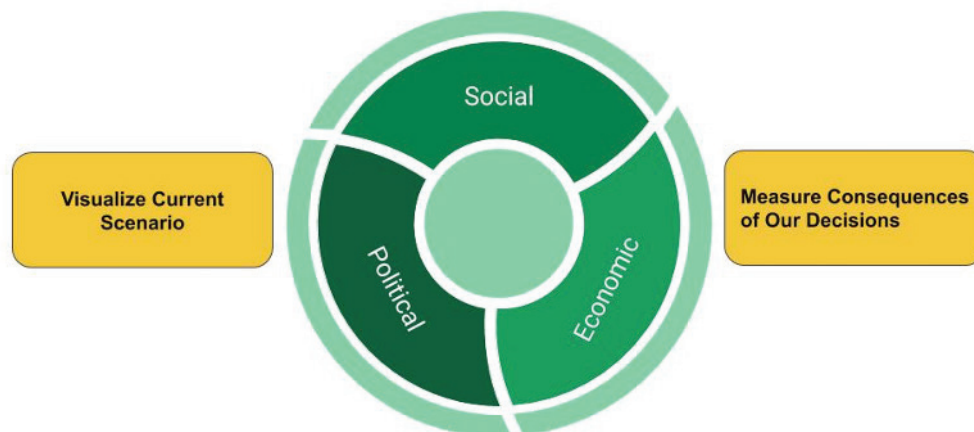
Step 2. Discussion: Why do we want to assess the impacts of the conservancy?

Enumerators need to understand the purpose of what they are doing. They act as the conservancy representatives on the ground, and may be asked by the community to explain the purpose of the survey. A thorough understanding will enable them to carry out the survey in a meaningful manner, while also giving them the capacity to explain and respond to households about any questions they have.

A discussion with the enumerators should be centered around the below topics:

1. What does the conservancy see as the role of Social-CoMMS?

Social CoMMS is the analysis, monitoring and managing of the positive and negative social impacts of NRT and conservancy activities, including both the intended impacts and any unintended impacts. Social CoMMS monitors conservation and associated development activities of Community Conservancy and NRT.



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Why do we monitor?

- i. **Steering.** Learn about the current situation and the impacts of projects and programs. Make changes to adapt and improve performance. Achieve Goals.
- ii. **Accountability to beneficiaries and donors.** We say we're going to do something, are we? How do we prove it?

Understand, discuss and agree on the following terminologies translated into the local language. Note, these terminologies should be standard across the entire conservancy:

- i. Positive Impact
- ii. Negative Impact
- iii. Wellbeing

Make a list of the economic, social and governance activities the conservancy is responsible for, and explain their purpose.

2. What is Social CoMMS used for?

NRT and the Conservancy use it for:

- Adaptive management. Targeting programs to areas, which might be most vulnerable, might be experiencing negative or no impacts, and using the data to better inform decision-making.
- Innovation. Using information to create new programs and activities that better address the needs and wants of the community.
- Donor reporting. Monitoring trends that indicate that donor funding is creating a positive change in the local communities.
- Creating transparency. Providing a platform for the community to provide feedback on the management of the conservancy.

Exercise: Conduct a stakeholder mapping exercise to understand who the key actors and their interests in the conservancy are.

- Draw the below table on a flipchart
- List all the possible actors within the respective groups and their related interest in the conservancy
- List how the actors can help to address or solve potential problems

Actors	Interests	Potential to Solve Problem
Beneficiaries		
Donors		
Partners		
Opponents		

3. What do they want to be tracking?

- The conservancy and NRT want to track the positive and negative impacts of the activities and programs that they facilitate and implement.
- They want to determine the perceptions of the community with regards to wildlife, security and conservancy management.
- They want to monitor improvement in socio-economics i.e. poverty, vulnerable groups, assets, livelihood choices to see growth.



Step 3: Exercise: Impact Ranking¹

1. Identifying and prioritizing impacts. Invite the participants to split into two groups, (5-6 members each), and ask one group to move to a nearby location so that the groups can discuss without disturbing each other.

2. Brainstorm negative social impacts:

- a. Facilitate a discussion to identify the negative social impacts of the conservancy and any related conservation and development activities. What is the term for “negative impact” in all the local languages?

If there is some doubt over whether the impact is conservancy-related, ask whether the impact is just an issue for people living near the conservancy or it also affects people living further away (in which case it is probably not conservancy-related). Clarify that we are focusing on impacts that people have seen over the last 5 years not hopes for the future. With negative impacts avoid statements phrased as “lack of (a possible solution)” (e.g. lack of fencing) since there are usually several possible solutions. Facilitate a discussion to get to the real problem i.e. human-wildlife conflict.

- b. Write each impact on an A4 paper using the appropriate language.



- c. Ask for more suggestions of negative impacts and use probing questions to get more examples until participants feel that all the significant negative impacts have been mentioned. Record each new example on an A4 paper. Make sure that you and the other participants clearly understand each suggestion but do not let the discussion go into details on particular issues or possible solutions.
- d. Once you have all the impacts written, review them with participants. If there are impacts that are the same or very similar then suggest to the participants that you should combine them by grouping them. This is so that when they do the ranking they don't under-rate an impact by splitting their votes between very similar impacts.



1. *Negative impacts of Conservancy listed on A4 papers.*
2. *Similar impacts grouped together.*
3. *Stones used to measure importance of each impact on the respective individual.*
4. *Exercise repeated for negative impacts.*

¹ Franks P, Small R and Booker F (2018) Social Assessment for Protected and Conserved Areas (SAPA). Methodology manual for SAPA facilitators. Second edition. IIED, London

- e. Ranking negative social impacts: Line the A4 papers for negative impacts on the ground where participants can see them, and give out beans to the participants. Tell the enumerators to collect 5 small pea sized stones. Explain that they should put the stones on the impacts that they feel have been the most important impacts over the last 5 years (the agreed recall period). They can distribute the stones however they choose and should not be influenced by their friends. When everyone has voted, count the stones and write the total number adjacent to each related impact on the A4.

Identifying and ranking positive impacts: repeat steps a) to e) above for the positive impacts

Discussion: Ask if participants agree that this ranking provides a good picture of how respondents feel. If there are some concerns ask what are the gaps/problems with the ranking?

Data Collection Preparation

Once the understanding is built around why the survey is being conducted, the enumerators are ready to understand how to conduct the survey.

1. Prior to the survey, board members and local authority figures should be informed on planned activities and need to communicate to community members about enumerator visits and their purpose.
2. The enumerators need to be told how many samples from their respective settlements they will be responsible for. This is determined by the survey sampling methodology.
3. Enumerators are informed that:
 - a. The conservancy belongs to the communities and that by participating in the survey the community is providing the conservancy support to improve on impacts and activities.
 - b. No money or in-kind gifts should be provided to respondents if they take part in the survey.
 - c. Survey remuneration is agreed upon.
4. Data collection.
 - a. For pastoral households, a boma is the larger structure within which households (manyatta) are located.



- b. Determining which household to sample.
 - i. Pastoral households: When conducting the survey, enumerators must not pick all the respondents from a single boma. Within the settlement they should cover as many bomas as possible. Ideally one household (manyatta) per boma should be surveyed. If there are only a few bomas, then the enumerator should pick one household within it, finish the survey, then skip 2-3 households and get responses from the next one.
 - ii. Similarly, for non-pastoral settlements, an enumerator should sample a household, skip 2-3 households then get responses from the next one, to ensure that representative households from the entire settlement or village are surveyed.

The enumerator should use good judgement when collecting responses.

3: The Survey

A mobile app platform called Kobo Collect is used for data collection in the field. This android-based platform comes pre-loaded on the tablets that are provided to the enumerators

Step 1.

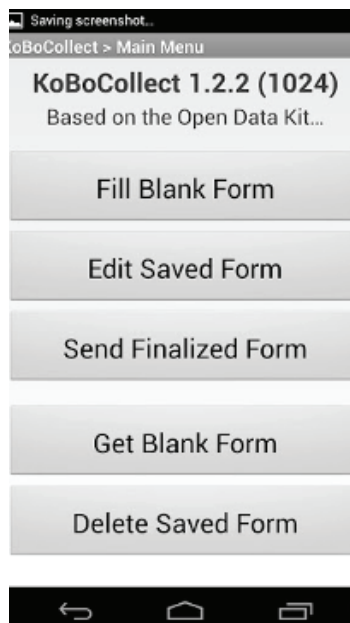
The data collection app is called Kobo Collect. The app on the phone looks like the picture below.



Double click the icon to open the app.

Step 2:

To begin data collection click on fill blank form.



Step 3:

Start entering data.

Step 4:

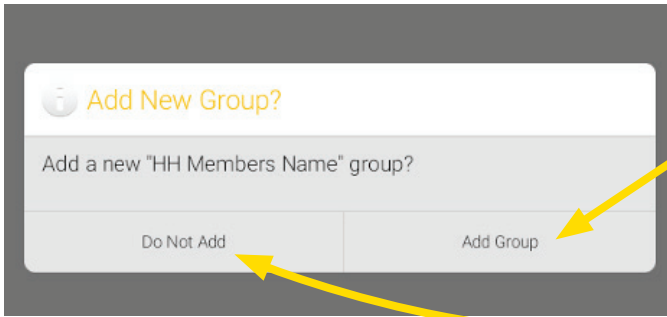
The household ID number should correspond to the number of household they are surveying. If it's the first household, the household ID number will be 1. If it's the second household the household ID number will be 2, and so on.

Step 5:

In the record location, if the GPS takes too long to get coordinates, swipe left to skip and move forward.

Step 6:

Within the module of household characteristics you will have to add a new group. A group is a single name of a member of the household. So if a household has 5 members, you will add 5 groups with 5 names. When it asks you to add a group the sixth time you will say "Do Not Add".

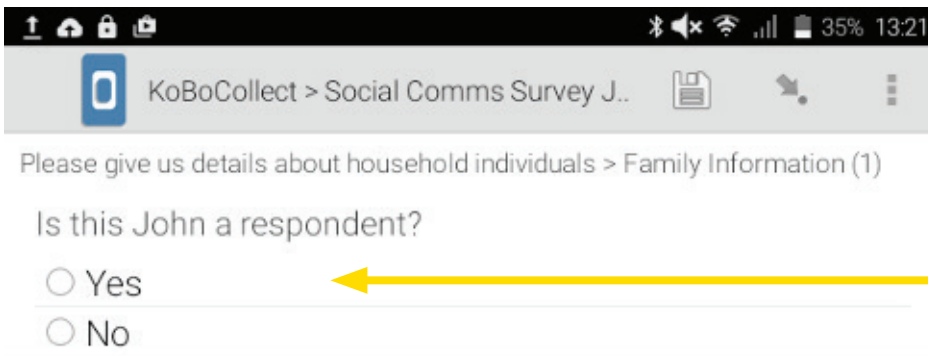


Only add groups, if you have names to add. If there are 5 members in a household, you will add 5 groups i.e. 5 names.

The sixth time you will click on "Do Not Add".

Step 7:

There can only be one or two respondents. Do not interview the whole household together as this will cause confusion and take up a lot of time.



There can only be one or two respondents. Do not make everyone a respondent.

Step 8:

There can only be one household head.



If the respondent is the household head, click here.

If the respondent is not the household head, click his/her relationship to the household head.

Step 1.8:

Once all the questions have been answered, the survey will indicate that it is finished. Click on save form and exit.

You are at the end of Social Comms Survey July 2016 -
CCY Shortcut.

Name this form

Social Comms Survey July 2016 - CCY Shortcut

Mark form as finalized

Save Form and Exit

Step 9

At the end of the day, you can send the finalized form if a data connection is available. This will upload to the server and the data can be viewed from any computer through the Kobo platform.

Step 10:

In case an enumerator starts a survey, and stops mid-way and wants to continue where he/she left it, they can go to “Edit Saved Form”. The incomplete form should be found there.

Step 11:

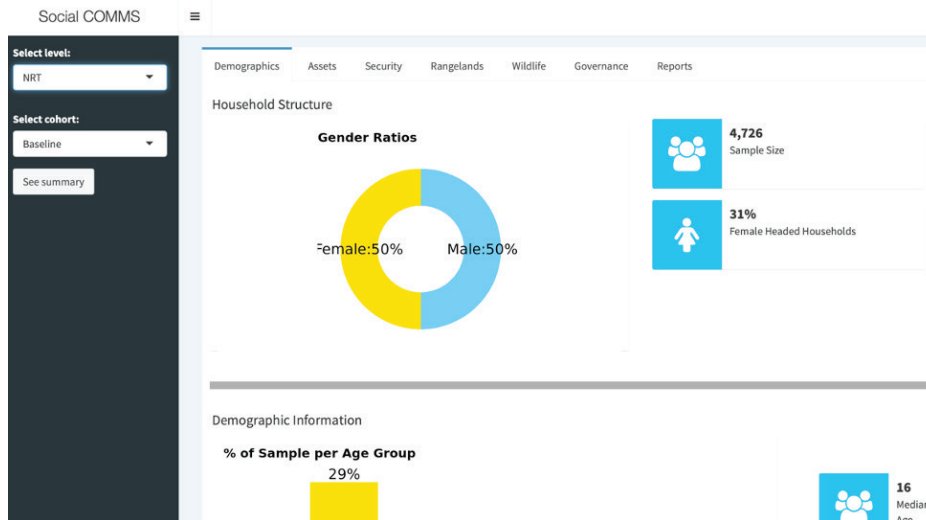
Once the survey is complete, the tablets, chargers, solar lamps and solar panels are to be returned to the conservancy and then NRT.

Step 12:

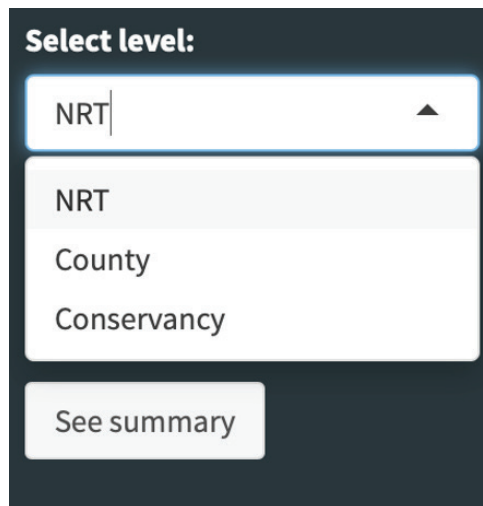
Payments to the enumerators will be sent via Mpesa following the completion of the survey.

4: Results

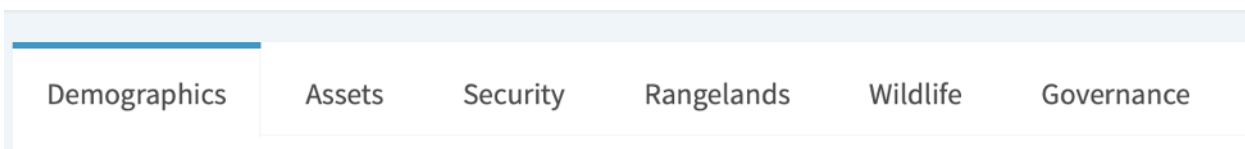
Results for Social COMMS are available on an R-Shiny web-based app.



The left-hand tab provides a dropdown menu to change the display to given geographical level.

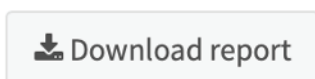


The header displays various tabs related to the respective Social COMMS modules.



Detailed reports that contain additional information that is not displayed on the site can be downloaded via a button at the bottom of the page. These report reflect the geographical extent selected in the “Select level” area.

Click the button below to download report of current page





ANNEX