

What is the OMLC?

The Outcome Mapping Learning Community is a global, informal, open membership network for sharing information and facilitating learning on using OM.

It is a non-profit, non-governmental organisation registered in Belgium. It is governed by a Board of Stewards, acting in a voluntary capacity, with day-to-day coordination and operations managed by a contracted host organisation.

The OMLC was created with funding from the International Development Research Centre and is now wholly self-financed through donations from members, annual events and consultant memberships.

The OMLC's mission covers six areas:

1. Steward the development of Outcome Mapping to maintain its relevance and keep up with innovations in theory and practice.
2. Facilitate learning and knowledge sharing among members about planning, monitoring and evaluating complex interventions through the use of Outcome Mapping.
3. Support and model appropriate application of Outcome Mapping for complex social and environmental change.
4. Demonstrate uses and usefulness of Outcome Mapping as a method for planning, monitoring and evaluating interventions in complex situations.
5. Explore the complementarities and compatibilities between Outcome Mapping and other planning, monitoring and evaluation approaches.
6. Engage and influence planning, monitoring and evaluation of the wider social and environmental change field through the principles and practices of Outcome Mapping.

How do I get started?

Join the OMLC at outcomemapping.ca/join or email info@outcomemapping.ca for more information.

Read the OM manual at outcomemapping.ca/book

“Outcome Mapping provides not only a guide to essential evaluation map-making, but also a guide to learning and increased effectiveness and affirmation that being attentive along the journey is as important, and critical to, arriving at a destination.”

Michael Quinn Patton, 2001

outcomemapping.ca



Outcome Mapping

LEARNING
COMMUNITY

outcomemapping.ca

What is Outcome Mapping?

Outcome Mapping (OM) is an approach used in planning projects and programmes and in measuring results of social, individual or organizational change. It is typically used by projects or programmes where relationships with and behaviours of collaborators and beneficiaries are fundamental to delivering their mission.

While some approaches offer tools for measuring outputs (what did the project produce?) and others measure impact (how has the well-being of beneficiaries changed?) OM focusses on planning for and measuring outcomes in terms of the behaviours and actions of the people reached, supported by or influenced by the programme. OM connects outputs and actors to help programmes to understand and assign credit for the changes they contributed to.

For example, the evaluation of a water purification programme will want to know whether the quality of the water has improved. The OM approach, however, will go a step further and will also investigate the extent to which the people and organisations maintaining that water system now possess and employ the skills, knowledge, tools and other resources to keep the system running.

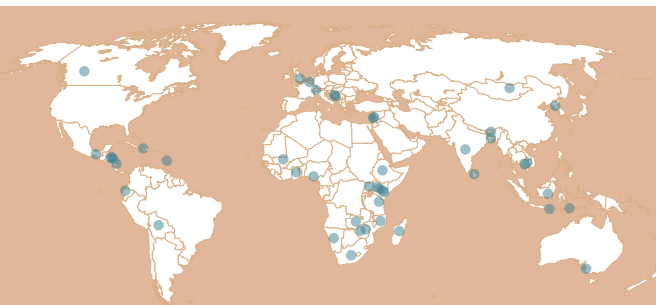
Why Outcome Mapping?

OM was developed by Canada's International Development Research Centre in the early 2000s in response to the challenges posed by the growing call for organisations and programmes to improve and measure the results of their efforts. Some of these challenges included:

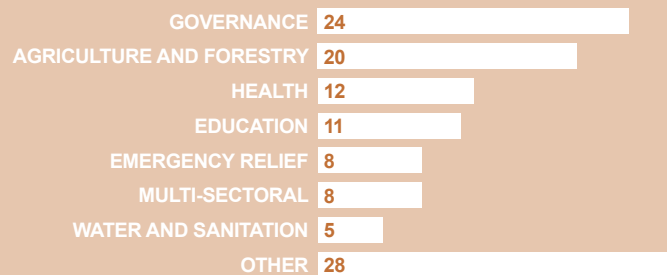
- **Complexity.** Development results emerge through the interaction of many actors and factors and therefore it is very difficult for managers to attribute results to a specific programme.
- **Useful feedback during the early stages.** Focussing on measuring long-term, beneficiary-level results doesn't give managers feedback to improve and adapt their programmes when needed.
- **Intangible results.** The results that often matter the most in development are intangible (knowledge, relationships, patterns of behaviour) yet it tends to be tangible parameters that are measured.

Where is Outcome Mapping used?

OM applications can be found in all continents and in a striking variety of sectors including governance, agriculture, health, and education. Empirical studies have found that OM is often used in complex situations where programmes find that the changes they are supporting are unpredictable and non-linear.



DOCUMENTED CASES OF OM USE AROUND THE WORLD



OM USE ACROSS SECTORS. FROM A 2012 STUDY OF 116 CASES

How is Outcome Mapping used?

OM is designed to be a participatory learning method used by groups of people but it can be adapted and applied in a variety of ways: it can be used as a standalone method or in combination with other methodologies; it can be used in its entirety or in parts; it can be used in new, ongoing or completed activities; it can be used in small projects, large-programmes or whole organisations.

New adaptations of the OM steps also continue to emerge, such as approaches which fuse OM with logical frameworks, OM-based monitoring systems and the Outcome Harvesting approach to identify outcomes of interventions that had not used OM at the planning and monitoring stages.

How can I learn about Outcome Mapping?

Outcome Mapping is an approach that continually evolves as users adapt it to their purposes and contexts. The easiest way to learn more, to keep up with the many ways Outcome Mapping is being applied in different contexts, and to contribute to improving it, is to join the Outcome Mapping Learning Community at outcomemapping.ca

On the website you can:

- Ask questions to the community, no matter how basic, and get answers from experienced practitioners and newcomers alike
- Follow discussions among practitioners
- Read manuals, articles, reports and examples
- Watch webinars and presentations
- Browse case studies of OM in use
- Find members or consultants near you, based on country experience, languages spoken and areas of expertise
- Register as a consultant and market your OM services
- Enrich the community with your knowledge, examples and questions
- Support the community through various means
- Stay up to date with the latest news through social media

There are also regular face-to-face opportunities for learning. The OMLC organises a learning event every year, offering an opportunity to meet and learn with OM practitioners from around the world. Find out more at:

outcomemapping.ca/events/omlc

Finally, there are regular training workshops for beginners held across the world, throughout the year, organised by different providers. Find out more at:

outcomemapping.ca/events/omtraining