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**Put the partner´s logo here**

**Project:**

**[Write the project´s name here]**

**Inception Report for**

**[Use this space to indicate the type of study or evaluation (baseline, endline, final evaluation, etc.)]**

**Prepared by:**

**[Use this space to indicate the name and title of the person in charge of writing the report]**

**[Use this space to write the name of the city, the month and year]**

**Inception report**

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# Evaluation Objectives and Matrix

**Guidelines:** This section outlines the evaluation/study’s objectives, any evaluation questions linked to the objectives and any indicators relevant to answering the evaluation questions.

* OBJECTIVES and QUESTIONS: List here all the objectives stated in the Terms of Reference for this evaluation. Each objective should have linked evaluation questions. List the related evaluation questions directly under the related evaluation objective.
	+ Note: Evaluation questions are more often used in evaluations than in studies (baseline/endline). If evaluation questions are not relevant, there is no need to include them.
* EVALUATION MATRIX**:** The evaluation matrix summarizes in a table format the evaluation objectives, questions and the associated indicators, collection method, data source and sampling method.
	+ An evaluation matrix used for studies can exclude evaluation questions if they are not relevant.
	+ The evaluation matrix should be completed and attached as an Annex.
	+ As an Annex, also provide the project’s completed M&E Matrix and the project’s M&E Plan.

# Evaluation Methodology

**Guidelines:** This section presents the methodology proposed to collect the data for the indicators listed above. It should include the following subsections:

* SCOPE:
	+ Present a description of the geographic scope of the area where data collection will take place, including any relevant variations among target populations (such as language, ethnic groups, religion, gender, age) or important geographic features (differing altitudes, access to water bodies) that is needed to properly understand where and how the data that will be collected;
	+ Present the key data sources that will be selected to answer each of the evaluation questions posed. Common sources include: program recipients, program deliverers, persons with knowledge of program recipients, program documents, program records, databases, etc.
* METHODS:
	+ Describe the data collection and data analysis methods needed to answer the evaluation questions. State the limitations for each method.
		- Standard data collection methods for evaluations include: quantitative surveys, interviews, focus groups, observation and document review.
	+ Don’t forget to include a description of how data will be collected from different subsets of the population (men, women, boys, girls, ethnicity, vulnerability, etc.). For example, will focus groups be conducted with men and women together or will they be conducted separately?
	+ Include value scales or coding used for qualitative methods.
	+ Where relevant, describe how the responses will be triangulated.
* SAMPLING:
	+ Include a description of the sampling frame and how that has influenced the sampling method and sample size.
		- An ideal sampling frame will have the following qualities:
			* all units have a logical, numerical identifier
			* all units can be found – their contact information, map location or other relevant information is present
			* the frame is organized in a logical, systematic fashion
			* the frame has additional information about the units that allow the use of more advanced sampling frames
			* every element of the population of interest is present in the frame
			* every element of the population is present only once in the frame
			* no elements from outside the population of interest are present in the frame
			* the data is up-to-date
	+ State whether the sampling method is a probability or non-probability sample. State the type of probability (random, simple random, stratified random, etc.) or non-probability (purposive, convenience, etc.) sample and the justification for the use of the selected method. Provide a detailed description of how the selected sampling method will be implemented.
	+ State the sample size. Provide all details used to justify the sample size, including statistical power, the confidence interval and the confidence level. Explain how the chosen values will influence how the project team will be able to interpret and make decisions based on the results of the data collected.
* TOOLS/INSTRUMENTS:
	+ List all the tools that will be used to collect data, including any tables or figures that will be generated to help analyze the data. Include these tools in an Annex to the report.
	+ Describe all the languages that are spoken by the sample population and how the tools/instruments and data will be translated.
* DATA QUALITY:
	+ Describe how the data will be collected, transferred and stored in order to maintain data quality.
* TESTING:
	+ If necessary, describe how data collection tools will be tested (such as questionnaires or speaking notes for focus group discussion facilitation). Note that except for the documentation review, most data collection tools require testing.
* TEAM:
	+ Describe who will collect, record and analyze data. If enumerators or data clerks will be hired, describe their requirements for employment, their specific duties and how they will be trained.

# Limitations to the evaluation/Study

**Guidelines:**

* Disclose any limitations to the evaluation based on desk review and/or assessment of information obtained. (Limitations noted in this section must not have been evident prior to the review of project documents or initial discussions with project staff)
* Propose strategies to overcome identified limitations, if possible.

# Ethical Considerations

**Guidelines:**

* All evaluations should meet the ethical evaluation standards as outlined in the American Evaluation Association’s Guiding Principles for Evaluators (<http://goo.gl/oBJ3I4>).
	+ In this section, summarize how the consultant and any evaluation/study participants will make these principles known and will adhere to them throughout the evaluation.
* Be sure to include:
	+ How the evaluation team will ensure the privacy and security of respondents and the data they provide.
	+ How the evaluation team will obtain informed consent.

# Timeline and Roles and Responsibilities

**Guidelines:**

* List all data collection tasks. Tasks include all aspects of data collection such as logistical plans and review periods. Also include the deadline for each task, who is responsible for its completion and if needed, any resources or support required by the project team to complete the task.
* Be sure all deliverables required in the Terms of Reference are included.

# Annex 1: Terms of Reference

# Annex 2: Evaluation Matrix

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation Question** | **Indicators/Data** | **Collection method** | **Data source** | **Sampling**  | **Comments** |
|  |  |  |  |  |  |

# Annex 3: M&E Plan

# Annex 4: M&E Matrix

# Annex 5: Draft Data Collection Instruments