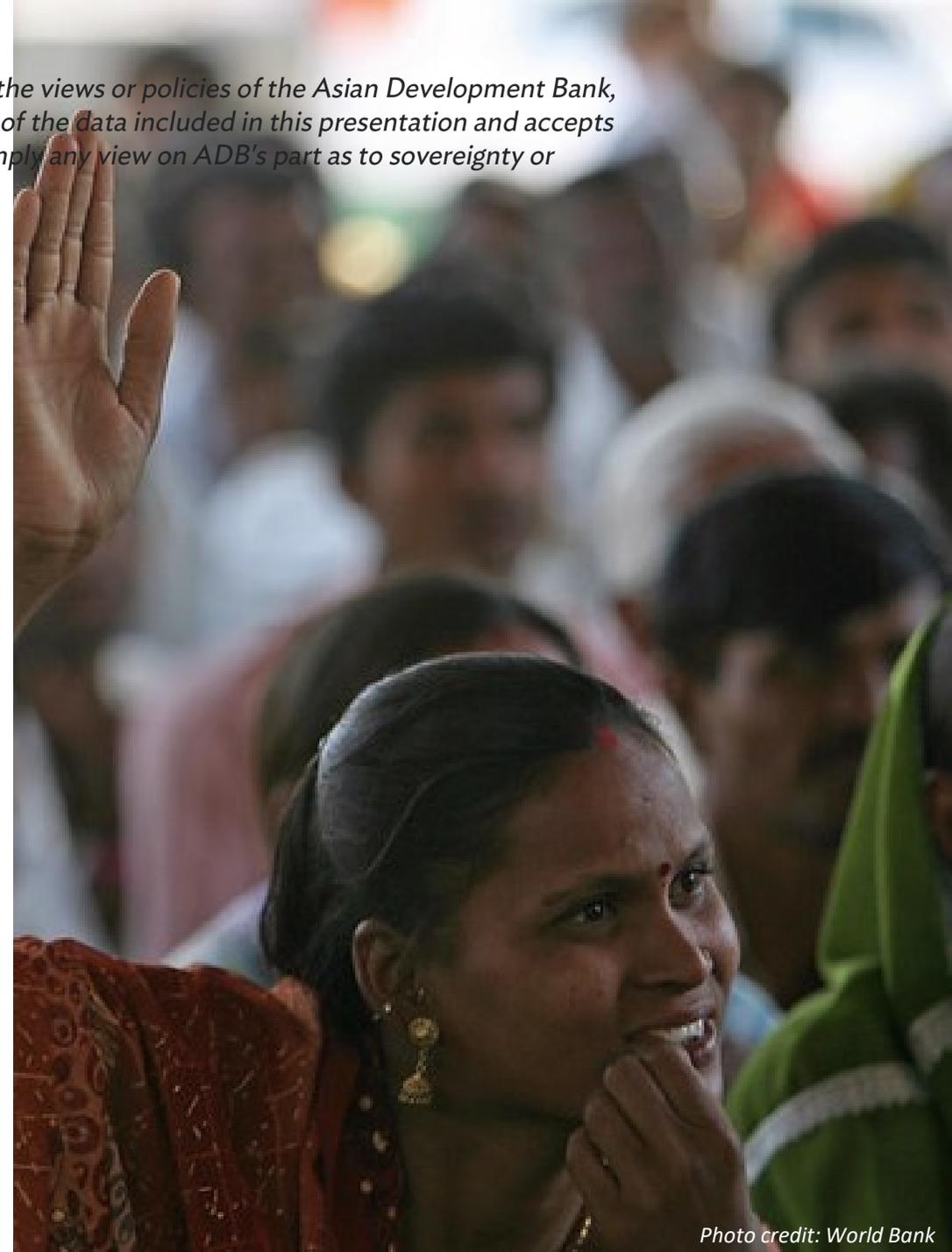


The views expressed in this presentation are the views of the author/s and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy of the data included in this presentation and accepts no responsibility for any consequence of their use. The countries listed in this presentation do not imply any view on ADB's part as to sovereignty or independent status or necessarily conform to ADB's terminology.

ADB Training: Integrating the Graduation Approach into ADB Operations

12-15 December 2022

Disclaimer: The views expressed in this presentation are the views of the author and do not necessarily reflect the views or policies of the Asian Development Bank (ADB), or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy of the data included in this presentation and accepts no responsibility for any consequence of their use. Terminology used may not necessarily be consistent with ADB official terms.



Training Guidelines



Please note that this meeting is being recorded.



Upon joining this training, kindly please mute your microphone on mute to avoid interruption.



During the Q&A and Discussion, you may post your question on the Padlet web app, Zoom chat box, or you may raise your hand to request the moderator for space to speak. We encourage you to turn on your camera and microphone when asking live questions to maintain an interactive session.



If at first you encounter a connection, audio, or video problem, please disconnect and rejoin the meeting. If the problem persists, please e-mail the secretariat at sdtg@adb.org



Presentations will be sent thru e-mail after this session.

REFLECTION AND Q&A RECAP

Aude de Montesquiou
Social Protection and Graduation and Approach Advisor



DIGITAL INNOVATIONS

ADB Training: Integrating the Graduation Approach into ADB Operations

Dec 12-15, 2022



THE POTENTIAL FOR DIGITAL INNOVATIONS

Interacting with users

- Apps for program delivery (savings, livelihoods)
 - Increasing UI/UX for low literacy users
 - Building in behavioral insights
- Connections to digital marketplaces
- E-coaching with two-way communication through SMS, chatbots, and social media

Optimizing management

- Monitoring with predictive analytics increasing program quality (staff performance, standardization, accountability, transparency)
- Linkages to Big data
- Learning from other sectors: mHealth, mNutrition, mEducation

TWO EXAMPLES: BREAK OUT GROUPS



- **CommCare** is a data collection and case-management app to collect and track data over time by Dimagi.
- ADB is piloting this app with an economic inclusion program implemented by Government in the Philippines.



- **ConHector** is a virtual personal assistant through IVR chatbot on WhatsApp and Facebook. It uses storytelling and simplified language that includes examples adapted to the context of poor users.
- **Fundación Capital** is implementing ConHector in Colombia, México, Paraguay and Perú.

BREAKOUT GROUPS LEADERS

Carolina de Miranda

Social and Livelihood Promotion Director, Fundación Capital (Latin America)

Marlowe Popes

Field Manager, BRAC UPGI (Philippines)



A photograph of a diverse crowd of people at an event. In the foreground, a woman with dark hair, wearing a red patterned top and a gold bangle, has her right hand raised. To her right, another woman is smiling and looking towards the camera. The background is filled with other people, some wearing traditional Indian attire like sarees. The overall atmosphere is bright and lively.

BREAKOUT SESSIONS

(30 minutes)



BREAKOUT SESSION 1:
ConHector



CONHECTOE AND GRADUATION

| | | | |
|---|---|---|---|
| 2 | 0 | 2 | 2 |
| 2 | 0 | 2 | 1 |

ECaaS Economic Citizenship as a Service



Fundación Capital promotes economic citizenship globally and at scale with technology so people at the base of the pyramid can be included in the digital economy, accumulate and protect their assets (financial, human and productive), develop their capacities and gain access to new opportunities. In a novel data-driven and human-centered approach, *Economic Citizenship as a Service*, we connect low-income families with those assets and information that will allow them access to what they need when they need it.



Advancing Economic Citizenship Globally & at Scale

Fundación Capital is an international non-profit social enterprise that for 13 years has been working to promote economic citizenship globally and at scale. Using a human-centered design and a strong data science approach, we improve the financial lives of people living in vulnerability around the world.

Our Impact



7.000.000

People reached.



55 million

Leveredge for our programs since 2009.



6 International awards



19

Countries in the LAC region, Africa, and Asia.

We are proud members of:





CONHÉCTOR

Change your life by just saying 'Hello'

 Fundación Capital



CON-HÉCTOR *Comunidad de Oportunidades*

Con-Héctor is an intelligent virtual assistant that connects people at the base of the pyramid with practical advice and tools to help them make informed decisions and improve their quality of life.

Con-Héctor encourages the inclusion of traditionally marginalized groups in developing countries, focusing on technology as a point of contact with the digital economy and reducing the digital divide.

TARGET AUDIENCES

- ★ Women and youth in vulnerable communities.
- ★ LGBTI Q+
- ★ Migrants
- ★ Refugees
- ★ SMEs owners / Entrepreneurs
- ★ Domestic workers
- ★ Community workers
- ★ Victims of social conflicts

User characteristics:

- ★ People in urban and semi-urban areas
- ★ People in rural areas
- ★ They have Internet coverage
- ★ They have an smartphone
- ★ They use social media (Facebook and WhatsApp)
- ★ Finished elementary school (can read and write).



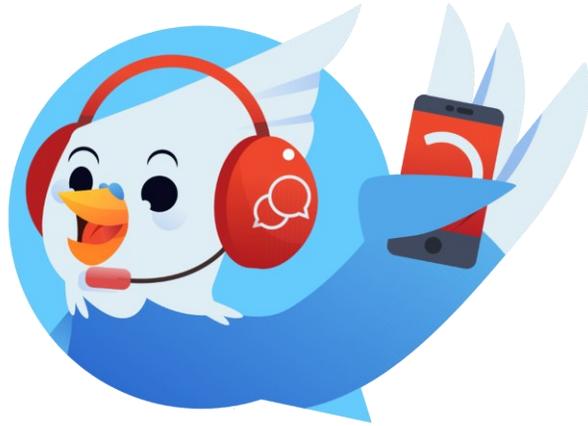


FEATURES

- ★ Virtual assistant (Chat-bot) for WhatsApp and Facebook Messenger.
- ★ Available 24/7.
- ★ Curated catalog of tips, products and services.

Topics:

- ★ Finances
- ★ Health
- ★ Education
- ★ Home improvements
- ★ Employment
- ★ Sustainability
- ★ Technology
- ★ Training



Con-Héctor's chatbot solutions are cost-effective communication channels that enable NGOs, development agencies and governments to multiply their impact, user acquisition & engagement and ensure the sustainability and growth of their programs.

User-Friendly Channel

UX and content are designed by teams with an expertise in engaging with Base of Pyramid users and/or users with basic digital-literacy skills.

Scalable

Channel is optimized for mass diffusion as the chatbot solutions are accessible on the most commonly used messaging platforms (i.e. WhatsApp and Messenger)

Data-Driven

Unprecedented user-insights are made accessible through real-time data on user behaviors and interests that is captured and visualized on graphic dashboards

CONHÉCTOR

Easy and efficient!

Language easy to understand.

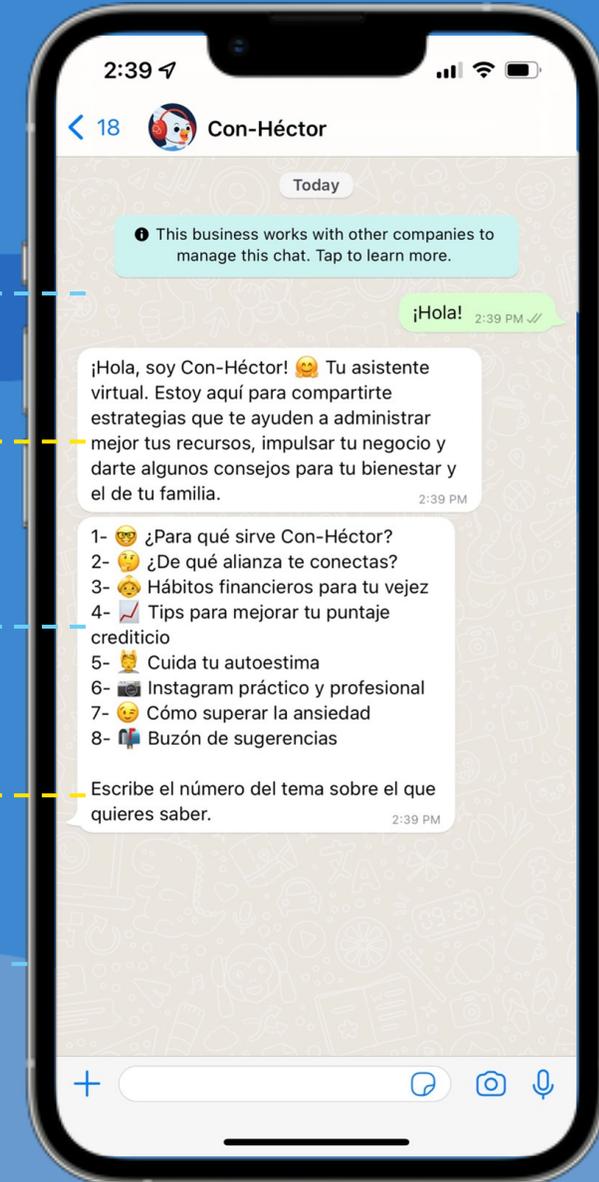
Quick answer.

Content creation based on **users needs**.

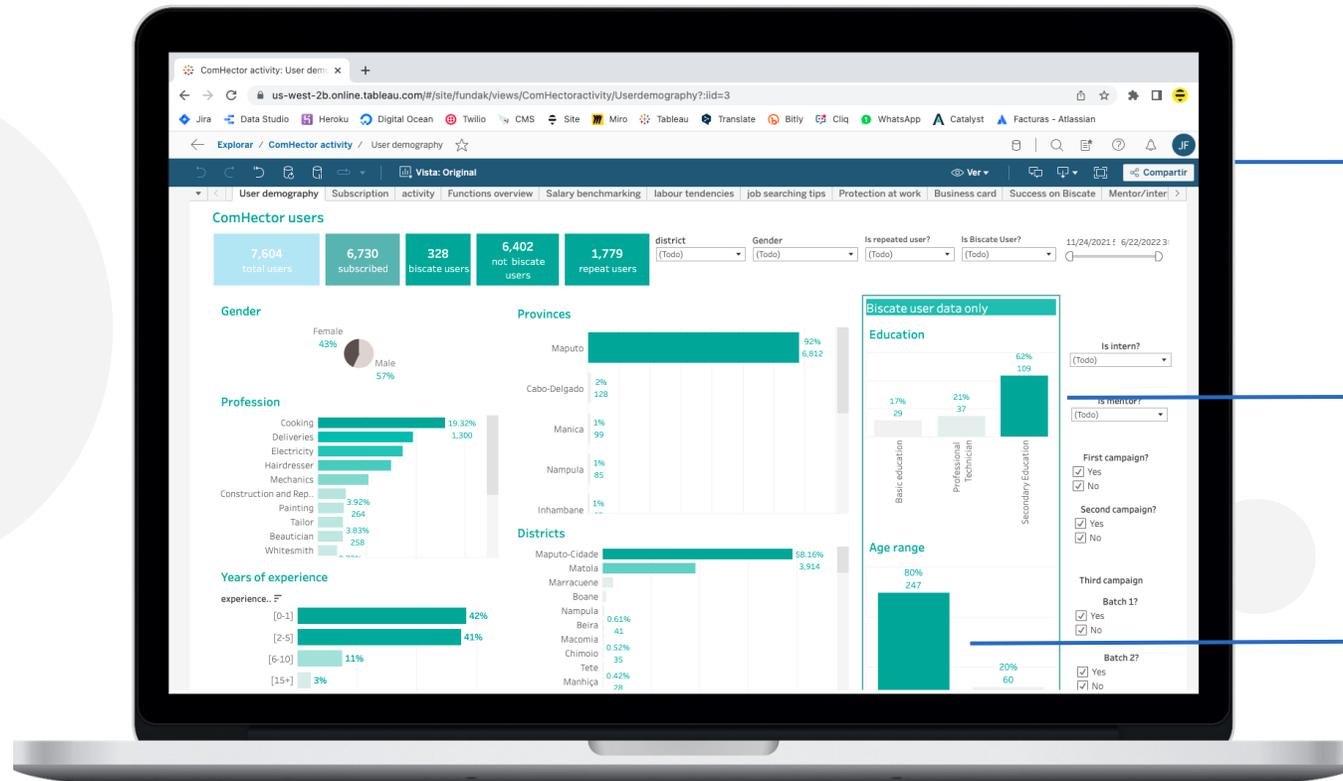
Constant iteration of content according to user satisfaction.

Easy-to-understand **audiovisual** content

CONHÉCTOR



Your data in one place!



Compilation of data of interest

Real-time data visualization (Dashboard)

Periodic analysis and reporting of user behavior.

Our achievements!



+28.000
Users reached



+164.000
Interactions



+600
Contents created and
certified



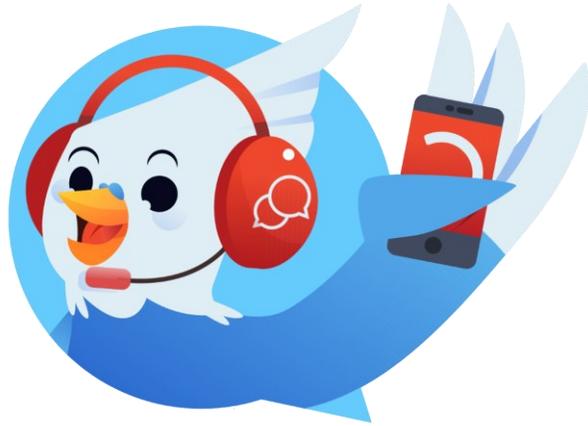
8

Countries reached in Latin
America

4

Countries with current projects





Con-Héctor's chatbot for Graduation programs is a cost-efficient communication channel since:

1. Facilitates follow-up

Trainers can relay messages to end users and answer questions and doubts, which users may have.



2. Deepen content

With Con-Hector we can deliver more specific contents, according to the needs and topics of interest of the users.



3. Connect with opportunities

Access to existing products and services that empower, enable and accelerate user ventures.





23

info@fundacioncapital.org

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A photograph of a diverse crowd of people at an event. In the foreground, a woman with dark hair, wearing a red patterned top and a gold bangle, has her right hand raised high. She is looking towards the right with a slight smile. Other people in the background are out of focus, some wearing traditional Indian attire like sarees. The overall atmosphere is bright and lively.

BREAKOUT SESSION 2:

CommCare



Digital Monitoring in the Padayon SLP Project



Outline

1. Overview of Padayon SLP
2. What is CommCare?
3. Padayon SLP on CommCare

PADAYON SLP OVERVIEW

Implementer: Department of Social Welfare and Development (DSWD)

Timeline: March 2021 to January 2023

Participants: 2,810 Pantawid Pamilya Beneficiaries not yet served by SLP

Objectives:

- Integrate holistic Graduation approach methodology into SLP interventions
- Promote sustainability of SLP projects by strengthening technical and life skills coaching, linkage to market, and monitoring of the Program participants
- Determine effects of smaller caseloads for SLP implementers for use in policy-making and budget preparation.
- Strengthen localized market assessment process to provide skills-tailored and market-driven livelihoods



Learn more about Padayon SLP by scanning the QR code.



PADAYON SLP MONITORING OVERVIEW

Graduation Criteria

Threshold criteria for graduation captured with monthly Household Welfare and Livelihoods Monitoring forms.

Delivery of Interventions

Track progress of planned field activities through Review Meetings at different levels and data input by field staff into CommCare.

Padayon SLP Project Staff

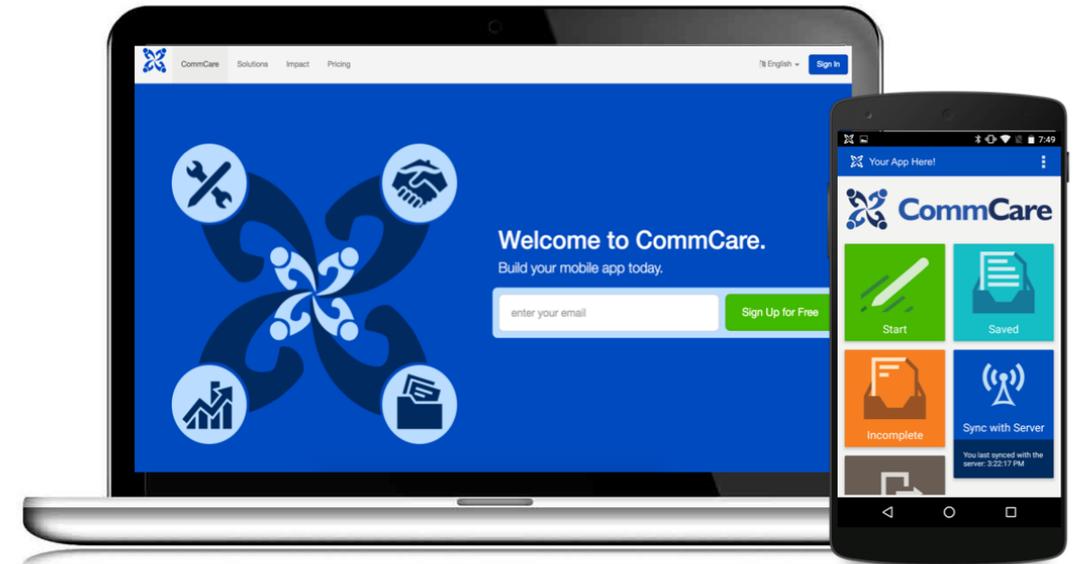
Capture performance of field staff on a monthly to quarterly basis.

- Use of digital platforms and mobile tablets for data collection and storage for real-time monitoring
- Monthly monitoring of households, even in geographically isolated and disadvantaged areas
- Regular monitoring visits and review meetings

WHAT IS COMMCARE?

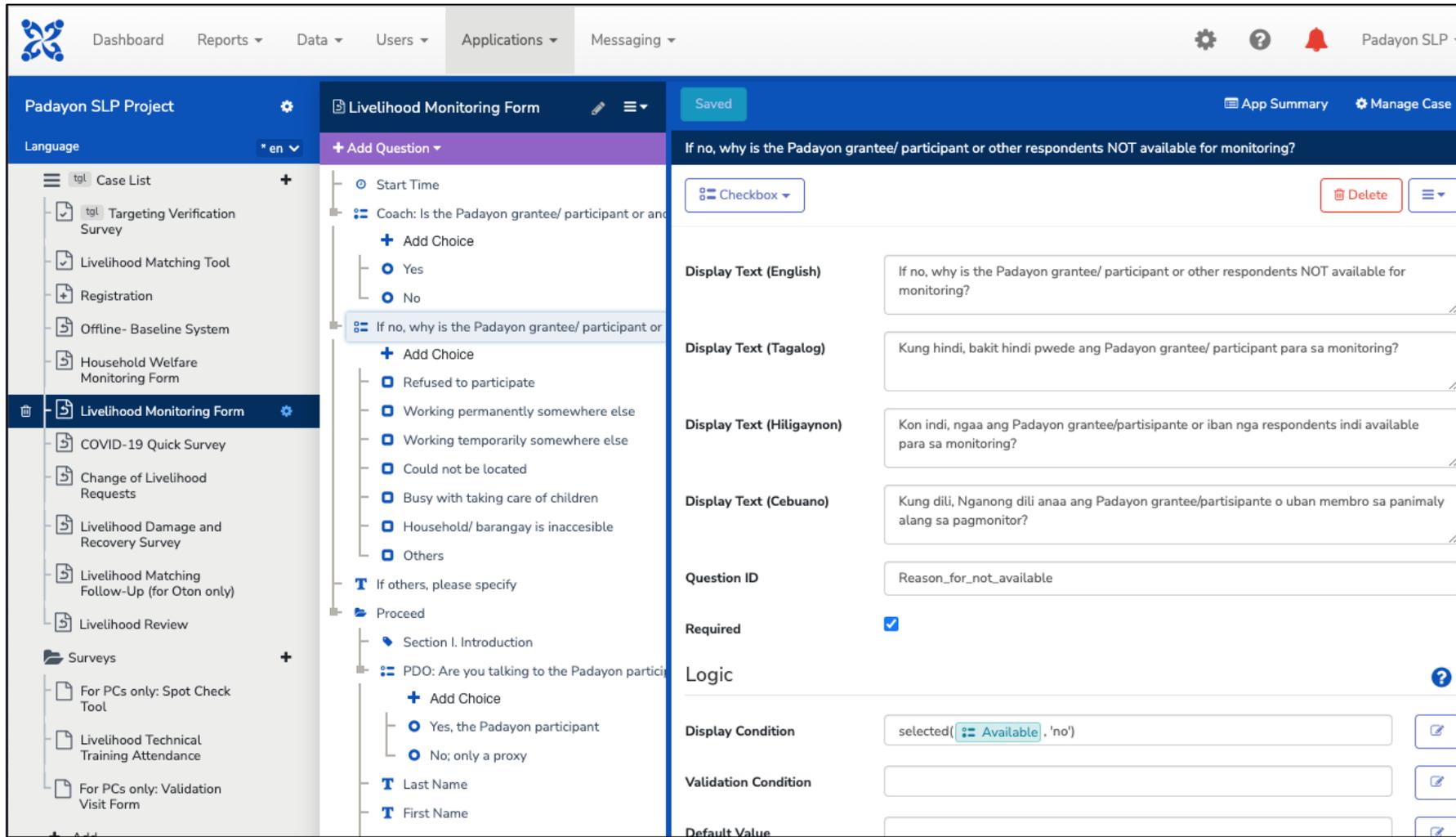
Commcare is an Android-based **data collection** and **case management** platform that allows projects to:

1. *BUILD* a customized application to support field staff with the collection of data;
2. *COLLECT* data, even in areas with no connectivity;
3. *ANALYZE* data in the web platform or export it for 3rd party tools.



Padayon field staff in Sultan Kudarat using CommCare to monitor his participant's welfare and livelihood operations.

GETTING STARTED WITH COMMCARE



The screenshot displays the 'Livelihood Monitoring Form' configuration interface. The top navigation bar includes 'Dashboard', 'Reports', 'Data', 'Users', 'Applications', and 'Messaging'. The main interface is divided into three sections:

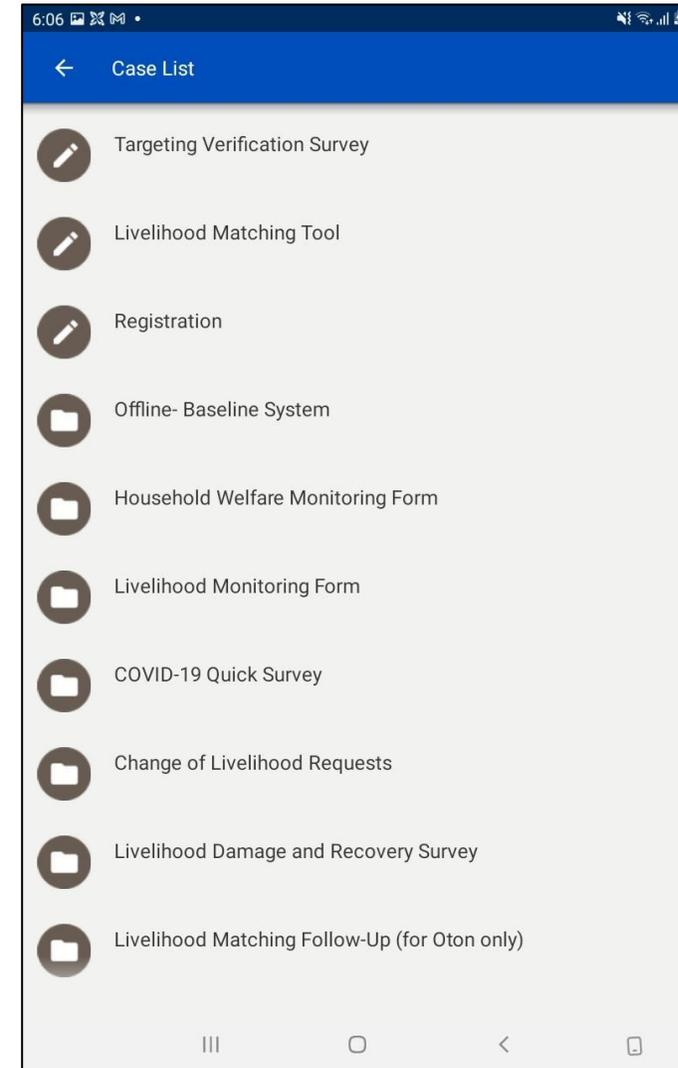
- Left Sidebar:** A tree view of applications under 'Padayon SLP Project', including 'Case List', 'Targeting Verification Survey', 'Livelihood Matching Tool', 'Registration', 'Offline- Baseline System', 'Household Welfare Monitoring Form', 'Livelihood Monitoring Form' (selected), 'COVID-19 Quick Survey', 'Change of Livelihood Requests', 'Livelihood Damage and Recovery Survey', 'Livelihood Matching Follow-Up (for Oton only)', 'Livelihood Review', 'Surveys', 'For PCs only: Spot Check Tool', 'Livelihood Technical Training Attendance', and 'For PCs only: Validation Visit Form'.
- Central Editor:** A question editor for 'Livelihood Monitoring Form'. It shows a question: 'If no, why is the Padayon grantee/ participant or other respondents NOT available for monitoring?'. Below the question, there are options to 'Add Choice' and a list of choices: 'Yes', 'No', 'Refused to participate', 'Working permanently somewhere else', 'Working temporarily somewhere else', 'Could not be located', 'Busy with taking care of children', 'Household/ barangay is inaccessible', and 'Others'. There is also a field for 'If others, please specify' and a 'Proceed' button.
- Right Configuration Panel:** A configuration panel for the question. It includes:
 - Display Text (English):** 'If no, why is the Padayon grantee/ participant or other respondents NOT available for monitoring?'
 - Display Text (Tagalog):** 'Kung hindi, bakit hindi pwede ang Padayon grantee/ participant para sa monitoring?'
 - Display Text (Hiligaynon):** 'Kon indi, ngaang Padayon grantee/partisipante or iban nga respondents indi available para sa monitoring?'
 - Display Text (Cebuano):** 'Kung dili, Nganong dili anaa ang Padayon grantee/partisipante o uban membro sa panimaly alang sa pagmonitor?'
 - Question ID:** 'Reason_for_not_available'
 - Required:** Checked checkbox.
 - Logic:** A section with a question mark icon, containing:
 - Display Condition:** 'selected(Available , 'no')'
 - Validation Condition:** (empty field)
 - Default Value:** (empty field)

- Customizing data collection app is simple and user-friendly
- Forms can be set-up in different languages
- Setting logic conditions and decision support is intuitive

GETTING STARTED WITH COMMCARE

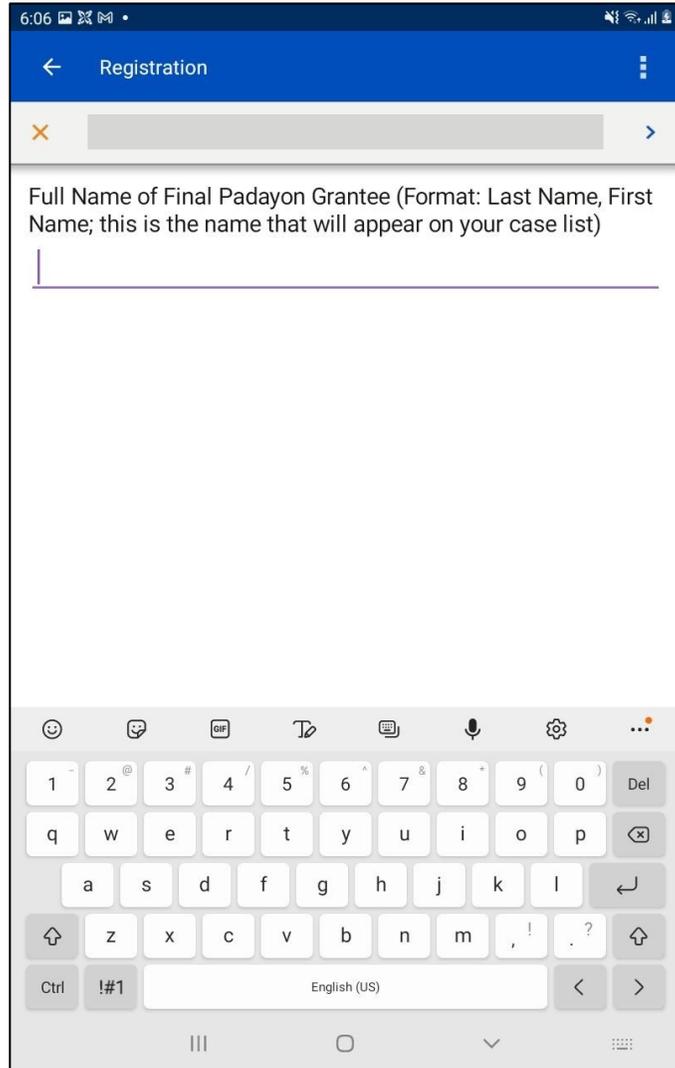


Field staff can download the CommCare application on Google Play and set up their own account.

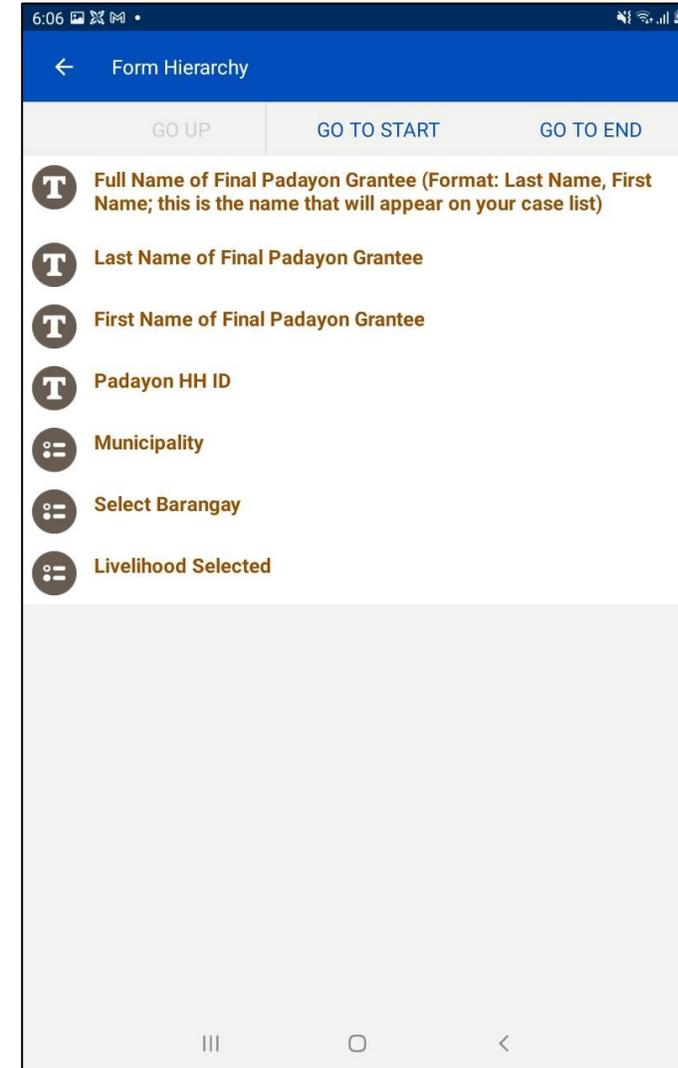


Forms set up on the web platform can be accessed by field staff once these are launched.

MONITORING WITH COMMCARE

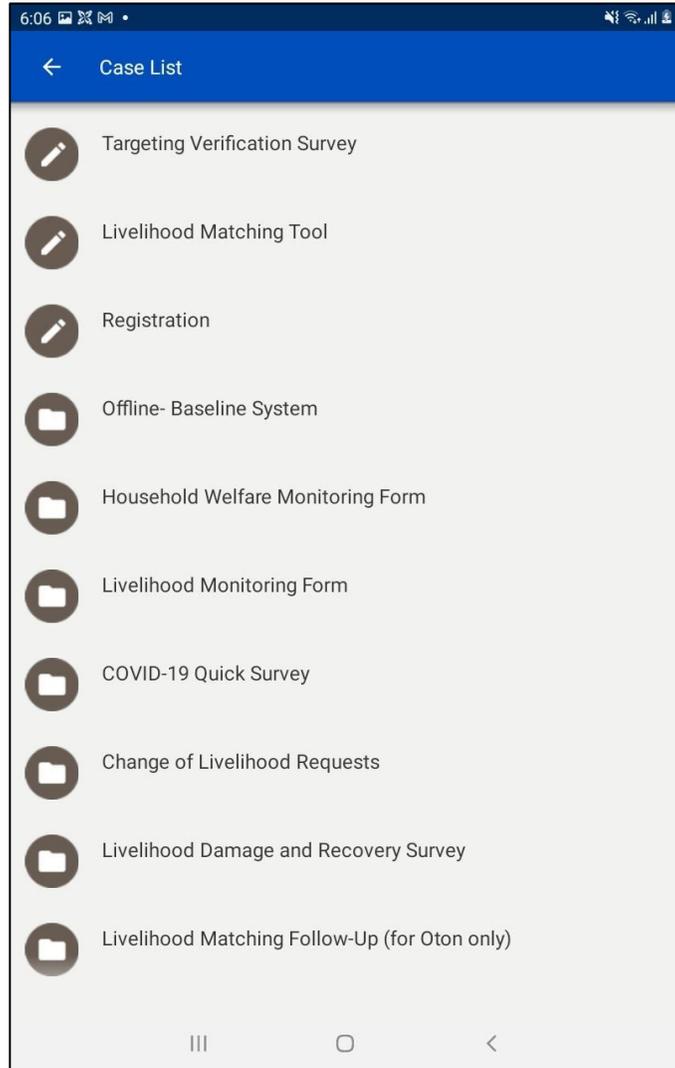


The field staff needs to register the participant on CommCare to be included in the field staff's caseload.

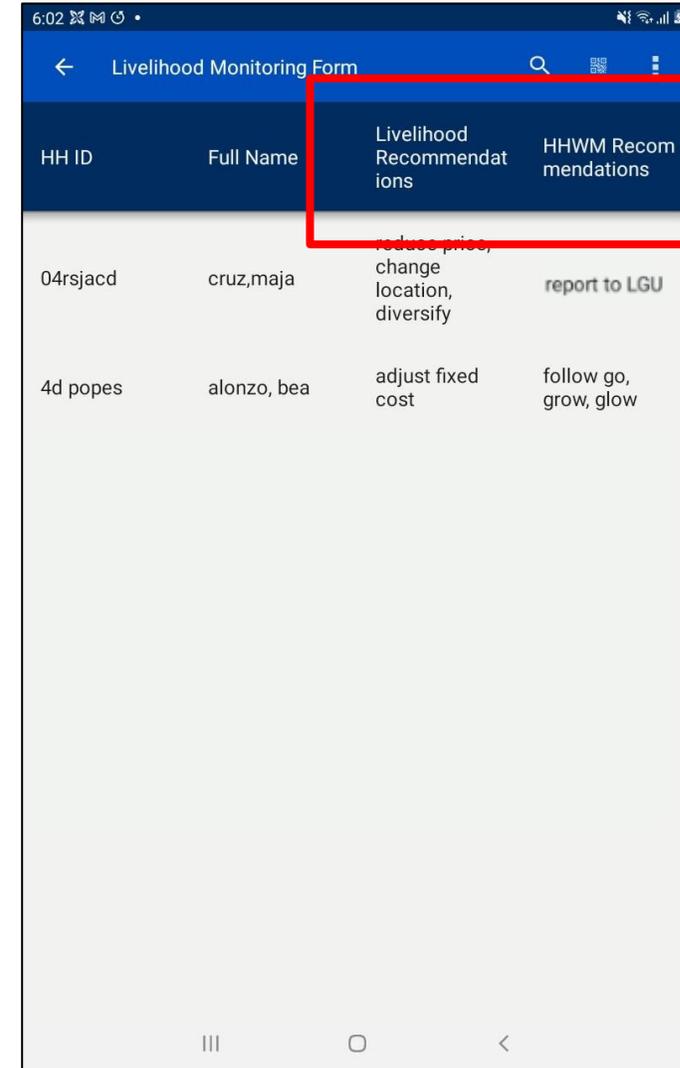


The registration form should be simple and short, containing basic information about the participant.

MONITORING WITH COMMCARE



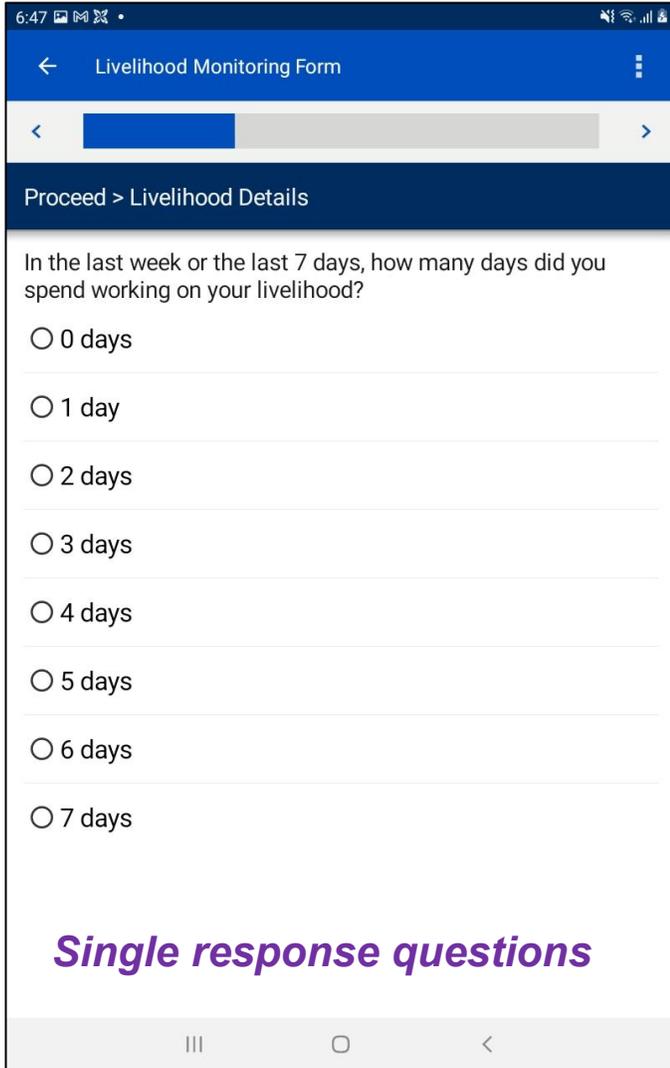
Once registered, the field staff can select the monitoring form to be implemented to the participant.



The case list can be customized to reflect data points from previous monitoring.

Registered participants will reflect in the field staff caseload/ case list.

MONITORING WITH COMMCARE



6:47

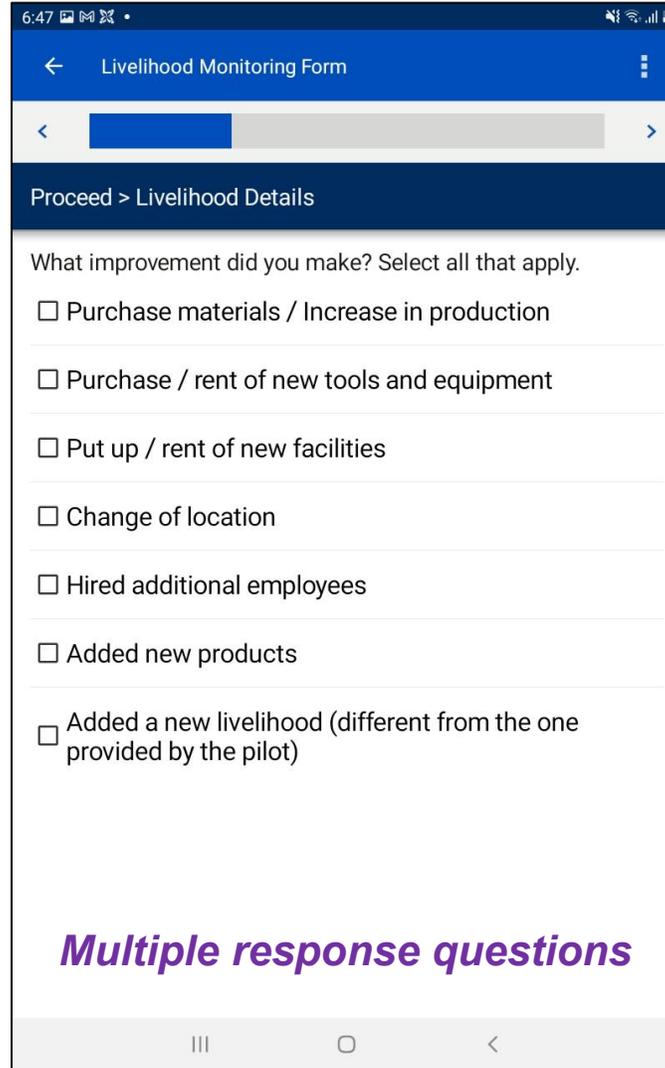
Livelihood Monitoring Form

Proceed > Livelihood Details

In the last week or the last 7 days, how many days did you spend working on your livelihood?

- 0 days
- 1 day
- 2 days
- 3 days
- 4 days
- 5 days
- 6 days
- 7 days

Single response questions



6:47

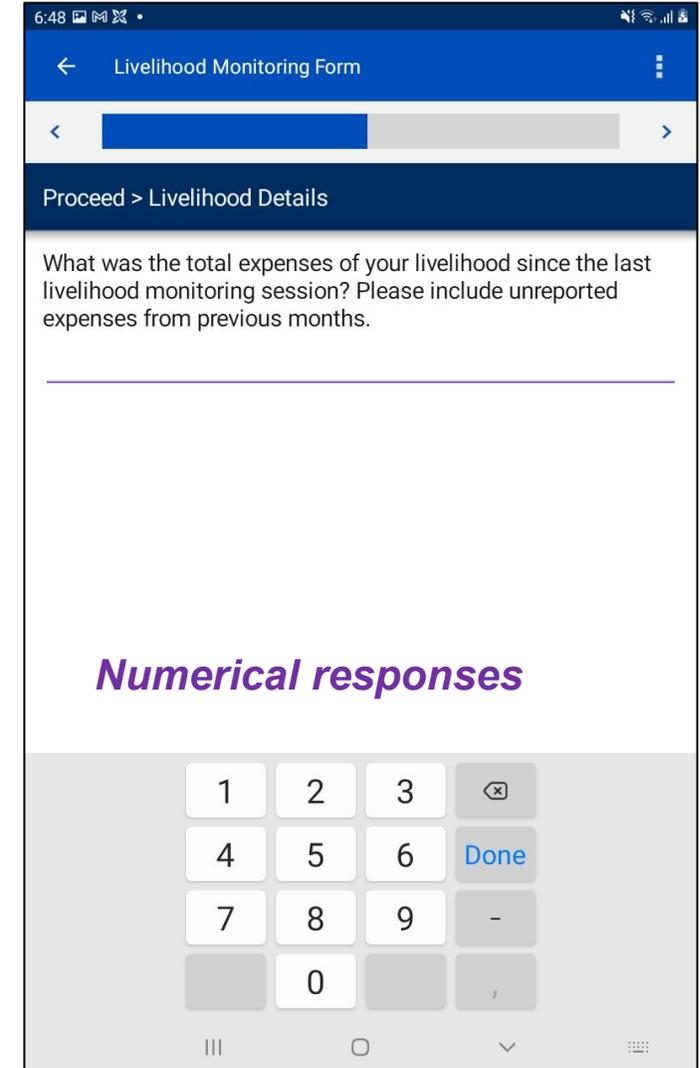
Livelihood Monitoring Form

Proceed > Livelihood Details

What improvement did you make? Select all that apply.

- Purchase materials / Increase in production
- Purchase / rent of new tools and equipment
- Put up / rent of new facilities
- Change of location
- Hired additional employees
- Added new products
- Added a new livelihood (different from the one provided by the pilot)

Multiple response questions



6:48

Livelihood Monitoring Form

Proceed > Livelihood Details

What was the total expenses of your livelihood since the last livelihood monitoring session? Please include unreported expenses from previous months.

Numerical responses

1 2 3

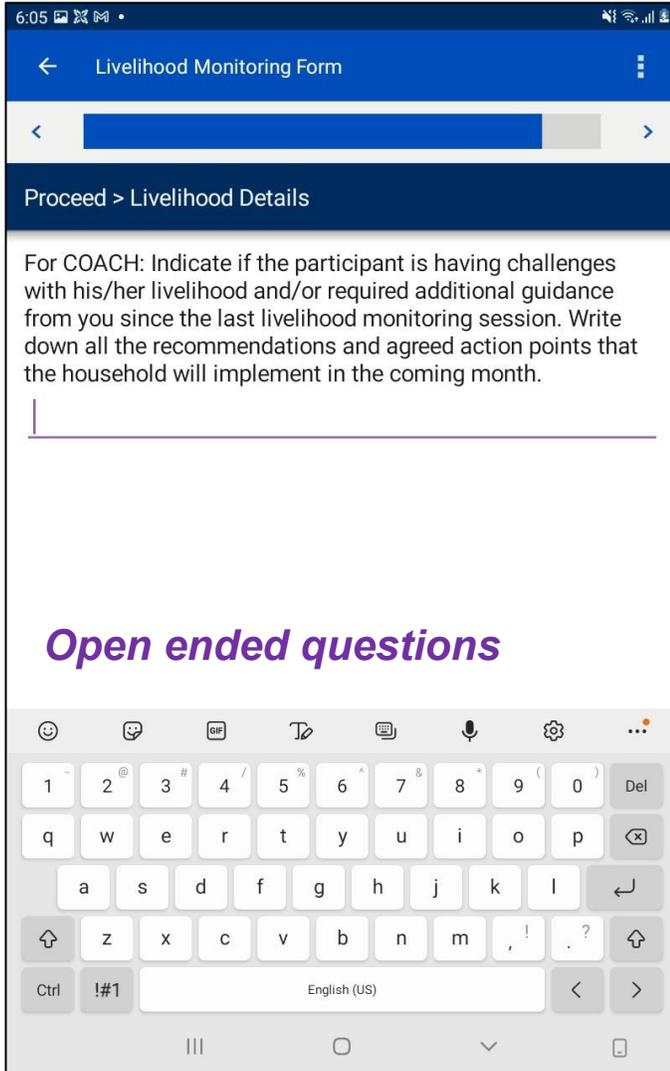
4 5 6 Done

7 8 9 -

0

Questions in the forms can be in different formats.

MONITORING WITH COMMCARE



6:05

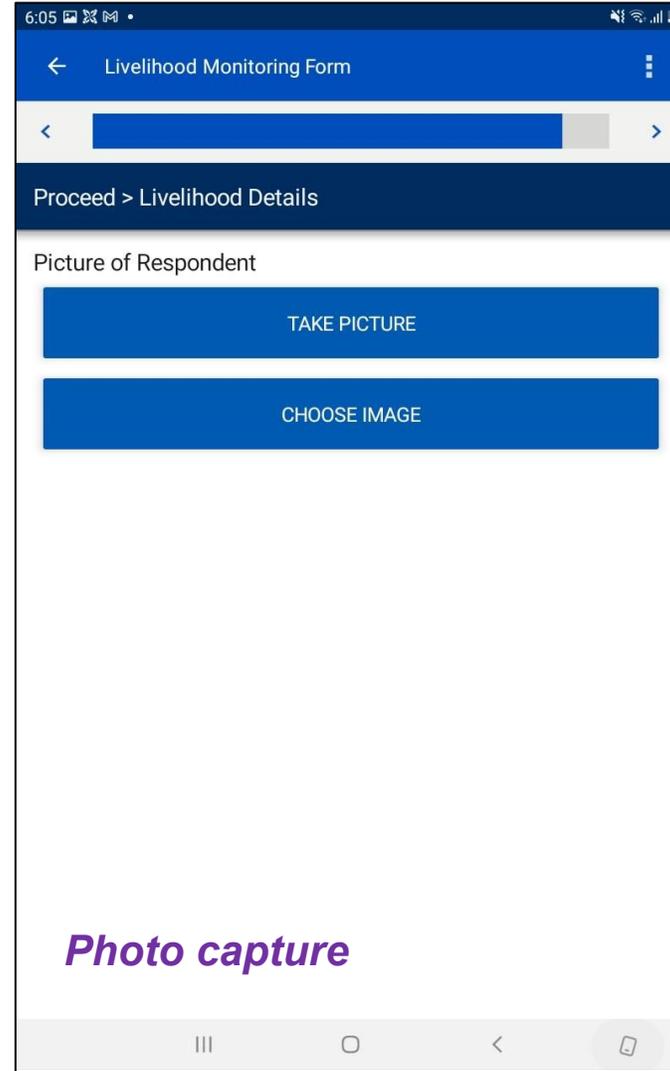
← Livelihood Monitoring Form

Proceed > Livelihood Details

For COACH: Indicate if the participant is having challenges with his/her livelihood and/or required additional guidance from you since the last livelihood monitoring session. Write down all the recommendations and agreed action points that the household will implement in the coming month.

Open ended questions

English (US)



6:05

← Livelihood Monitoring Form

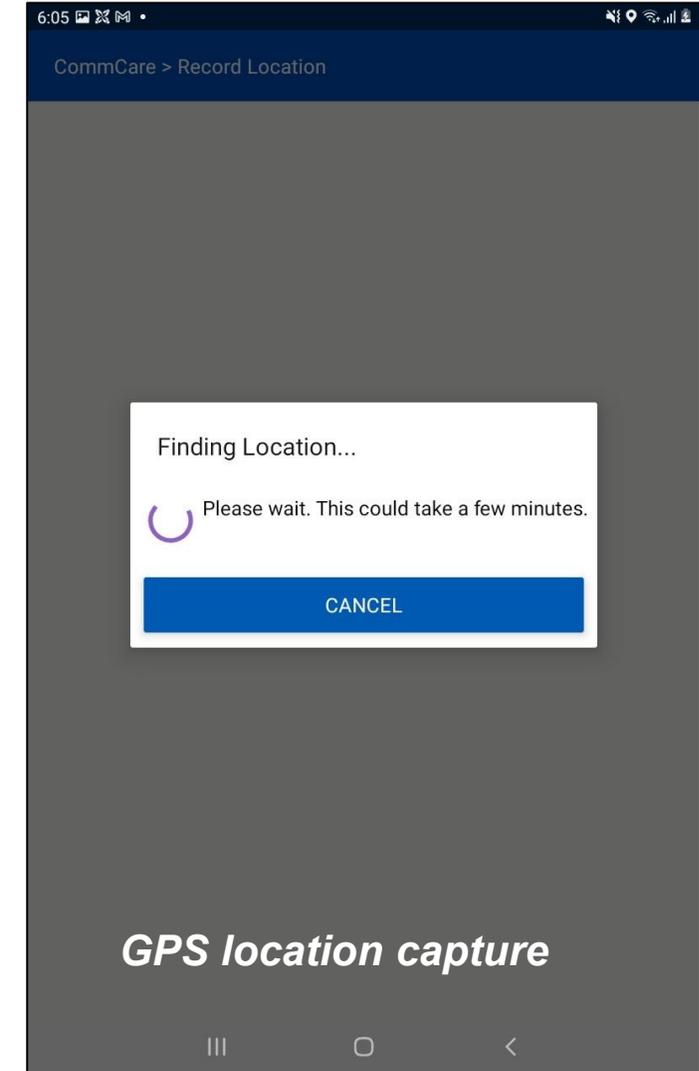
Proceed > Livelihood Details

Picture of Respondent

TAKE PICTURE

CHOOSE IMAGE

Photo capture



6:05

CommCare > Record Location

Finding Location...

Please wait. This could take a few minutes.

CANCEL

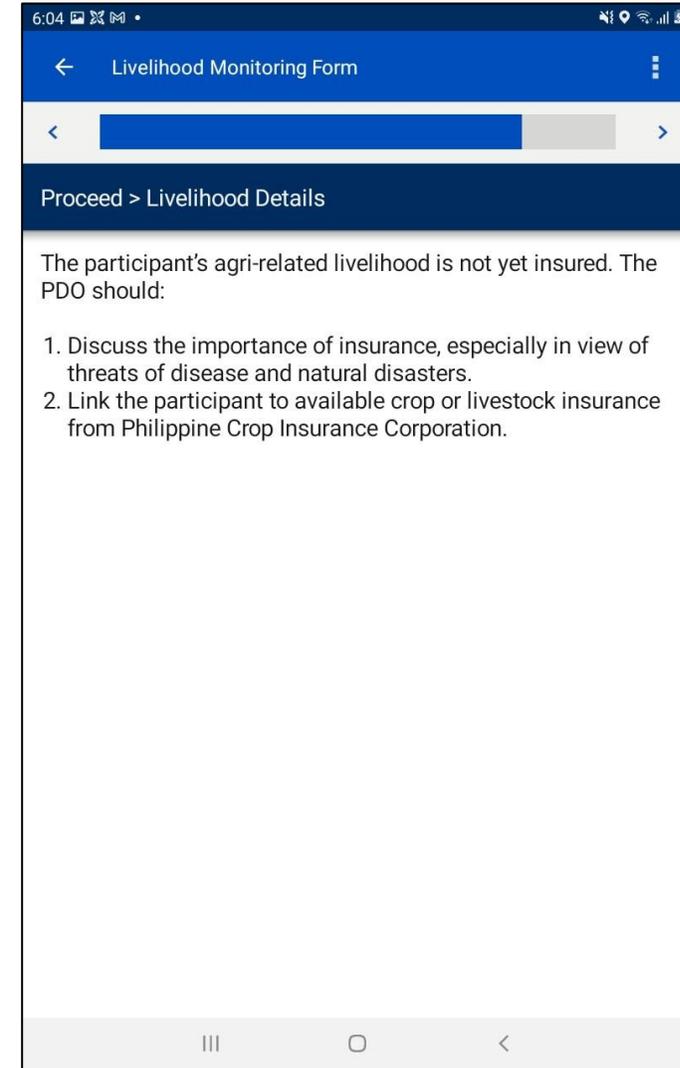
GPS location capture

Questions in the forms can be in different formats.

COACHING WITH COMMCARE

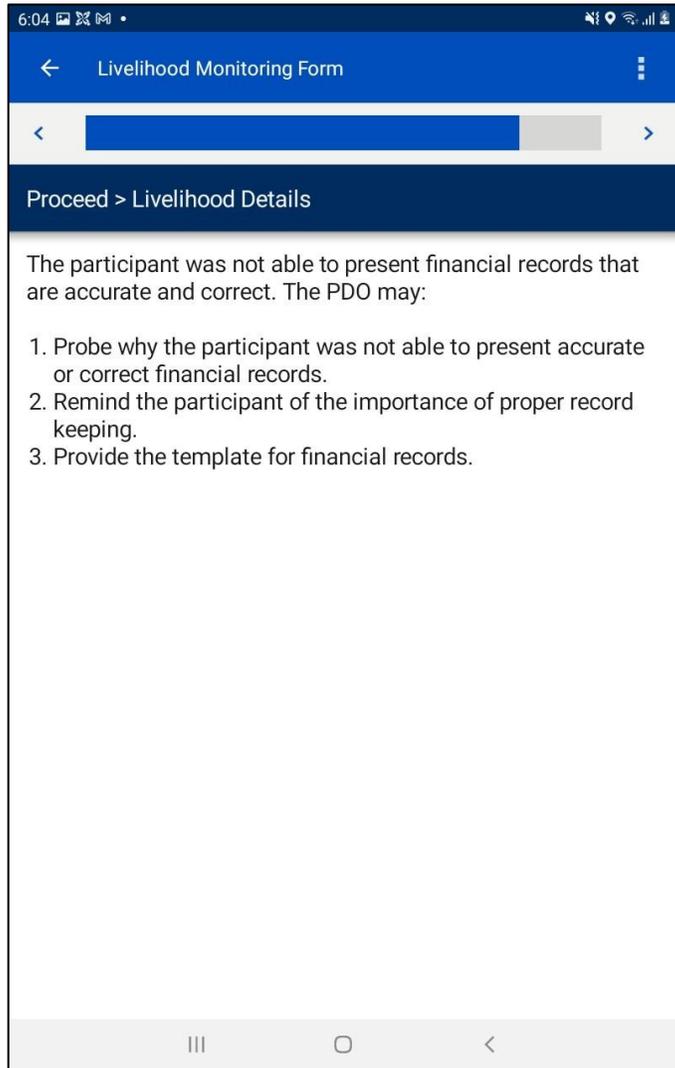


The Padayon SLP application has been designed to include coaching prompts.

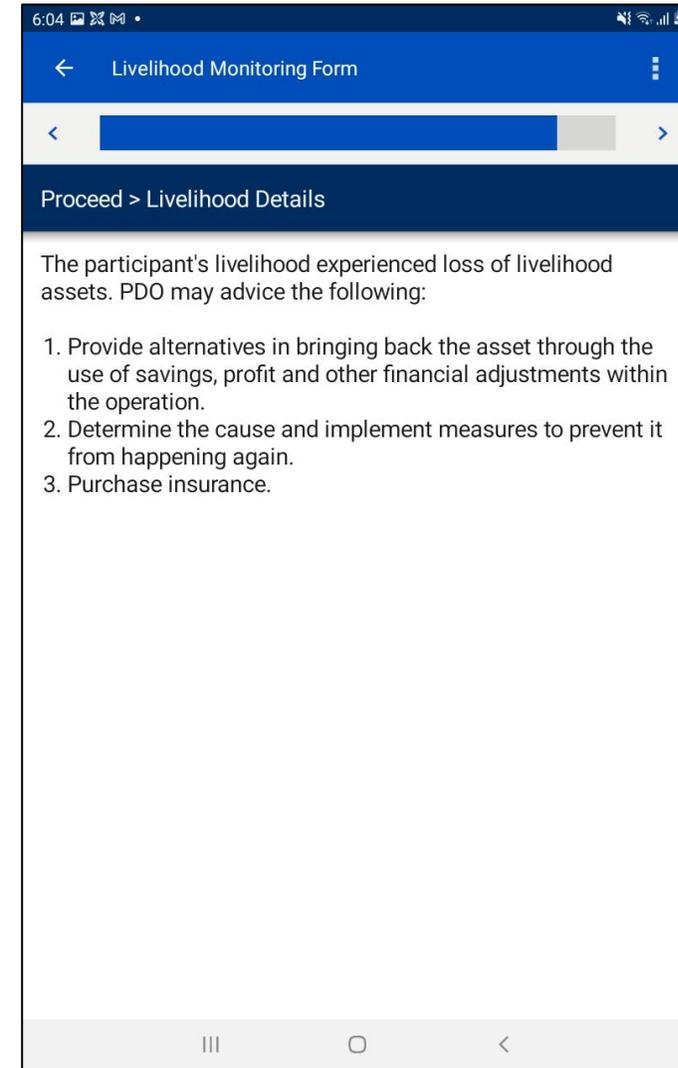


These prompts appear based on participants' responses to previous questions.

COACHING WITH COMMCARE



The prompts allow the field staff to provide relevant and timely coaching advice to the participant.



The prompts allow the field staff to discuss and agree on the appropriate actions with participants.

FEEDBACK FROM FIELD STAFF

- Ease of use of the CommCare application on tablet and tracking of completion of caseload
- Data and personal information of participants are secure
- More efficient monitoring and coaching activities (*vis-à-vis pen-and-paper monitoring*)
- Enables review and correction of data post-collection



Padayon SLP field staff in Bukidnon discussing her coaching advice based on the monitoring results

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Digital Innovations for Economic Inclusion

Online Community



Digital Innovations for Economic Inclusion

Actions ▾





THANK YOU!

BUILDING RESILIENCE

Dristy Shrestha

Senior Social Development Specialist (Graduation Approach)



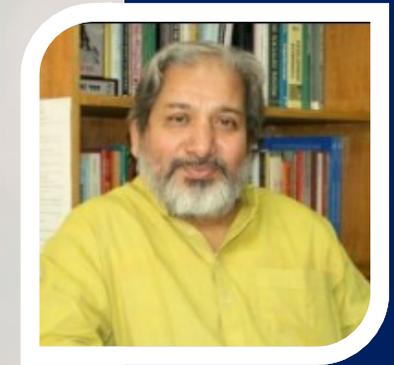
Aude de Montesquiou

Social Protection and Graduation and Approach Advisor



Syed Hashemi

Resource Person for Integrating the Graduation approach/
economic inclusion into ADB Operations



BUILDING RESILIENCE

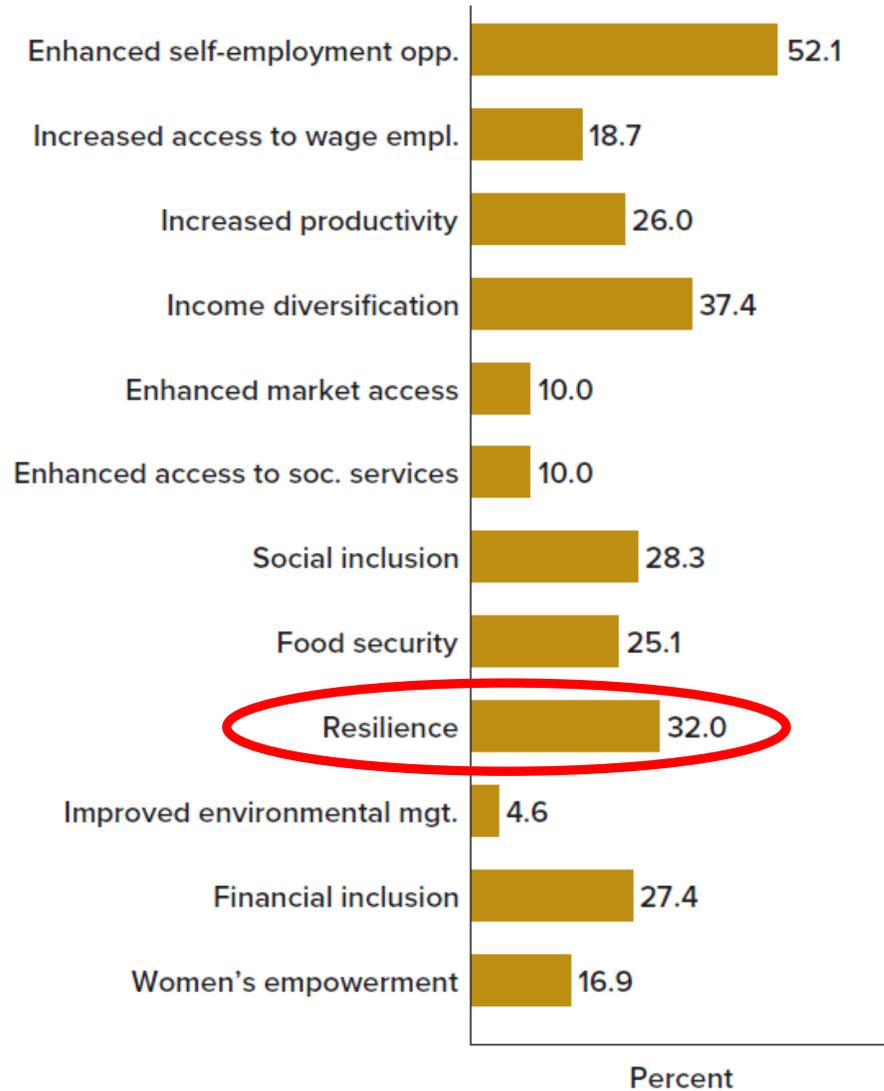
ADB Training: Integrating the Graduation Approach into ADB Operations

Dec 12-15, 2022

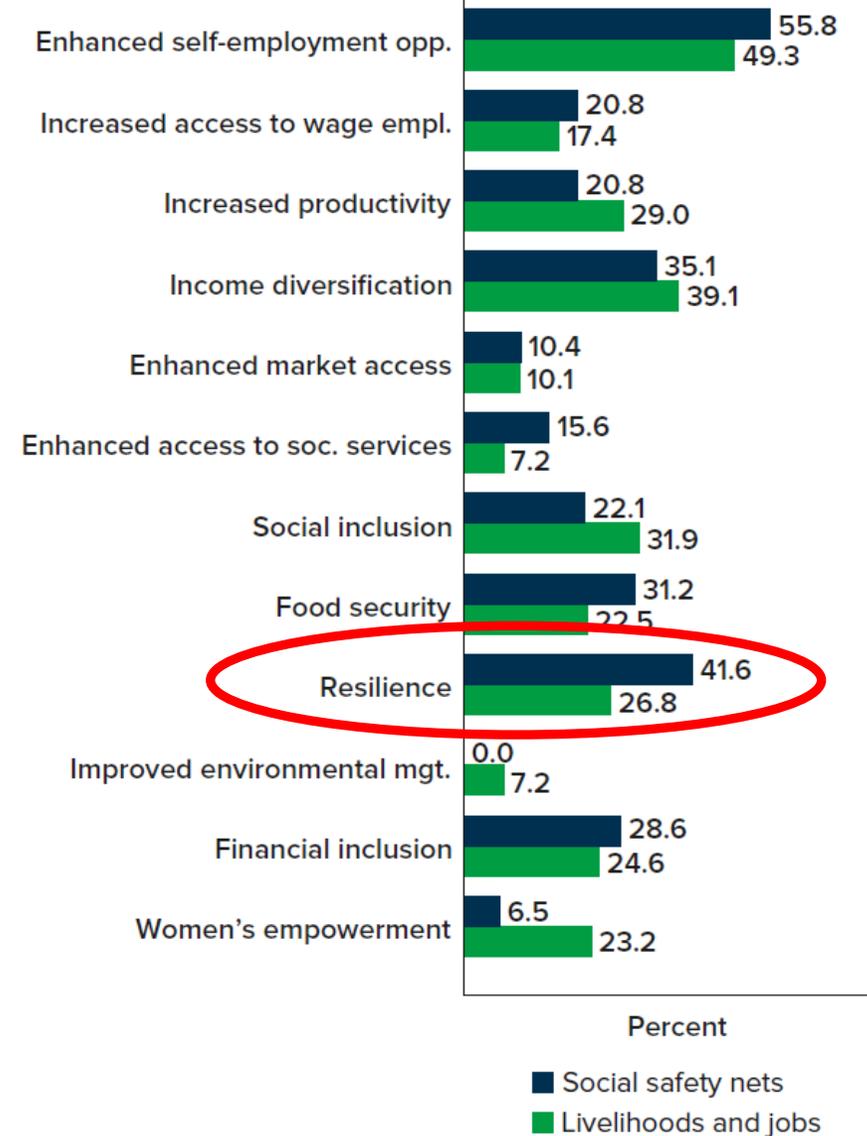


SEI 2021: RESILIENCE IS A FREQUENT OBJECTIVE

Overall Programs



By entry point

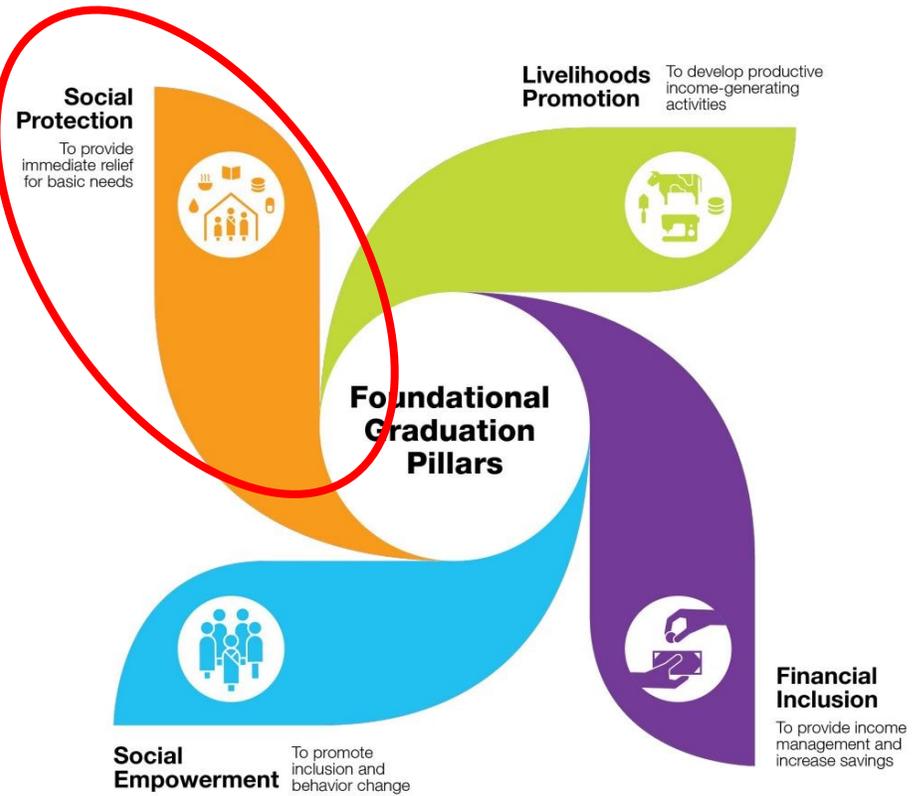


Break Outs:

How can each
Graduation
Pillar help build
resilience?



BREAK OUT 1: SOCIAL PROTECTION



1. What are the interventions that would go under this pillar?

2. How could these interventions be adapted to build resilience?

BREAK OUT 2: LIVELIHOODS PROMOTION



1. What are the interventions that would go under this pillar?

2. How could these interventions be adapted to build resilience?

BREAK OUT 3: FINANCIAL INCLUSION



1. What are the interventions that would go under this pillar?

2. How could these interventions be adapted to build resilience?

BREAK OUT 4: SOCIAL EMPOWERMENT



1. What are the interventions that would go under this pillar?

2. How could these interventions be adapted to build resilience?

A photograph of a diverse crowd of people at an event. In the foreground, a woman with dark hair, wearing a red patterned top and a gold bangle, has her right hand raised high. To her right, another woman is smiling and looking towards the camera. The background is filled with other people, some wearing traditional Indian attire like sarees. The lighting is bright, suggesting an outdoor or well-lit indoor setting.

BREAKOUT SESSIONS

(20 minutes)



**BUILDING RESILIENCE:
Group Reports
Word Cloud (Menti)**

REFLECTION, Q&A AND WRAP-UP

Yukiko Ito

Principal Social Development Specialist, SDCC, ADB





THANK YOU!