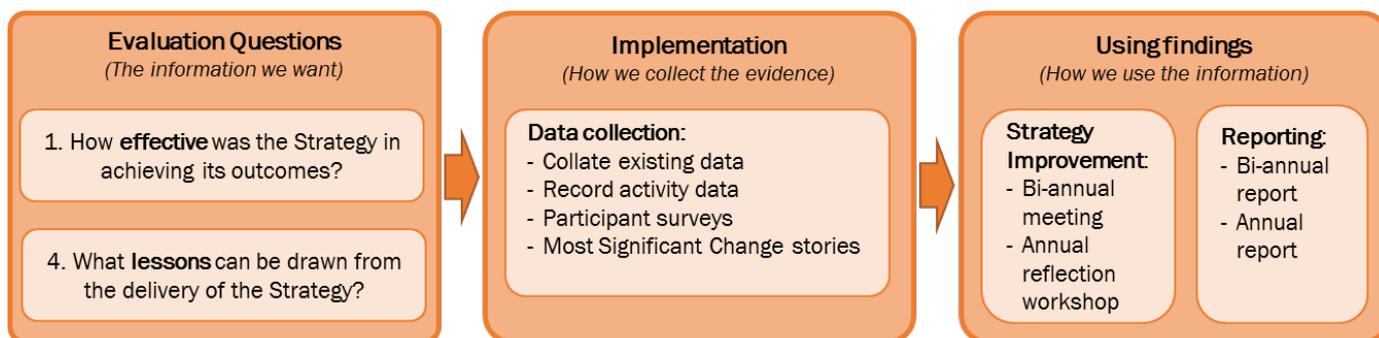


Moreland Food System Strategy: Summary Monitoring and Evaluation Framework

Developed by Clear Horizon for the Moreland City Council

M&E Framework Summary



Introduction

The Strategy

The Moreland City Council developed the first Food Systems Strategy 2017 – 2020 (the Strategy) in September 2017. The vision of the Strategy is a **sustainable, just and vibrant food system**. A range of activities are presented in the strategy to achieve this vision. Led by the Council, the strategy also relies on input from its Core Partners - CERES; Merri Health; Moreland Energy Foundation Ltd; and Moreland Community Gardening Inc.

The M&E Framework

This document presents a summary of the Moreland Food Systems Strategy *Monitoring and Evaluation (M&E) Framework*. The M&E framework guides how the progress of the strategy will be measured. This is a living document to be refined and adapted as the strategy progresses. This summary presents the functional components of the M&E Framework: the evaluation scope including the evaluation questions; and the Implementation plan to guide data collection and the use of the evaluation findings.

Evaluation scope

Purpose and scope

The **purpose** of the M&E Framework is to measure the outcomes of the Strategy and assess its **effectiveness** in bringing about the desired change in the food system. By monitoring and evaluating the strategy, **lessons and improvements** will also be captured to support the **continual improvement** of the Strategy into the future. The M&E Framework will focus on the activities of the council and core partners described in the Strategy.

Audience

The Framework was developed based on the information needs of the evaluations primary audience, i.e those who will use the M&E data to make decisions about the Strategy. The primary audience includes the Moreland City Council Councillors and Executive Groups, Council Food System Strategy Team, other council divisions and the Core partners.

Evaluation Questions

Evaluation questions were developed to guide the evaluation in response to the information needs of the primary audiences. While four questions are presented in the Framework, the two questions in the table below are the most important. The sub-questions guide the collection of evidence to answer the evaluation questions.

Evaluation Question	Sub-questions
1. How effective was the Strategy in achieving its outcomes?	a. What activities have been undertaken in line with the Strategy? b. To what extent did the Strategy achieve its intended outcomes ? c. What were the unintended outcomes ? d. To what extent are the principles being considered?
4. What lessons can be drawn from the delivery of the Strategy?	a. What learnings can be taken to support the continuation of the Strategy beyond 2020? b. What could be improved ?

Implementation

Data collection

The M&E Framework provides a plan to support its implementation. This involves collecting of evidence to answer the evaluation questions. Evidence is drawn from existing data sources and new data collection tools are introduced to fill data gaps. The key data sources are:

- **The Moreland Household Survey** is the primary existing data source that captures quantitative demographic information and data relating to the behaviour and lifestyles for Moreland residents. The survey includes a number of indicators relating to food security and consumption.
- **A record of activities** delivered under the strategy by both Council and the Core Partners. This will capture quantitative outputs data (i.e # events, # attendees).
- **Participant surveys** will be developed to target people who participate in any activities under the strategy. These will be developed and delivered as appropriate to capture qualitative evidence of outcomes.
- **Most significant change (MSC)** interviews provide stories of change and will be conducted as required. The stories will be presented as case studies and capture qualitative evidence of outcomes.

Using findings

With the M&E data collected and analysed, it can be used for the continual improvement of the Strategy and for reporting. Evaluation findings can be used in:

- **Mid-term meeting** to discuss the day-to-day implementation of the strategy (tracking project activity status) and summarising activity-level data (attendance rate, coverage and reach).
- **Annual reflection workshops** to reflect on the data collected and discuss learnings and opportunities for improvement. This workshop can inform activity plans, evaluation plans, strategy updates etc.
- **Reporting** to present the activities, outputs and outcomes of the strategy. This will incorporate all the information captured in the bi-annual meetings, annual reflection workshop and data collection tools.

Work-plan

Tasks	2018					2019							2020														
	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J		
Collate existing data																											
Activity record																											
MSC Case study	As appropriate																										
Surveys	As appropriate																										
Mid-term meeting																											
Annual reflection																											
Final evaluation																											