

Increasing poverty maps' impact :

Lessons from experience



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1: Building political support (early!)

Information will only get used if there is a political will to do so.

- Identify and “recruit” champions
- Identify main counterparts
- Phase of proselytism

2: Creating demand

- ❑ Explain how can be used: illustrations of potential, show power of results early
- ❑ Remember data limitations (e.g. Problems of timeliness in fast-changing countries)
- ❑ Needs assessment to tailor activities:
Producers/users group at high level early on

3: Addressing conflicts/tensions

- Explain – Dispel skepticism
- Sell as a complement to other methods
- Recognize inertia/lack of incentives to change existing practices
- Link with the “official” poverty data and definition

4: Setting institutional arrangements

Analyze stakeholders early on: players, needs, incentives, capacity, support needed, etc.

- Early agreement on roles, data sharing
- Compatibility of data sources, platforms
- Merging into national monitoring system
- Early discussion on public access, legal framework for statistics

5: Ownership of production

- ❑ Interagency approach with multiple stakeholders and a focal point
- ❑ Incentives to foster ownership

6: Capacity for production

- Building capacity (local level?)
 - Technical
 - Material
 - Institutional
- Secure dedicated staff with time and resources
- Continuous, hand-on support & capacity building

7: Validation

- Technical validation
 - One unreliable estimate jeopardizes all
 - Field testing, ground-truthing, other sources

- Validation as part of dissemination to clients
 - Can improve perceptions of validity
 - Can help build interest, demand and support

8: Dissemination and access

Importance of dissemination strategy defined early on

- ❑ Multiple audiences: Government, CSO, donors, media...
- ❑ Multiple formats: Posters, CD, policy notes, TV, media...
- ❑ Provide information on methods, source, limitations
- ❑ Clarity on content and limitations: No false expectations

9: Supporting users, following up

- Capacity to use: Building technical skills and statistical literacy of users
- Support line for users
- Help with overlay with other dimensions,
- Ensure compatibility with other GIS data

10: World Bank/Partner role

- ❑ Behind the scene, supporting role
- ❑ Multi-year approach and funding
- ❑ Hands-on technical support
- ❑ Daily “political” engagement
- ❑ Own internal dissemination and use!