

Type of work	Primary stakeholders	Indirect stakeholders
People		
Capacity-building of individuals Includes trainings, workshops, entrepreneurship programs, and career support aimed at enhancing individuals' skills and capacities (e.g., vocational training, business development, personal development, life skills).	People who attended a training, workshop, or similar activity supported by HELVETAS or partners. These individuals should be identifiable by name and contact (where appropriate). <i>Example: A young woman attending a tailoring workshop.</i>	Household members who are expected to benefit from the participant's improved skills (e.g., through better income or household decision-making). Estimate using average household size, excluding the direct participant. Local merchants may also be counted if they benefit from increased business (e.g., selling more goods due to a newly trained farmer's productivity). <i>Example: The woman's family members eating healthier meals due to her increased income from tailoring.</i>
Cash-for-work Programs where individuals receive payment in exchange for labor (e.g., road construction, reforestation, public infrastructure).	People who participated in the cash-for-work activity, along with their household members. Use average household size to estimate reach. <i>Example: A man hired to build a bridge, and his family who benefits from his income.</i>	Community members benefiting from the resulting infrastructure (e.g., better roads, cleaner spaces). Do not count people simply because of broader economic effects like increased spending. <i>Example: Community members using the newly built bridge.</i>
Distribution of items Distribution of goods such as cash, vouchers, food, hygiene kits, water filters, shelter kits, seeds, tools, and livelihood items (e.g., fishing kits, sewing machines).	Individuals who receive items. For household-targeted items (e.g., farming tools), count all household members. If individual registration isn't possible, use average household size. Report people, not item counts. <i>Example: A family receiving seeds for farming, all members count as directly reached.</i>	When the item is for individual use (e.g., menstrual kits, Plumpy'Nut), household members may be counted only if they clearly benefit. Not really applicable.

<p>Provision of water and/or sanitation facilities to households Includes construction or improvement of WASH infrastructure like latrines, handwashing stations, or water connections.</p>	<p>People living in households where WASH facilities have been improved. Use average household size if individual data is unavailable.</p> <p><i>Example: All family members using a new latrine installed at home.</i></p>	<p>Not applicable, even if community health improves. Benefits are too general to be reliably counted. (e.g., reduced open defecation leading to lower disease transmission).</p>
<p>Provision of shared water and/or sanitation facilities Construction or improvement of shared WASH facilities in schools, camps, health facilities, or communities.</p>	<p>People who use the facilities directly. Use facility records or estimate based on the institution or community size.</p> <p><i>Example: Students using a new handwashing station in a school.</i></p>	<p>Indirect reach is not applicable in this case.</p>
<p>Access to services provided by HELVETAS or implementing partners Includes access to education, vocational training, financial tools, political participation, migration support, etc.</p>	<p>Individuals who directly access services supported by HELVETAS or partners. Should be verifiable where feasible.</p> <p><i>Example: A youth receiving entrepreneurship support.</i></p>	<p>Their household members who benefit indirectly (e.g., financially or through better decisions). Estimate using average household size.</p> <p><i>Example: A youth's parents whose financial burden is reduced.</i></p>
<p>Infrastructure Construction or Rehabilitation Includes roads, bridges, irrigation systems, water supply, and other facilities that improve access to essential services.</p>	<p>Community members who benefit from improved infrastructure build or rehabilitated by HELVETAS (e.g., better access, mobility, or markets). Estimate using local population data.</p>	<p>Indirect reach is when infrastructure is built through institutions that were strengthened and supported by HELVETAS and not directly by HELVETAS.</p>

Partnerships		
<p>Institutional strengthening</p> <p>Support to formal or informal institutions (e.g., schools, farmer training centres, shelters) to improve their ability to deliver services. This may also involve infrastructure work like roads or WASH delivery.</p> <p><i>Note</i>, for schools and TVET institutions, this includes support that contributes to improved education system management (school boards, management committees, pedagogical chain, administrative staff, ministry personnels, CSO involved in education, etc), for capacity building of teachers and staff that work directly with students, use the guide below.</p>	<p>Staff and administrators who directly participate in capacity-building activities (e.g., training, workshops, governance support). Verify participation using attendance records or logs.</p> <p><i>Example: A school principal attending a leadership workshop.</i></p>	<p>Service users such as students, farmers, or community members who benefit from improved services or better governance. Estimate based on household size or number of people served.</p> <p><i>Example: Students and teachers benefiting from a better-run school.</i></p>
<p>School and TVET personnel strengthening</p> <p>Focused on improving the quality of education through training and support to teachers and staff in formal and non-formal schools or TVET institutions.</p>	<p>Teachers, staff, and administrators participating in trainings, plus students attending the institution during the support period.</p> <p>In this category we also count the students attending the school or TVET institution in the current year as primary stakeholders.</p> <p><i>Example: A teacher trained in digital literacy and applies new curriculum to current students.</i></p>	<p>Not really applicable in this case.</p>

<p>Business strengthening</p> <p>Support to entrepreneurs and small/medium businesses via training, financial guidance, or technical support to improve operations and access to markets.</p>	<p>Business owners, managers, or any individuals directly involved in capacity-building activities such as training, business development workshops, or technical assistance.</p> <p><i>Example: A shop owner attending financial management training.</i></p>	<p>Employees (if not trained), customers, suppliers, or community members benefiting from improved business practices. Estimate using the business's market or client data.</p> <p><i>Example: A supplier gaining more stable income/contract thanks to higher demand of a local MSME.</i></p>
<p>Capacity building in local committees/groups/Civil Society Organisations/ authorities/influencers</p> <p>Support for governance or civil society structures such as savings groups, water user committees resource management committees, or local councils.</p>	<p>Individuals actively participating in these structures (e.g., decision-making, community leadership).</p> <p><i>Example: A member of a village savings and loan group.</i></p>	<p>Broader community members benefiting from the group's activities. Use population data to estimate.</p> <p><i>Example: Community members accessing a better-managed water point (only count if they are not part of primary stakeholders e.g. waterpoint was NOT built by HELVETAS).</i></p>
<p>Integrated Water Resource Management</p> <p>Sustainable water management activities, including irrigation plans, strengthen Water User Associations (WUAs), local water committees, or river basin councils, improve watershed management and ecosystem restoration, awareness-raising and capacity building, advocate for inclusive and accountable water policies.</p>	<p>Individuals or communities actively involved in water management activities or who directly benefit from improved water access and management systems.</p> <p>This includes farmers gaining better access to irrigation, households with reliable drinking water, or members of water user associations. Primary stakeholders can be tracked through participation lists or water system usage records.</p>	<p>Broader community members and ecosystems that indirectly benefit from improved watershed management, flood control, or water conservation efforts. This includes people living downstream who experience more stable water flow, reduced flood risks, or reduced conflict over water resources.</p> <p>Indirect reach can be estimated using reliable population data from areas impacted by the improved water management systems.</p>
<p>Climate Resilience, Environmental Programmes, and Local Water Governance</p> <p>Activities such as reforestation, sustainable farming, and adaptation to climate risks. Also includes support for local water governance structures.</p>	<p>Individuals or households participating in climate-related initiatives (e.g., tree planting, training, local committees).</p> <p><i>Example: A household joining a climate-resilient agriculture training.</i></p>	<p>Others in the area benefiting from better environmental conditions or reduced risk.</p> <p><i>Example: A neighbouring community protected by reforestation efforts experiencing reduced vulnerability to drought</i></p>

Frame Conditions (including public education/enlightenment)		
Mobilising people Activities that involve engaging individuals or communities to support or advocate for a cause (e.g., environmental awareness, social inclusion, governance)	Individuals who are mobilized to take action or support the cause. Must be verifiable where feasible. <i>Example: A youth leader trained to run a campaign on violence reduction.</i>	People impacted by their advocacy or actions (e.g., changed behaviours, community awareness). <i>Example: Residents who feel safer after the campaign</i>
Access to services through improved governance Improved service access resulting from governance reforms (e.g., water, education, legal services, or fairer resource allocation).	People directly involved in reform processes (e.g., consultations, dialogues, policy discussions). <i>Example: A woman attending a local governance forum.</i>	Community members benefiting from the improved services or policy outcomes. <i>Example: Members of minority groups now accessing legal advice due to governance reform.</i>
Broadcast Use of mass media platforms to inform or educate the public (e.g., awareness campaigns, public service announcements)	Not applicable, reach cannot be verified at individual level.	Viewers or listeners reached by the broadcast, estimated using broadcaster data or population statistics. <i>Example: Rural households listening to a sexual health radio program.</i>
Social media Use of online platforms (e.g., Facebook, Instagram, TikTok, YouTube) to share content or promote campaigns.	Individuals who engage meaningfully with the content (e.g., comment, share, participate). <i>Example: A user joining a live webinar on women's rights.</i>	People exposed to the content passively (e.g., views, followers). Estimate by using web analytics/cookie tracking. <i>Example: Viewers watching a video but not engaging any further (no sharing, no comment).</i>

<p>SMS campaigns, distribution of posters/information materials, billboards, town criers, etc.</p> <p>This includes the use of mass communication tools such as SMS campaigns, posters, information materials, and billboards to reach wide audiences.</p>	<p>Not applicable, difficult to verify individual engagement.</p>	<p>People likely exposed to the message. Estimate using demographics and location.</p> <p><i>Example: Pedestrians passing a billboard about cholera prevention.</i></p>
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