

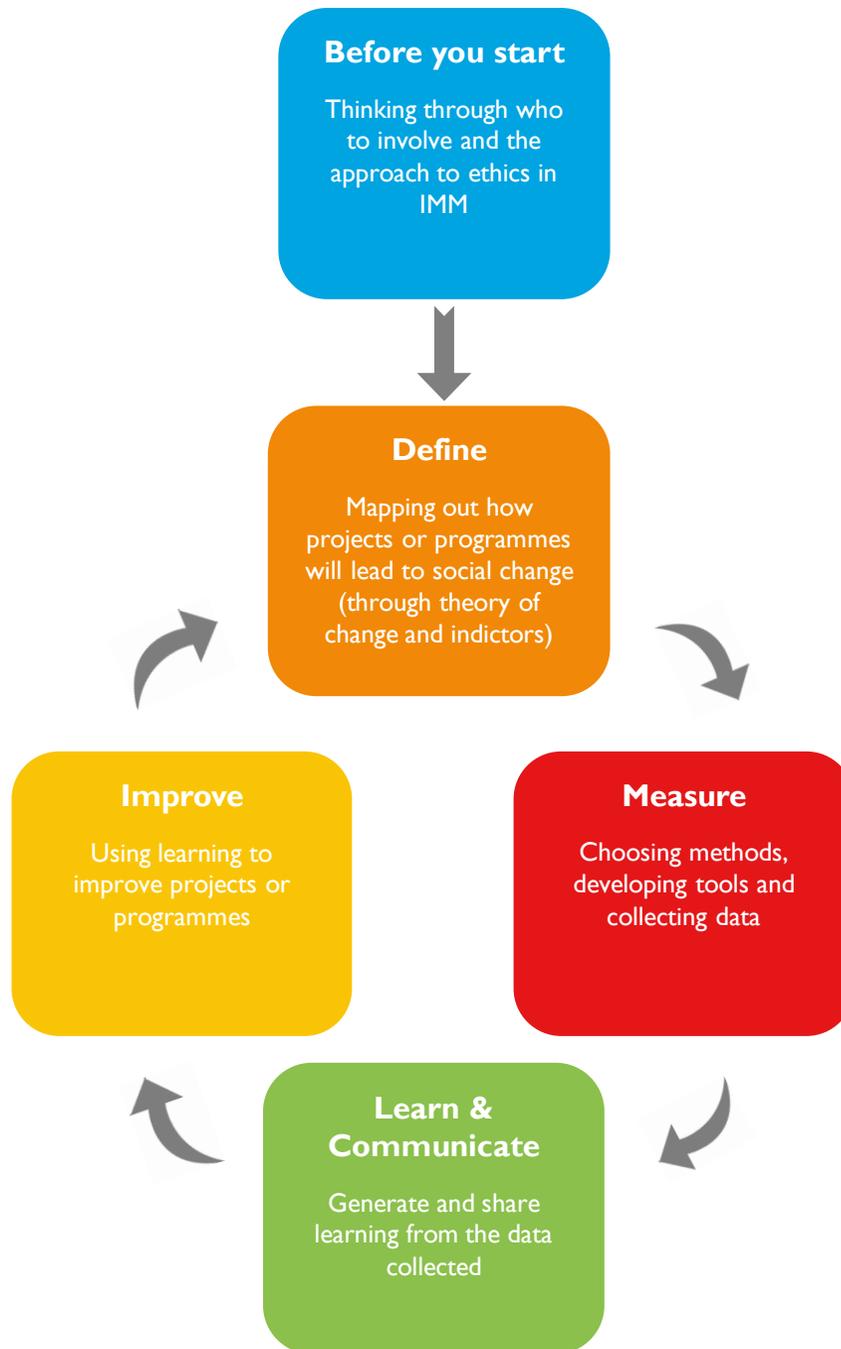
Tips on taking an ethical approach to IMM

When conducting impact measurement and management (IMM) it is important to take an ethical approach and protect the people involved. At inFocus we follow eight ethical principles when conducting IMM and you can find out more in our **IMM: Builder course**:

Builder course:

- Do no harm
- Honesty and Fairness
- Data Protection
- Reciprocity
- Confidentiality & Anonymity
- Informed consent
- Inclusion
- Competency of IMM team

To the right, we have included a number of steps you can take across the learning cycle to the right, to conduct IMM ethically.



- Consider overall what extent you can take a participatory approach to IMM, involving stakeholders at different stages across the IMM process.
- When thinking about who will run your IMM processes, it is important to consider what training and tools they need.
- Involve stakeholders in checking the relevance of indicators and if collecting data is appropriate in the local context
- Check when developing indicators that the 'voices' of different stakeholders are being reflected
- Consider if the theory of change and indicators will lead to learning that will help to improve services and products
- Consider data collection methods that will include different stakeholders and/or provide benefit back to participants (e.g. that they have fun or learn)
- When selecting a sample consider whether participation will put participants at any risk and whether data should be collected confidentially or anonymously
- Take care to include questions in data collection tools that will not cause offence/ distress/damage to reputation
- Train data collectors to avoid respondent bias and to follow ethical guidelines
- Ensure that data collection tools are fully introduced to participants, they understand what the data is for and give informed consent
- Develop data protection policy and data protection procedures and ensure they are respected and followed
- Put in place to ensure that data is checked before it is analysed to check accuracy
- Report findings and learning (including negative results) are reported openly and honestly to stakeholders
- Make sure that all stakeholders involved in IMM are accurately represented in results
- Participants in IMM are made fully aware of the learning generated from the IMM and the actions taken as a result.