Monitoring, evaluation and learning (MEL) guidelines
Orange Corners Incubation and Acceleration Component

The Orange Corners (OC) programme is growing, so keeping track of the results and the impact on local and global levels is essential. We keep track to ensure entrepreneurs achieve their goals. Also, to be transparent and accountable to our partners. For this reason, we have created a Monitoring, Evaluation and Learning (MEL) system. It is important to provide data and updates on the programme progression and conduct surveys among your selected entrepreneurs following the guidelines below.

MEL requirements – collection

Incubatee/acceleratee surveys
Each entrepreneur in the OC programme has to complete the following 4 online surveys:

1. The pre-incubation/acceleration survey at the start of each cohort;
2. The mid-incubation/acceleration survey halfway through each cohort, typically, in the case of 6-month cohorts, after about 3 months
3. The post-incubation/acceleration survey at the end of each cohort; and
4. The 1-year post-incubation/acceleration survey 1 year after finishing each cohort.

The OC HQ team MEL advisor will provide these surveys.

Incubatee/acceleratees contact sheet
At the start of each cohort, please provide the required Excel sheet with a participating entrepreneurs overview. This overview must contain personal details, including the following:

- Name;
- Date of birth;
- Gender;
- Contact details;
- Social media accounts;
- Name of business;
- Business sector.

The OC HQ team MEL advisor will provide a contact sheet form.

MEL requirements – reporting

Quarterly Reporting Forms (QRFs)
The local implementing partner must complete a quarterly survey every 3 months to **report on the programme's progress**. The report must include the following:

- Data on the number of applicants;
- Data on the selected entrepreneurs;
- An overview of all events of the past 3 months; and
- Programme feedback.

The OC HQ team MEL advisor will send the link to the QRFs to all implementing partners every 3 months.

Cohort report

The cohort report is a short written report on the results of the incubatees/acceleratees based on the following:

- Key indicators from the incubatee/acceleratee surveys;
- Cohort lessons learnt; and
- If applicable: The implementing partner's changes for the next cohort.

Annual report

We expect a detailed annual report. This serves as an in-depth reflection on the programme over the past year. The report must at least include the following elements:

- An analysis of the incubatee/acceleratee survey data;
- An overview of events, highlights, participants, and so on;
- An overview of (social) media: followers, growth, mentions;
- An overview of the private partners and highlights;
- An extensive reflection on the **project's** learnings and the expected changes; and
- An in-depth reflection on the **project's** lessons learnt in collaboration with the OC HQ team in The Hague and the local embassy.

The OC HQ team MEL advisor will provide templates for the cohort and annual reports.

MEL Onboarding

The OC HQ MEL advisor will share a manual with the selected implementing partners. The manual will explain the data and reporting requirements mentioned above. The manual also includes an outline of the key definitions and programme-level indicators. Also, the OC HQ MEL advisor schedules a call at the start of the Orange Corners subsidy programme to explain all the practical details of data collection.