

WEE™ Logical Framework — Generic Indicators and Results Architecture

The UniHouse Workforce & Entrepreneurship Engine™ (WEE) is a structured implementation framework that transitions beneficiaries from outreach to sustained income generation within the digital economy.

Delivered through the Ostathi digital marketplace and governed by the Capacity Development Evaluation Framework (CDEF), WEE provides a measurable, end-to-end pathway linking capacity development to verified economic outcomes.

How to Use This Logframe

This logframe presents the results architecture of the WEE framework. Indicators are defined generically and must be quantified per engagement, including targets, baselines, and disaggregation requirements.

All indicators should, at a minimum, be disaggregated by gender, location, and beneficiary type and client reporting standards.

Phase: Mobilise

STAGE - 01 Engage

Mobilising and enrolling eligible beneficiaries through targeted digital outreach.

Results Chain Level	WEE Stage	Result Statement	Key Indicators (to be defined per engagement)	Means of Verification	Key Assumptions
Input	Stage 01 — Engage	Targeted digital outreach mobilises and enrolls eligible beneficiaries into the programme.	<ul style="list-style-type: none"> Number of applications received through funnel page % of applicants meeting eligibility criteria % of female applicants in total application pool Campaign reach and conversion rate Reserve pool size established 	<ul style="list-style-type: none"> Funnel page application records Campaign analytics dashboard (reach, clicks, conversions) Eligibility screening records Reserve pool register 	<ul style="list-style-type: none"> Target populations have access to digital channels Outreach messaging is accessible and appropriate Supporting beneficiary databases (if applicable) are available

Phase: Mobilise

STAGE - 02 Identify

Assessing, segmenting, and allocating beneficiaries to appropriate capacity development pathways.

Results Chain Level	WEE Stage	Result Statement	Key Indicators (to be defined per engagement)	Means of Verification	Key Assumptions
Activity	Stage 02 — Identify	Applicants complete structured digital intake assessments, enabling segmentation and allocation to appropriate capacity development pathways.	<ul style="list-style-type: none"> Number of intake assessments completed % of applicants completing full intake form Number of cohort segments defined Baseline data disaggregated by gender, location, and IDP status 	<ul style="list-style-type: none"> Digital intake form records Campaign analytics dashboard reports Cohort segmentation register Baseline data report (CDEF) 	<ul style="list-style-type: none"> Applicants have access to digital devices Data quality is sufficient for segmentation Systems are aligned with programme intake tools

Phase: Build

STAGE 03 - Develop

Delivering market-aligned capacity development and building verified competencies.

Results Chain Level	WEE Stage	Result Statement	Key Indicators (to be defined per engagement)	Means of Verification	Key Assumptions
Output	Stage 03 — Develop	Beneficiaries complete market-aligned capacity development and achieve defined CDEF competency standards.	<ul style="list-style-type: none"> – Number of beneficiaries completing capacity development programme – % of completers achieving minimum CDEF competency threshold – Completion rate (vs. enrolment) – % female completers – Average assessment score per module 	<ul style="list-style-type: none"> – Online platform attendance and module completion records – CDEF competency assessment results (per cohort) – Training delivery reports – Gender-disaggregated completion data 	<ul style="list-style-type: none"> – Beneficiaries have adequate internet access – Offline content alternatives available where needed – Trainers are qualified and available

Phase: Build

STAGE 04 - Activate

Preparing beneficiaries for market participation through service definition and entrepreneurial readiness.

Results Chain Level	WEE Stage	Result Statement	Key Indicators (to be defined per engagement)	Means of Verification	Key Assumptions
Output	Stage 04 — Activate	Beneficiaries complete entrepreneurship activation, defining service offerings, pricing, and readiness for digital market participation	<ul style="list-style-type: none"> – % of beneficiaries passing entrepreneurship readiness assessment – Number of service offerings defined per beneficiary – % of beneficiaries completing gig economy orientation module 	<ul style="list-style-type: none"> – CDEF entrepreneurship readiness assessment records – Service definition register – Online platform module completion data 	<ul style="list-style-type: none"> – Beneficiaries are willing to define and market services – Activation content is aligned with local market demand

Phase: Build

STAGE 05 - Brand

Establishing professional identity through certification and digital marketplace presence.

Results Chain Level	WEE Stage	Result Statement	Key Indicators (to be defined per engagement)	Means of Verification	Key Assumptions
Output	Stage 05 — Brand	Beneficiaries meeting CDEF competency standards receive verifiable certification and activate their Ostathi digital profiles.	<ul style="list-style-type: none"> – Number of digital certifications issued – % of certifications meeting industry-recognised standard – Number of Ostathi profile URLs activated – % of profiles meeting minimum quality threshold 	<ul style="list-style-type: none"> – Certification issuance register – Ostathi profile activation records – CDEF quality assurance checklist 	<ul style="list-style-type: none"> – Certification standards are recognised by employers and clients – Beneficiaries complete profile setup within required timeframe

Phase: Activate

STAGE 06 - Launch

Activating beneficiaries on the marketplace and initiating client engagement.

Results Chain Level	WEE Stage	Result Statement	Key Indicators (to be defined per engagement)	Means of Verification	Key Assumptions
Outcome	Stage 06 — Launch	Beneficiaries are actively participating in the Ostathi marketplace, with initial client engagement established.	<ul style="list-style-type: none"> – % of beneficiaries with fully activated Ostathi profiles – Number of service listings published – % of profiles receiving at least one client enquiry within 30 days – Reach of personal promotion campaigns per beneficiary 	<ul style="list-style-type: none"> – Ostathi platform activation data – Campaign performance reports (reach, clicks, conversions) – CDEF launch-stage tracking data 	<ul style="list-style-type: none"> – Ostathi platform is operational in target geography – Beneficiaries have reliable internet access – Promotion budgets are available and deployed

Phase: Activate

STAGE 07 - Earn

Generating income through digital work, employment, and supported opportunities.

Results Chain Level	WEE Stage	Result Statement	Key Indicators (to be defined per engagement)	Means of Verification	Key Assumptions
Outcome	Stage 07 — Earn	Beneficiaries generate income through digital work and/or employment opportunities, supported by mentorship and internships.	<ul style="list-style-type: none"> – % of beneficiaries securing at least one paying client or internship – Average income generated per beneficiary – Number of mentor-mentee pairs active – Number of internship placements initiated and completed – % of active profiles receiving orders 	<ul style="list-style-type: none"> – Ostathi platform transaction data (verified income) – Mentor engagement logs – Internship agreements and completion records – CDEF outcome tracking reports 	<ul style="list-style-type: none"> – Beneficiaries remain active on the platform – Mentor pool remains available – Employer partners maintain engagement

Phase: Activate

STAGE 08 - Grow

Scaling economic activity and progressing toward sustainable livelihoods.

Results Chain Level	WEE Stage	Result Statement	Key Indicators (to be defined per engagement)	Means of Verification	Key Assumptions
Outcome → Impact	Stage 08 — Grow	Beneficiaries scale income-generating activities, strengthen client relationships, and progress toward sustainable livelihoods, with M&E systems transferred for continued tracking.	<ul style="list-style-type: none"> – % of beneficiaries achieving income growth vs. initial earnings – % of beneficiaries with repeat clients – Number of beneficiaries transitioning to formal business – M&E system handed over and operational – Post-programme income tracked at defined intervals 	<ul style="list-style-type: none"> – Ostathi platform data (income growth and repeat orders) – Tracer surveys (3, 6, 12 months) – Business registration records (where applicable) – M&E system handover documentation 	<ul style="list-style-type: none"> – Beneficiaries remain engaged post-programme – Market demand for services remains stable – Implementing partner maintains M&E system

Impact

Achieving sustained income, economic resilience, and long-term participation in the digital economy.

Results Chain Level	WEE Stage	Result Statement	Key Indicators (to be defined per engagement)	Means of Verification	Key Assumptions
Impact	Impact	Beneficiaries achieve sustained livelihoods through continued participation in the digital economy, contributing to inclusive economic growth and resilience.	<ul style="list-style-type: none"> – % of beneficiaries sustaining income 12 months post-programme – % increase in average monthly income vs. baseline – % of beneficiaries transitioning to formal business – % of female beneficiaries achieving sustained income 	<ul style="list-style-type: none"> – Tracer surveys at 6 and 12 months – Ostathi platform income data (verified transactions) – Business registration records – Gender-disaggregated income reports 	<ul style="list-style-type: none"> – Digital market demand remains stable – No major disruption to connectivity – Regulatory environment supports digital work

CDEF note:

The Capacity Development Evaluation Framework (CDEF) operates as the cross-cutting measurement mechanism across all results chain levels. All indicators in this logframe are collected through CDEF data systems — including the campaign analytics dashboard, online training platform, and Ostathi marketplace data — ensuring that means of verification are digital, systematic, and auditable rather than reliant on self-reporting.

Gender and inclusion note:

All indicators in this logframe must be disaggregated by gender as a minimum requirement. Where relevant, disaggregation by IDP status, age group, and geographic location is required. Gender-specific indicators — including female participation rates, female income generation, and female mentorship and internship placement rates — are tracked separately and reported in all progress and outcome reports.

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