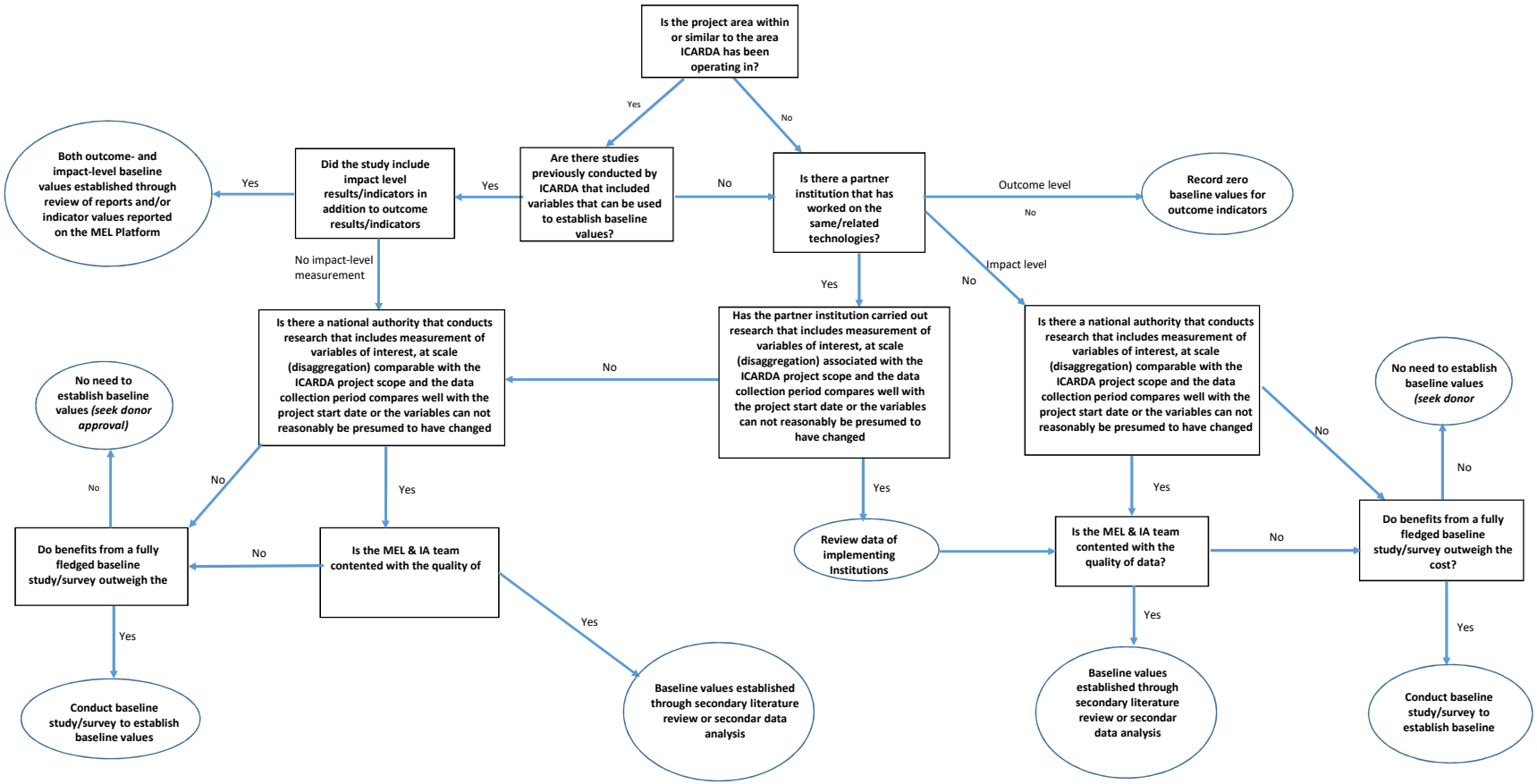Workflow to guide the approach to the establishment of baseline values for project outcome and impact results