



International Initiative for Impact Evaluation

## Impact Evaluation: ¿A Donde Va?

CONEVAL

Emmanuel Jimenez  
Executive Director

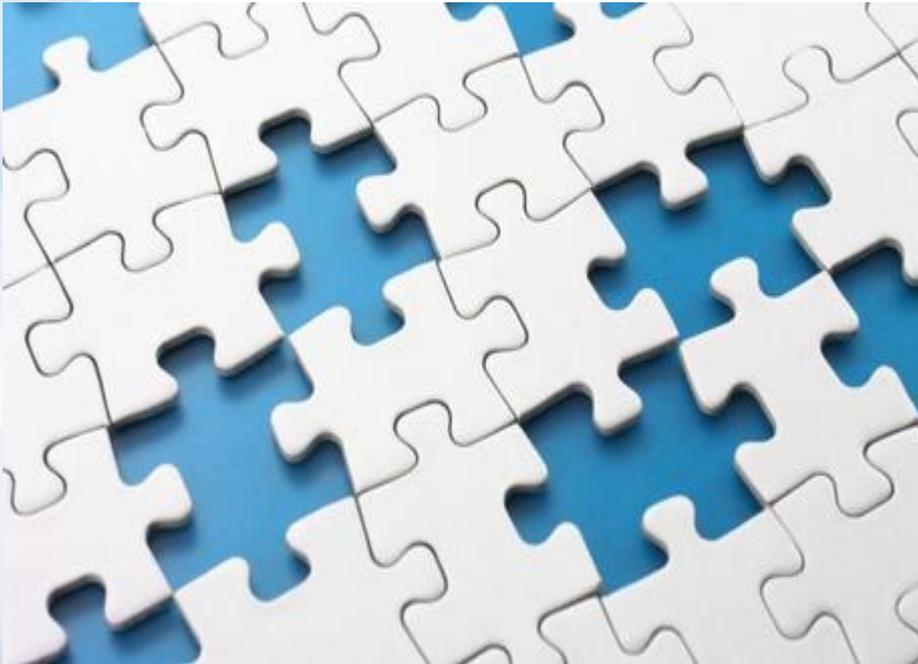
# Who we are & what we do

**3ie** is a member-based international NGO promoting evidence-informed development policies and programmes.

- **Grant maker and standard setter** for policy-relevant impact evaluations, systematic reviews, evidence gap maps, evidence syntheses and replication studies focussed on low- and middle-income countries
- **Convener** of forums to build a culture of evaluation, capacity to undertake impact evaluations and reviews and commitment to evidence-informed decision-making
- **Producer** of knowledge products for policymakers, programme managers, researchers, civil society, the media and donors



# There have been advances but there are still many gaps



- Themes
- Geographies
- Distributional effects

# We're convinced gaps have to be filled but are others? Key challenges

Relevance: Challenges in evaluating

- Chunky: large-scale interventions that have no control groups and that can't be piloted (large expenditures).
- Complex: interventions
- Specific questions of policy makers even if not of great research interest

Timeliness and cost

- Evaluations take 3-7 years
- SRs take 2-3 years
- IE median \$500k?



Engagement between researchers and policy makers

# What is 3ie doing about addressing these challenges

Evidence on the right questions: more relevance

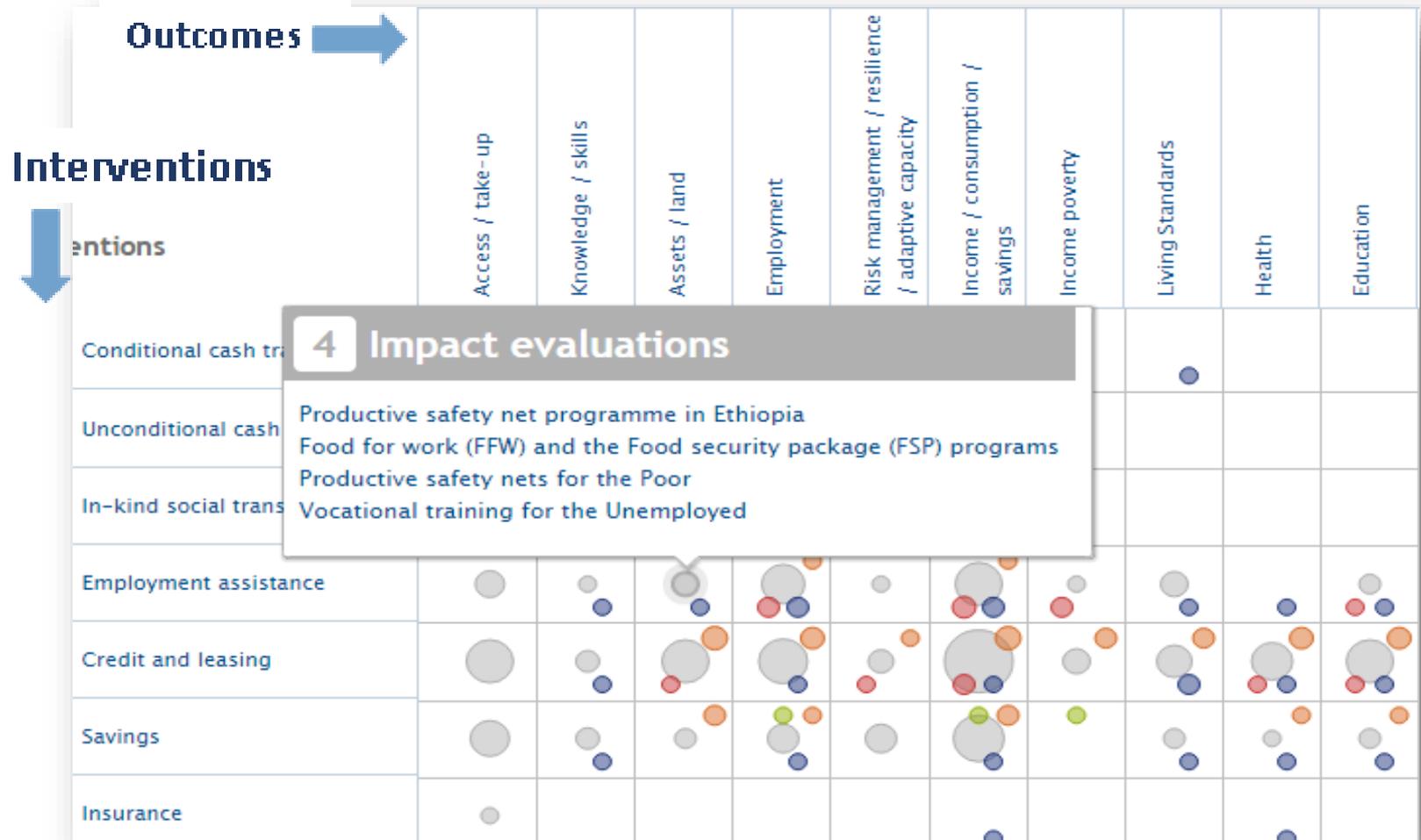
Getting evidence right: better methods

# Toward more relevant evaluations

- Identifying gaps in knowledge: EGMs
- Building in process and formative evaluations in the process of doing IE
- Strengthening user ownership and engagement
  - Country Policy Windows
  - Stakeholder Evidence Engagement Plans

# Identifying Gaps in Knowledge

## Evidence Gap Maps



# Where are Evidence Gaps? Land Use Change and Forestry EGM Scope



Birte Snilstveit, Jennifer Stevenson, Paul Fenton Villar, John Eyers, Celia Harvey, Steven Panfil, Jyotsna Puri, Madeleine McKinnon, "Land use change and forestry programmes" 3ie EGM Report 3, Nov 2016

# Land Use and Forestry: Search results

68, 203  
records identified  
through academic  
and grey literature  
searches

Title search  
- Interventions  
- Outcome  
- Study design

**211 impact evaluations**  
**11 systematic reviews**

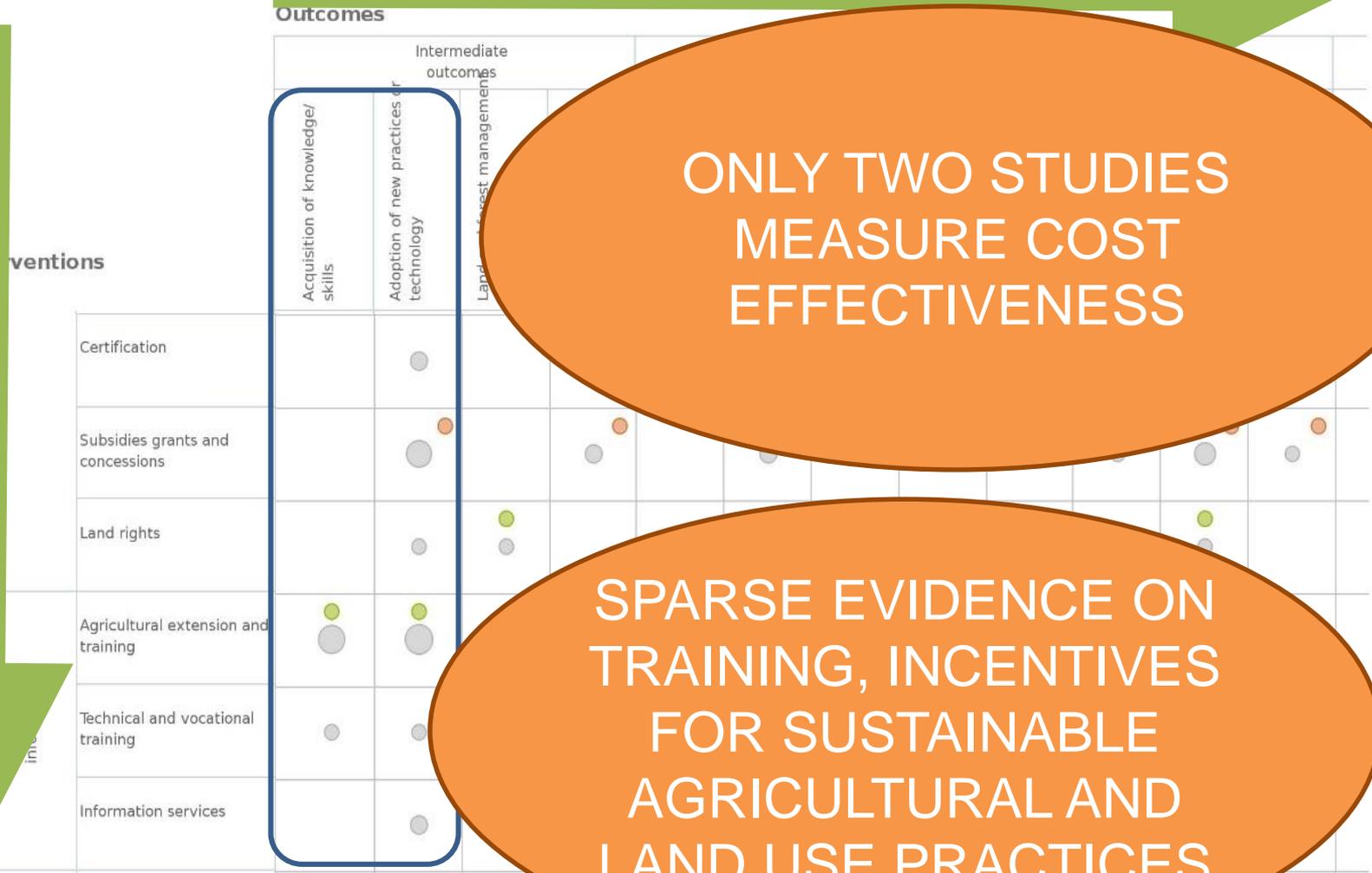
**211 impact  
evaluations included**  
*(9 ongoing)*

**11 systematic  
reviews included**  
*(5 protocols)*

# Findings

OUTCOMES

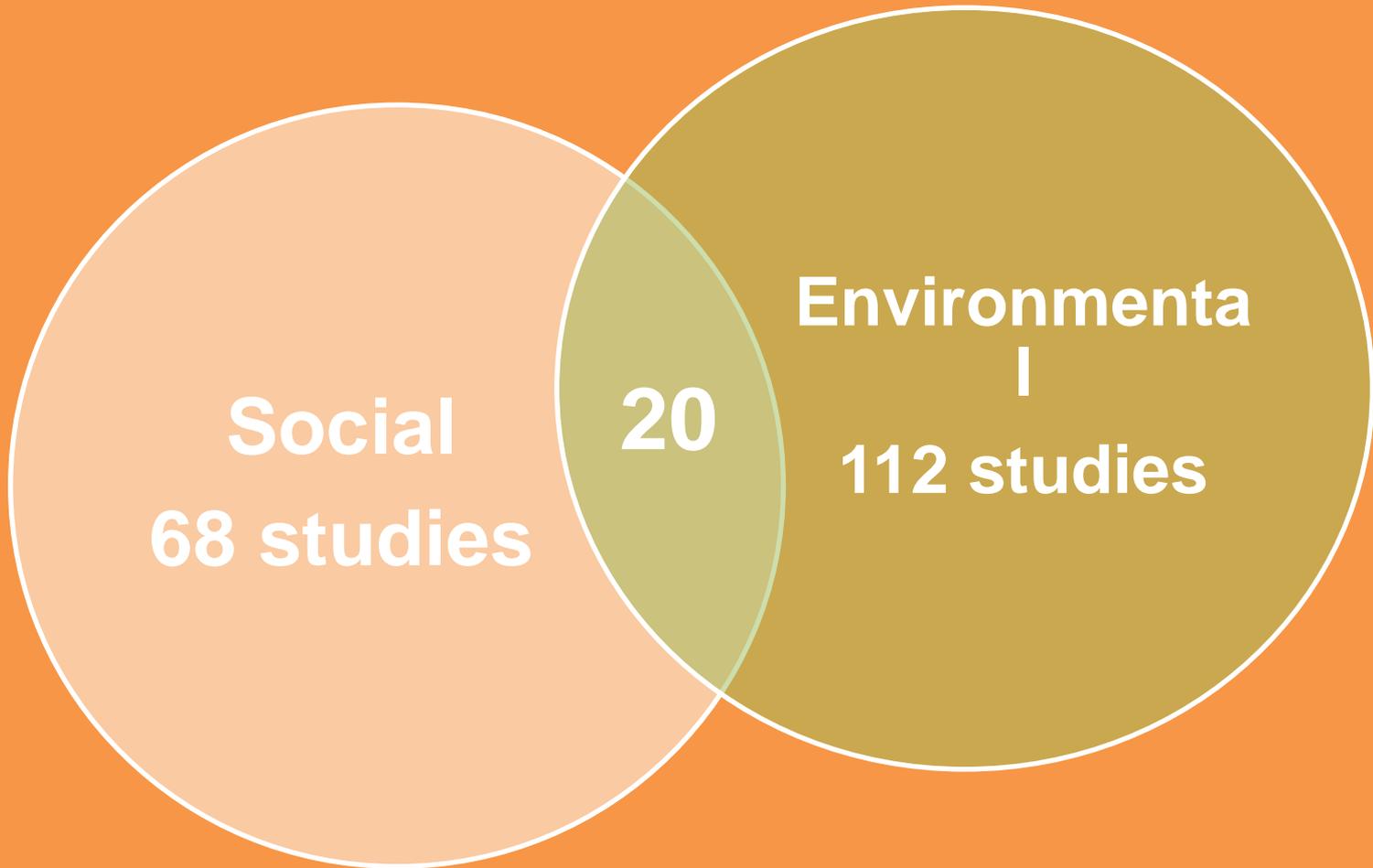
INTERVENTIONS



ONLY TWO STUDIES MEASURE COST EFFECTIVENESS

SPARSE EVIDENCE ON TRAINING, INCENTIVES FOR SUSTAINABLE AGRICULTURAL AND LAND USE PRACTICES

# Findings



**VERY FEW STUDIES EVALUATE BOTH ENVIRONMENTAL  
AND SOCIAL OUTCOMES**

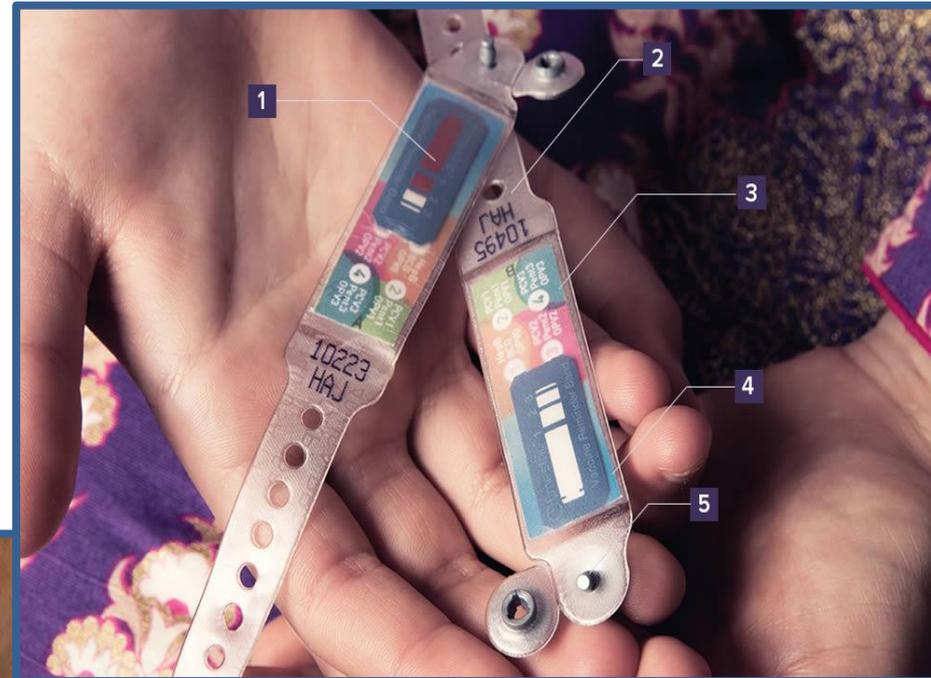
# Addressing the challenges: identifying the evidence and the gaps -- Evidence Gap Maps

- [Agricultural Innovations EGM](#)
- [Land use change and forestry EGM](#)
- [WASH EGM](#)
- [Peacebuilding EGM](#)
- [Adolescent sexual and reproductive health EGM](#)
- [Map of Maps around the SDGs](#)

# Building up to Impact Evaluations

- Learning and failing faster: formative and process evaluations before impact evaluations
  - Is the intervention feasible?
  - Are there likely implementation issues?

*Evaluating Tech:  
Using Vaccine  
Indicator Reminder  
Band to provide visual  
cues for vaccination  
due dates to  
caregivers in Nigeria  
and Pakistan*



The Vaccine Indicator Reminder band



VIR band is child-safe and easy to attach to a child's ankle



# Stakeholder engagement and evidence uptake plan (SEEP)

- Transition from policy influence plan (PIP) to SEEP for impact evaluations
- Should be drafted in consultation with implementing partners and key stakeholders
- Having a plan ensures the following:
  - ✓ Greater buy-in and understanding of the study among key stakeholders from the outset
  - ✓ Guides the engagement and communication activities for different stakeholders
  - ✓ Ensures strong reporting on evidence uptake and use objectives and key indicators
- The SEEP is a living document as policymaking and programming contexts are dynamic and may change during the study period

# How does the SEEP help researchers engage?

Context analysis

*Identify knowledge gaps, relevance and timeliness of issue, political and social context, culture of evidence use*

Risks

*Risks associated with study implementation and uptake of findings, identifying mitigating actions*

Evidence uptake  
and use  
objectives

*Specific, measurable, achievable, relevant, time-bound*

Stakeholder  
analysis and key  
influencers

*Objectives help determine stakeholders; levels of influence; plan engagement approach; aligned with research*

Engagement and  
Communication  
plan

*Identify key study milestones and engagement activities, outputs and objectives*

Monitoring and  
learning

*Engagement, uptake and use indicators; capturing lessons on study design, implementation and engagement*

# Getting evidence right: Innovative Methods

- Addressing complex interventions: evaluating behavior change
- Getting better data in a timely and cost-effective way
- Using mixed methods
- Better synthesis

# Evaluating complex interventions: Governance

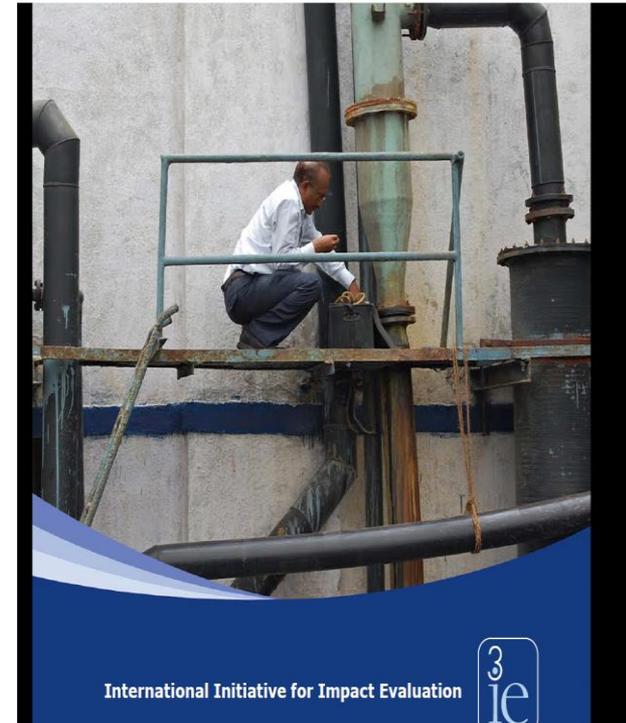
Governance is key to SDGs

Governance is complex because

- Difficult to implement: it's about behavior
  - Who is in the policy arena
  - What their respective powers are
  - How they interact with each other
- Multiple pathways and long results chain to outcomes

# Can reforms improve the efficacy of regulations and reduce pollution emissions? Gujarat, India

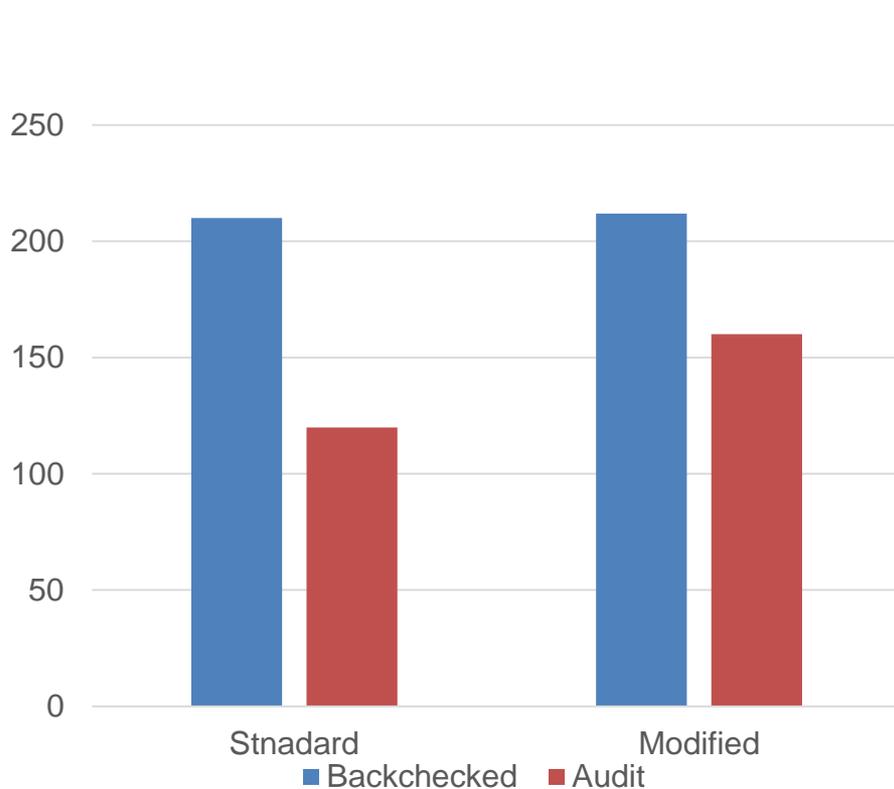
- Regulators often use third party auditors to monitor outcomes: finance, environment.
- Potential conflict of interest due to auditor remuneration
- In two heavily polluted regions in Gujarat, firms randomly assigned to control and treatment where
  - Auditors assigned to industries rather than being chosen by firms
  - 20% of audits randomly chosen for technical backchecking
  - Funds came from central pool and not from individual firms or industries.



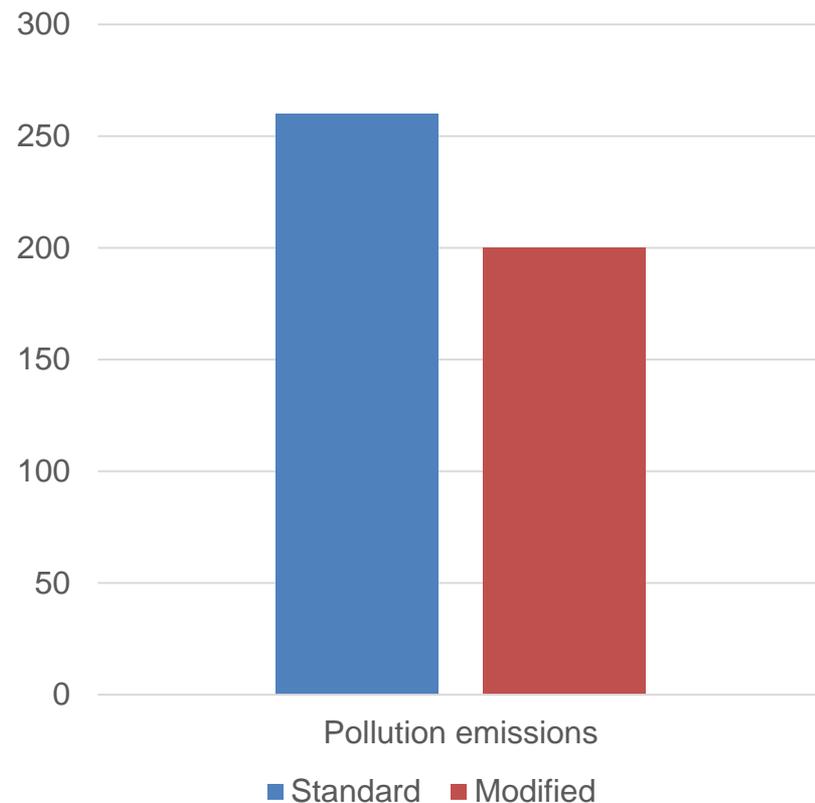
Reference: Duflo et al. (2013), "Truth telling by third party audits and the response of pollution firms", 3ie Impact Evaluation Report Series No. 10

# Can reforms improve the efficacy of regulations and reduce pollution emissions? Gujarat, India

More accurate reporting of suspended particulate ppm of firms backchecked

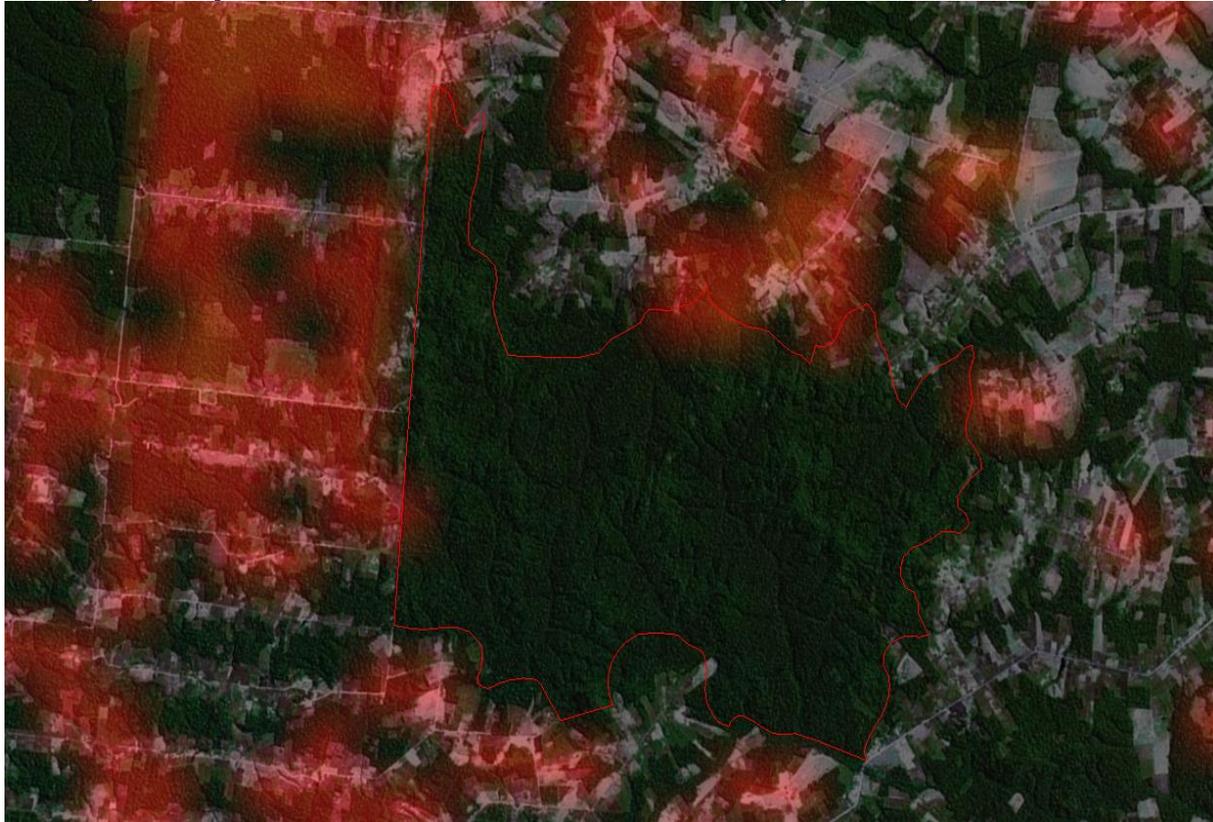


Suspended Particulates ppm of all firms



# Better Data Collection

- Using Technology
  - Satellite imagery
  - Digital sensors
  - Other: (cell phones, drones, etc)



# But in Thailand this does not deter deforestation....

*Naïve*: Protection has a large effect on preventing deforestation.

*Using big data* helped to account for bias.

And helped to show that there is no effect.

Deforestation would not have occurred even without parks (static model).



# Poverty from Space

- Getting data at disaggregated level is very costly.
- Night light imagery highly imperfect measure of welfare especially rural areas
- Recent WB paper use satellite imagery of high resolution spatial features: building density, built-up areas, shadows, extent and lushness of vegetation (-).
- Compares results with sample of 1,291 villages and concludes that this is v promising

Engstrom, Ryan; Hersh, Jonathan Samuel; Newhouse, David Locke. 2017. *Poverty from space : using high-resolution satellite imagery for estimating economic well-being (English)*. Policy Research working paper; no. WPS 8284; Paper is funded by the Strategic Research Program (SRP). Washington, D.C. : World Bank Group.

<http://documents.worldbank.org/curated/en/610771513691888412/Poverty-from-space-using-high-resolution-satellite-image-estimating-economic-well-being>



# Using Mixed Methods: Integrating Mixed Methods -- Quant and Qual in IEs

Frequent criticisms of quantitative IE and why qualitative analysis may help

- IEs focus on outcomes that are easy to measure, not the most relevant ones
- Surveys don't ask questions properly or in the right context
- IE can measure effect sizes but find it difficult to explain why



# Tool to assess Integrated Analysis

- Integrating methodologies: Qualitative work used to determine
  - stratification of the quantitative sample
  - design of the quantitative survey questionnaire
  - pretest the quantitative survey questionnaire
- Conducting analysis: confirming/reinforcing, refuting, enriching, and explaining the findings of quantitative approach.
- Merging the findings of the two approaches into recommendations by analysing the information provided both by the quantitative approach as well as the qualitative approach to derive one set of recommendations to improve policies and programmes

# Innovative Syntheses of Evidence

Synthesis now even more important than ever

*We are drowning in information, while starving for wisdom. The world will henceforth be run by synthesizers... (E.O. Wilson)*

Systematic reviews are key: but issues of time, resource intensity, efficiency

Reworking systematic review production

- People and Processes
- Technology

# People, Process, Technology

- Tools developed for automation and semi-automation for all stages of the process
- Focus on study identification
  - priority screening based on machine learning used in 3ie reviews
  - tests of 'SR classifier' and 'IE classifier' suggest between 50 and 58.3 per cent workload reduction, high level of recall and precision

Automatic extraction of data: the Holy Grail of automation



Relationship Status:  
**it's complicated**



## In sum...

There is much to celebrate in generation and use of evidence but still enormous challenges

Making sure that we get the evidence on the right issues: EGMs, Complementary evaluations, Rigorous stakeholder engagement

Making sure we get the evidence right through innovations in evaluating complex interventions, gathering data, conducting mixed methods analysis and synthesis

# Thank you



 [3ieimpact.org](http://3ieimpact.org)

 [@3ieNews](https://twitter.com/3ieNews)

 [/3ieimpact](https://www.facebook.com/3ieimpact)

 [/3ievideos](https://www.youtube.com/3ievideos)

 [international-initiative-for-impact-evaluation](https://www.linkedin.com/company/international-initiative-for-impact-evaluation)

---

**New Delhi   London   Washington, DC**