



International Initiative for Impact Evaluation

Impact Evaluation: ¿A Donde Va?

CONEVAL

Emmanuel Jimenez
Executive Director

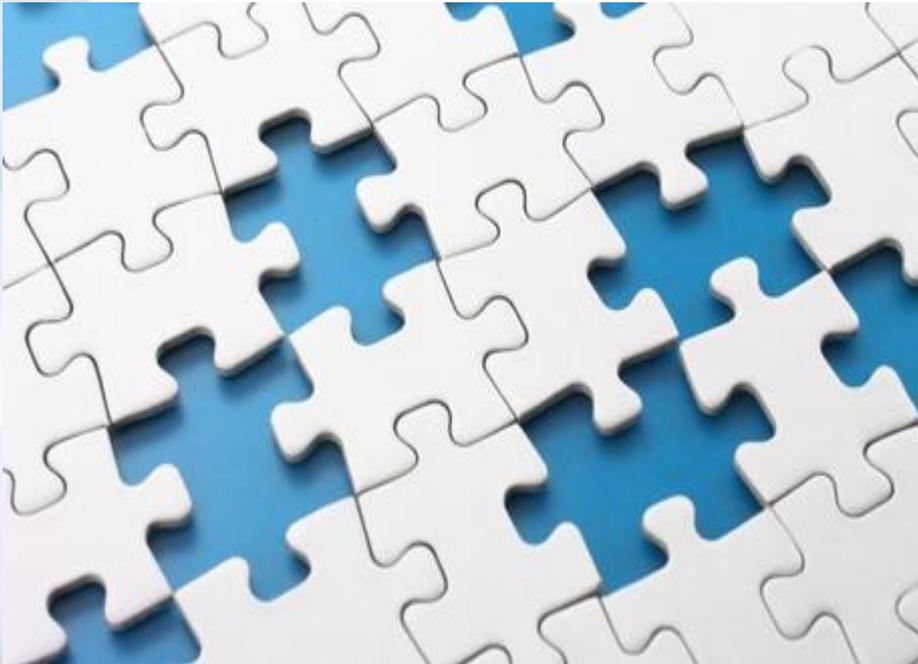
Who we are & what we do

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

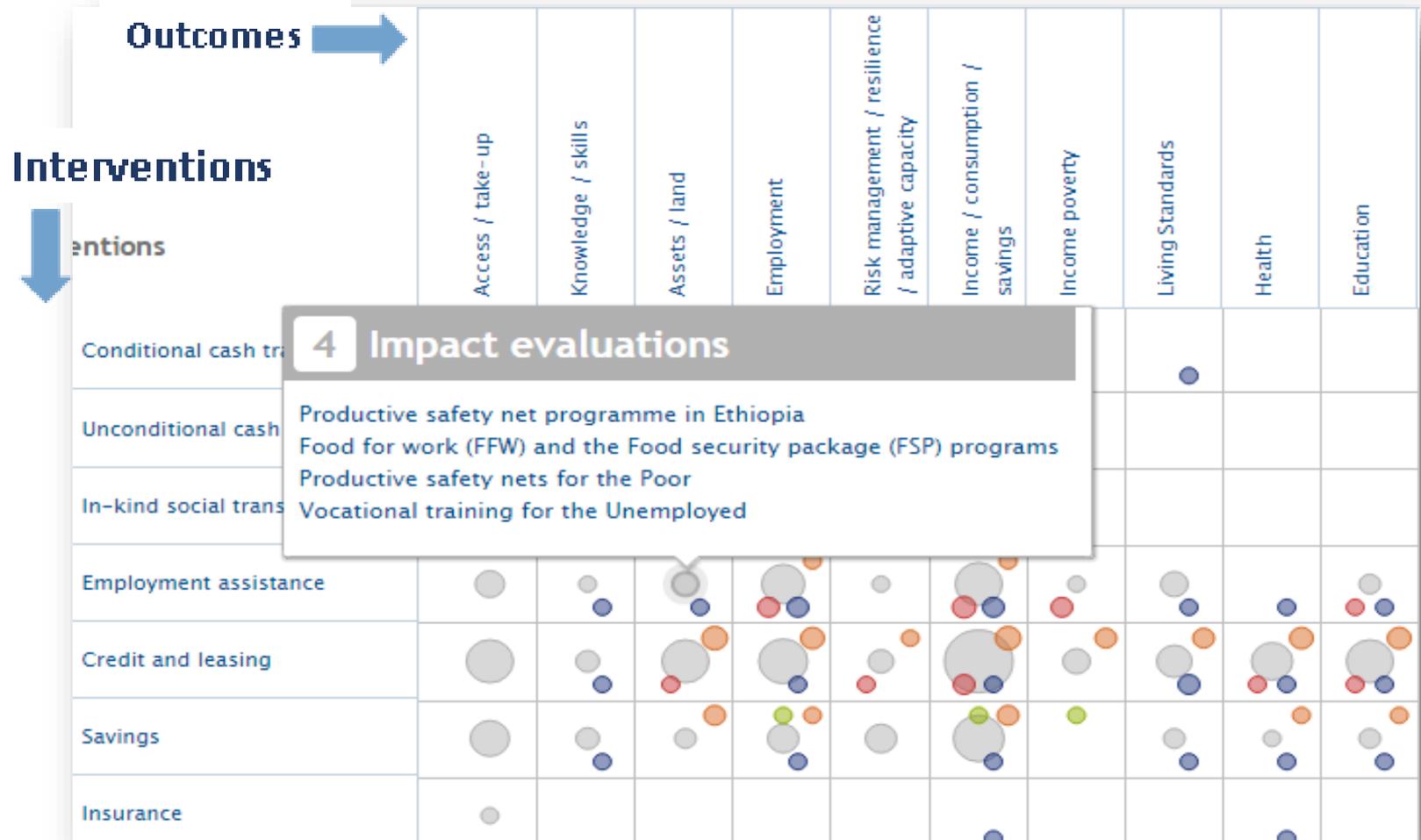
Getting evidence right: better methods

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

211 impact evaluations
11 systematic reviews

- Intervention
- Outcome
- Study design

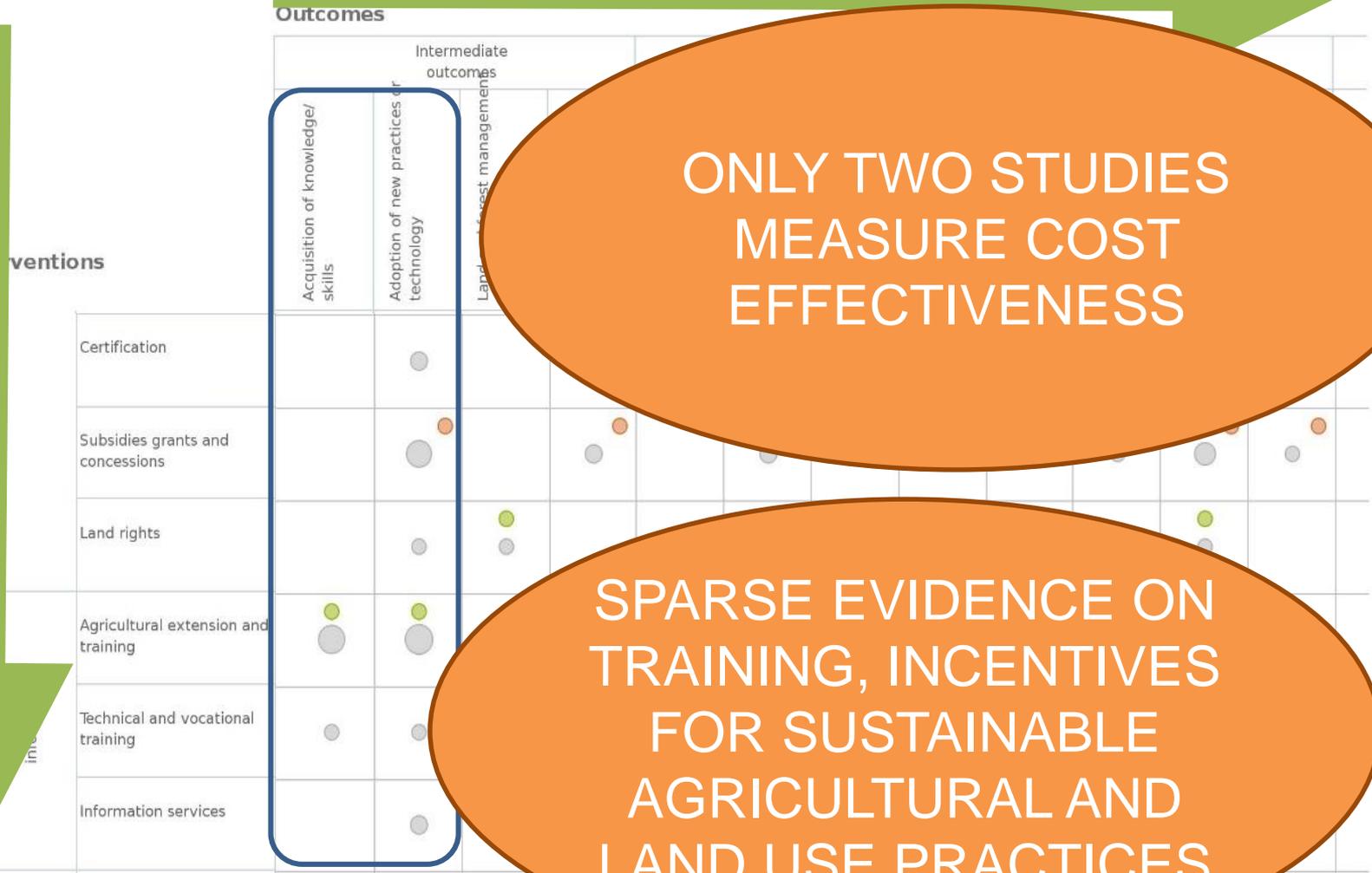
**211 impact
evaluations included
(9 ongoing)**

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

Findings

OUTCOMES

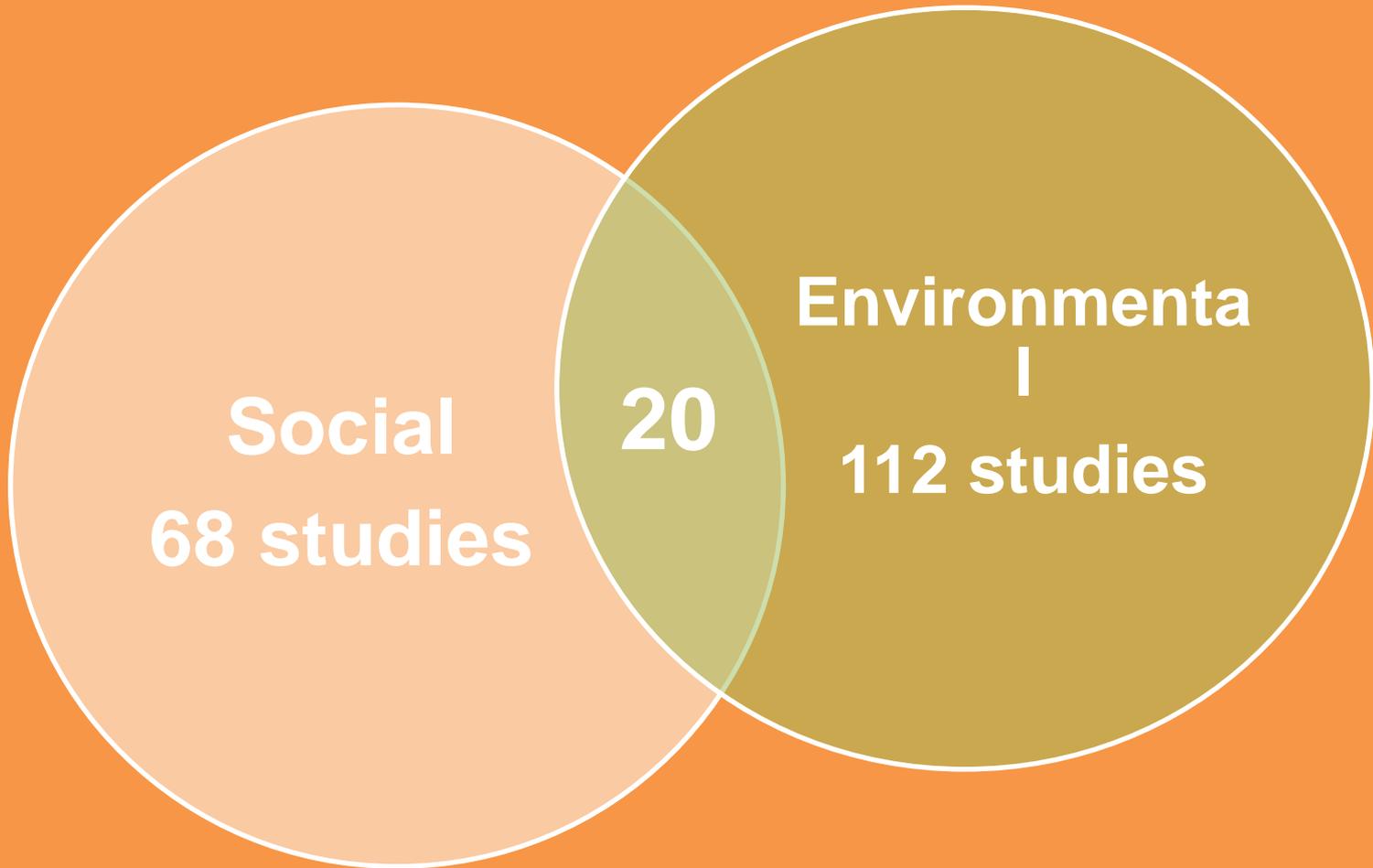
INTERVENTIONS



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

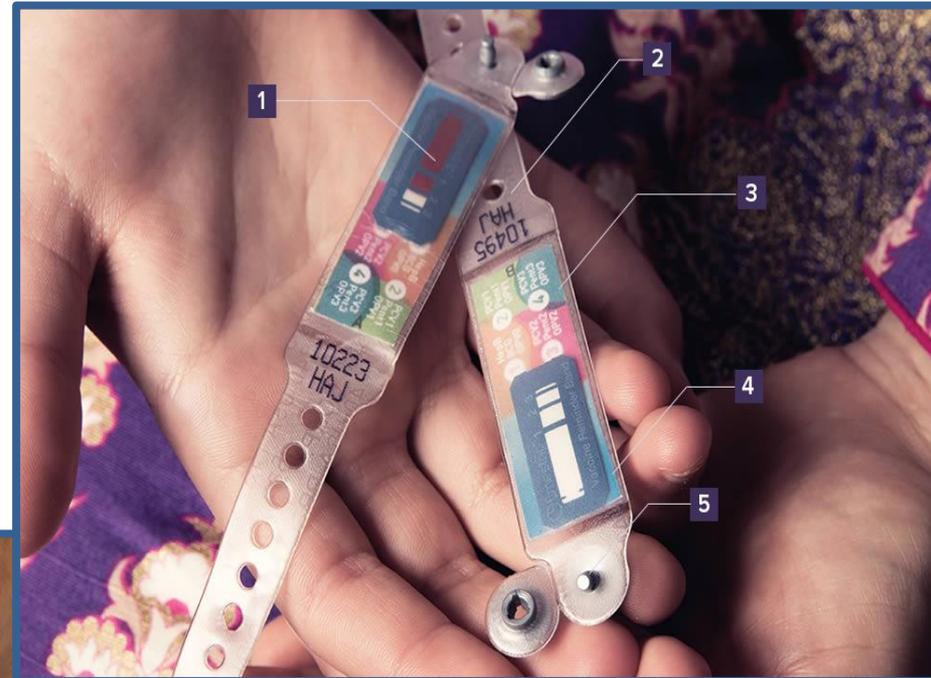
Addressing the challenges: identifying the evidence and the gaps -- Evidence Gap Maps

- [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

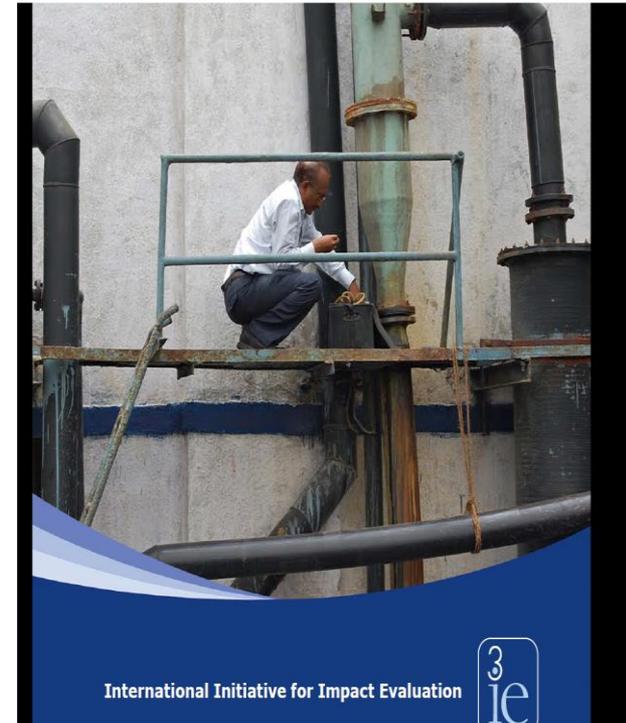
Governance is key to SDGs

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.

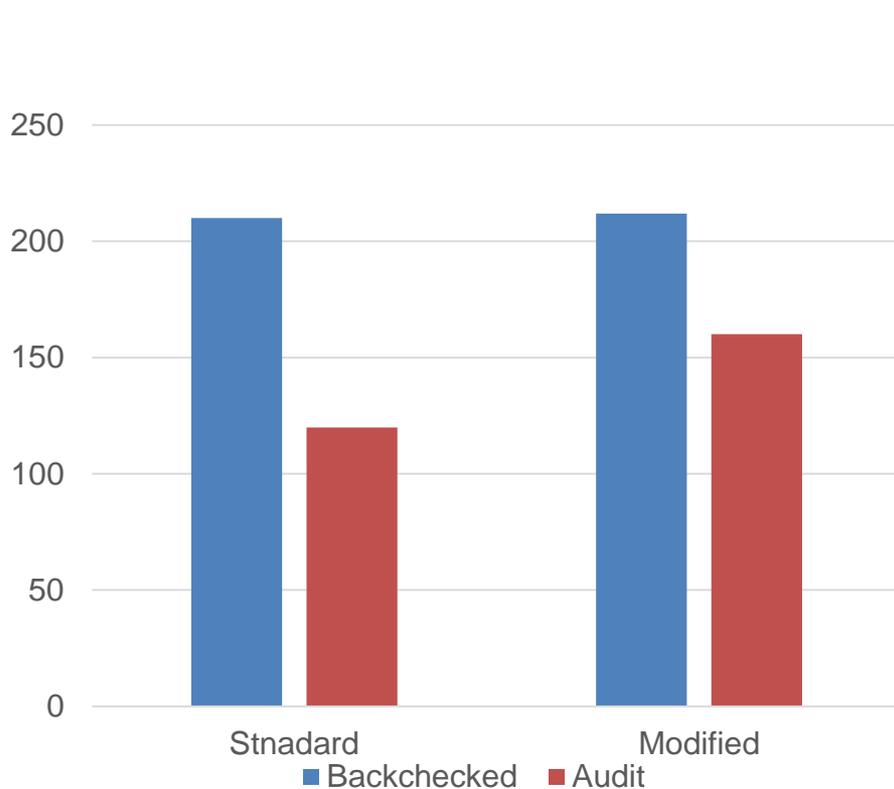


Reference: Duflo et al. (2013), "Truth telling by third party audits and the response of pollution firms", 3ie Impact Evaluation Report Series No. 10

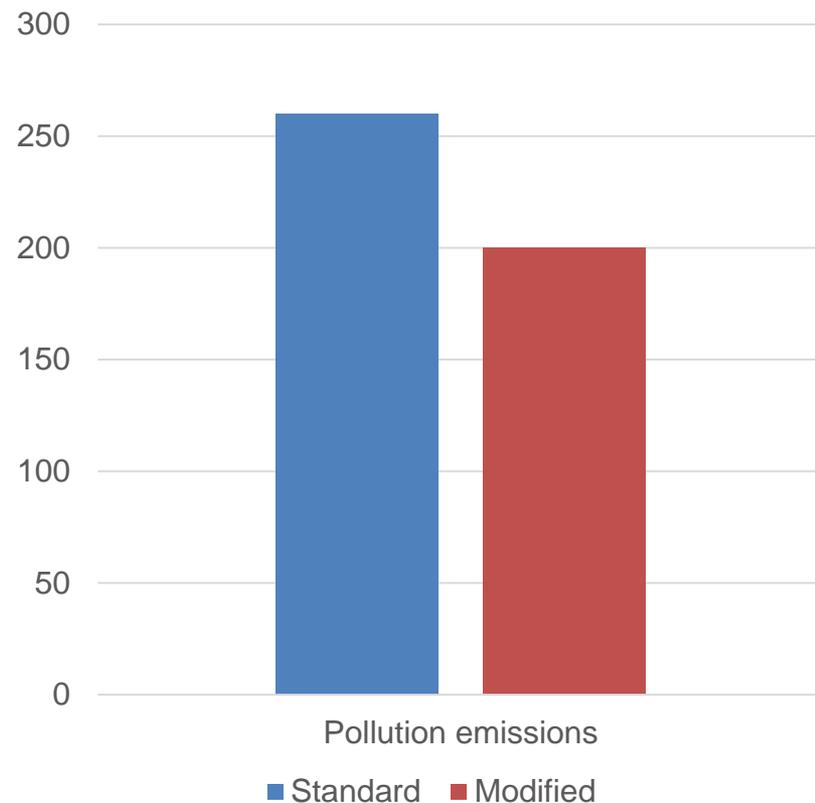


Can reforms improve the efficacy of regulations and reduce pollution emissions? Gujarat, India

More accurate reporting of suspended particulate ppm of firms backchecked

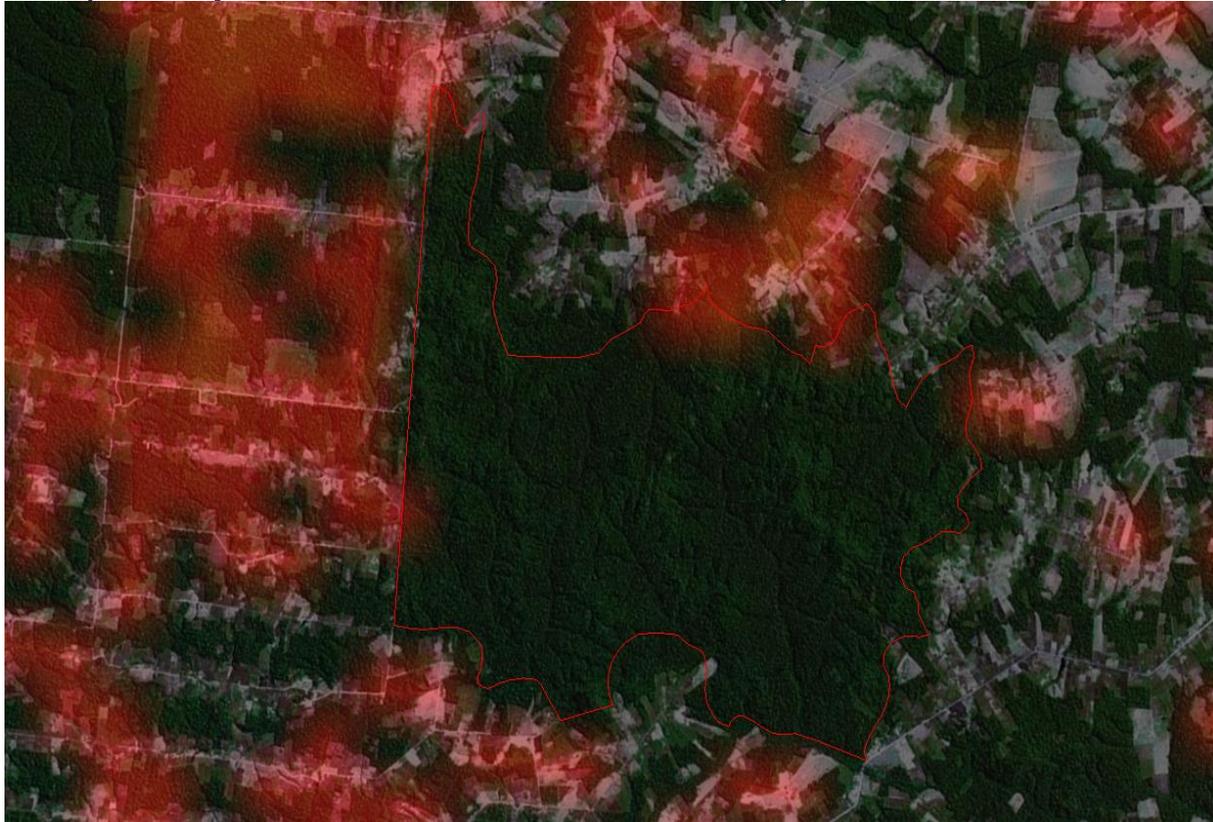


Suspended Particulates ppm of all firms



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



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