

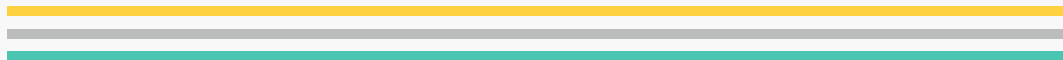
# > Evidence of success

Mike Albu

James Robinson

Mollie Liesner

Jim Tanburn



# The BEAM Evidence Map



**RATIONALE**





**BUT...WHAT IS IT?**



Antarctica

Country ▾

Resource type ▾

Method ▾

Data source ▾

Sector ▾

RESULTS LEVEL

Intervention

Systemic change

Growth and access to services

Pove

Improved access to finance

5 1 6

1 1

Improved access to information

1 1

2 3 5

6 2 9

Improved input supply

3 2 5

4 1 5

1 1

Improved marketing of products

1 1

1 1

Improved product / service

9 1 10

2 2

TYPE OF INTERVENTION

Country

Resource type

Method

Data source

Sector

# AXES

RESULTS LEVEL

Intervention

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1 1

Improved marketing of products

1 1

1 1

Improved product / service

9 1 10

2 2

# AXES

TYPE OF INTERVENTION

	Intervention	Systemic change
Improved access to finance		<b>ALL</b> 5 1 6

LOW

HIGH

RESULT LEVEL

## Growth and access to services

INTERVENTION

## Improved access to information

RESOURCES

9

These studies uncover how providing small businesses and farmers with better quality and more timely information can help their enterprises grow.

### OTHER RESOURCES (1)

**NEW** Adding value to innovation? Lessons on donor support to inclusive business from the Business Innovation Facility pilot

### HIGH CONFIDENCE (2)

**NEW** Follow up behavior change communication (BCC) interventions' effectiveness evaluation report: NAFKA project

Cambodia MSME project final monitoring and



**WHO MAKES THE CUT?**



# EVIDENCE:

“the findings from research using robust and transparent measurement and analysis practices.”

**ENGLISH**

**2000**

**MSD**

**WHO MAKES THE CUT?**

# PRIMARY CRITERIA



**RELEVANCE**

**CURRENCY**

**ACCESSIBILITY**

**LANGUAGE**



**SCREENED**

## SECONDARY CRITERIA

**TRANSPARENCY**

**CREDIBILITY**

**COGENCY**

## GRADED

**HIGH CONFIDENCE**

**LOW CONFIDENCE**

# POPULATING THE EVIDENCE DATABASE

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1. Internet search based on pre-defined search strings, both in relevant databases and using popular search engines.
2. 'Eye-ball' elimination of some documents coming up as a result of the search string. This is used particularly when it is very clear a document does not meet the relevance criterion.
3. Crowd-sourcing using BEAM's networks and community
4. Snowball searching for documents through key informants and contacts in implementing organisations



**> The results achieved by programmes  
using a market systems approach**  
A narrative synthesis of current evidence

James Robinson and Jessica Rust-Smith

May 2017



**The results achieved by  
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**[www.beamexchange.org](http://www.beamexchange.org)**

# Overview

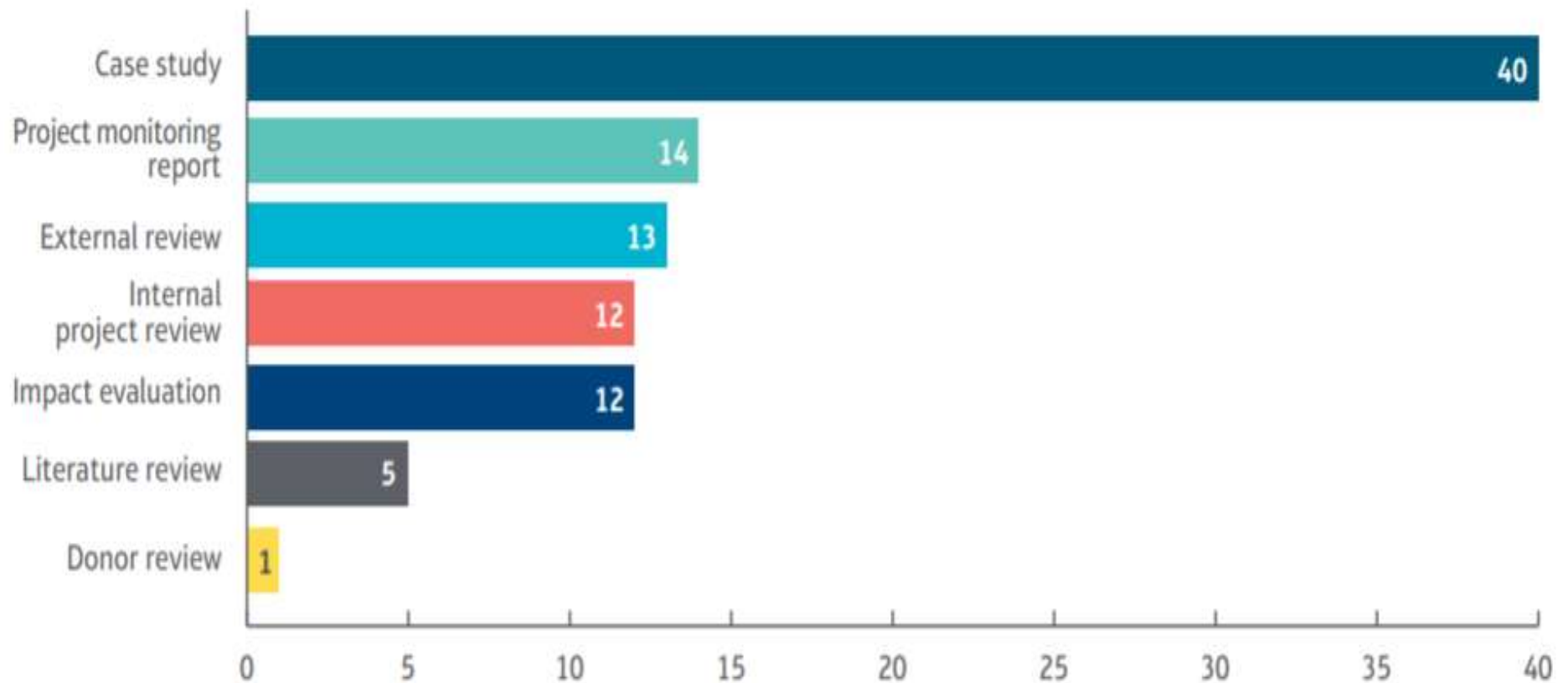
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The synthesis showed that there are now **sufficient evidenced examples** of programmes promoting economic development, improving access to services and reducing poverty, to validate the market systems approach.

However, this headline masks a nuanced picture. Our review examined results from a **wide variety of programmes**, across different geographies and sectors. It allowed us to delve deeper into the BEAM Evidence Map and analyse the characteristics of the evidence base.

# What type of evidence exists:

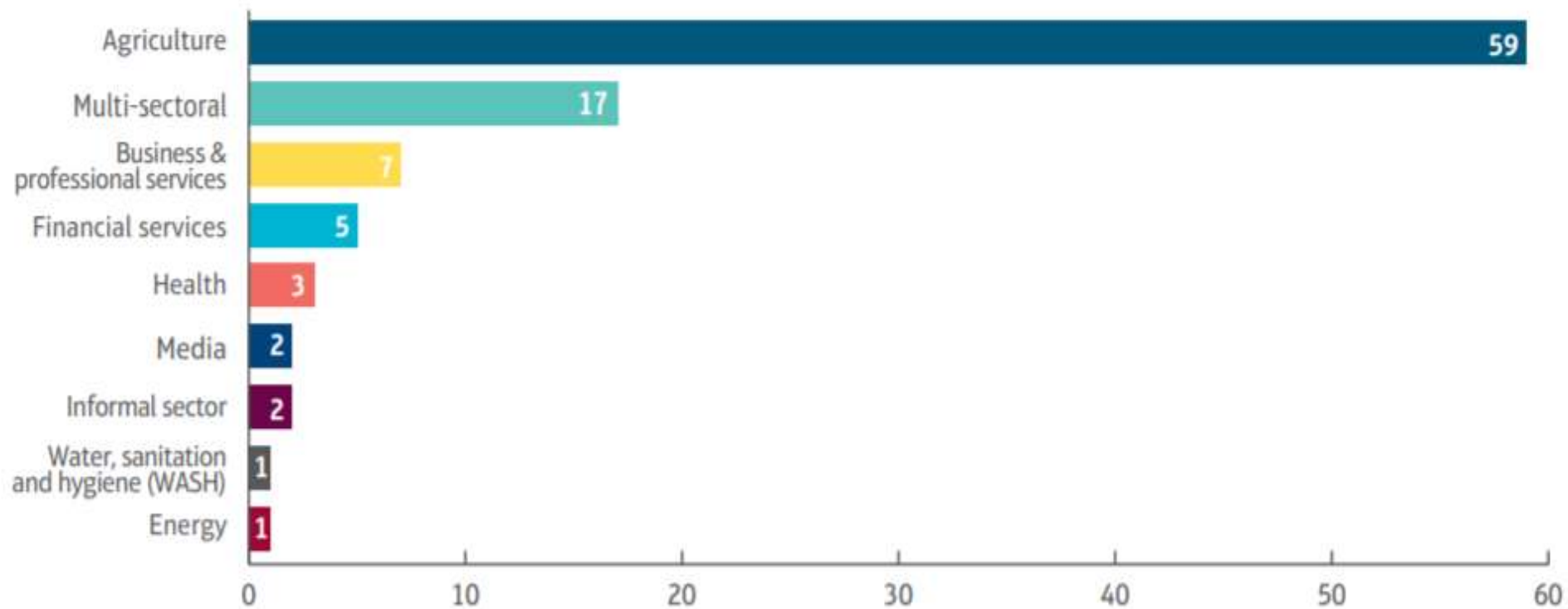
Figure 1: Type of document (n=97)





# What type of evidence exists:

Figure 2: Number of documents per sector (n=97)



# What type of evidence exists:

Figure 3: Regional distribution of evidence documents

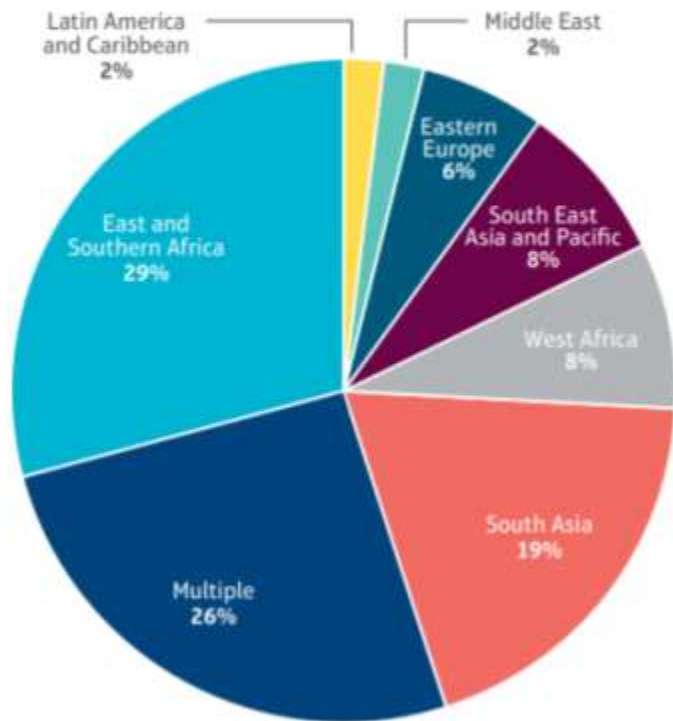
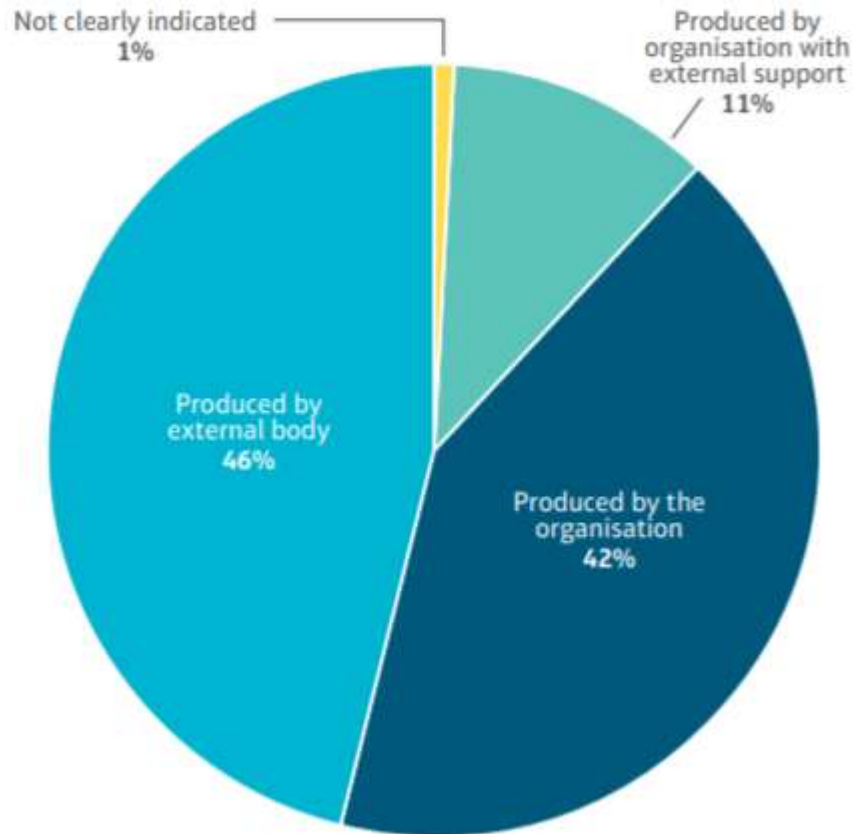
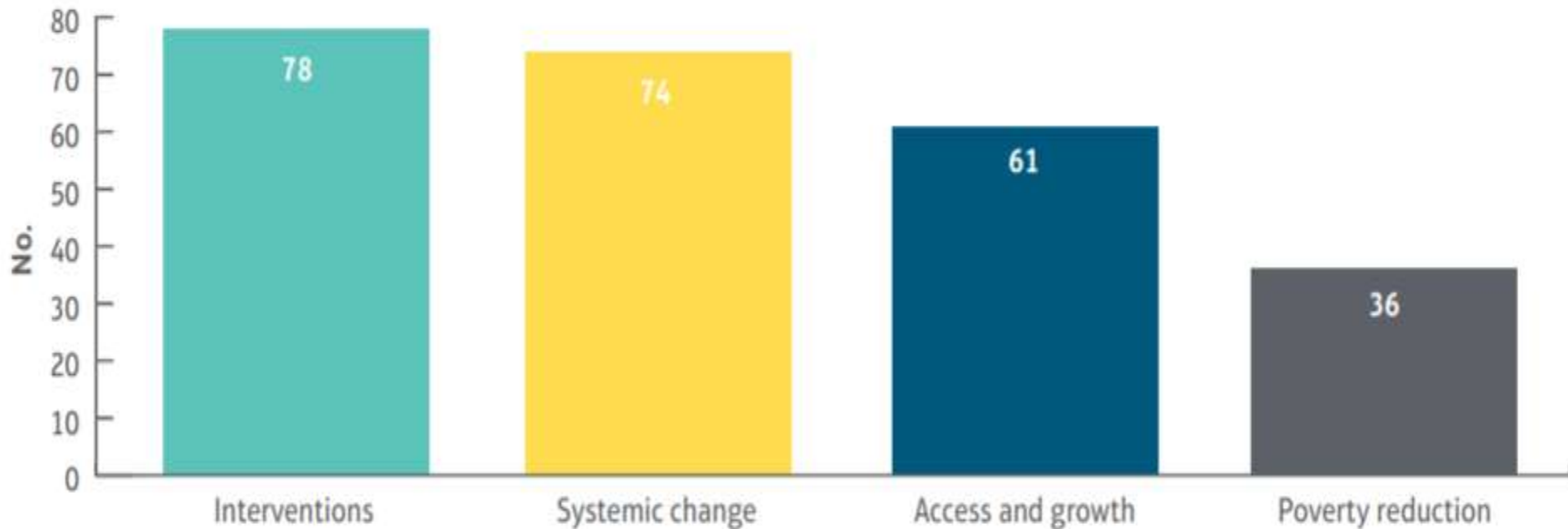


Figure 4: Authorship by internal or external staff (n=97)



# What type of evidence exists:

Figure 6: Type of results described (n=97)



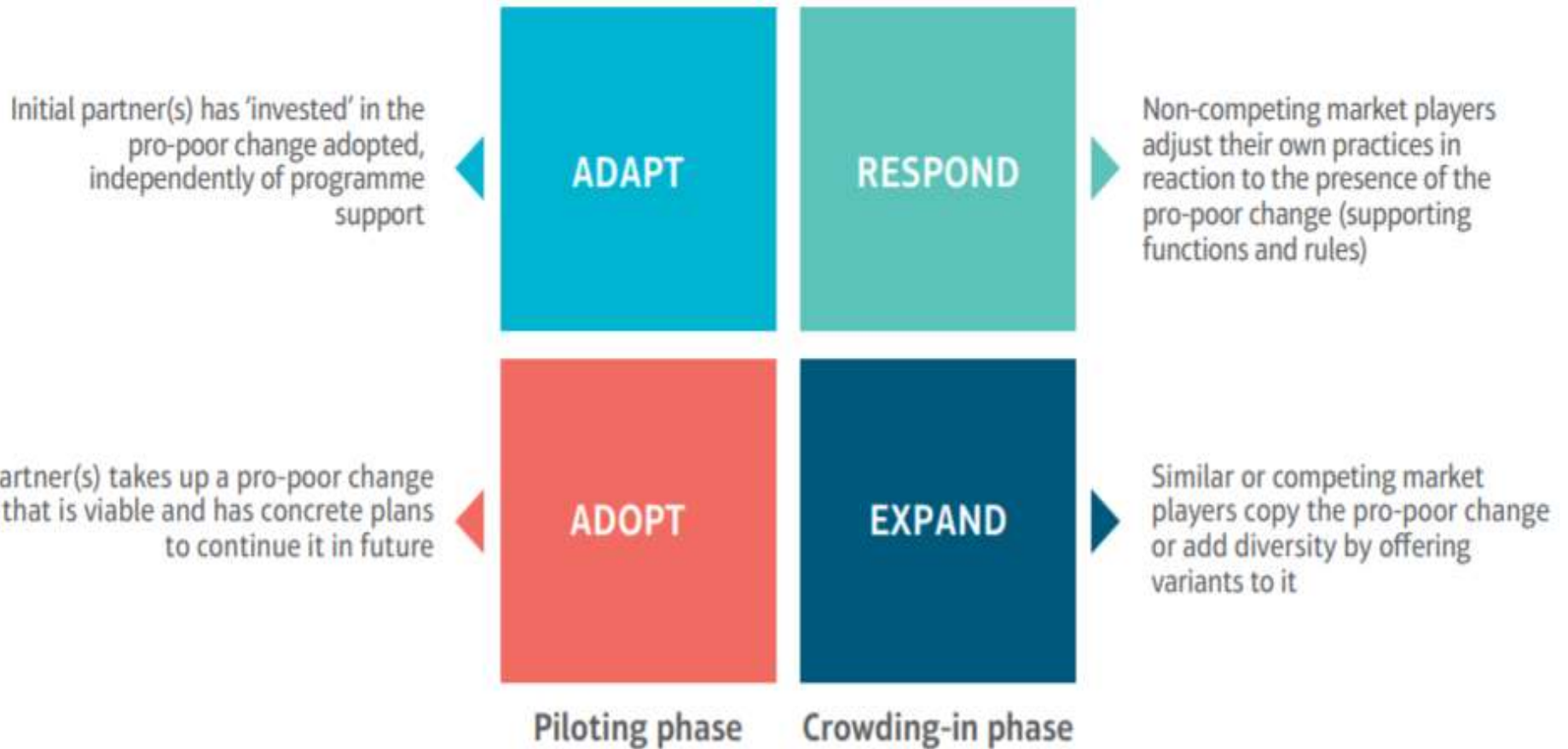
# Examples:

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We also undertook a more detailed examination of a sample of six examples that have documented systemic and poverty reduction-level change.

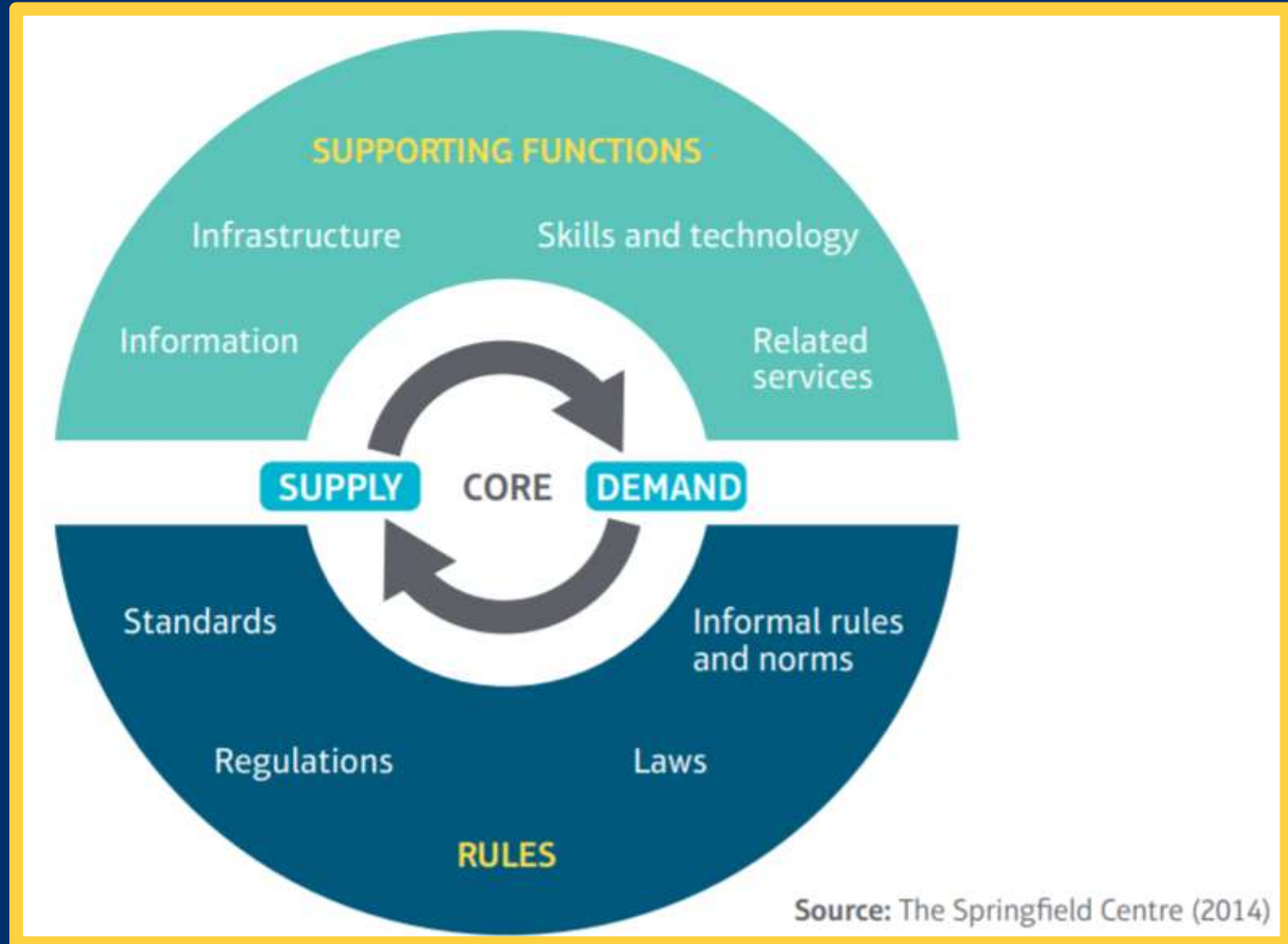
Was not intended to be a representative sample but there were nonetheless some interesting insights.

# Examples:



Source: Nippard, D. et al., The Springfield Centre (2014)<sup>18</sup>

# Examples:



Source: The Springfield Centre (2014)

# Recommendations:

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## For funders and implementers

- **Budget for impact evaluations.** To increase the number of evidenced, high confidence examples.
- **Conduct further research and undertake systematic analysis on where evidence is being generated across market systems.** To increase the number of evidenced, high confidence examples.

# Recommendations continued:

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## Also, for implementers and evaluators

- **Investigate and discuss unintended and negative outcomes.** To build a fuller understanding of the impact of MSA programmes to the wider market system.
- **Disaggregate data more fully and analyse differences in results – with a particular, but not exclusive, focus on gender.** To further build our understanding of whom MSA is impacting and how.
- **Be explicit about methodology.** To allow others to better interpret the results from evidence documents



# Recommendations continued:

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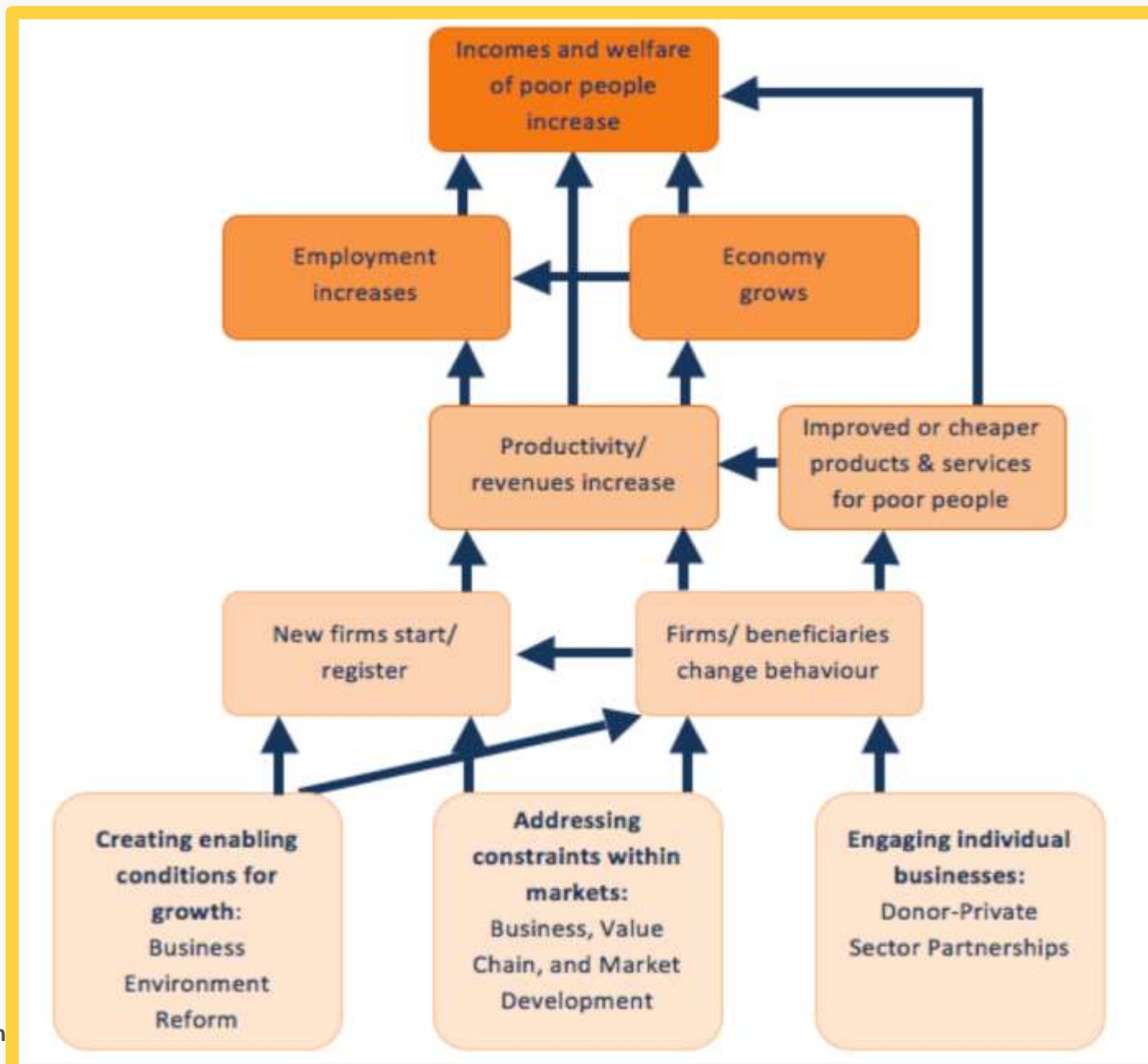
## For funders and implementers:

- Budget for impact evaluations.
- Further research and undertake systematic analysis on where evidence is being generated across market systems.

## For implementers and evaluators:

- Investigate and discuss unintended and negative outcomes.
- Disaggregate data more fully & analyse differences in results – with a particular, but not exclusive, focus on gender.
- Be explicit about methodology

## > BEAM Evidence Map vs DCED Evidence Framework



> How do we go forward?

What about results  
measured by programmes?



> How do we go forward?

What are we trying to  
achieve through evidence?



> How do we go forward?

Do we need to get better at  
advocacy and influencing?



## > Over to you – table discussion

### **Question 1:**

Do the results from DCED-compliant programme monitoring systems meet the criteria of ‘evidence’?  
Should they?

### **Question 2:**

Have MSD practitioners convinced people outside the MSD community of the merit of an MSD approach?  
Why?



# > Points to take forward from discussion



> Thank you

