

> Evaluation for market systems

How can we know if markets are working better for poor people?

Webinar, 7 April

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> Format for this webinar

Presentation

- based on BEAM's *Impact Evaluations for Market Systems Programmes*
- Focus on general approach outlined there

Question & Answer session

- Please send in questions and other comments during the webinar



> Some initial comments

Market systems approaches seem to work, but we're still sceptical

- Relatively few evaluations completed

Weaknesses in earlier evaluations

- Simplistic theories of change
- Limited attention to unintended consequences or negative effects
- Poor data quality, limited attention to bias

Still ongoing debates e.g.

- How to assess systemic change?
- Which evaluation designs are appropriate?



> Three key issues

Theory-based evaluation in a market systems context

- What does it mean, why is it necessary?

Systemic change and complexity

- What are the implications, and what can evaluators do about these?

Which evaluation designs can we use?

- Does any one design provide the ‘gold standard’?



> Theory-based evaluation – the underpinning

Theory-based evaluation: focus on the *mechanisms*

- Develop a model that summarises these (“theory of change”)
- Test the model through field research – do things really work like this?
- TBE is “methods neutral”

Two fundamental reasons for theory-based evaluation:

1. Market systems have several levels
 - Different methods required to understand these
 - TBE provides framework to understand change at different levels
2. Market systems are complicated: requires “try, and see”
 - If not working, why not? You need to observe the mechanisms



> Evaluating systemic change

A market system consists of many parts

- Interactions between wide range of players

Market systems are usually complex

Some insights from complexity theory

- Change may not happen in the linear fashion anticipated in your theory!
- Unexpected impacts are normal
- Impacts may only emerge over several years

Some other implications for evaluation

- No single perspective explains how the system is changing
- Many influences, not just the programme, will contribute to impacts



> How to evaluate systemic change

Things you expect

- What does your theory say – did this happen?

Bio-fungicides for ginger diseases (Samarth-NMDP)

- Did farmers adopt the product? Did agro-vets adapt their business models?
- Did use of the product expand into other areas?
- Did other suppliers respond by introduce complementary products?
- Adopt-Adapt-Expand-Respond (AAER)

But what about unexpected changes?

- Requires methods which explore and investigate



> What evaluation designs are appropriate?

Two principles to assessing causality

1. Attribution

- Use experimental or statistical methods to *quantify* impact

Appropriate where:

- Target beneficiaries can be delineated, and no ‘contamination’
- Effects can be clearly specified in advance (e.g. higher income)
- Large-scale surveys are possible

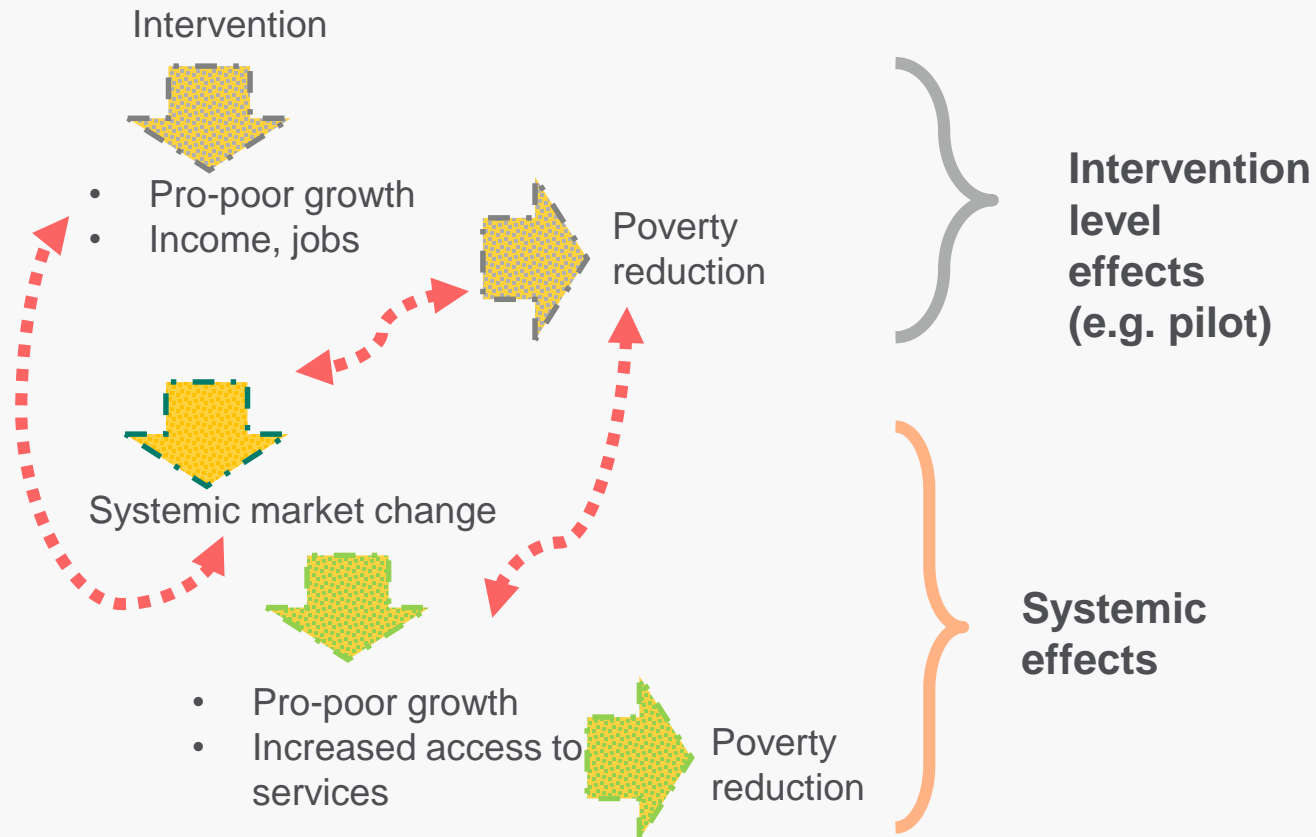
2. Contribution

- Use a process of argument to *describe* impact
 - e.g. Contribution Analysis; Process Tracing
- Collate and review a range of quantitative and qualitative evidence
- Where impacts, or those affected, may not be clear

Which are appropriate in a market systems context?



> How individual interventions work



←...→ **Unexpected or negative effects?**



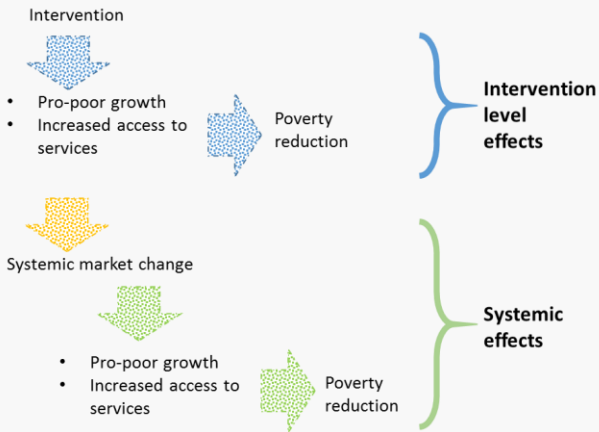
> Designs for individual interventions

	Intervention level effects	Systemic effects	Further impact from systemic effects	Unexpected effects
Designs based on the principle of:	<ul style="list-style-type: none"> • Increased income or jobs? • Lower poverty? 	Systemic change <ul style="list-style-type: none"> • AAER? 	Further contribution to income or jobs growth?	Unexpected impacts? Negative impacts?
Attribution	Yes	No	No *	No
Contribution	Yes	Yes	Yes	Yes

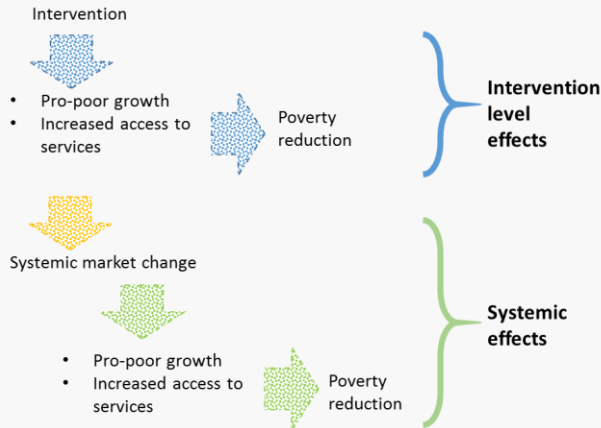


> How a programme (portfolio) works

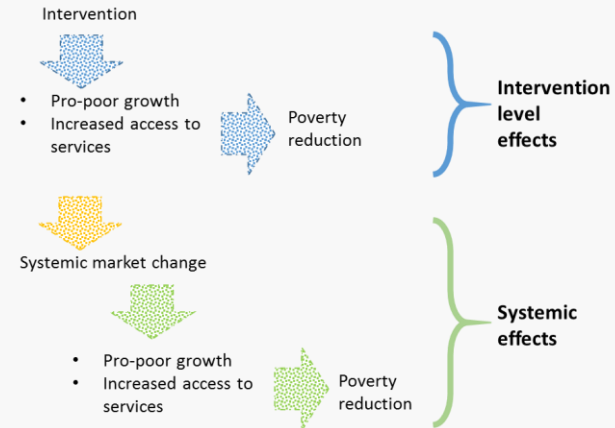
Intervention 1



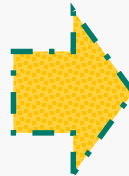
Intervention 2



Intervention 3 etc.



Systemic change, from
programme synergies?



Contribution **beyond** the impacts
of individual interventions?

- Growth in jobs, income?
- Poverty reduction?



> Designs for the whole programme

	Primary effects	Systemic effects	Further impact from systemic effects	Unexpected effects
Designs based on the principle of:	<ul style="list-style-type: none"> • Increased income or jobs? • Lower poverty? 	Systemic change <ul style="list-style-type: none"> • Buy in? • Imitation? 	Further contribution to income or jobs growth?	Unexpected impacts? Negative impacts?
Attribution	No	No	No	No
Contribution	Yes	Yes	Yes	Yes



> Some conclusions

The theory of change is the basis for evaluation

- Mixed methods required

Evaluations using the principle of attribution

- Can be powerful in quantifying effects of individual interventions
- But only *part* of the mix:

Not suitable for

- Exploring systemic change
- Identifying unexpected or negative impacts

Complemented with approaches using the principle of contribution

- Contribution analysis: interviews, focus groups, review of market data

No single perspective is “right” in a system

- So, emphasis on broad participation of different actors

