BEAM EXCHANGE

The results achieved by programmes using a market systems approach

A narrative synthesis of current evidence

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The BEAM Exchange is a facility for knowledge exchange and learning about the role of market systems approaches in reducing poverty.

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Acronyms and abbreviations

AGP-AMDe	Agricultural Growth Programme – Agribusiness and Market Development
BEAM	Building Effective and Accessible Markets
BEE	Business-Enabling Environment
DCED	Donor Committee for Enterprise Development
DFID	Department for International Development
FSD	Financial Sector Deepening
ILO	International Labour Organization
M4P	Making Markets Work for the Poor
MSD	Market Systems Development
MSME	Micro, Small and Medium-Sized Enterprise
SEED	Small Enterprise Development Department
USAID	United States Agency for International Development

Executive summary

Programmes using a market systems approach have been designed and implemented in a wide range of countries and contexts to generate increases in jobs and income, improve access to services for poor people and reduce poverty since 2000. This review examines the current evidence base describing results of these programmes and analysing the trends in the description of results.

The key finding of this review is that there are sufficient evidenced examples of programmes using market systems approaches that are achieving results in promoting economic development, improving access to services and reducing poverty to say that the approach is valid in the above. However, market systems approaches remain highly contextual and complex and there is opportunity for expanding the evidence base to better answer in-depth questions about who benefits, and how and in what circumstances a market systems approach can be most effective.

BEAM Exchange has collated the body of published evidence documents of different types describing results achieved by programmes using market systems approaches in a wide range of contexts using a wide range of intervention types and designs. The structured search and inclusion process used to develop the evidence base is explained in Annex 2, and also on the

While the evidence documents present results that are in many cases measured quantitatively, it is not possible to cross-compare these results directly, given the complexities of the projects and variability of the methods of data collection and analysis. This document is therefore best described as a 'narrative synthesis' – that is, an approach to the review and synthesis of findings from multiple studies that relies primarily on the use of words and text to summarise and explain findings.

Six evidence documents categorised as 'high confidence' and that documented systemic and poverty reduction-level change were analysed in more detail, as outlined in Section 3. Amongst these six examples there was a prevalence of interventions in supporting functions to the core market in question, such as skills/ human capacity, and access to information. Using the commonly used 'Systemic change framework'– Adopt-Adapt-Expand-Respond (AAER)[5] – showed that the earlier stage 'Adoption' of new behaviours was the most common systemic change evidenced by programmes. The analysis of the poverty reduction results of these six examples evidenced a logical chain of results, where, for example, increased productivity resulted from systemic change in supporting functions such as skills and technology transfer in four examples.

It is important to note that a relatively small number of independently commissioned impact evaluations were identified. While the process of populating the evidence base was rigorous, we must also acknowledge that this base is unlikely to be complete, given that the BEAM team will not have located all relevant documents and that some relevant findings may have been excluded as a result of the rigidity of the criteria, such as those regarding language.

We recommend the following in order to provide a more nuanced account of impact and outcomes:

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 and analyse differences in results – with a particular, but not exclusive, focus on gender.
- Be explicit about methodology.

In addition to the above and to improve the ability of others to navigate the BEAM Evidence Map the following recommendations are made in regards to the categorisation of Evidence documents by whether a document:

- includes disaggregated results and analysis
- substantially examine unintended outcomes
- is a longitudinal/ ex-post assessments

The expanded evidence base and our better understanding of it (thanks to new classification and analysis) enable us to build on the conclusions and recommendations from the 2016 review. The analysis of the evidence base indicates that market systems is a valid approach in promoting economic development, improved access to services and poverty reduction.

This review has highlighted evidence of initiatives contributing to making market systems work in a more pro-poor manner in a number of different ways. These include examples of crowding-in by other market actors, improving regulations and government policies and influencing the way buyers and sellers behave in a variety of ways.

[5] See also Nippard, D. et al. (2014) Adopt-Adapt-Expand-Respond: a framework for managing and measuring systemic change https://beamexchange.org/resources/130/

There remain weaknesses in the overall evidence base and therefore limitations in what we can say about market systems approaches overall. There are relatively few impact evaluation evidence documents and only 25% of the evidence base is currently ‘high confidence.’ However, this should not detract from the fact that results are being consistently described in different contexts and markets with varied insights in to how the approach has been adapted to deliver results. As described above there is scope to improve the evidence for MSD initiatives. An expanding evidence base, that takes into account the recommendations above, would also be invaluable to contribute to the debate around questions such as what interventions work, for whom and in what circumstances.

1. Introduction

1.1 Overview

Programmes using a market systems approach have been designed and implemented in a wide range of countries and contexts to generate increases in jobs and income, improve access to services for poor people and reduce poverty since 2000. In spite of this broad application, until recently it was not easy to find evidence documents that described their impact, including the benefits created for people living in poverty. The apparent patchiness of evidence base was one of the original reasons for establishing the BEAM Exchange.

There is now a significant body of published evidence documents of different types relating to market systems approaches and what they have achieved. These documents have been collated as part of the BEAM Evidence Map[6] following a structured search and inclusion process, which is explained in Annex 2, and also on the BEAM website[7]. An initial review of the evidence base was undertaken in 2016.[8] This evidence base has since been expanded, thanks to the ongoing systematic search process, also outlined in Annex 2. The updated synthesis contained in this report takes into account the expanded evidence base, adjustments in the BEAM Evidence Map inclusion protocol (further described in Annex 3) and an additional evidence quality grading system, which assesses all evidence documents as either 'high confidence' or 'low confidence.' This 2017 review therefore supersedes the 2016 review.

This review has focused on assessing the overall validity of the approach – in other words, what kinds of results do market systems initiatives achieve, at what levels of the results chain, through which types of interventions, and in which contexts? This is the same process as was conducted in the initial 2016 review of the evidence base. The 2016 review highlighted that there was demonstrable evidence of impacts and outcomes across the programmes referenced in the evidence base, but recommended several ways in which the evidence base could be strengthened.

The 2017 review tests these conclusions and recommendations against the wider evidence base. It also highlights how outstanding issues about the effectiveness of market systems might be resolved.

Specifically, this review aims to:

- Advance the debate on whether market systems approaches work, and whether it is still relevant to continue to use the approach in development programming.
- Help practitioners and decision-makers to make informed decisions by reviewing the evidence in relation to the specific contexts they work in.
- Examine the extent to which progress has been made in evidencing the impacts of market systems approaches.
- Assess whether the 2016 review's recommendations to further strengthen and expand the evidence base are still valid and sufficient.

In this review, individual publications are referred to as 'evidence documents.' Collectively, they make up the 'evidence base.'

It is worth noting that it is only one year since the 2016 review, and the documents that have been added are not solely those published during the course of the past year – some are older documents that have been added as part of the structured search process outlined fully in Annex 2.

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6 https://beamexchange.org/resources/evidence-map/
7 https://beamexchange.org/evidence/evidence-map/methodology-evidence-map/
8 O'Sullivan, F. and Rylance, A. (2016) The impact of programmes that use market systems approaches: A review of the evidence https://beamexchange.org/resources/813/

1.2 The nature of the review

Given the complexity of context, and diversity of applications of market systems approaches it is impossible to simply present evidence of results generated from quantitative data only (where this exists) and compare documents in the like-by-like manner required for a systematic review. As a result, this review is best described as a narrative synthesis – in other words, 'An approach to the systematic review and synthesis of findings from multiple studies that relies primarily on the use of words and text to summarise and explain the findings of the synthesis.'[9]

One characteristic of market systems is that they are fundamentally embedded in particular contexts, which determine how a system works and which market actors benefit most. Where the evidence documents highlight examples of successes, these should not be interpreted as generic solutions that are directly transferable to every context; rather, the evidence is better interpreted as examples of processes and principles that have been successfully applied in a specific context, which may provide useful insights for programmes working in other contexts.

As with the 2016 synthesis, identifying approaches and strategies of what works in market systems development is not the main purpose of this document. This document does not aim to lay out a best practice guide on how to implement markets programmes. Readers who are primarily interested in this are advised to look at the BEAM Exchange Evidence Map and additional resources.[10] The Evidence Map presents summaries of all of the evidence documents and organises and labels them in a format designed to be easy to navigate and search.

Given the nature of a narrative synthesis and the aims set out in the overview in Section 1.1, this review does the following:

- Profiles and summarises the kinds of evidence available for market systems approaches.
- Illustrates some of the areas (or sectors) where there are documented successes from market systems approaches.
- Examines in greater detail a sample of six 'high confidence' documents which present results at the systemic change and poverty reduction results levels.

1.3 Recommendations from the 2016 review

The 2016 review stated that, 'a market systems approach is a valid one for promoting economic development, improved access to services, and poverty reduction'. However, this was caveated with recognition that a lot more can be done to generate robust documented evidence of the impact of market systems approaches.

The 2016 review recommended that, in order to provide a stronger and more nuanced account of impacts and outcomes, future studies should:

- **Investigate and discuss unintended impacts and outcomes.** Many evidence documents identify positive impacts and outcomes from market systems initiatives, while pointing out the challenges that had to be overcome to achieve this. It is important, however, that attention also be paid in future to investigating and discussing unintended impacts and outcomes.
- **Consider the potential negative impacts and outcomes.** Given the complexities of change in a market systems context, one should also consider the potential for negative impacts and outcomes, particularly for poor people who are not the direct beneficiaries of market changes.

[9] Hagen-Zanker, J. and Mallett, R. (2013) How to do a rigorous, evidence- focused literature review in international development: A guidance note.

[10] BEAM Exchange Evidence Map, https://beamexchange.org/resources/evidence-map/; BEAM Exchange programme snapshots, https://beamexchange.org/practice/snapshots/; BEAM Exchange how to! notes, https://beamexchange.org/practice/how-notes/

- **Disaggregate and analyse gender differences in results.** More detailed consideration must also be given to how impacts and outcomes affect men and women differently.
- **Be explicit about methodology.** Studies should be explicit about the methods they use, and should also pay attention to data quality issues, including sample sizes, sampling frames, statistical significance and how the issue of bias has been addressed. Where appropriate, these details should be summarised in a technical annex that shows the 'workings' from which study findings have been derived.

Additions to the evidence base since 2016 have mainly come from documents completed before 2016, or relate to projects that were implemented before 2016. Therefore, it is important to note that an assessment of the validity of the 2016 recommendations relates to whether they still hold given the expanded evidence base, **not whether they have been taken up.**

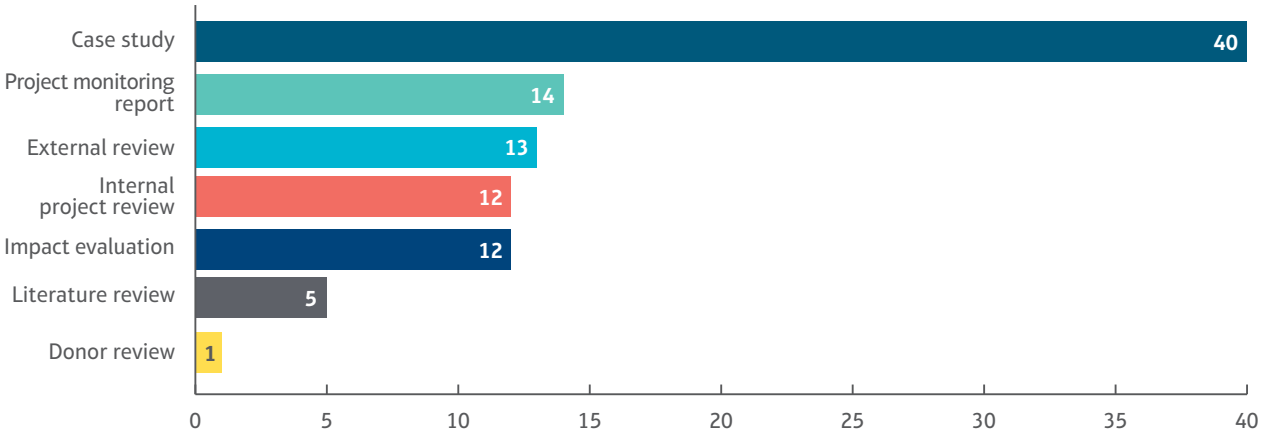
2. What type of evidence exists?

This section presents the types of documents included in the evidence base, sorted by key characteristics, including what sectors they cover, who produced them, and the type of results they describe.

2.1 Type of document

The majority of evidence documents are case studies. The number of impact evaluations is low (12 out of 97 documents), although a number of external reviews have been newly added to the evidence base. The scarcity of impact evaluations is discussed in the summary of key points and implications in Section 2.7. Below (in this section) we discuss the merits of these particular types of evidence.

Figure 1: Type of document (n=97)



It is also worth noting that some of these evidence documents cover more than one intervention. For example, a number of thematic reviews form part of the evidence base. These tend to focus on a particular area such as a donor portfolio or a specific sector. These are an additional rich source of information that can be accessed on the BEAM Evidence Map.

Case studies account for the largest proportion of documents (n=40) in the evidence base. A case study can be described as the detailed examination of an aspect of a historical episode to develop or test historical explanations that may be generalizable to other events.[11] There is some consensus that case studies at the intervention level can provide valid evidence that an intervention has contributed to impacts and outcomes, if undertaken in a rigorous manner.[12] A case study can, for instance, provide the opportunity to discuss the mechanisms through which an intervention worked, what challenges were encountered and how these were overcome.

The case studies included in the evidence base that describe impacts and outcomes typically use a range of evidence (both quantitative and qualitative) to assess the contribution of the intervention to an observed result. In this sense, most use variations on the approach commonly described as contribution analysis.[13]

[11] George, A.L. and Bennett, A. (2005) Case studies and theory development in the social sciences.
[12] See, for instance, Stern, E. et al. (2012) Broadening the range of designs and methods for impact evaluations.
[13] See, for instance, Mayne, J. (2008) Contribution analysis: An approach to exploring cause and effect.

Case studies sometimes receive criticism for lack of methodological rigour, or for 'cherry-picking' successful interventions from a wider portfolio. On their own, one or more case studies do not provide a good basis for evidencing the results of the entire programme. Another way of putting this, in technical terminology, is that isolated case studies have weak external validity: we cannot generalise or make broader conclusions on the programme's results from isolated case studies.

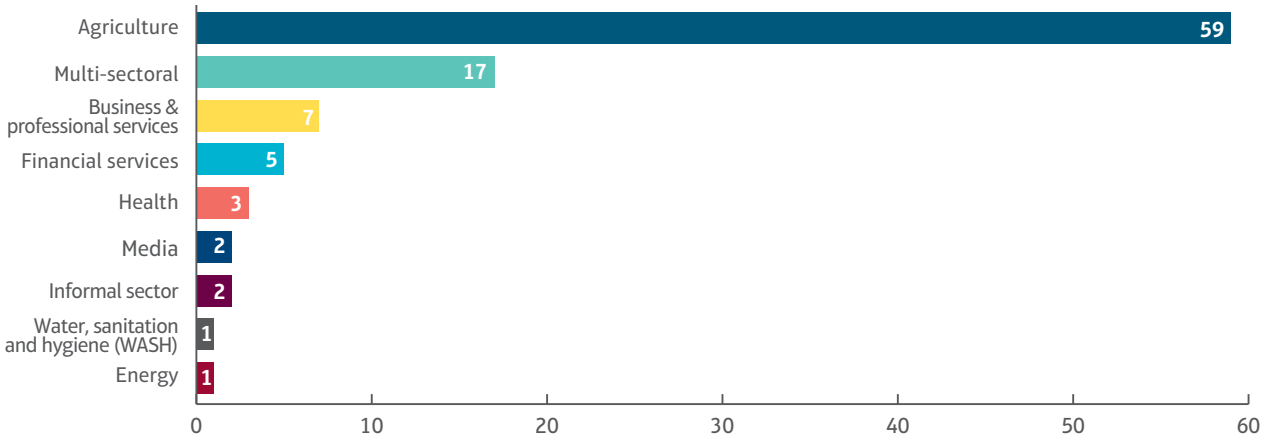
However case studies are a useful method in some instances – for example to illustrate the successes of market systems approaches and to highlight examples of where the approach has delivered results from specific interventions, and in which contexts and sectors. This is not the same as providing evidence that an individual programme has been successful overall. It is worth noting that the case studies considered in the evidence base were not commissioned principally to examine failure and this is therefore an inherent bias in the evidence base.

In the final instance, whether impacts and outcomes described through case studies and other types of document are convincing or not depends on the strength of the evidence and the analysis they present, and the extent to which they meet the criteria set out in Table 3 in Annex 1.

2.2 Sectoral diversity

Agriculture is the sector most commonly covered in the evidence base (n=59), followed by multi-sectoral approaches (n=17), business and professional services (n=7) and financial services (n=5). It has not been possible to determine whether the sectoral coverage of evidence documents has shifted over time. Of these 25 documents describing results in the agricultural sector, the most commonly appearing sub-sector is dairy (although the evidence base is not systematically tagged by agricultural subsectors).

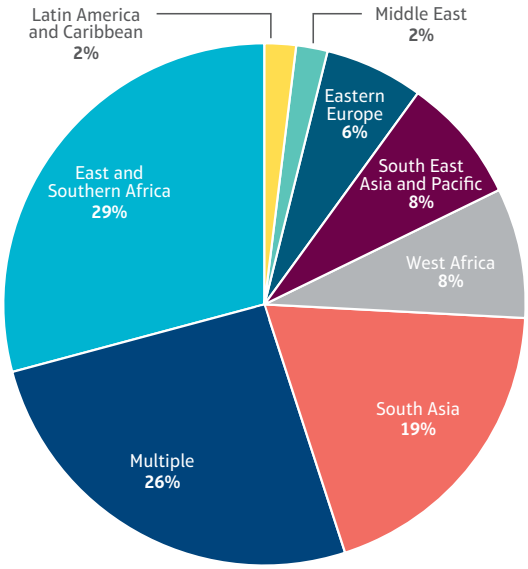
Figure 2: Number of documents per sector (n=97)



2.3 Geographical coverage

The evidence documents cover a wide range of geographies as can be seen clearly in Figure 3, demonstrating that the results described by the evidence documents are across different contexts. This is important to note as it shows that a market systems approach has been adopted in each of these geographies.

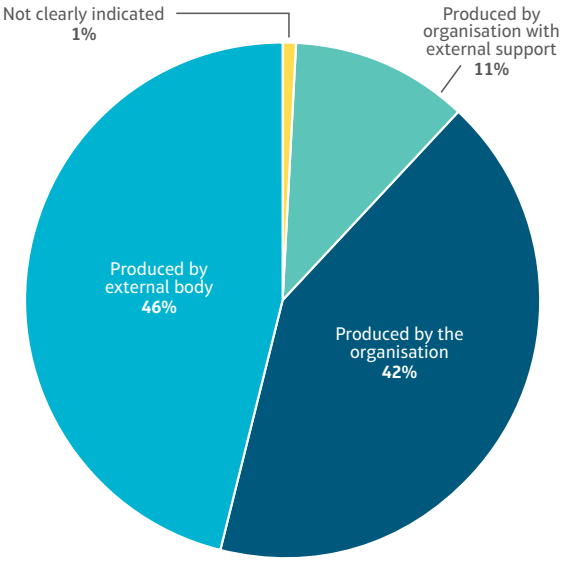
Figure 3: Regional distribution of evidence documents



2.4 Authorship

There is an almost even split between evidence documents authored by the programme or implementing organisation itself (53%) and those written by an external entity (46%). Of those produced by the implementing organisation itself, 20% were externally verified – 11% of all documents.

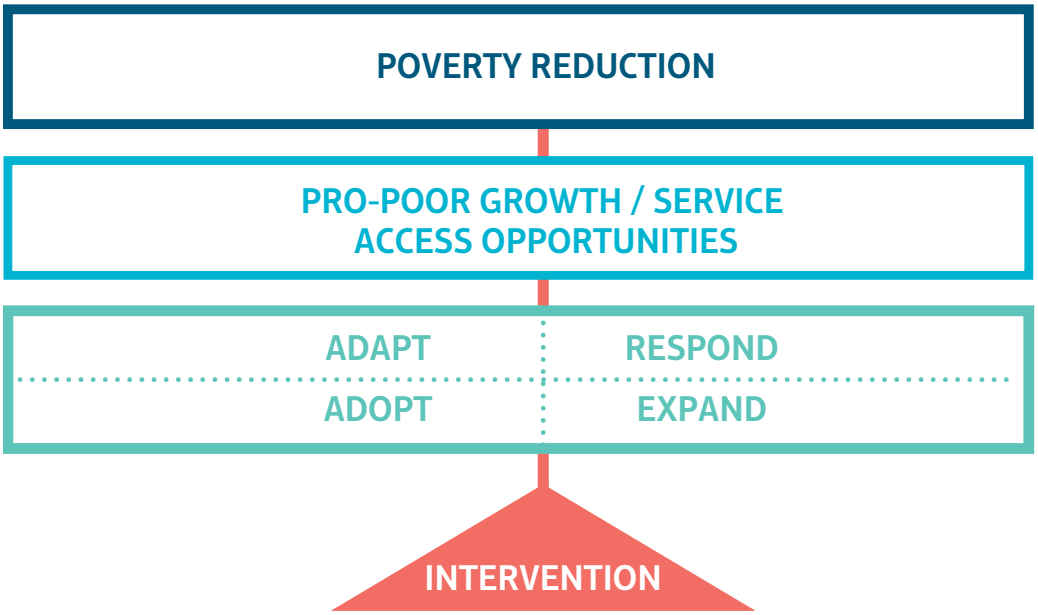
Figure 4: Authorship by internal or external staff (n=97)



2.5 Types of results described

Characterisation of results 'type' is based on the four results levels in the generalised theory of change for the market systems approach, from the Operational Guide for the M4P Approach:

Figure 5: Results levels in generalised theory of change for the market systems approach from the Operational Guide for the M4P approach



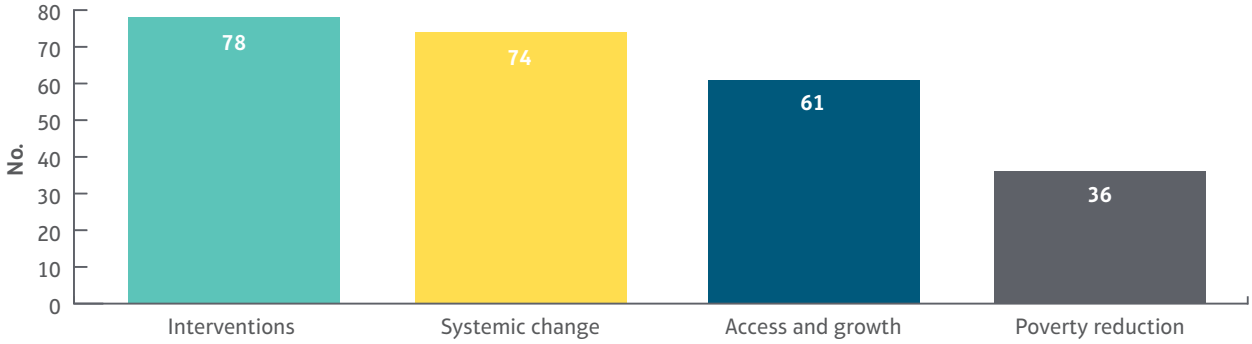
In considering the category of result measured in the evidence, the distinction between the different types of expected results is sometimes blurred – particularly for programmes not explicitly using market systems approaches. Nonetheless, in broad terms, it has been possible to distinguish documents according to the level of results that they measure.

Figure 6 shows a marked decline in results described across the different results levels. A total of 80% of evidence documents describe results at the intervention level. The number of documents describing results in relation to systemic market system change is only slightly lower, at 76%. A decline of evidence at the different results levels continues at the poverty reduction level – i.e. evidence of impact – demonstrated in only 37% of documents. This diminishing number of evidence documents represents a relatively small sample size of documents at the poverty reduction results level, limiting what we can say about the relative merits of the different poverty reduction results. This decline in results described would be expected given the recognised delay in the presentation of these results as well as the difficulty of measuring both the change and the contribution of interventions to this change.

As Agriculture is significantly the largest sector it is also worth examining these results individually. However when looking at the level of the results chain achieved: 42% (25/59) of evidence documents in Agriculture contain results at the poverty reduction level, this is slightly higher than across the whole base.

Overall, few of the documents reviewed present detailed results disaggregated by gender and/or other important demographic segments, such as (where relevant) ethnic group, so-called caste group, age (youth, elderly), etc. The lack of this information across the evidence base does limit what we can say about how the changes attributed to complex projects using market systems approaches are occurring and who they are benefitting. The current evidence base and the way that this is stored within the BEAM Evidence Map is able to show results at different levels but further disaggregation would strengthen what we could say in this area.

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



2.6 Comparison to other evidence bases

After looking at the current evidence base in-depth it is worth comparing to other evidence gap maps of the development sector. In terms of size, a recent systematic review of evidence maps,[14] found maps ranging in size from 10 studies to 1,644. For comparison the 3ie has produced several (ten) evidence gap maps covering various development sectors. The largest of these gap maps (Science, technology, innovation and partnerships) contains 404 documents; while the smallest 3ie gap map (Evidence for Peacebuilding) contains 88 documents. The average size of a 3ie evidence gap map is 214 documents. As another point of comparison, the ILO's evidence map contains 926 evaluations, although this is an organised repository of *all* ILO's evaluations. Under 'Development' it has 135 evaluations. Therefore, in comparison the BEAM Evidence Base is small in comparison to others, however given that market systems development is a relatively new discipline this is not surprising.

In relation to the types of evaluations contained, BEAM is not alone in containing few longitudinal or ex-post evaluations. The BEAM evidence base contains five longitudinal evaluations (or 5% of the evidence base), and no ex-post evaluations. Similarly, the 3ie Science, technology, innovation and partnerships evidence gap map includes 22 documents (or 5% of that evidence base) under a category called 'Long term impact', defined as, 'Studies that include a measurement of long-term outcomes, which are those that provide effect sizes for one or more time periods after the first end-line measurement.' As another point of comparison, the ILO's evidence map contains a category for evaluation timing, but only for 'Interim', 'Final', and 'Other' — the latter consisting of only 13 documents (or 1% of that evidence base), most of which are Strategy Evaluations. There is no category for longitudinal evaluations in the ILO evidence base, but a search yielded only one result.

In terms of types of documents, BEAM is quite different from 3ie Evidence Gap Maps and the ILO evidence base. This is because the last two define evidence much more rigidly. 3ie gap maps only include Impact Evaluations and Systematic Reviews; and the ILO's i-eval Discovery contains evaluations only. BEAM, however, defines evidence more broadly as 'the findings from research', hence the BEAM Evidence Map contains a variety of documents, including case studies and project monitoring reports.

[14] Miake-Lye et al. (2016) What is an evidence map? A systematic review of published evidence maps and their definitions, methods, and products. Systematic Reviews. 5:28

In terms of geographical distribution, BEAM evidence is not significantly different from others when comparing top three regions, with the exception of Latin America and the Caribbean, which is not as well represented as in 3ie and ILO evidence maps. As noted in Figure 3, the BEAM map focuses most on Sub-Saharan Africa (East and Southern Africa and West Africa), followed by Asia (South Asia and East Asia and the Pacific) and then Eastern Europe as a distant third — only 2% of BEAM documents look at Latin America and the Caribbean. The 3ie Science, technology, innovation and partnerships evidence gap map contains the most documentation on Sub-Saharan Africa, then Asia (South Asia and East Asia and the Pacific combined), then Latin America and the Caribbean. The ILO i-eval Discovery, when looking at 'Development' evaluations only, has Asia as the top represented region in these documents, followed by Africa, and then Latin America.

It is worth making reference to the DCED evidence framework,[15] an additional database of evidence. Although in some ways similar to an evidence map, it is not and does not purport to be an evidence map. Its evidence is organised to underpin the different causal links in a Private Sector Development results chain. Evidence documents in the DCED evidence framework consist largely of literature reviews, policy research papers, and published journal articles – which is quite different from the predominance of grey programme literature in the BEAM Evidence Map. Unlike the BEAM map, the DCED evidence framework does not give a literal picture of where there are gaps in the evidence, and areas where there is an abundance of evidence. In addition, unlike an evidence map, the DCED evidence framework does not systematically tally the number of evidence documents it contains, nor the types of document or the geographies covered by these documents.

2.7 Summary of key points and implications

The evidence base is growing and describes results at different results levels and comprises a diverse typology of documents, indicating that market systems approaches are producing results at different levels and evidenced in different ways. However, the composition of the evidence base also indicates that there are quality/confidence limitations to the evidence documents and there are therefore ways that the evidence base could be strengthened.

It is notable that the documents were commissioned for a range of purposes, including providing evidence to inform programming decisions; sharing learning on what has and has not worked well in a particular context; and promoting the achievements of a programme. In the latter instance, they may also serve to market the capabilities of implementing partners or other contractors. It is also worth noting that a review of the 97 evidence document summaries showed that only 6 referred to documented failures, and, of these, 4 were case studies. The evidence base also consists a range of research methodologies (67% (24/36) are Mixed-method, 19% (7/36) are Observational /Qualitative, 6% (2/36) are Quasi-experimental, 6% are Before/After).

In the agriculture sector, the largest and most established sector for MSD programmes, 42% of evidence documents describe results at the poverty reduction level, which is a few percentage points higher than the evidence base as a whole and likely to be a product of the maturity of many MSD agriculture programmes.

The evidence base has increased and as described in Section 2.6 considering the relatively new use of market systems approaches, the evidence base is comparable, albeit smaller than some more established evidence bases. Despite the expanding evidence base, the number of independent impact evaluations is still low (n=12); however, there are also a number of external reviews in the evidence base (n=13). This means that external reviews and impact evaluations account for 26% of the evidence base. A small number of studies also present evidence at the impact level – poverty reduction (n=36). Compared to the other evidence bases outlined in section 2.6 this is a relatively high percentage, and this reflects well on the composition of the evidence base.

[15] http://www.enterprise-development.org/what-works-and-why/evidence-framework/

Of the 25 impact evaluations/ external review documents 7 describe results at ‘poverty reduction’ level (28%). This represents a lower % than in the overall evidence base. Also, 18 of the 25 (72%) impact evaluations/ external review documents report results at systemic change level which is also slightly lower than the rest of the evidence base. Both of these results are just below the overall evidence base but do not suggest that the trends outlined across the evidence base would be different. This supports comments in Section 2.5 in relation to the difficulty of describing results at this level, it must also be noted that these do not represent after-the-event assessments. However, further impact evaluations are needed to strengthen this sample.

Of the 12 impact evaluations included in the evidence base, five are longitudinal. Based on DFID’s increase in procurement of longitudinal evaluations of its complex programmes – such as those using market systems approaches – where contribution to changes are difficult to attribute, it is expected that we will see more of these types of document. All five describe access and growth level impacts and three out of five describe poverty reduction level impacts.

None of the 12 impact evaluations are ex-post, designed to assess the sustainability of changes after a programme has concluded. There are therefore also limitations in what they can say about the long-term impact and the sustainability of the projects. Results described during project implementation can only describe results supported during the projects and a limitation is that comments on sustainability are often judgements made by authors with limited data.

3. What does the evidence base tell us about systemic change, outcome and impact?

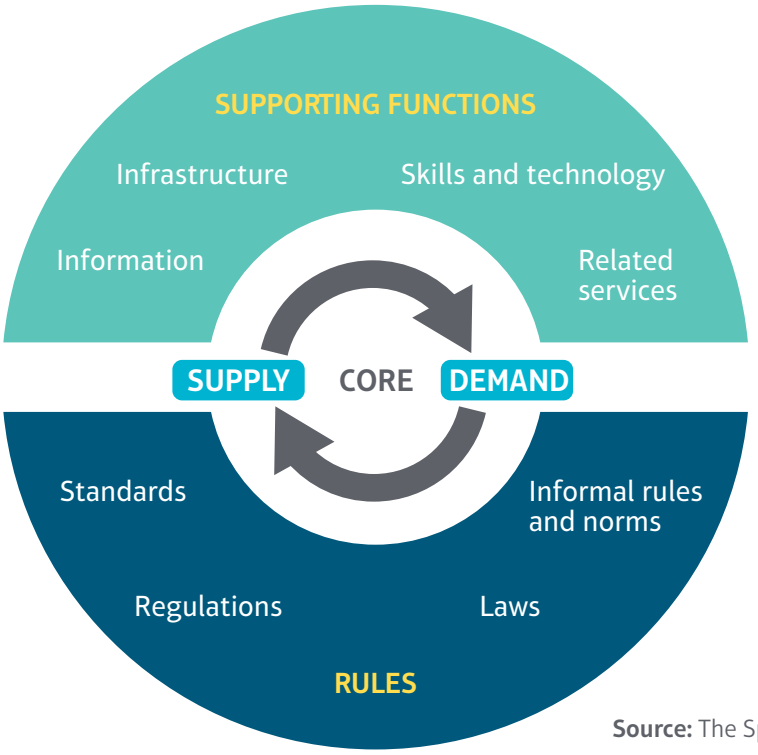
In Section 2.5 we illustrated the different result levels shown in a generalised theory of change for programmes using market systems approaches. In this section we further examine the results at the levels of systemic change and improved access to services, growth and poverty reduction, given the importance of these results in MSD.

3.1 Systemic change

There is continued debate over what 'systemic change' means. For the purposes of this review, we use the definition as follows: 'the transformation in structure or dynamics of a system, in ways that lead to impacts on large numbers of people in their material conditions or behaviour.'[16]

For this review we have taken the schematic representation of a market system as suggested in the M4P Operational Guide to classify some of the systemic change results from evidence documents, specifically: (1) directly, in the behaviour of buyers and sellers in the core market of exchange in question; and (2) indirectly, in the supporting functions and rules that govern – or support and enable, or present barriers to the effective functioning of – the core market in question.

Figure 7: Schematic representation of a market system

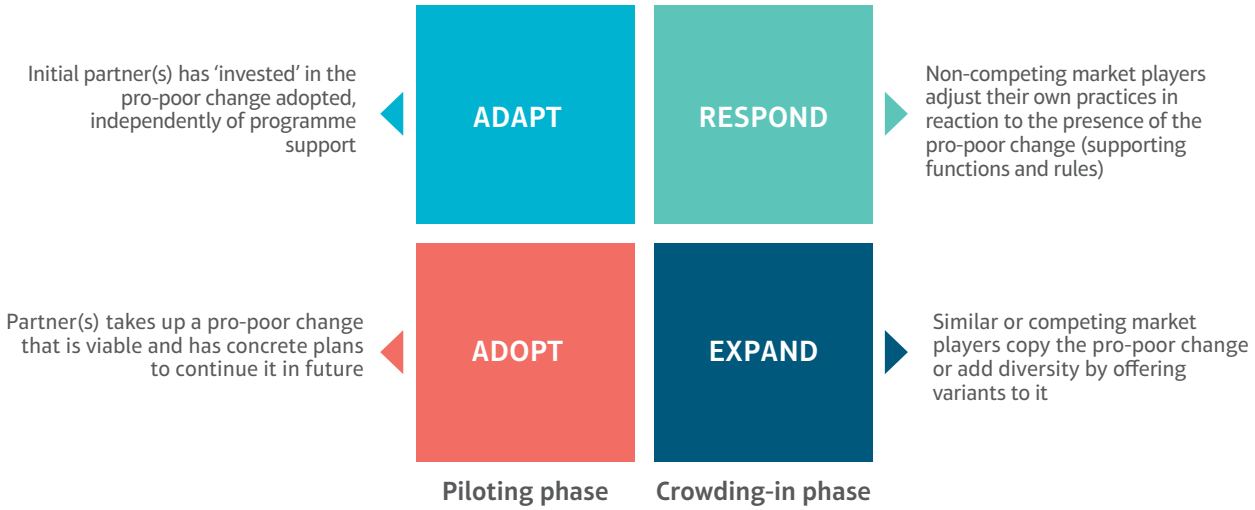


Source: The Springfield Centre (2014)

[16] Osorio-Cortes, L., and Jenal, M. (2013) Monitoring and measuring change in market systems –rethinking the current paradigm https://beamexchange.org/resources/175/

The M4P Operational Guide[17] provides a framework for systemic change, shown in Figure 8. This describes the ways in which we may observe systemic change in a market system.

Figure 8: The Systemic Change Framework



Source: Nippard, D. et al., The Springfield Centre (2014)[18]

Using the above, we have defined the four following broad categories of systemic change:

a. Changes in behaviour among directly targeted buyers and sellers, integrating and adapting the intervention into their business model (Adopt, Adapt).

b. Changes in behaviour among the broader market buyers/sellers, integrating and adapting the intervention into their business model (Expand, Respond).

c. Changes in supporting functions, including provision of infrastructure, information about what is happening in the market or availability of skills and technology (Respond).

d. Changes in the rules governing transactions, including formal standards, regulations and laws, as well as informal rules and norms (Respond).

In the following sections, we apply these categories to assessing what type of systemic change is measured for a sample of six evidence documents.

3.2 Examples of systemic change

3.2.1 Example selection

This section describes the six high confidence evidence documents that present results from interventions at the systemic change and impact results levels. Two of the documents are case studies, two are external reviews, one is an internal project reviews and one is an impact evaluation.

These particular examples were chosen because:

- They were ranked as 'high confidence' through the BEAM Evidence Map inclusion protocol.
- They analysed systemic change in relative detail.
- The documents also went on to analyse impacts in terms of economic growth, increased access to services for poor people and/or poverty reduction.

[17] See also Nippard, D. et al. (2014) Adopt-Adapt-Expand-Respond: a framework for managing and measuring systemic change https://beamexchange.org/resources/130/ and Taylor, B. (2016) Systems and systemic change: clarity in concept https://beamexchange.org/resources/819/

[18] https://beamexchange.org/resources/130/

The above criteria led to the inclusion of three examples from the 2016 review, these have been included again so this review represents an updated and comprehensive document.

It is worth noting again the selection criteria in the examples – these are examples that have described results at the 'poverty reduction' level and will therefore have been at least partly successful. Most of the example case studies are from relatively large and complex projects with a wide scope that have been able to describe results across the AAER framework.

3.2.2 Example summaries

A brief summary of the systemic change evidenced is provided for each example. Readers are, however, encouraged to review the original documents to gain a more detailed understanding of the results achieved, and how they were achieved, and to use the BEAM Evidence Map to seek out further examples relevant to their needs and interests.

Example 1: PrOpCom tractor market intervention, Nigeria

Type of systemic change: ADOPT, ADAPT & EXPAND

The PrOpCom programme team worked with three partners – a bank, a tractor distributor and a tractor operators' association – to introduce a new tractor leasing product. The ultimate goal was to increase agricultural productivity through mechanisation. Examples of systemic change that followed from successful scaling-up of the pilot included entry into this market by a second tractor distributor and two more finance companies, as well as the expansion of the operators association into five other states. Behavioural changes among smallholders (second-season farming) included an increase in demand for and use of leased tractors, and opening up and preparing additional land for cultivation.

Example 2: The FIT[19] programme's support for radio programmes about business,

Example 4: Micro, Small and Medium-Size Enterprise Business-Enabling Environment

Table 1: Summary of systemic changes in six high confidence evidence documents

Programme intervention	Country and sector	Type of systemic changes	Supporting functions and rules	Scale
PrOpCom, tractors	Nigeria *Agriculture*	ADOPT ADAPT EXPAND	Skills and technology Related services	Regional
FIT, business radio	Uganda *Multi-sector*	ADOPT EXPAND RESPOND	Information Regulations	National
FSD Kenya, financial deepening	Kenya *Financial services*	ADOPT EXPAND RESPOND	Regulations Related services	National
MSME/BEE	Cambodia *Multi-sector*	ADOPT EXPAND	Skills and technology	Regional
Katalyst Phase II, vegetable seeds	Bangladesh *Agriculture*	ADOPT ADAPT EXPAND	Skills and technology Related services	National
AGP-AMDe	Ethiopia *Agriculture*	ADOPT	Skills and technology Related services	National

Table 1 shows results described at Regional, National and Local level, mirroring the wider evidence base which also indicates market systems approaches can be a valid for interventions designed to effect change at different geographical scales. Similarly, the range of countries across Africa and Asia is also representative of the wider evidence base as shown in Figure 3. This supports the finding that market systems approaches are delivering systemic change in different contexts and at different scales.

Bearing in mind the small sample size of the above studies we can see some initial trends in the types and areas of results being described. Table 1 shows that whilst the evidence documents describe different systemic results in the market system (as depicted in Figure 7) there were more evidence documents describing change in the 'supporting functions' rather than the 'rules' of market systems. Interventions described in the evidence base show programmes have often led with 'Skills and technology' initiatives aimed at 'ADOPT' and are more easily able to describe the results in this area. However, whilst many evidence documents discuss the importance and plans for interventions in the 'rules' area of the market system there appears to be fewer descriptions of results here. This is influenced partly by the difficulty, and potential time lag, in achieving results in changing rules (e.g. through parliamentary processes) but this might also be influenced by the difficulty of observing and measuring these results. Practitioners and evaluators should consider both of these possibilities and ensure that the required focus is given in measuring these results, particularly through longitudinal and ex-post impact evaluation. These initial observations need further research to further analyse the reasons behind this, whether this is as a result of lack of results, difficulty in evidencing or another reason.

Across the six examples, ADOPT is evidenced in all of them. This is unsurprising, as according to Nippard et al. (2014), ADOPT is always reached first.[20] However, these authors note that ADAPT, EXPAND and RESPOND may not be reached in sequence. This appears to be the case in the six examples, where EXPAND, the process whereby similar actors begin to copy a new behaviour, is the next most common systemic change 'phase' (5 instances), and not ADAPT (2 instances). This may

[20] Nippard et al. (2014) also note that 'ADOPT alone is not evidence of pro-poor changes being systemic' – calling into question whether the NAFAKA or AGP-made behaviour change examples are yet evidence of systemic change.

be because ADAPT, in which 'partners have invested in upholding, or improving upon… the change(s) adopted, without programme support', by definition requires the passage of time in order to be observed: the timing of assessments may be too early for such systemic change to have emerged and/or can be more difficult to measure. RESPOND is noted as infrequently as ADAPT in these examples. This may be because, unlike EXPAND — which can observed in the immediate target market, these changes in practice by 'non-competing players in supporting systems' are less observable to those directly involved in the project and could therefore be harder to capture without rigorous exploration of the wider market system. As discussed when looking at the 'rules' area of market systems approaches, practitioners and evaluators should consider the challenges of delay in results and the difficulty in measuring these, taking on-board the discussion over appropriate methods in Section 2.7.

3.4 Evidence of outcome and impact

For the six examples, we summarise the outcomes and impacts described, specifically: improving access to services for poor people, promoting economic growth and reducing poverty.

Example 1: PrOpCom tractor market intervention, Nigeria

Type of outcomes, impact: Income growth; Poverty reduction

A quasi-experimental study was used to estimate the effect on incomes for a treatment group of farmers who used tractors and a control group who did not. Operational costs for the treatment group were estimated as being £12.38 lower per farmer per hectare during the peak agricultural season. This suggests farmers' income would be higher and levels of poverty lower than would otherwise have been the case. The project targeted smallholder beneficiaries who were predominantly poor (only 8.5% were women). No assessment of further poverty reduction outcomes and impacts from the scaling-up of the intervention is made in the document.

Example 2: The FIT programme's support for radio programmes about business, Uganda

Type of outcomes, impact: Improved access to services for poor people

Around one-third of radio stations in Uganda were running at least one small business radio programme at the time of the study, where none had existed prior to intervention. Audience research showed that 74% of adults (7 million people) were regular listeners of one or more of these programmes. Of these listeners, 96% stated that programmes had benefited them. There are examples of the radio programmes enhancing the voice of local businesspeople, in one case 8,000 farmers were paid for their goods after poor corporate buyer practices were exposed. In another case investigative journalism led to a contractor being forced to rebuild a faulty bridge to restore traders' access to a local market. The radio programmes have also enhanced access to knowledge and information about services, for example, a trainer of small businesses reported being linked to more than 2,000 business clients as a result of appearing on one such programme.

Example 3: Financial Sector Deepening Kenya

Type of outcomes, impact: Improved access to services for poor people (uncertain to what extent this helped reduce poverty)

The programme implemented a range of interventions at the macro, meso and micro level. There is strong evidence that the financial services sector changed as a result, becoming more focused on reaching poorer clients. Although there is evidence of access to services increasing, there was no clear evidence this had had a further impact on incomes and vulnerability.

Example 4: Micro, Small and Medium-Size Enterprise Business-Enabling Environment, Cambodia

Type of outcomes, impact: Income growth: Increased productivity

In total, the project assisted over 7,000 client businesses (target 6,000) in over 17 provinces (target 10). The project led to an increase in productivity, sales and income for beneficiary enterprises.

Example 5: Katalyst's support for systemic change in the vegetable market, Bangladesh

Type of outcomes, impact: Income growth; Improved wellbeing; Increased productivity; Improved access to services for poor people

The results showed that selling high quality seed in small, affordable quantities positively affected seed companies and the vegetable seed market system. There was an US$8.7 million increase in household income and/or consumption in over 321,000 households between December 2011 and November 2012. Purchasing farmers experienced higher yields, increased efficiency and greater sales. Farmers also experienced positive social and psychological impacts.

Example 6: Ethiopian Agricultural Growth Programme – Agribusiness and Market Development

Type of outcomes, impact: Income growth; Improved access to services; Increased productivity

The project reported improved incomes for maize, coffee and chickpea farmers. This was mainly achieved through increases in yield as a result of access to new technologies. Specifically, hybrid maize seed technology proved effective, as it led to a more than 80% yield increase; support for smallholder farmers with improved seed varieties was highly successful in increasing the volume of Kauli chickpea production. The technical, agronomic and management trainings provided to cooperatives, individual farmers and common interest groups was also beneficial in improving farmers' income.

3.5 Trends in improved access to services, growth and poverty reduction

Table 2 summarises outcomes and impacts recorded in the six high confidence evidence documents indicating there are a range of outcomes and impacts evidenced in different contexts. This supports the evidence base level analysis that programmes using a market systems approach can deliver poverty reduction level results.

Table 2: Summary of outcomes and impacts related to growth, improved access to services and poverty reduction in the six examples

Programme intervention	Country	Outcomes and impacts
PrOpCom, tractors	Nigeria	Income growth Poverty reduction
FIT, business radio	Uganda	Improved access to services for poor people
FSD Kenya, financial deepening	Kenya	Improved access to services for poor people
MSME/BEE	Cambodia	Income growth Increased productivity
Katalyst Phase II, vegetable seeds	Bangladesh	Income growth Improved wellbeing Increased productivity Improved access to services for poor people
Agricultural Growth Programme-AMDe	Ethiopia	Increased productivity Improved access to services for poor people Income growth

From the small sample it is possible to see that the documents describe some results more frequently than others. Increased productivity and improved access to services were evidenced in four of the examples and income growth in three. In Section 3.3 we assessed the results described at a systemic change level and it is worth noting here that the results described in Table 2 are consistent with those described in Table 1. For example, increased productivity can be seen in three examples where 'supporting functions' such as skills and technology transfer were targeted as part of the interventions. This further strengthens the case that results are being described in a way that supports the theory of change of market systems as described in the M4P Operational Guide.

It is worth noting that the current evidence base does not tag documents in a way that enables us to articulate whether or not the documents assessed unexpected impacts and whether these have been identified in the wider system. There are examples of documents that indicate an intention to assess unintended consequences but have been limited in what they can report – for example the FSD and Cambodia MSM/BEE examples outlined in this report. Tagging this more systematically in future evidence documents would help to highlight where evidence documents are able to describe this important area of learning.

4. Conclusions and recommendations

This review was commissioned as part of the BEAM Exchange's wider work to collect evidence on market systems approaches, analyse what it shows and share this with the community of donors, researchers and implementers working in this field. It has examined the current evidence base, analysing the 97 evidence documents and describing the characteristics of the documents and overall trends in results level across the database. It has also examined the higher-level results (systemic change, outcome and impact) evidenced in a sample of the six high confidence documents in more depth.

The evidence in the documents provides a rich and varied description of the results of programmes that use a market systems approach, in a range of country contexts and at different result levels. The results described in the evidence documents indicate that market systems initiatives can achieve positive systemic change, help poor people access services, generate jobs and income or reduce poverty. However, we propose several recommendations that will further strengthen the evidence base and further advance debate around the MSD approach.

4.1 Recommendations for improving the evidence base

To provide a more nuanced and robust account of impact, we recommend that funders and implementers:

- **Budget for impact evaluations.** The evidence base would be further enriched by more externally undertaken impact evaluations.
- **Conduct further research and undertake systematic analysis on where evidence is being generated across market systems.** Further research about the type of systemic changes and impacts in market systems and why some are better documented than others (uptake of technology vs. regulation, for example) should be looked at in more detail to enable an understanding of whether challenges lie in measurement or implementation.

For implementers and evaluators who are leading the generation of new evidence documents, to improve the quality and utility of evidence documents we recommend:

- **Investigate and discuss unintended negative outcomes.** Many evidence documents identify positive outcomes for market systems initiatives, while pointing out the challenges that had to be overcome to achieve this. It is important, however, that attention also be paid in future to investigating and discussing unintended negative outcomes – particularly for poor people who are not the direct beneficiaries.
- **Disaggregate data more fully and analyse differences in results – with a particular, but not exclusive, focus on gender.** More detailed consideration must also be given to how impacts affect different segments of the population differently – with a focus on men and women.
- **Be explicit about methodology.** Studies should be explicit about the methods they use, and should also pay attention to data quality issues, including sample sizes, sampling frames, statistical significance and how the issue of bias has been addressed. Where appropriate, these details should be summarised in a technical annex that shows the 'workings' from which study findings have been derived.

To further refine the utility of the BEAM Evidence Map and aid further analysis, we recommend:

- Tagging documents that include disaggregated results and analysis and ensure that the search function allows these to be found on the BEAM Evidence Map.
- Tagging documents that substantially examine unintended outcomes and ensure that the search function allows these to be found on the BEAM Evidence Map.
- Tagging documents that include longitudinal and ex-post assessments and ensure that the search function allows these to be found on the BEAM Evidence Map.
- Tagging documents using the M4P Operational Guide schematic representation of a market system to be able to interrogate the results levels achieved in these different areas of a market system.

4.2 Conclusions regarding the results achieved by programmes

The analysis of the evidence base indicates that market systems approaches are valid in promoting economic development, improved access to services and poverty reduction.

This review has highlighted evidence of initiatives contributing to making market systems work in a more pro-poor manner in a number of different ways. These include examples of crowding-in by other market actors, improving regulations and government policies and influencing the way buyers and sellers behave in a variety of ways.

There remain weaknesses in the overall evidence base and therefore limitations in what we can say about the impact of market systems approaches overall. There are relatively few impact evaluation evidence documents and only 25% of the evidence base is currently 'high confidence'.

However, this should not detract from the fact that results are being consistently described in different contexts and markets with varied insights in to how the approach has been adapted to deliver results. The evidence base has grown substantially in the relatively short time that market systems approaches have been used and the evidence documents describe a rich account of programmes implementing them.

Further robust evaluation and research would expand the evidence base, and increase our ability to continue to advance the debate. An increase in high confidence impact evaluations is needed to examine whether the systemic and poverty reduction level results that are captured translate into sustainable impact. An expanding evidence base, that takes into account the recommendations above, would also be invaluable to contribute to the advance the debate around questions such as what interventions work, for whom and in what circumstances.

The current evidence base indicates that programmes using a market systems approach can achieve positive systemic change, help poor people access services, generate jobs and income and reduce poverty. The evidence base continues to grow and contains a great deal of contextual information that is also navigable through the BEAM Evidence Map.

Annex 1: What counts as evidence?

This section considers: (i) the principles and process used in creating the Evidence Map; and (ii) the evidence quality grading system that has been applied to assess the robustness of the evidence base.

Principles of selection

The 2016 review describes the various approaches that can be applied to screening the reliability and robustness of research evidence. The BEAM Exchange screening and inclusion protocol is based on recent guidance from the UK Department for International Development (DFID).[21] This guidance sets out six principles to which due consideration should be given for research to be considered robust.

Table 3: Principles for assessing the strength of evidence

Principle	Example of what this means in practice. The study…
Conceptual framing	… acknowledges existing research or theory, explaining how its analysis sits within the context of existing work
Transparency	… is transparent about the design and methods it employs so that results can be reproduced by other researchers
Appropriateness	… employs a design and methods that are appropriate for the purpose: e.g. experimental methods are used to assess causality, appropriate qualitative methods are used to investigate perspectives, people or behaviours etc.
Cultural sensitivity	… is sensitive to local cultural contexts and the ways these may affect the findings
Validity	… addresses measures of validity, including providing a strong underlying logic between methods and conclusions (internal validity) and being undertaken in a way that allows results for a sample to be reliably applied to a wider population (external validity)
Reliability	… is reliable because researchers have been consistent in the way they ask questions and gather data, and because conclusions are drawn on the basis of different sources of evidence
Cogency	… provides a clear logical thread that runs through the entire document, linking the conceptual framework to data, analysis and conclusions

Source: Based on DFID (2014)

In the process of the review, these principles have been operationalised through the Evidence Map inclusion criteria described in Section 2.2 and Annex 2.

[21] DFID (2014) Assessing the strength of evidence.

Approach for selecting evidence documents

The selection and review of the documents which formed the evidence base for this review followed a six-stage process.[22] This is explained in detail in Annex 2 and is summarised below:

Stage 1: Setting objectives and scope.

Stage 2: Setting the criteria for including or excluding documents. These criteria are set out in full in Annex 2 and on the BEAM website.[23] They were based on the following 'inclusion protocol':

Primary criteria – all of which must be met for a document to be included:

- *Relevance*: Document describes impacts using a market systems approach.[24]
- *Date:* Document was published no earlier than the year 2000.
- *Accessibility:* Document is publicly accessible or approved for the copyright owner.
- *Language:* Documents is in English only.

Secondary criteria – two of the three secondary criteria must be met in order for a document to be included as a 'Low confidence' document; those that meet all three are considered 'High confidence':

- *Transparency:* Document is transparent about the methodology used.
- *Credibility:* Document appears to have used credible data collection methods.
- *Cogency:* Document presents a logical and convincing argument.

Stage 3: Developing a strategy for identifying documents, namely from internet searches, referrals from BEAM Exchange members and other key informants.

Stage 4: Identifying documents through the above process.

Stage 5: Screening documents according to the inclusion criteria in two rounds: first by title and abstract and second by reviewing the full text.

Stage 6: Producing document summaries (see the Evidence Map).

This process led to the identification of a total of 97 documents. A smaller sample of the documents was then examined in more detail along the criteria outlined in Section 4.2.1.

How robust is the evidence?

Many of the documents in the evidence base do not score highly against all of the BEAM Exchange inclusion criteria. For instance, a large proportion of the evidence base is constituted by stand-alone case studies, which tend to present overall findings and conclusions, rather than the analysis and logical argument or performance story leading to those findings.

In 2017, BEAM Exchange updated the original evidence inclusion protocol (see Annex 3 and the BEAM website)[25] to include an additional evidence quality grading system, which assesses all evidence documents as either 'high confidence' or 'low confidence'. All resources in the map meet the primary basic inclusion criteria. 'Low confidence' (25%) resources meet two of the three secondary criteria set out in the inclusion protocol. 'High confidence' resources (75%) fully meet all the criteria.

The prevalence of 'low confidence' highlights that there is room for improvement in the quality of the evidence base. However, it is important not to dismiss the evidence from 'Low Confidence' documents. Collectively, they offer a rich and varied description of what programmes using market systems approaches have achieved, in a wide range of contexts. They also contain reflections on what has not worked, often manifest in the documents as reflections or lessons learnt.

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[22] Adapted from the stages presented from Hagen-Zanker, J. and Mallet, R. (2013) How to do a rigorous, evidence-focused literature review in international development: A guidance note.

[23] https://beamexchange.org/evidence/evidence-map/methodology-evidence-map/

[24] In some cases, it is clear from the documents that programmes aimed to influence different elements of a market system but without describing what they aimed to do using the explicit market systems terminology that can be found in, for instance, the operational guide to the Making Markets Work for the Poor (M4P) approach (The Springfield Centre, 2014). In these instances, a judgement is made after reviewing the document to decide whether it does illustrate an MSA.

[25] Evidence Map: Methodology, https://beamexchange.org/evidence/evidence-map/methodology-evidence-map/

Annex 2: Process for selecting and profiling evidence documents

How documents were sourced and reviewed:

Stage	Description
Stage 1: Setting the objective and scope	Defining aims and what the evidence documents are to be used for.
Stage 2: Setting the inclusion criteria	Establishing specific inclusion criteria to identify relevant material for review.
Stage 3: Developing a strategy for populating the evidence base	BEAM takes a threefold strategy to populating the evidence base, and will work in two phases: initial identification of sources (Phase 1) and work to update the map on an ongoing basis (Phase 2). ***Phase 1*** 1. *Internet search:* A search conducted by BEAM team members based on predefined search strings, including academic, donor, LinkedIn, relevant knowledge and learning platform, blog and partner website. 2. '*Eye-ball' elimination* of some documents coming up on the search string. Documents were excluded for instance if the implementer seemed to be providing a majority of services rather than playing a facilitation role. Following this initial identification of evidence documents, additional evidence will be sourced via BEAM's networks: ***Phase 2*** 1. *Crowd-sourcing:* Identified through BEAM team members and key informants. 2. *Snowballing:* A search through key informants and contacts in implementing organisations for further documents including unpublished ones.
Stage 4: Retrieval	The retrieval will happen in two phases: 1. An initial first effort will aim to capture as many evidence documents as possible that are currently published. 2. After the first effort, the database will be continuously fed with newly published evidence reports by the BEAM team, and on the BEAM website we will ask the community to contribute new documents.
Stage 5: Screening	During the screening phase, the collated evidence documents will be assessed against the inclusion criteria. It is important that all documents that are found are included in the screening phase. Screening will be done in two rounds. The first round will review titles and abstracts using the inclusion criteria. Where insufficient information is available in the abstract to assess relevance, the full text will be downloaded. The second round of screening is then based on the full text of the documents, using the same inclusion criteria.
Stage 6: Evidence characterisation	All evidence documents will be categorised according to the defined criteria.

Since the 2016 review, there has been some minor reclassification of documents in the evidence base to adapt it to the needs of users. For this review, we have used the BEAM Evidence Map evidence type classifications.[26]

[26] https://beamexchange.org/evidence/evidence-map/methodology-evidence-map/

Annex 3: BEAM Evidence Map inclusion protocol

Primary criteria

Criteria	Description	Coding
Relevance: The document contributes to reaching the objective of the BEAM evidence base	The document needs to contain measured or compiled results of (a) MSD project(s). In particular, the document should illuminate the connection between market systems approach project interventions, outputs or outcomes and the intended or unintended results. It is not required at this stage that the results are measured by an independent party or against a counterfactual for the document to be included in the evidence base. Theoretical or conceptual studies focusing on the construction of new theories rather than generating or synthesising empirical data should not be included in the database.	YES – document does contain results that illustrate the connection between market systems approach and project interventions NO – document does not contain results
Currency: The document was produced no earlier than 2000	The original framework document for Making Markets Work for the Poor (M4P) was developed for the Department for International Development (DFID) in 2000. Therefore we use this marker as the start date for collection of market systems approach evidence.	YES – document was produced no earlier than 2000 NO – document as produced before 2000
Accessibility: The document is publicly accessible or publication on BEAM has been approved by the owner of the copyright	The document to be added to the resource database needs to be published by an organisation or programme/project or BEAM needs to have the written consent of the organisation or programme/project to publish it in its resource database.	YES – document is publicly accessible NO – document is not publicly accessible
Language: English documents only	As there is currently no capacity to review and rate documents in languages other than English, only English documents will be included in the evidence database for the time being.	YES – document is in English NO – document not in English

Secondary criteria

Criteria	Description	Aspects	Coding
Transparency: The document is transparent about the methodology used	The methodology used to collect and analyse the data, and the sample frame used to select data sources (including size and composition) to evidence results has to be described in the document. If the document is based on secondary sources, the methodology to select, assess and compile these sources needs to be explained. For self-reported programme documents, if the programme has successfully passed a Donor Committee for Enterprise Development (DCED) audit, it is assumed that it follows good measurement techniques even if the exact methodology is not shared – these documents are rated as partially achieving the criteria.	Data collection methodology Sampling (intended and actual sample) Data analysis methodology	YES – all three aspects are described in the document PARTIALLY – some methodological aspects are described OR the programme is DCED-audited NO – methodology is not described at all
Credibility: The data collection and analysis methods generate credible data	The methodology to collect and analyse results is not only transparent but also credible by applying good measurement and analysis practices. The aim here is to exclude documents that would undermine the credibility of the whole database.	Methodology Sampling Triangulation	YES – all three aspects are appropriate[27] OR the programme is DCED-audited PARTIALLY – some of the aspects are appropriate, some not NO – none of the aspects is done appropriately N/A – methodology is not described
Cogency: The report presents a convincing argument	The argument built by the steps in the report's design and methodology (from data collection to conclusions) delivers a coherent and convincing story of results achieved.	Design/approach reflects the research questions/intent Data collection and analysis appropriate for the chosen design The conclusions accurately reflect the analysis findings	YES – the argument made is cogent PARTIALLY – there are some gaps in the logic but the story is still generally convincing NO – there are major gaps in the logic and the story is not convincing

[27] An aspect can be deemed appropriate if it is in line with good measurement practice, supports answering the research questions and is able to handle scope and scale of the research.

Inclusion decision:

- **Included:** All primary criteria are coded YES and all of the secondary criteria achieve at least the coding PARTIALLY.
  - ‘High quality evidence’: All secondary criteria are coded YES. In the Evidence Map ‘high quality evidence’ will be presented in *opaque* coloured spheres.
  - ‘‘Secondary evidence’ secondary criteria receive any combination of YES and/or PARTIALLY codes.[28] In the Evidence Map ‘secondary evidence’ will be presented in separate, shaded, spheres.
- **Uncertain:** All primary criteria achieve YES and two out of three of the secondary criteria are coded as at least PARTIALLY, with the third one as NO. In case of uncertainty, the decision is made by Itad quality assurance, and if the decision is to include the evidence is tagged to make it clear that the document is ‘secondary evidence’.
- **Not included:** Any of the primary criteria are coded as NO or two or more of the secondary criteria are coded as NO.

[28] This includes all three secondary criteria as partially.

Annex 4: References

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