PEI Impact Evaluation Workshop

Moving Economic Inclusion to scale

PARTNERSHIP FOR ECONOMIC INCLUSION

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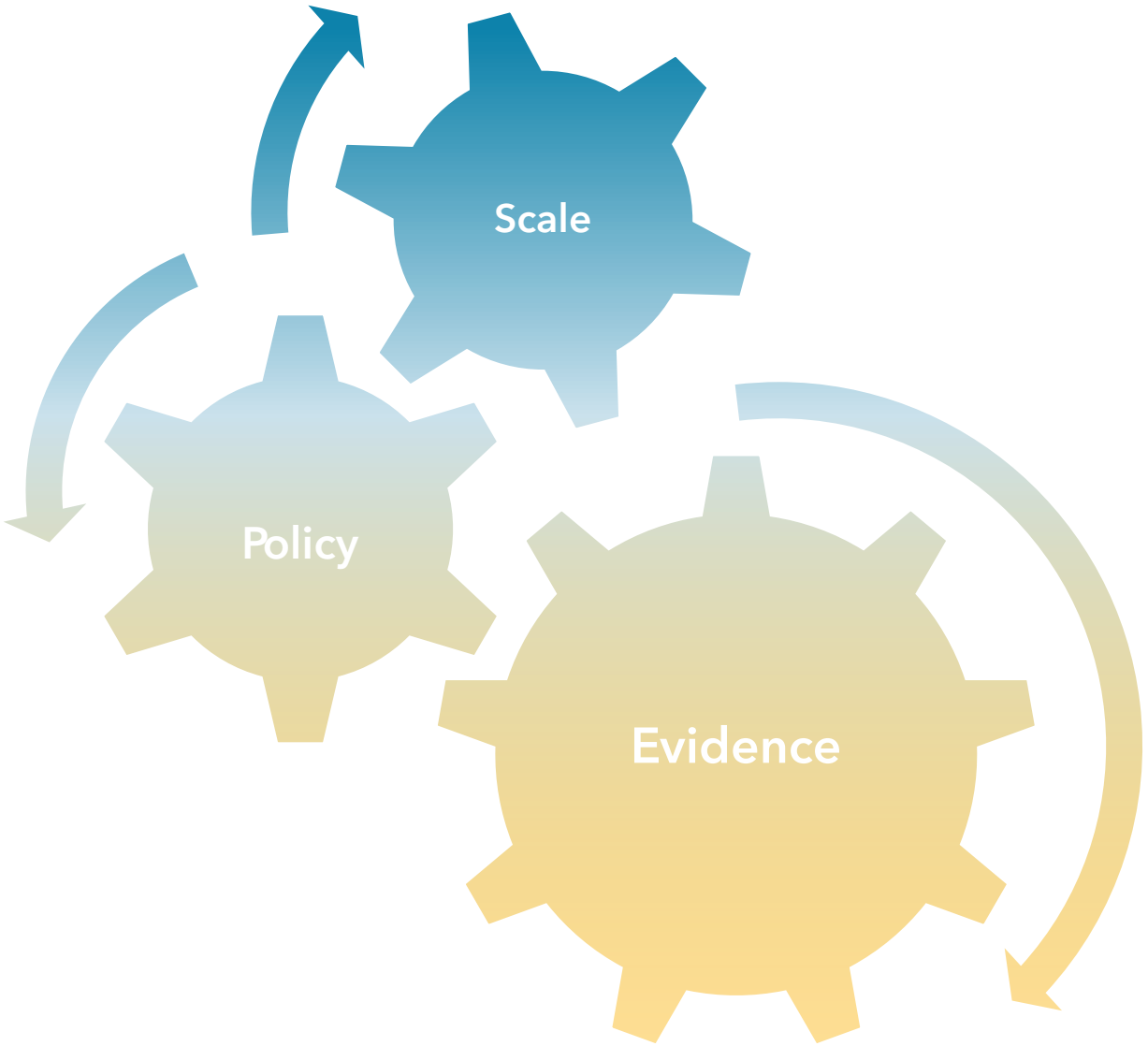
TRANSFORM DEVELOPMENT



Impact Evaluation and Data Systems for Achieving Impact

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Development Impact Evaluation (DIME)

World Bank

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"Only a fool tests the depth of water with both feet"

- Nigerian proverb

The objective:

- To **use data and rigorous evidence to overcome challenges and achieve better results**, effectively and cost-effectively
  - Diagnose the problem
  - Explore (and test!) solutions
  - Implement at scale
  - Understand who benefits, and why
  - …

- End goal: **maximize the value-added of our resources** (financing, human resources, …) **in improving and saving lives**

PART 1: DIAGNOSING THE PROBLEM

Road traffic deaths

- SDG 6: reduce mortality due to traffic accidents by 50% by 2030
  - No. 1 cause of death ages 5-29

→ *Where* to focus efforts?

→ *What* infrastructure to upgrade?
  - Sidewalks, crosswalks, railings, lighting, …?

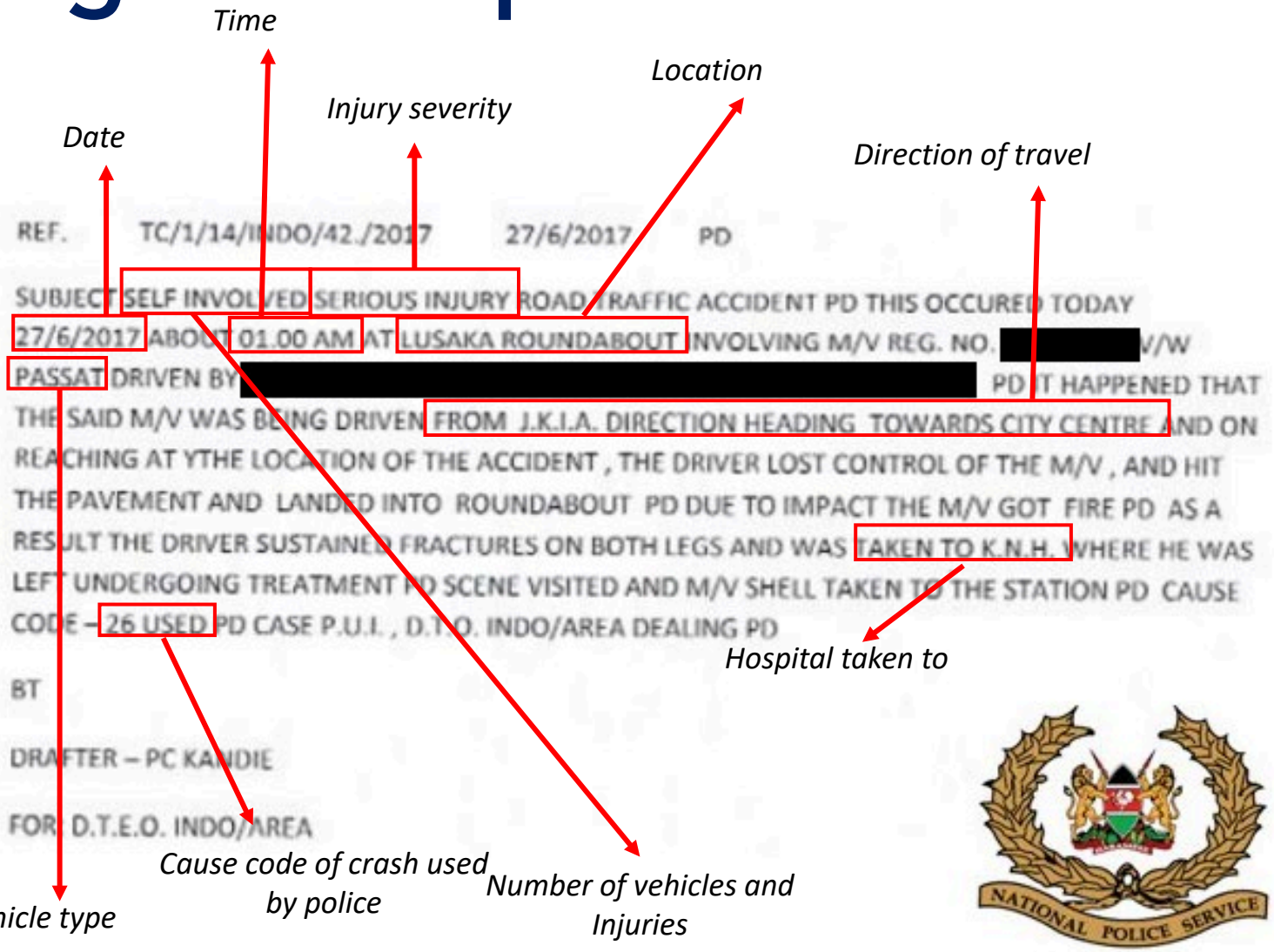
→ *Which* behaviors to enforce?
  - Drunk driving, speeding, j-walking, …

Measurement

- Measurement is understanding what is happening in the real world
  - Where and when do road crashes happen?
  - What characterizes high-risk times and locations?

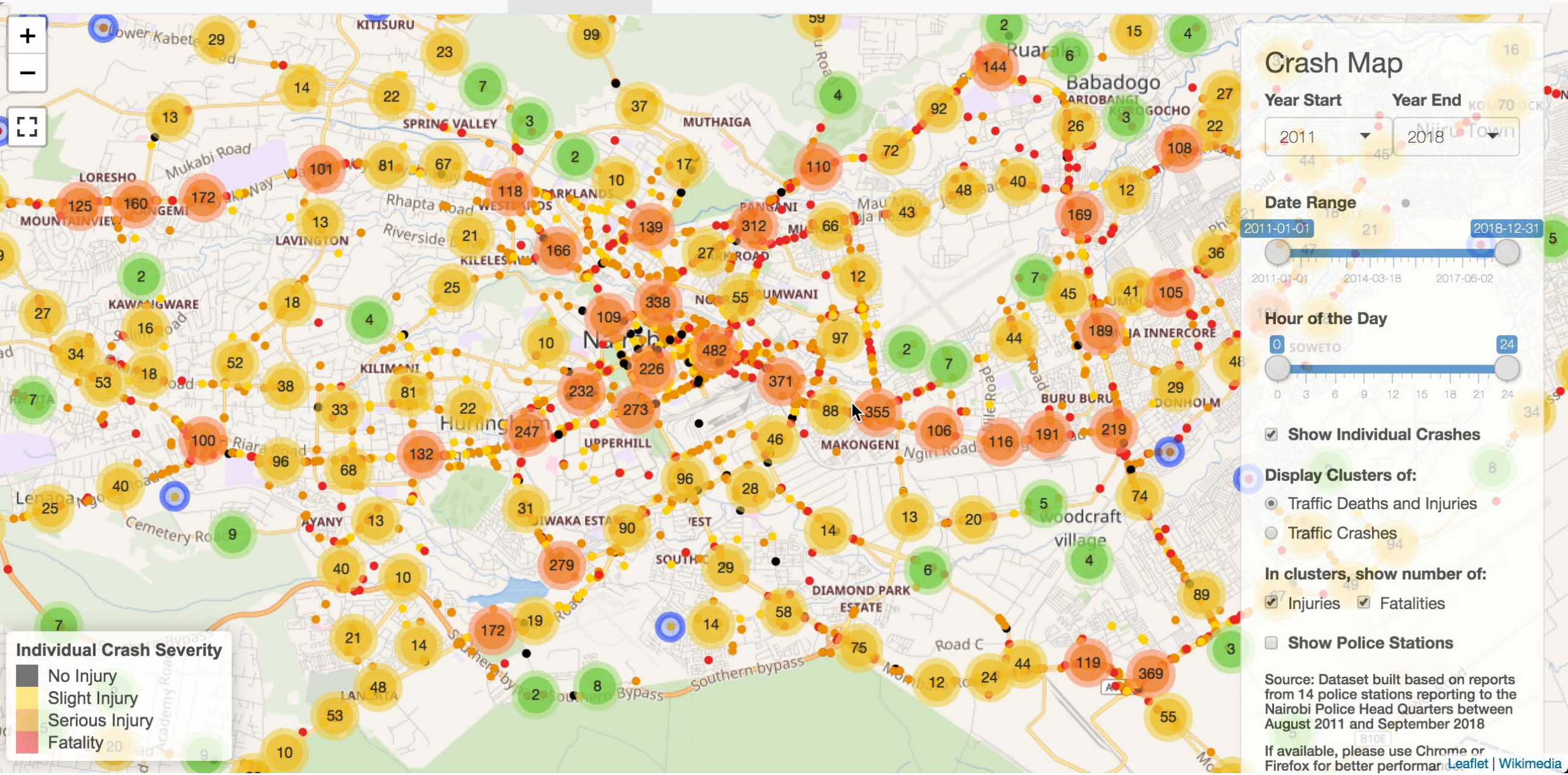
- What data sources are available?
  - Official records
  - Unofficial records (e.g., social media)
  - Sensors (in situ and remote)
  - Surveys
  - …

Digitizing official police records



Nairobi Crash Map - Police Reports [Beta Version]

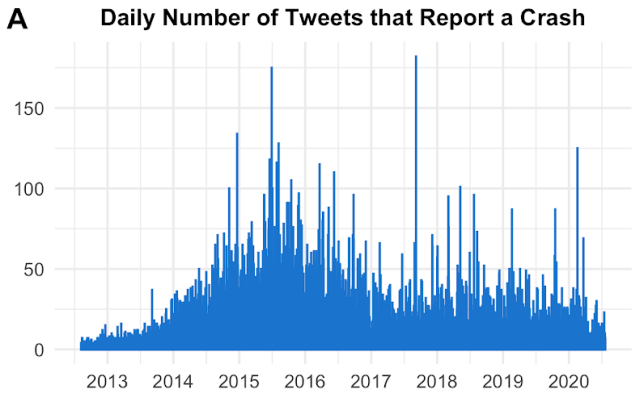
Interactive map

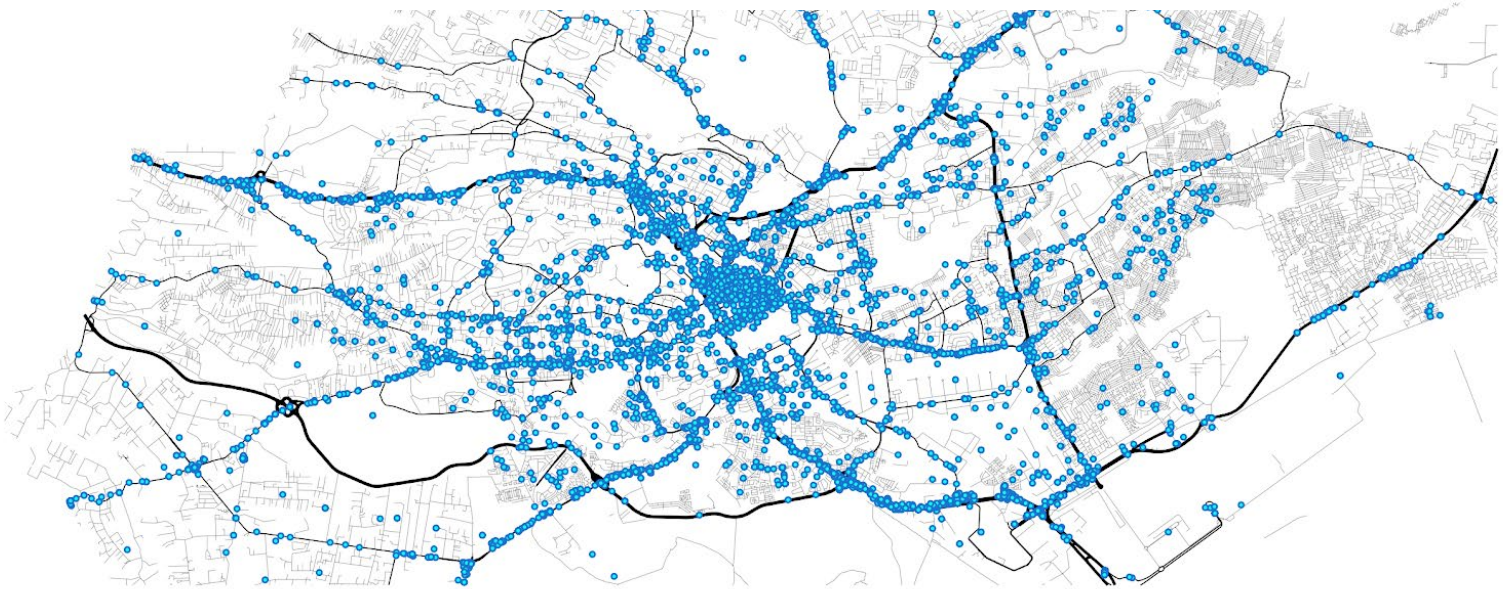


Creating live maps from tweets

Ma3Route @Ma3Route · 1h

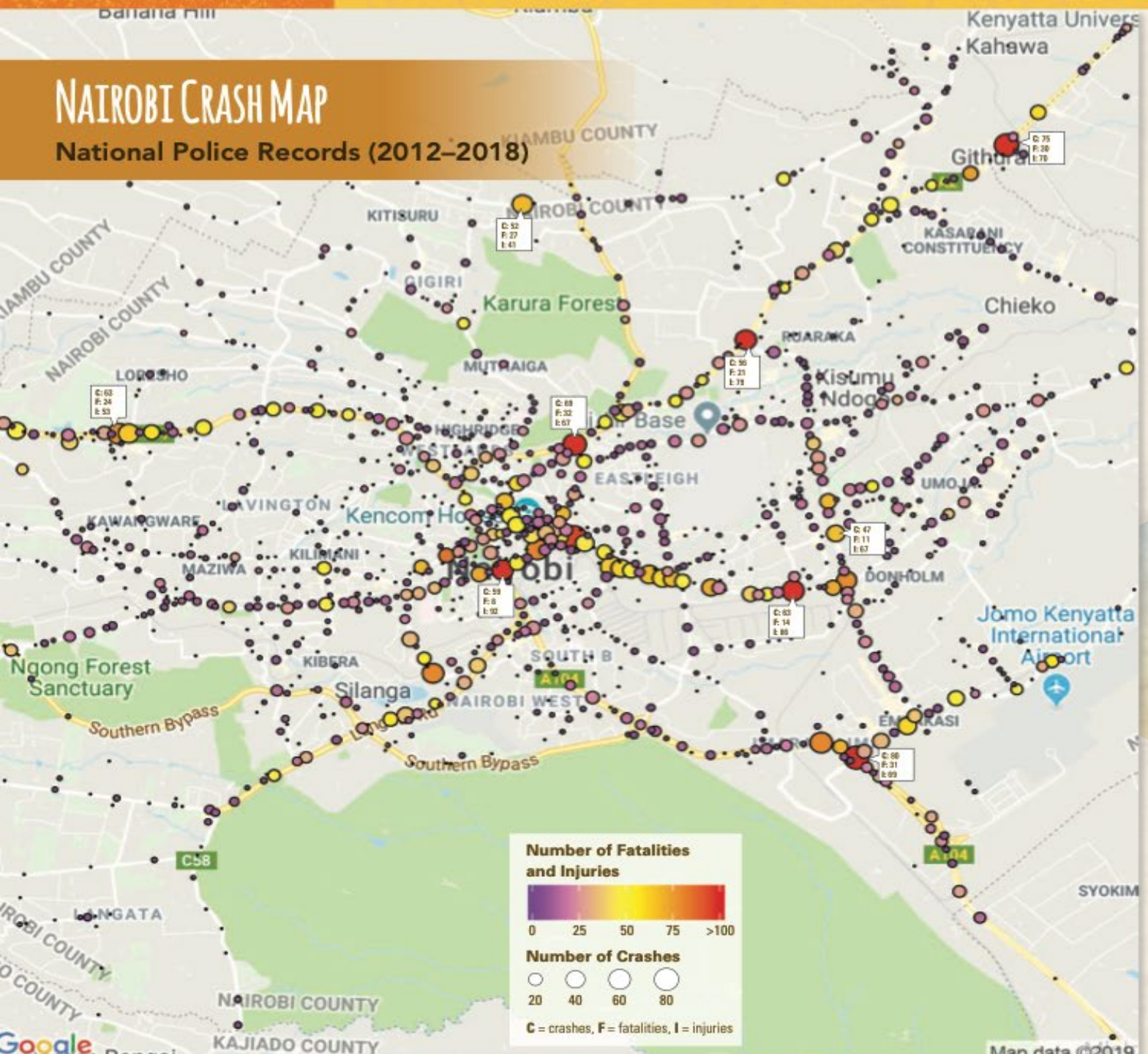
12:37 bad **accident** on **waiyaki way** next to **kianda** heading towards **abc place**





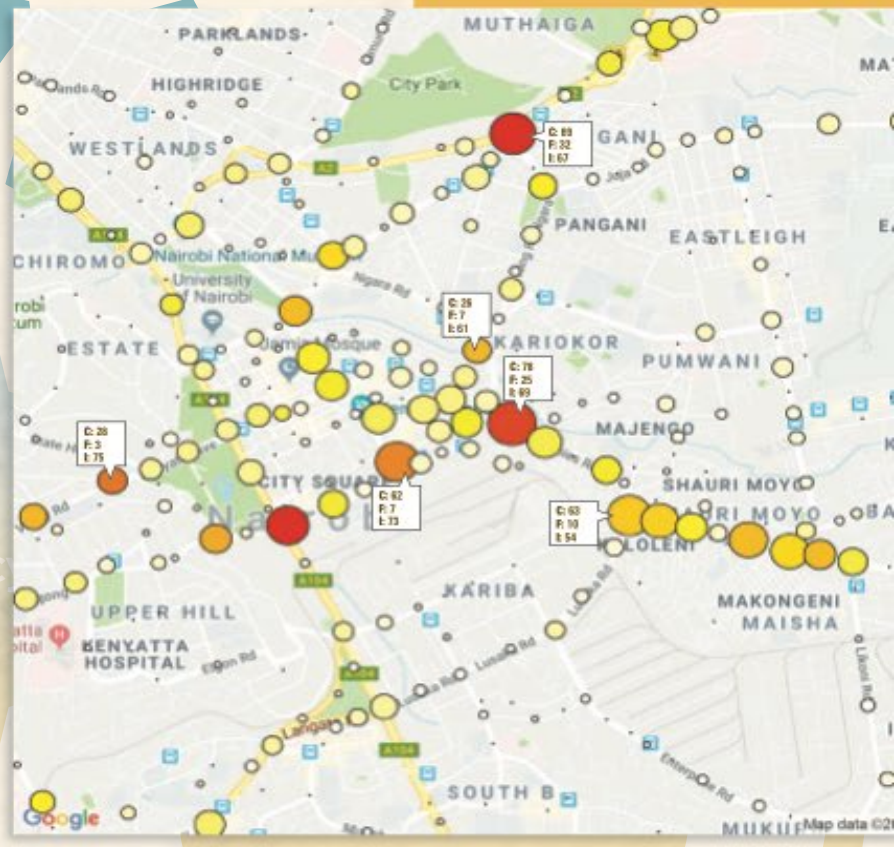
Nairobi Crash Map

National Police Records (2012–2018)



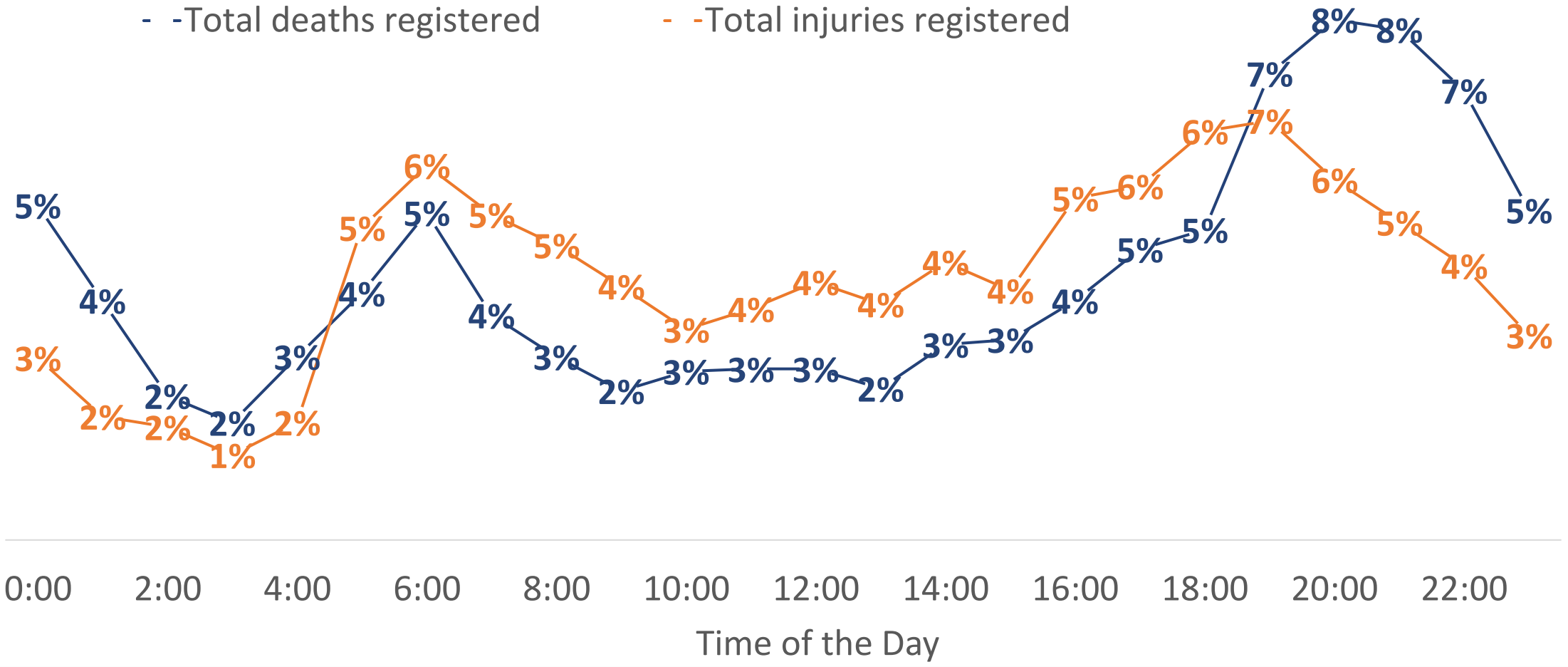
71% of road traffic deaths are **pedestrians**

Central Business District



200 **locations** (blackspots) represent **52%** of crashes and **55%** of deaths

Blackspots are locations where a high number of crashes, deaths or injuries have occurred in a delimited space and time.



41% of pedestrian deaths
occur between 7 p.m. and midnight

PART 1: DIAGNOSING THE PROBLEM

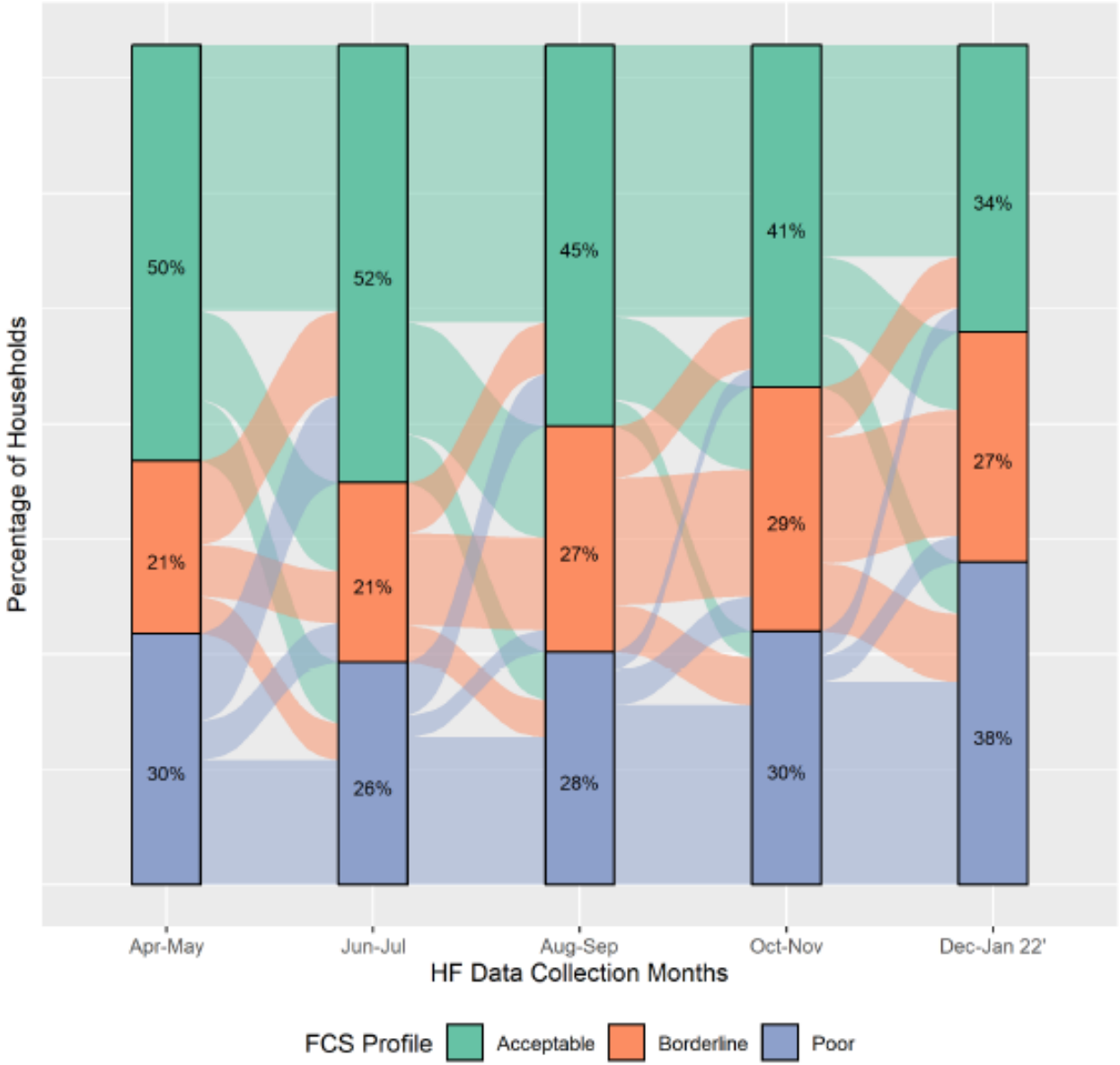
Collecting data on risk factors

- Road infrastructure survey
- Videos recording behavior
- Uber and Waze data on speeding
- Google Maps and weather data on land use and conditions

PART 1: DIAGNOSING THE PROBLEM

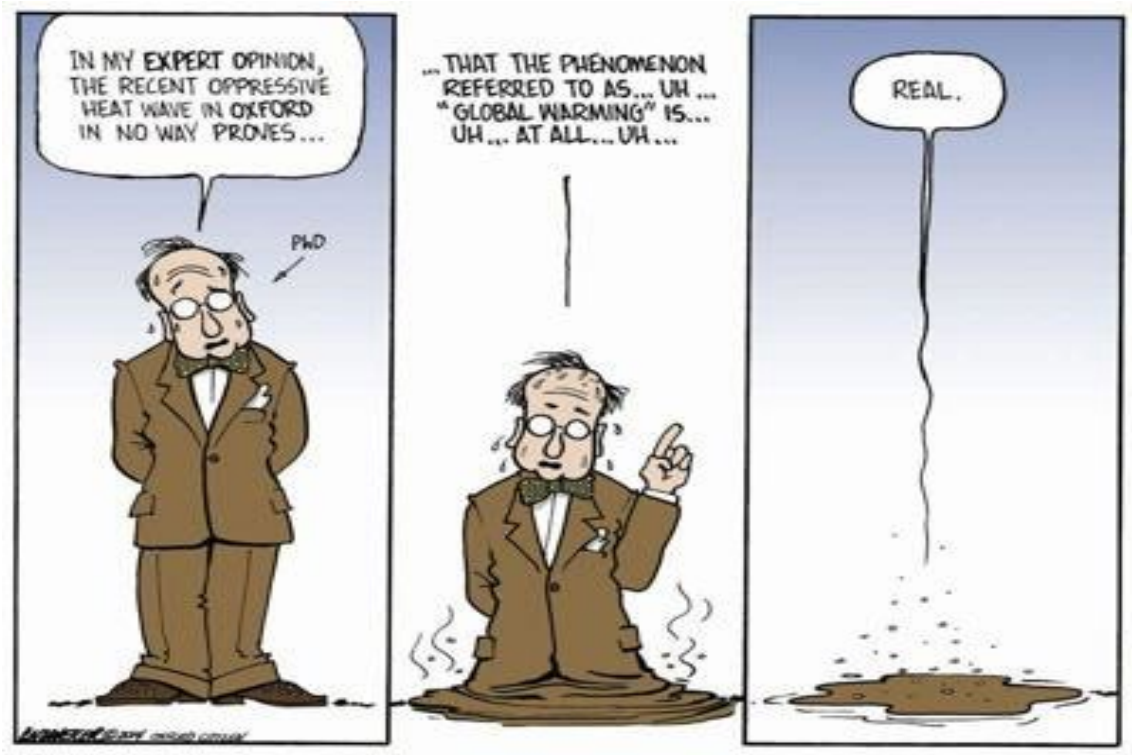
In less data rich places…

- High-frequency data collection on resilience (food security) in Mali
- Shows that which household is classified as "food insecure" depends on when this outcome is measured
- Implications for targeting and the type of support which is provided



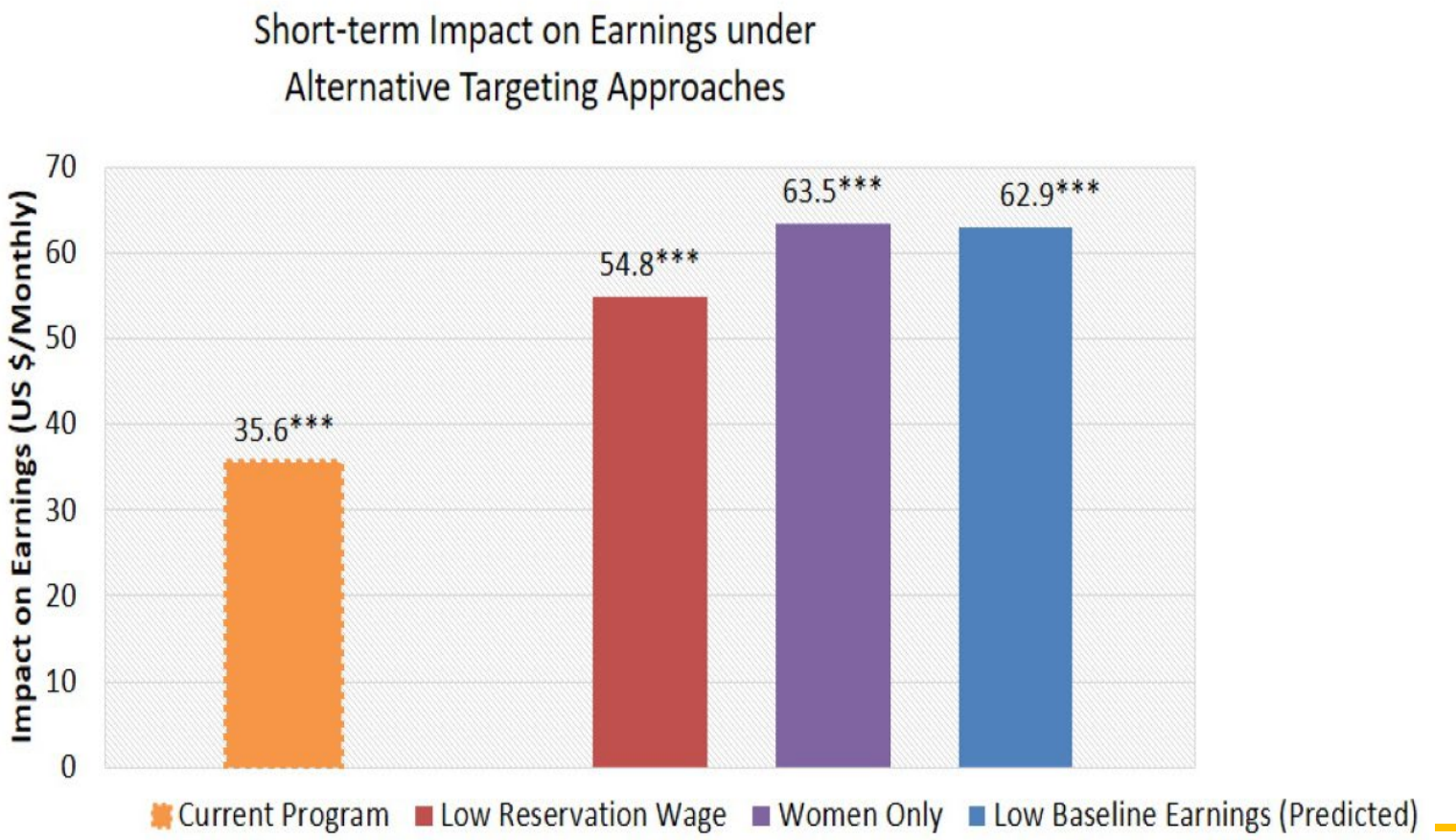
Using field experiments to test cause and effect

- Move from "expert opinion" to "tested solutions"
- Work with our partners to
  - Understand the problem and ask the most important questions
  - Generate data and evidence
  - And put it into action!



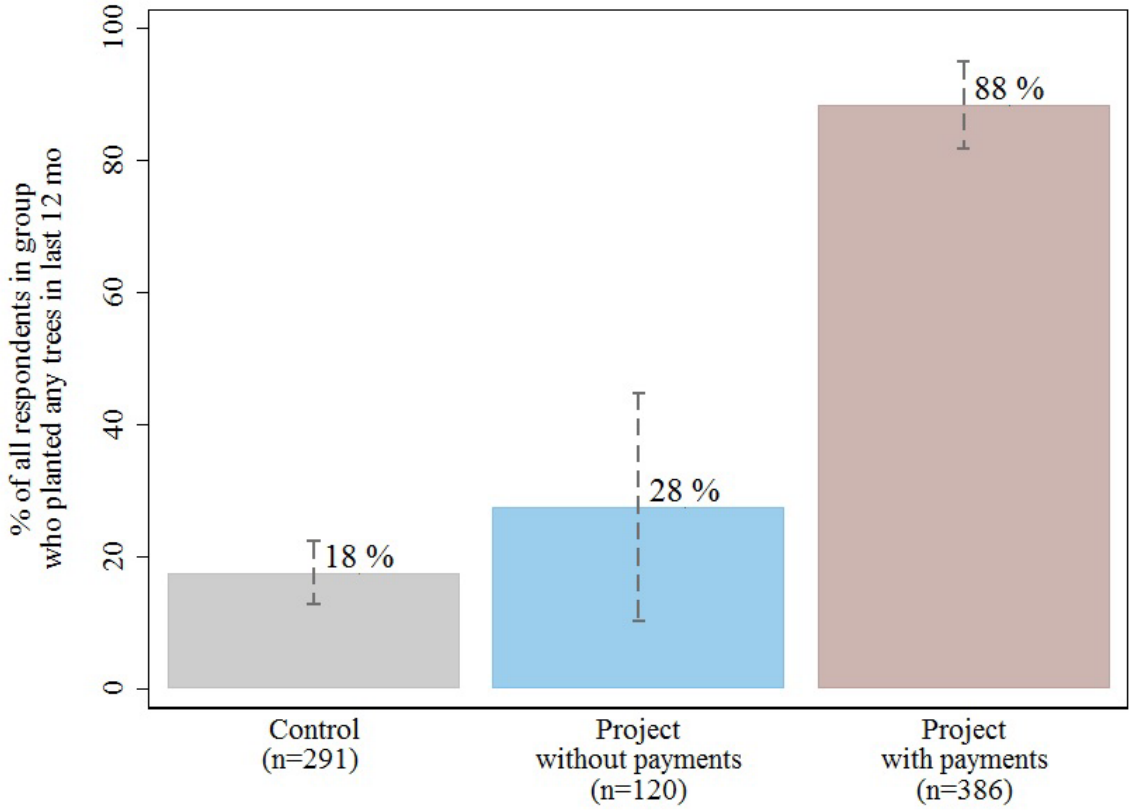
Targeting (in Cote d'Ivoire)

- Labor-intensive public works are a common form of social protection
- Targeting women in public works projects can **increase effectiveness by 70%**
  - Compared to standard program targeting



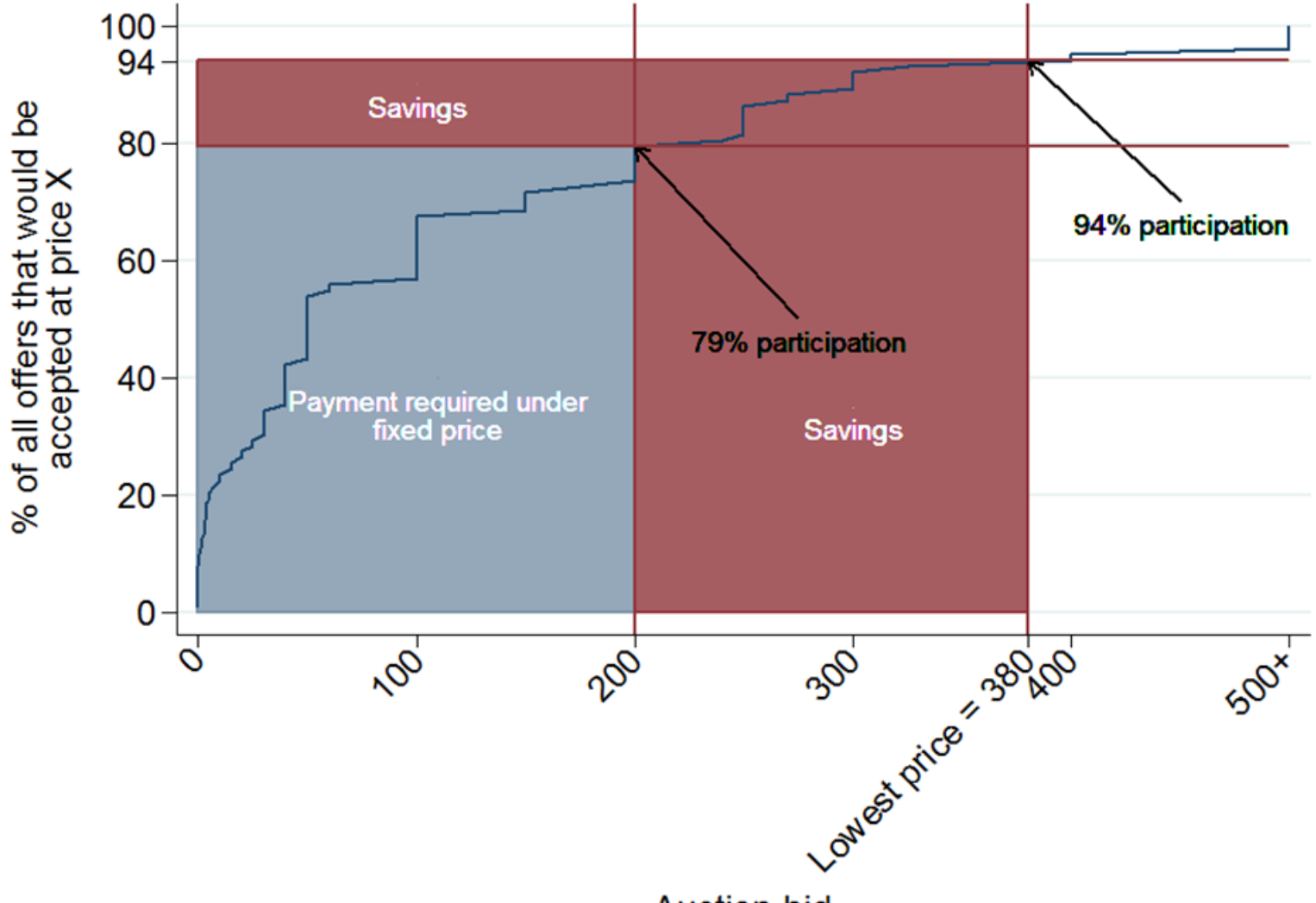
Take-up (in Ghana – part 1)

- Planting trees helps address soil erosion and contributes to farmer productivity in other ways.
- Providing financial incentives to encourage planting of (free) seedlings can **increase take-up by 300%**...



Pricing (in Ghana – part 2)

- …and smart pricing leads to a budget-neutral **increase in coverage of 70%**
- Because "experts" set the price too high
- By decreasing price per tree (by ~50%!), program can be expanded to new areas

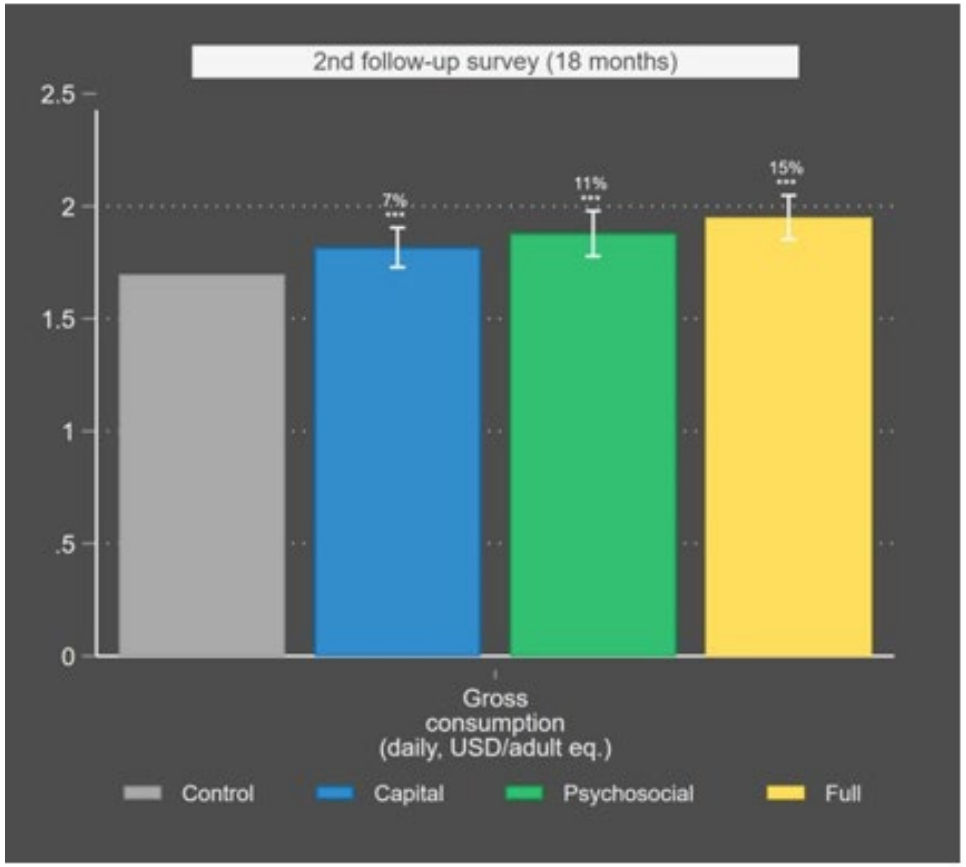


Tech-based delivery (in Nigeria)

- Traditional norms and parents' attitudes are a constraint to girls' education
- Combined edutainment screenings and literacy apps **increase enrollment by 34% and improve learning outcomes**
- Screenings address harmful norms and attitudes and attempt to overturn these
- Apps provide a readily accessible and enjoyable tool to complement classroom instruction

Leveraging government systems (in Niger)

- Multi-faceted economic inclusion program that builds on the national safety net system
- **Increases consumption and food security by 15%**
- Program **cost-effective** after just 18 months
- Alternative packages tested to understand which bundle is most effective and cost-effective.



GUIDING IDEA #1

Tackle challenges in three parts

1. **Data**. Innovate in measurement and build data capabilities to understand the problems we are trying to solve.

2. **Analytics**. Analyze data to find opportunities for targeting and prioritizing public resources and efforts.

3. **Impact evaluation (IE)**. Experiment with and evaluate policy interventions to increase effectiveness, document success, and justify scale-up.

GUIDING IDEA #2

Focus on what matters most

- Go beyond “Does my program work?” to ask “How can my program be most effective?”

- Be strategic in selecting evaluation questions:
  - What is innovative?
  - What matters for scalability?
  - What is strategically relevant (e.g., large budget)?
  - What will fill an important knowledge gap?
  - What will have high policy value?

GUIDING IDEA #3

Different questions have different methods

- Focus on cause-effect questions. For these, we need a counterfactual.

- We also want to know:
  - Is it cost-effective?
  - What are the channels through which impacts are achieved?
  - What are the experiences of program participants?

- Leverage M&E activities and build on these

LOOKING FORWARD

We believe

- **Data and evidence** matter, but they are not the end goal
- Data and evidence **are an investment** (like any project activity)
- The end goal is **to improve and save lives**

We can best achieve this by working together and learning from each other. This starts now!

Thank you!

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