



Partnership for Economic Inclusion IE Collaborative

Technical Workshop

June 14-15, 2023



Background and context

- ***El intervention will cover 65,000 in Cameroon's 10 regional capitals***
 - ***Intervention consists of cash grants, sensitization to saving, and coaching***
- ***Target population is poor and vulnerable urban youth (18-35) who work in the informal sector, with priority focus on women and internally displaced***
- ***Goal: Help develop income generating activities, increase productivity, strengthen resilience***

Motivation for the impact evaluation

- ***How efficient is the EI model in the Cameroonian context? Can it be used to address challenge of youth employment?***
 - ***Inform gov policy and become a permanent gov program if proven effective***
- ***Use IE to determine test different implementation adaptations to determine optimal design for intervention***
- ***Leverage large urban EI program in Africa to understand what works best in urban contexts***

Overview of IE

- ***The IE will have two phases***
- ***A nimble first phase with the goal of testing lighter-touch interventions and identifying promising delivery modalities for the second phase***
- ***A second phase for testing the effectiveness of the EI components after incorporating phase 1 findings***
- ***Phase 1 (July 2023 - December 2024), Phase 2 (January 2025 - December 2026)***

Tentative Timeline Phase 1



Main Policy Research Questions Phase 1

- ***Is there a differential impact of receiving the transfer in 1 or 2 installments on participation in coaching activities, savings, and investment in income generating activity?***
- ***How effective is an individual digital savings modality with nudges in an urban context?***
- ***How heterogeneous is coach quality? How does it affect program impact? Are there predictors of effective coaches? (How to best use this information when designing phase 2?)***

Methodology - Phase 1

15,000 beneficiaries in 11 communes

**Randomly form groups within communes
(25 individuals per group)**

Within communes: Randomly assign groups to arms and coaches to groups

Treatment arm 1
*1 installment +
Individual Digital
Savings + Coaching*

Treatment arm 2
*1 installment +
Coaching*

Treatment arm 3
*2 installments +
Individual Digital
Savings + Coaching*

Treatment 4
*2 installments +
Coaching*

Control group

Estimating Coach Quality

- Coaches will oversee 4 groups (100 beneficiaries) , with those numbers and random assignment of coaches to groups we can estimate "Coach Value-Added" (CVA) measures based on outcomes of interest
- We will collect baseline information about coaches and possibly coaching session observation data by Coach Supervisors
- Allows us to tackle aforementioned questions:
 - How heterogeneous is coach quality and does it matter -> Estimate standard deviation of CVA measures, estimate impact if we replace coaches in bottom 5% of CVA etc.
 - Predictors of effective coaching -> Correlate baseline chars and session observation data with CVA measures

Key Outcomes

Outcome Domain	Level	Source
Savings and Investment in IGA	Individual	VSLA Savings Stock, E-wallet, Phone Surveys, Surveys
Employment outcomes and independent activities	Individual	Phone Surveys, Surveys
Welfare Indicators	Individual	Phone Surveys, Surveys

Main Policy Research Questions Phase 2

- ***What is the most cost-effective coaching modality? Short and light-touch or long and high-touch?***
- ***What is the value added of market linkage interventions such as mentorships and apprenticeships?***
- ***Are impacts higher for beneficiaries assigned to coaches identified as more effective (or possessing characteristics associated with effectiveness) during phase 1? What are the implications for scalability?***

Methodology - Phase 2

20,000 beneficiaries in 14 communes
Randomly form groups within communes
(25 individuals per group)

Within communes: Randomly assign groups to arms and coaches to groups

Package: Cash Grants + Coaching + (Possibly) Savings

Treatment arm 1
*High-Touch Coaching
+ Market Linkages*

Treatment arm 2
*High-Touch
Coaching*

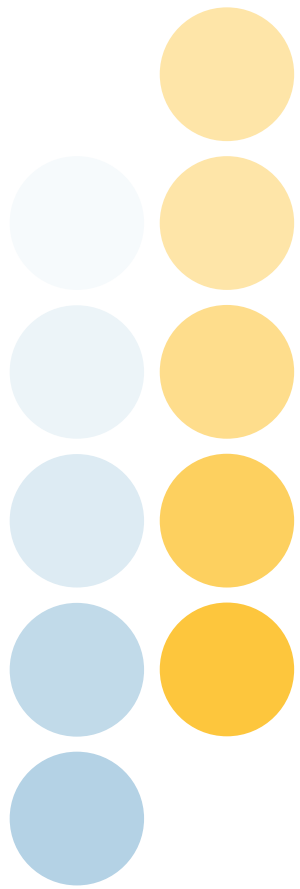
Treatment arm 3
*Light-Touch
Coaching + Market
Linkages*

Treatment 4
*Light-
Touch Coaching*

Control group

Open questions on impact evaluation design or implementation phase 1

- *Would it be better to compare digital savings to no savings facilitation, or to savings group (such as VSLAs) for phase 1?*
- *What market linkage interventions make sense for phase 2?*
 - *Connect participants with individual firms/artisans so they could serve as mentors or provide an opportunity for on-the-job learning*
 - *Connect participants with trade associations for membership or mentoring*
- *What is the most intuitive random assignment mechanism for coaches? Stratify by commune and treatment arms?*



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Thank you!



PEI FUNDING PARTNERS



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