

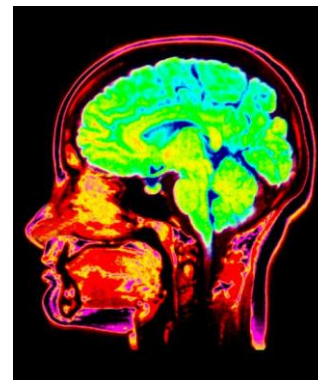
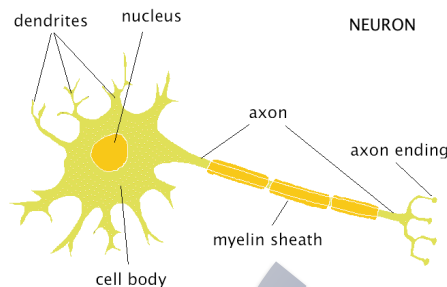
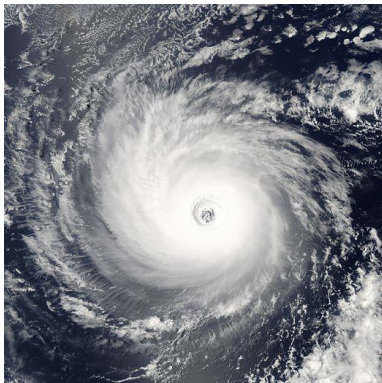
Tools for Assessing Systemic Change: overview of the tool trials under USAID/LEO and DFID/BEAM

DCED Global Seminar on Results Measurement

Bangkok – March 15, 2016

What are systems?

- Made of individuals (agents)
- Dynamic (agents interact)
- Self-organizing (structures)
- Emergent properties



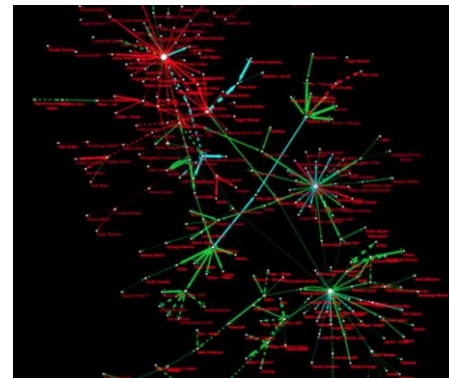
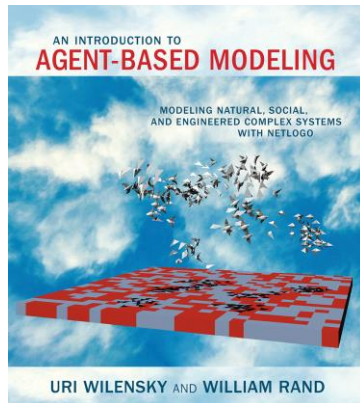
How can we understand them?

- Perceptions – no vantage point; narrative-based



Most Significant
Change

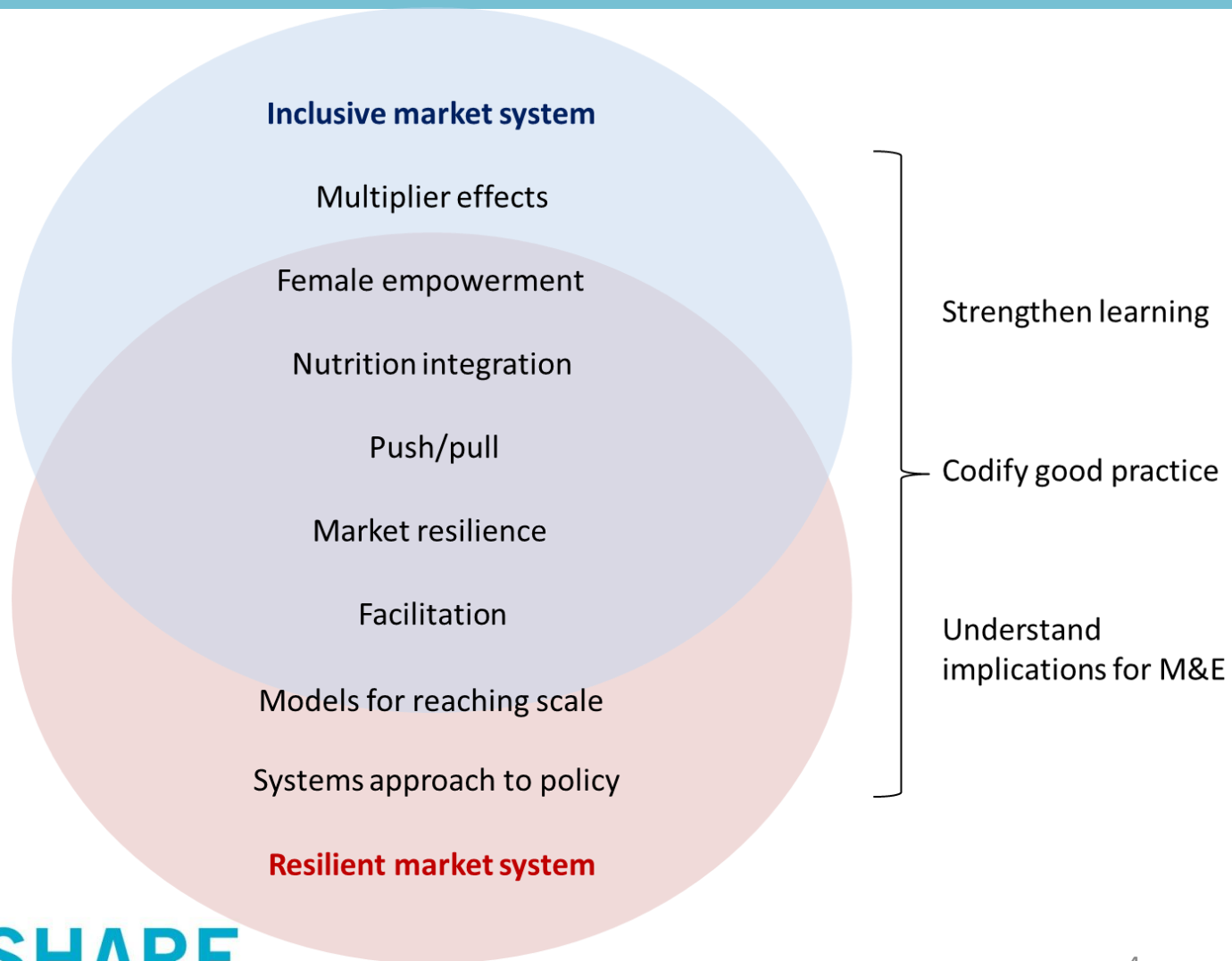
- Relationships – self-organizing, dynamic structures



- Boundaries – you have to draw the line somewhere (the universe is a big place)

What is LEO?

- **USAID-funded research initiative**
- **8 research spokes**
- **MSA is leading the research on M&E around systemic change**



Purpose of LEO/BEAM trials

- **Purpose: test potential tools to capture systemic change and early signs of change**
- **Address a key gap:**
 - Moving beyond imitation
 - Capturing things you aren't looking for
- **Developed a short-list of 7 tools**
- **Narrowed down to 3 to be tested; rest would be assessed through partnerships**

The LEO/BEAM Trials

- **Network analysis in Sierra Leone**
- **SenseMaker in Mozambique**
- **Outcome Harvesting – TBD**
- **Plus profiles:**
 - SenseMaker - VECO, Ag Inputs, PRIME (potentially Katalyst), Yapasa
 - Network Analysis – GHG, Ag Inputs, LINC
 - AAER + Standard Indicators – PRIME, Samarth

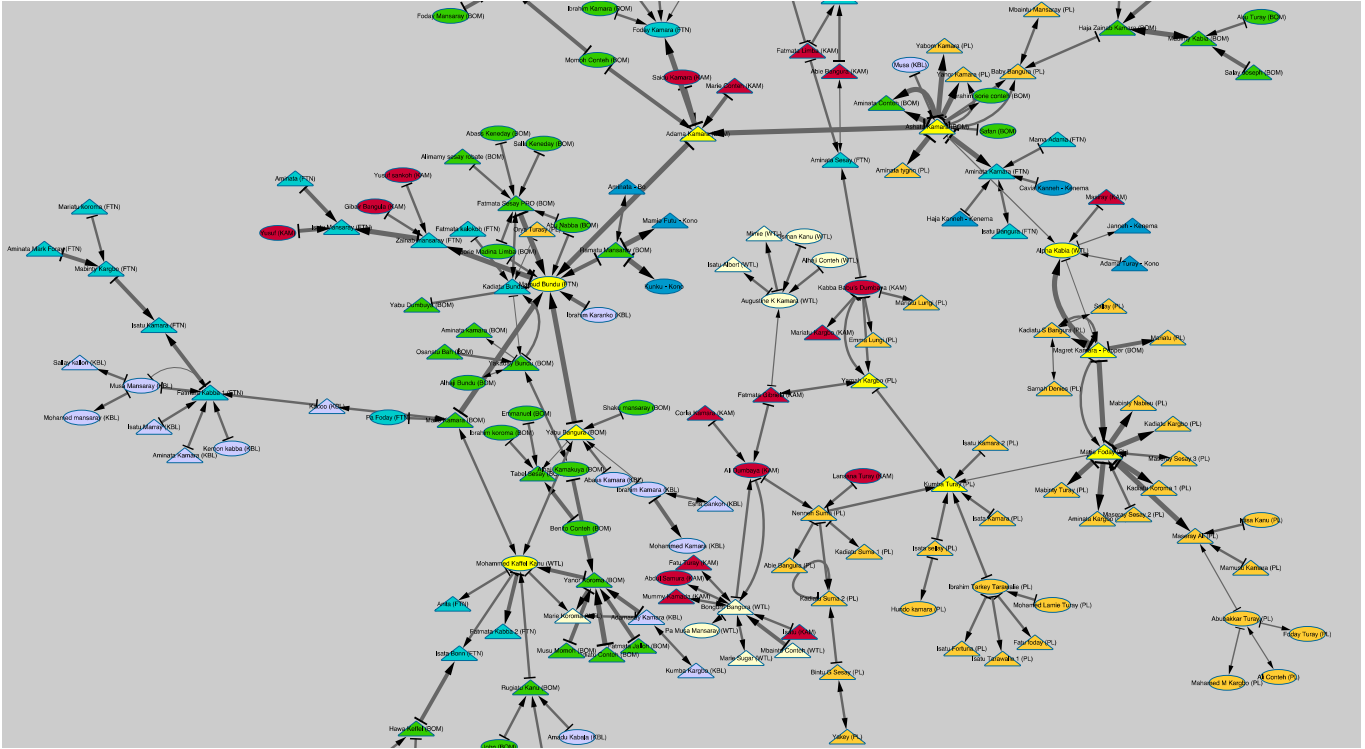
Network Analysis – DFID/ASI SOBA

- **Design: Captures relationships**
- **Advantages:**
 - Parses relationships in useful detail
 - Window into social norms that influence economic behavior
- **Disadvantages:**
 - Labor and cost intensive
 - Complete data is impossible

Network Analysis – DFID/ASI SOBA

Questions:

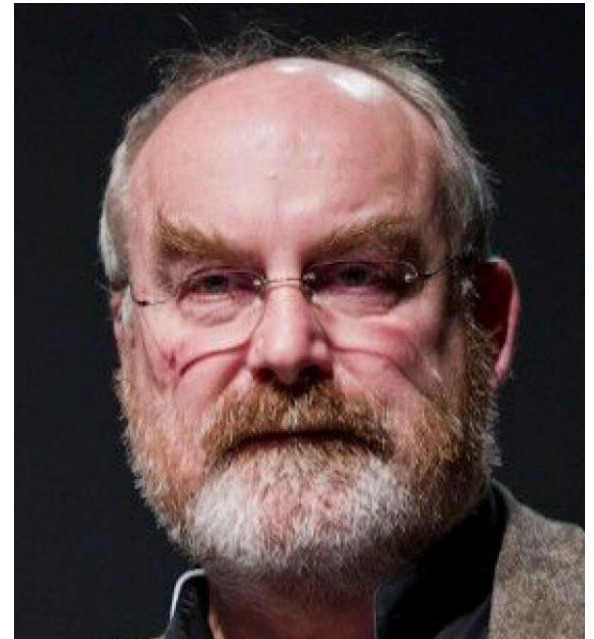
- What are the relevant network parameters?
- What types of change can one track with NA?
- Is there an NA-lite approach possible?



- Set a baseline of coms and trade data
- Identify sentinel individuals

SenseMaker – Netherlands/TNS Seed Multiplication

- **Design: captures perspectives**
- **Advantages:**
 - Detects unexpected findings
 - Identifies outliers
 - Quantitative rigor
- **Disadvantages:**
 - Proprietary
 - 100s of micro-narratives



SenseMaker – Netherlands/TNS Seed Multiplication

Contextual Questions:

- How do SHFs decide how to farm?
- How do they interact with the SCF change agent supported by the project?
- How do these actors (SHFs and SCFs) interact with other stakeholders differently (each other, banks, policy makers, markets, etc) as the system changes?

Attributive Question:

- To what degree has the project influenced SHFs to change practices through support to SCFs?
 - Can Sensemaker answer this question?
 - Is the quantitative rigor warranted and useful?

Outcome Harvesting – TBD

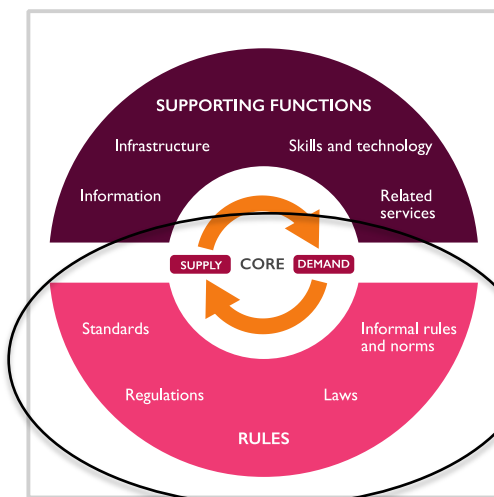
- **Design: captures perspectives**
- **Advantages:**
 - Detects unexpected outcomes, potentially including the lack of response
 - Works in reverse of TBCA (good complement to RCs)
- **Disadvantages:**
 - Nothing inherently systemic about outcomes

As a field, we're missing something...

“The ability to collect and pin to a board all the insects that live in the garden does little to lend insight into the ecosystem contained therein.”

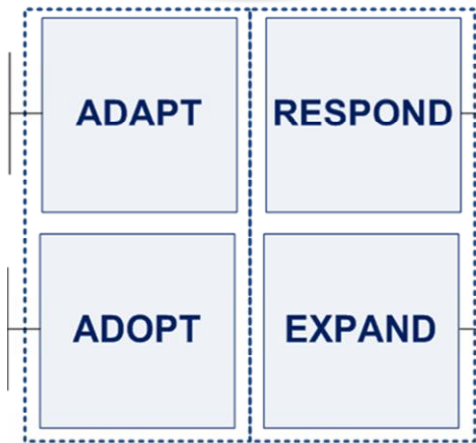
– Miller and Page, Complex Adaptive Systems

The trees: We are great at describing agent behavior



Rules/Norms are not agent-level

Agents performing roles and changing behaviors



The forest: system-level behavior

- **Systems exhibit emergent behaviors – i.e., the system, itself, does things (it accomplishes tasks)**
- **Fundamentally, a socio-economy self-organizes to allocate products and services across a population – that's the principle system-level behavior**
 - How do you describe it?

How can we analyze and measure the system?

Rules/Norms –
Institutional
Biases

Generation of
Novelty

Power
Dynamics

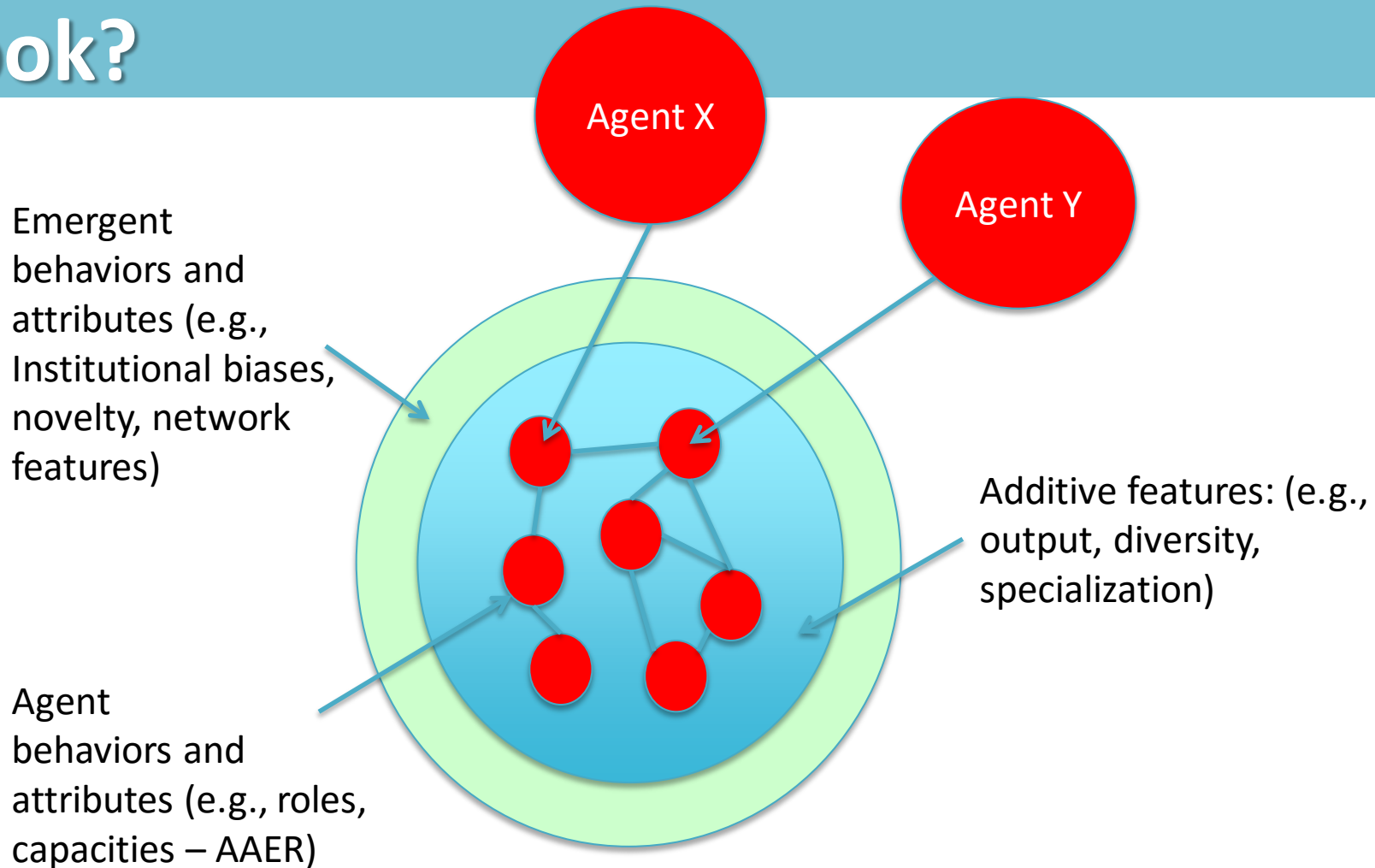
Flow of
Information

Network
Structures

Churn

Over time!

How should a systemic change framework look?



MarketShare Associates, forthcoming (2016)

Thanks

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