

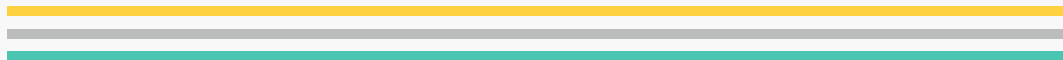
> Evidence of success

Mike Albu

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The BEAM Evidence Map



RATIONALE





**BUT...WHAT IS
IT?**



Antarctica

Country ▾

Resource type ▾

Method ▾

Data source ▾

Sector ▾

RESULTS LEVEL

Intervention

Systemic change

Growth and access to services

Pove

Improved access to finance

5 1 6

1 1

Improved access to information

1 1

2 3 5

6 2 9

Improved input supply

3 2 5

4 1 5

1 1

Improved marketing of products

1 1

1 1

Improved product / service

9 1 10

2 2

TYPE OF INTERVENTION

Country

Resource type

Method

Data source

Sector

AXES

RESULTS LEVEL

Intervention

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1 1

Improved marketing of products

1 1

1 1

Improved product / service

9 1 10

2 2

AXES

TYPE OF INTERVENTION

	Intervention	Systemic change
Improved access to finance		ALL 5 1 6

LOW

HIGH

RESULT LEVEL

Growth and access to services

INTERVENTION

Improved access to information

RESOURCES

9

OTHER RESOURCES (1)

NEW Adding value to innovation? Lessons on donor support to inclusive business from the Business Innovation Facility pilot

HIGH CONFIDENCE (2)

NEW Follow up behavior change communication (BCC) interventions' effectiveness evaluation report: NAFKA project

Cambodia MSME project final monitoring and

These studies uncover how providing small businesses and farmers with better quality and more timely information can help their enterprises grow.

WHO MAKES THE CUT?

EVIDENCE:

“the findings from research using robust and transparent measurement and analysis practices.”

ENGLISH

2000

MSD

WHO MAKES THE CUT?

PRIMARY CRITERIA



RELEVANCE

CURRENCY

ACCESSIBILITY

LANGUAGE



SCREENED

SECONDARY CRITERIA

TRANSPARENCY

CREDIBILITY

COGENCY

GRADED

HIGH CONFIDENCE

LOW CONFIDENCE

POPULATING THE EVIDENCE DATABASE

1. Internet search based on pre-defined search strings, both in relevant databases and using popular search engines.
2. 'Eye-ball' elimination of some documents coming up as a result of the search string. This is used particularly when it is very clear a document does not meet the relevance criterion.
3. Crowd-sourcing using BEAM's networks and community
4. Snowball searching for documents through key informants and contacts in implementing organisations



**> The results achieved by programmes
using a market systems approach**
A narrative synthesis of current evidence

James Robinson and Jessica Rust-Smith

May 2017



**The results achieved by
programmes using a
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www.beamexchange.org

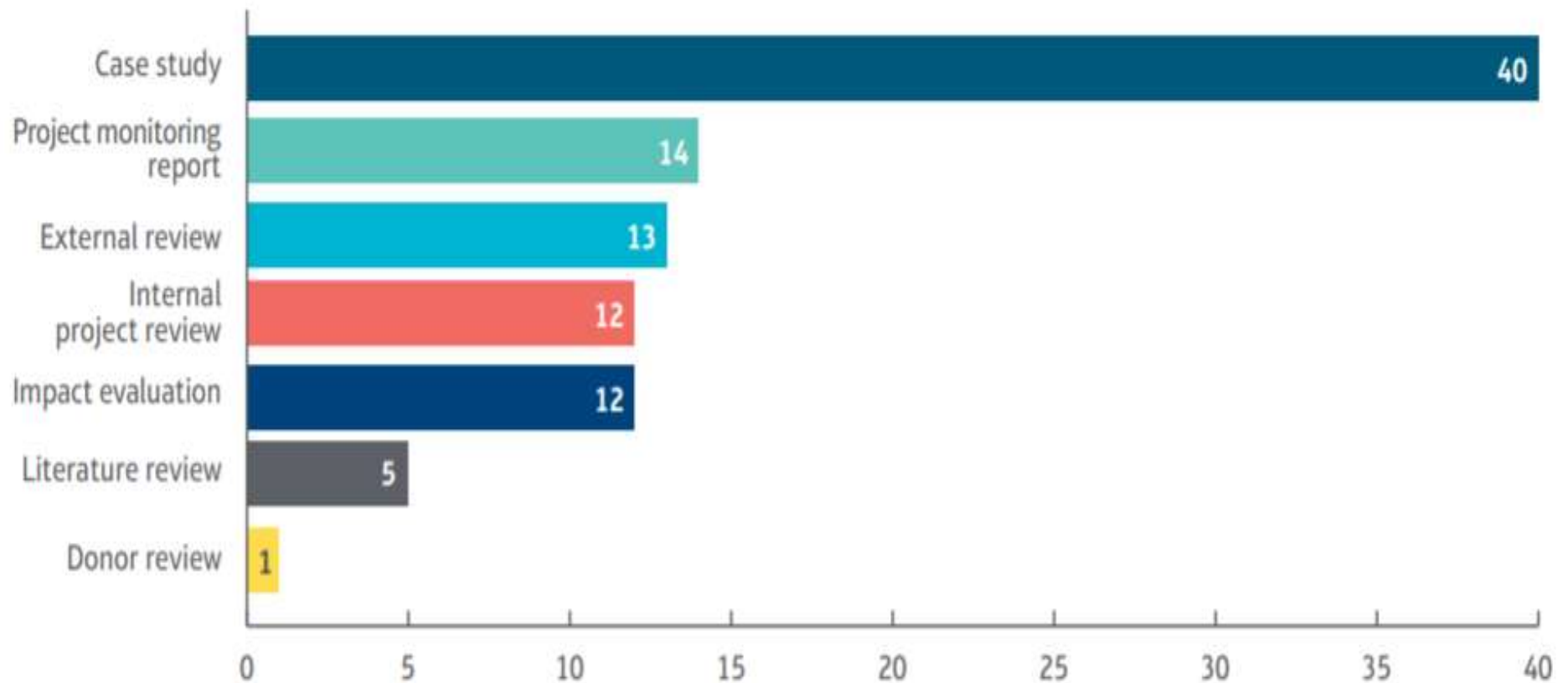
Overview

The synthesis showed that there are now **sufficient evidenced examples** of programmes promoting economic development, improving access to services and reducing poverty, to validate the market systems approach.

However, this headline masks a nuanced picture. Our review examined results from a **wide variety of programmes**, across different geographies and sectors. It allowed us to delve deeper into the BEAM Evidence Map and analyse the characteristics of the evidence base.

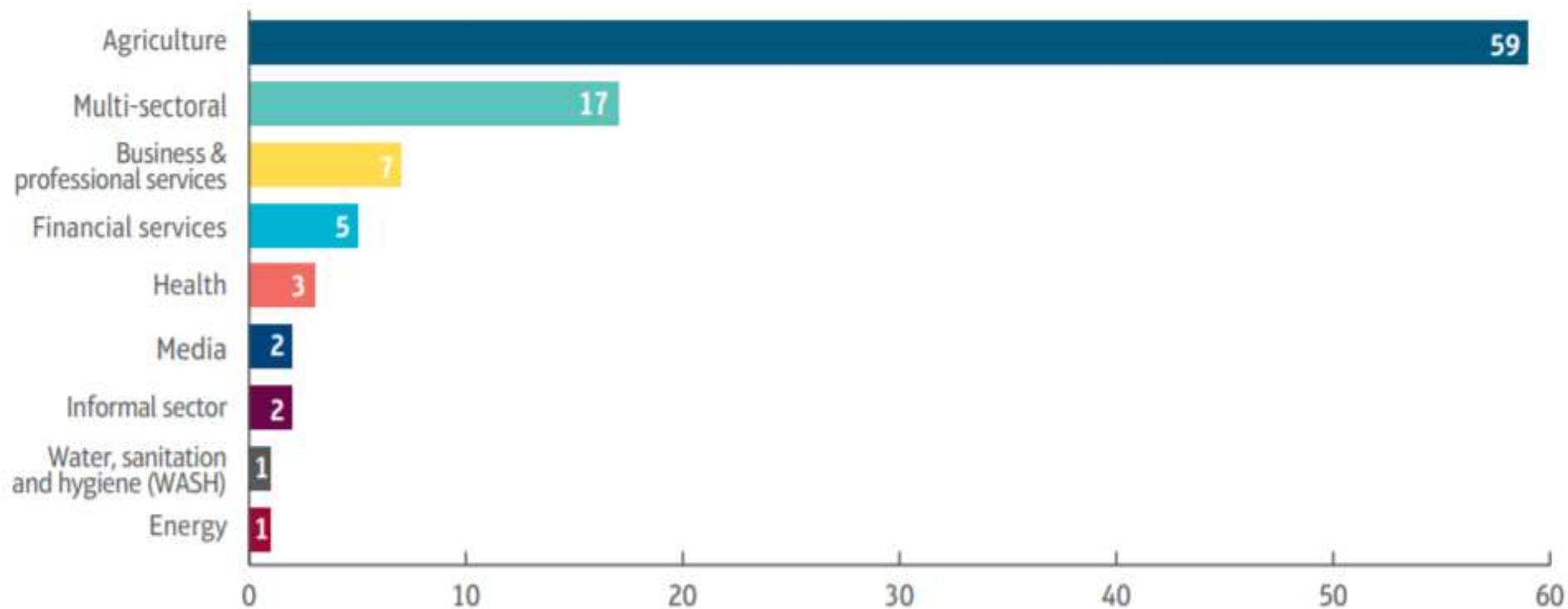
What type of evidence exists:

Figure 1: Type of document (n=97)



What type of evidence exists:

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



What type of evidence exists:

Figure 3: Regional distribution of evidence documents

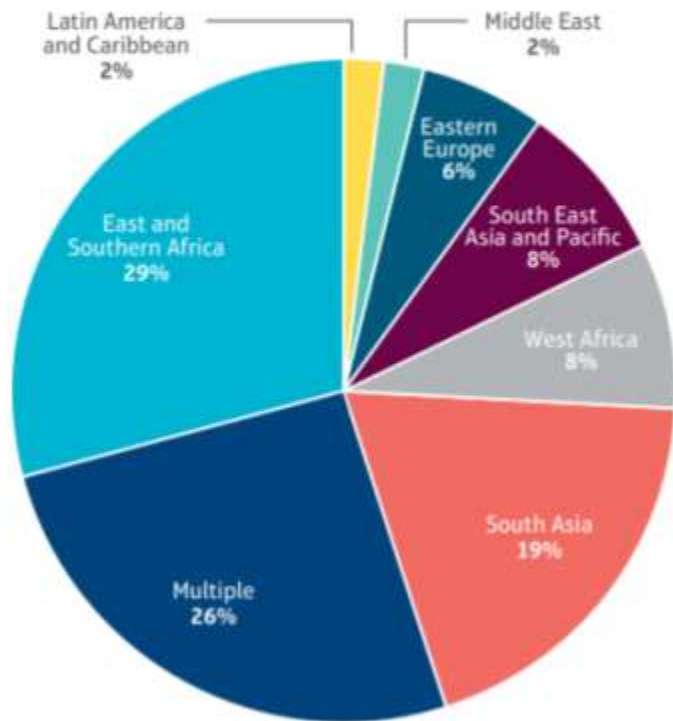
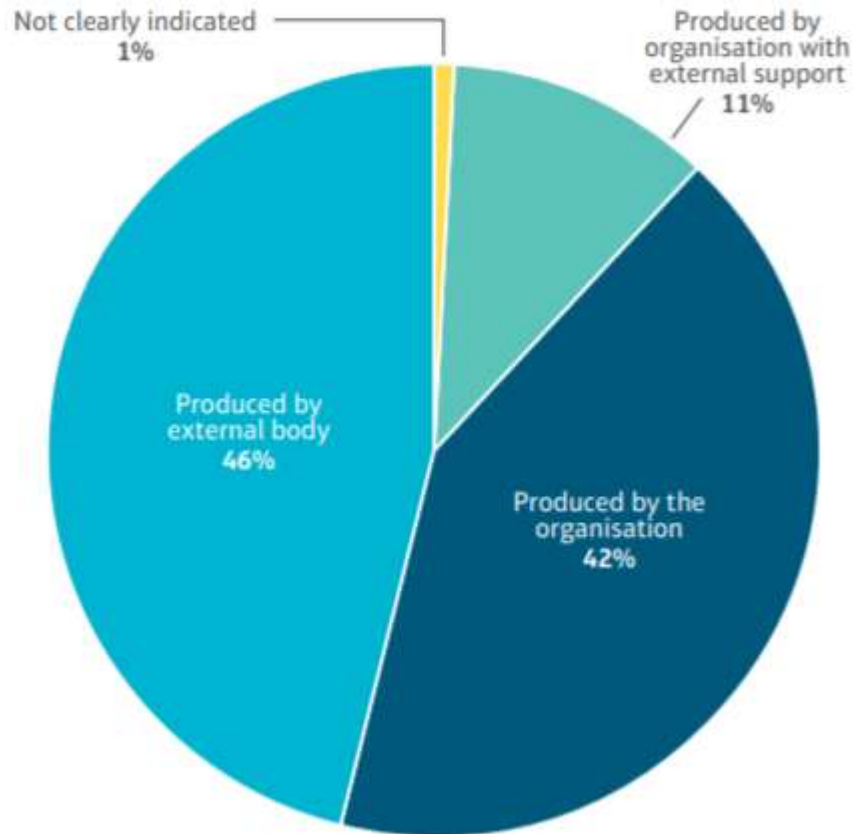
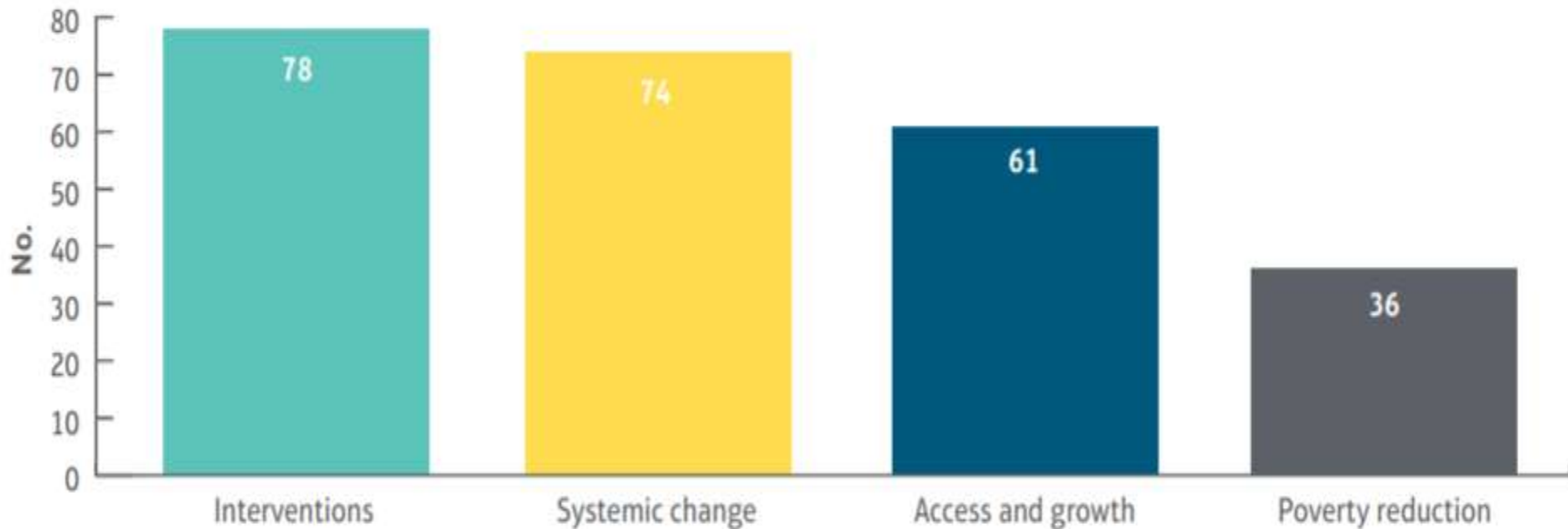


Figure 4: Authorship by internal or external staff (n=97)



What type of evidence exists:

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

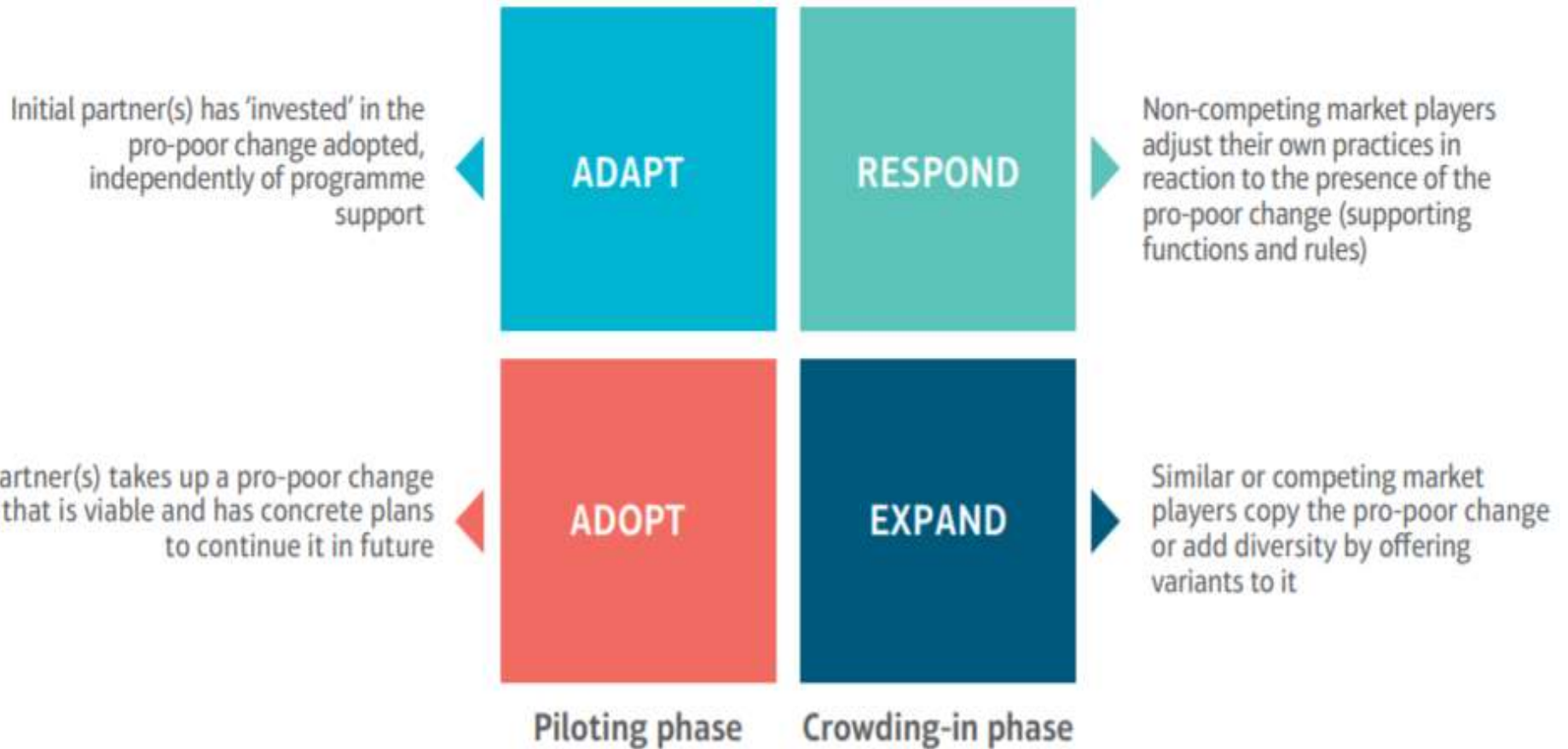


Examples:

We also undertook a more detailed examination of a sample of six examples that have documented systemic and poverty reduction-level change.

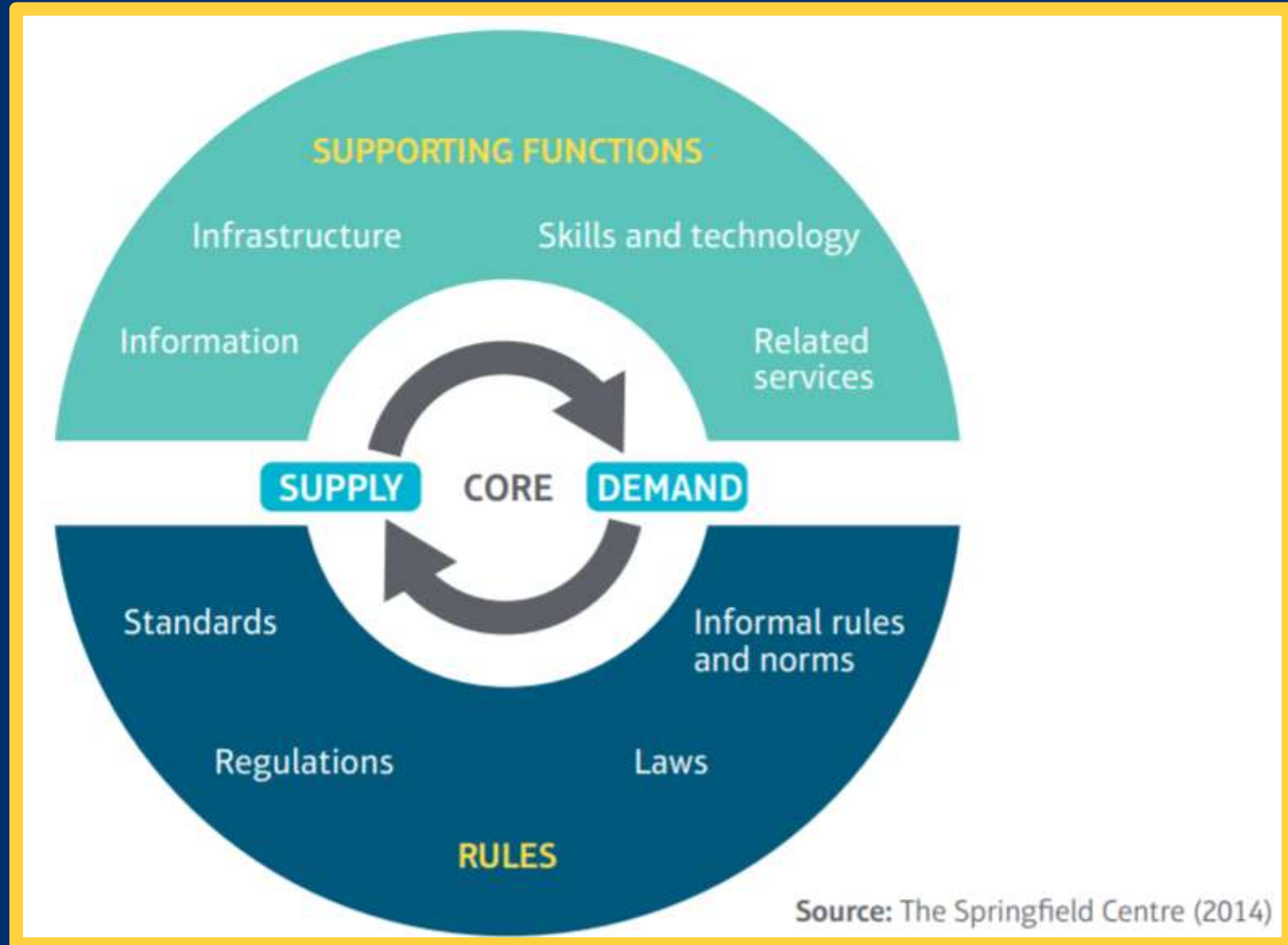
Was not intended to be a representative sample but there were nonetheless some interesting insights.

Examples:



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

Examples:



Source: The Springfield Centre (2014)

Recommendations:

For funders and implementers

- **Budget for impact evaluations.** To increase the number of evidenced, high confidence examples.
- **Conduct further research and undertake systematic analysis on where evidence is being generated across market systems.** To increase the number of evidenced, high confidence examples.

Recommendations continued:

Also, for implementers and evaluators

- **Investigate and discuss unintended and negative outcomes.** To build a fuller understanding of the impact of MSA programmes to the wider market system.
- **Disaggregate data more fully and analyse differences in results – with a particular, but not exclusive, focus on gender.** To further build our understanding of whom MSA is impacting and how.
- **Be explicit about methodology.** To allow others to better interpret the results from evidence documents

Recommendations continued:

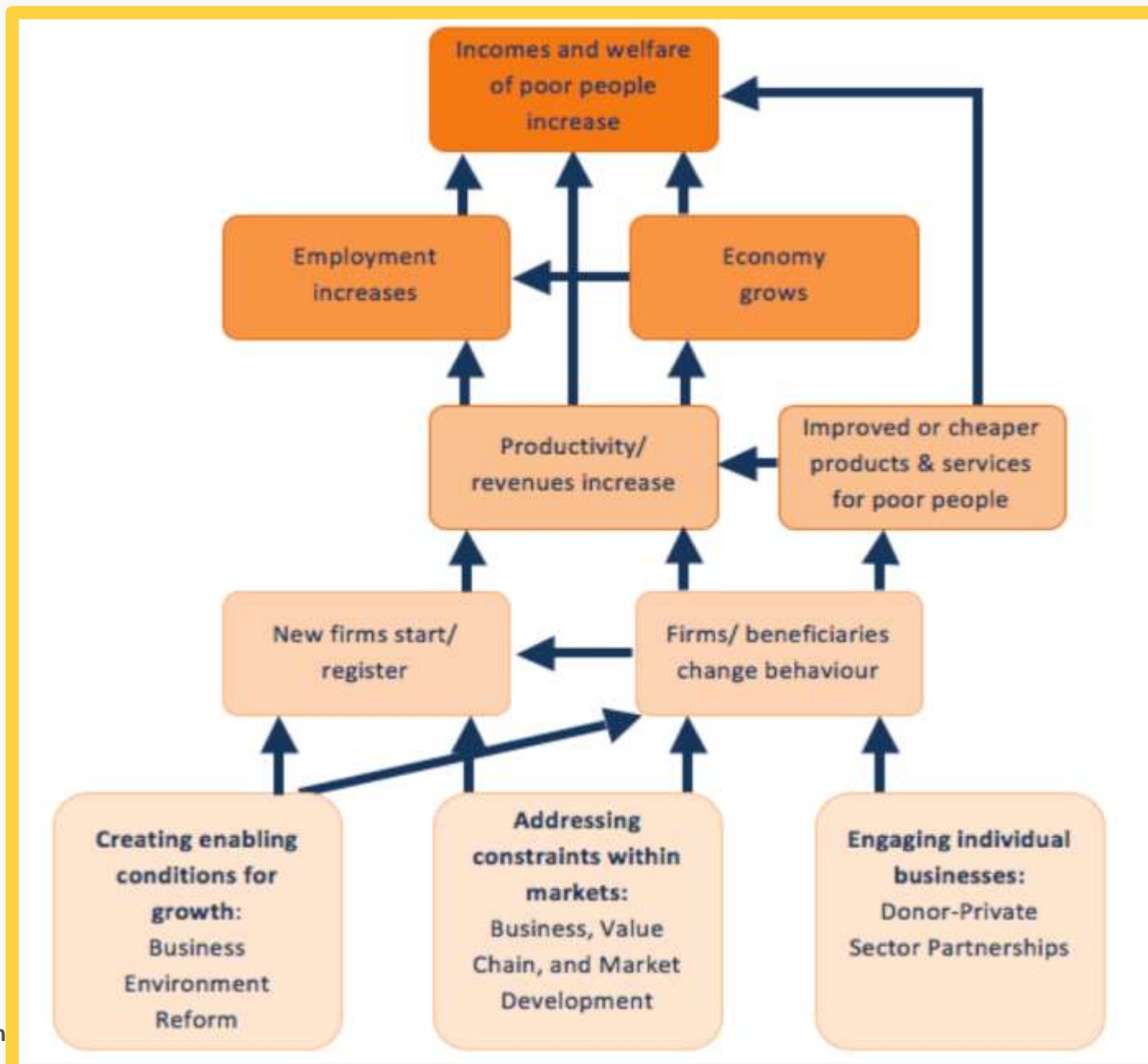
For funders and implementers:

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

> BEAM Evidence Map vs DCED Evidence Framework



> How do we go forward?

What about results
measured by programmes?



> How do we go forward?

What are we trying to
achieve through evidence?



> How do we go forward?

Do we need to get better at
advocacy and influencing?



> Over to you – table discussion

Question 1:

Do the results from DCED-compliant programme monitoring systems meet the criteria of ‘evidence’?
Should they?

Question 2:

Have MSD practitioners convinced people outside the MSD community of the merit of an MSD approach?
Why?



> Points to take forward from discussion



> Thank you

