

Programme

New frontiers for evaluation in an era of market-oriented development

Monday 20 – Wednesday 22 July 2015 | WP1411

Context

Over the past 15 years there have been dramatic changes in the way in which middle income and low income countries have achieved economic growth and political and social change. These changes have been driven by new contexts, new actors and new ideas, in which market-oriented development approaches have become increasingly prominent. Evaluation practice, often shaped by a public sector orientation, has not kept pace, which raises important questions about the role of evaluation, both in understanding the impact of new activities on society, as well as in supporting democratic accountability to citizens.

As part of the International Year of Evaluation 2015, this meeting will provide an opportunity to identify good impact evaluation practices, and to build new evaluation coalitions for market-oriented development initiatives. The event will particularly focus on:

- Public-private partnerships
- Ethical investing
- Social and environmental impact funding
- Market-based instruments, for example insurance products and social bonds
- Prizes and challenges to encourage innovation and results

This 48 hour residential meeting will bring together evaluation professionals and development partners, and investors in order to explore how best to:

- demonstrate the utility of evaluation to new actors and in new contexts
- ascertain value and impact for these approaches, particularly social and environmental impact
- explore the role of evaluators and investors in supporting greater democratic accountability

In partnership with:

With support from:



- draw lessons from the evaluation methodologies being used by accounting firms, management consultants and other private sector actors
- harness the innovative approaches of philanthropic foundations and others, for example in identifying social and environmental impact

Objectives

- Define the current challenges to effective monitoring and evaluation of market oriented development initiatives.
- Identify successful and innovative strategies for monitoring and evaluation.
- Explore how innovative methods and approaches can be harnessed in pursuing these strategies
- Create an enhanced network of individuals and organisations interested in tackling the challenge of monitoring and evaluating market oriented development approaches from national and international organisations, philanthropic foundations and others.

Discussion panels will be organised to review recent evaluation experience, debate evaluation governance issues and probe the methodological questions brought about by the market based development revolution.

A report will summarise lessons, policy options and recommendations for action. It will be used by participants to contribute to International Year of Evaluation 2015 events and inform the Global Evaluation Agenda 2016-2020.

In partnership with The Centre for Development Impact (a joint initiative of the Institute of Development Studies, Itad Ltd and the University of East Anglia).

Monday 20 July

1300-1430

Participants arrive and buffet lunch available

1500-1515

Welcome and introduction

Robin Hart

Director of Programmes, Wilton Park

Chris Barnett

Director, Centre for Development Impact (CDI) and Itad Ltd, Hove

1515-1645

1. Global trends, beyond aid: posing challenges for evaluating impact?

Global shifts in economic power, increasing inequality, climate change, planetary boundaries and poverty traps: these are some of the trends of our times, while new actors and new modalities characterize international development. These new actors and modalities are better known than understood – and their impact is even less clear. They carry hope for a better future, but robust systems for learning about impact are not yet in place. The challenge is substantial, and this introductory session will establish the landscape and point towards concerns and opportunities to be discussed in the days ahead.

Global trends

Melissa Leach

Director, Institute of Development Studies (IDS), Brighton

Beyond traditional aid

Robert Picciotto

Member, Wilton Park Advisory Council; Visiting Professor, International Development Institute, King's College, London

Challenges for evaluating impact

Rob D van den Berg

Visiting Fellow, Centre for Development Impact (CDI), Brighton

1645-1730

Photograph followed by tea/coffee

1730-1900

2. The promise of investment oriented instruments

Several instruments in international cooperation are better characterised as investment rather than aid: foreign direct investment, ethical investing, social and environmental impact investing, as well as social and insurance bonds. These investments tend to have two dimensions: on top of typical 'return on investment' financial calculations, there is often a second calculation to identify social and/or environmental returns. This is where the challenge lies to evaluate the impact of these new instruments. The session will present recent developments and efforts.

Chair: Caroline Heider

Director-General and Senior Vice President, Evaluation, Independent Evaluation Group, The World Bank Group, Washington DC

Perci Ampomah

Head of Investments, Ghana Venture Capital Trust Fund, Accra

Frannie Léautier

Chairperson and Co-Founding Partner, Mkoba Private Equity Fund, Dar es Salaam

Tim Ferguson

Founder and Managing Partner, Next Street Financial LLP, Roxbury

Edward T Jackson

President, E T Jackson and Associates Ltd, Ottawa

1900

Reception followed by dinner

Tuesday 21 July

0800-0900

Breakfast

0900-0945

3. A burgeoning market place for new market oriented initiatives: introductions

Brief introductions made in plenary on the following themes, ahead of the World Café in session 4. Speakers are asked to make 5 minute presentations.

1. Civil society support for impact investing
Sally Reith, Engagement Manager, Shared Interest, Newcastle
2. Green growth and low carbon initiatives
Rob D van den Berg, Visiting Fellow, Centre for Development Impact (CDI), Brighton
3. New collaborative investments in health care (including private sector)
Ravi Ram, Head, Monitoring and Evaluation, Amref, Nairobi
4. Challenges and prizes
Maurice Kent, Agency Lead, Prizes, United States Agency for International Development (USAID), Washington DC
5. Public private partnerships
Marvin Taylor-Dormond, Director, Independent Evaluation Group, Private Sector Operations, The World Bank Group, Washington DC

0945-1130

4. The market place

This session will be run as a 'Market Place' using a World Café format in the Great Hall. Participants will spend time discussing the particular 'products' and types of new market

oriented initiatives that are of interest to them, the trends in those initiatives and discuss the evaluation challenges for this particular approach, as well as what the international development evaluation experience can offer.

Groups to focus on:

1. Civil society support for impact investing
Sally Reith, Engagement Manager, Shared Interest, Newcastle
2. Green growth and low carbon initiatives
Rob D van den Berg, Visiting Fellow, Centre for Development Impact (CDI), Brighton
3. New collaborative investments in health care (including private sector)
Ravi Ram, Head, Monitoring and Evaluation, Amref, Nairobi
4. Challenges and prizes
Maurice Kent, Agency Lead, Prizes, United States Agency for International Development (USAID), Washington DC
5. Public private partnerships
Marvin Taylor-Dormond, Director, Independent Evaluation Group, Private Sector Operations, The World Bank, Washington DC

Tea and coffee will be served during this session

1130-1300

5. Empowering people and giving them a voice: how?

Evaluation can provide a voice for those who are at the receiving end of new initiatives. The challenge is to ensure that the voices of the less powerful are heard and taken into account in shaping impacts. New tools for communication like mobile phones, data from different sources, participatory statistics and feedback loops need to be harnessed to ensure impact is measured not just through national and global data, but in ways that are relevant for people on the ground.

Chair: **Myles Wickstead**, Member, Wilton Park Advisory Council; Visiting Professor, (International Relations), King's College, London and the Open University

Shekhar Singh

Independent Expert, New Delhi

Natalia Kiryttopoulou

Senior Consultant, Keystone Accountability, London

Mallika Samaranayake

Chairperson, Institute of Participatory Interaction in Development (IPID), Dehiwala

1300-1430

Lunch

1400-1445

Garden tour (optional)

1500-1630

6. Transforming evaluations: promising cases?

This session will present several impact evaluation approaches of a transforming nature, providing examples of how the challenges are met in concrete circumstances. The final composition of this session will be announced later.

Chair: **Indran Naidoo**, Director, Independent Evaluation Office (IEO), United Nations Development Programme (UNDP), New York

A Systemic view of the impacts of IFC interventions

Claudio Volonte

Head, Development Impact Unit, Group 3, International Finance Corporation (IFC), World Bank Group, Washington DC

Impact measurement for better informed decision-making

Willem Vosmer

Partner, Steward Redqueen, Haarlem

Theory of change approach on climate change in Mexico

Aaron Zazueta

Chief Evaluation Officer, Independent Evaluation Office, Global Environment Facility (GEF), Washington DC

1630-1700

Tea/coffee

1700-1815

7. Towards transformative evaluation: discussion groups

One of the aims of the meeting is to explore the frontiers for the evaluation of market-orientated development initiatives. This session builds upon the earlier discussions around the global challenges, the promise of investment orientated instruments, and the role of evaluation. In this session, participants break into groups to discuss the priorities for a more transformative evaluation agenda, alongside specific ideas, actions and possible coalitions. The emphasis should be less on what others (external to the event) might do, with more focus on how you or your organisation could play a role. Each group will be chaired by a moderator who will introduce a specific perspective of that group's discussion.

Discussion in 5 smaller groups:

1. Priorities for how to transform the evaluation of impact investing

Moderator: **Oscar A Garcia**, Director, Independent Office of Evaluation, International Fund for Agricultural Development (IFAD), Rome

2. Priorities for how to transform the evaluation of other market-based initiatives

Moderator: **Marvin Taylor-Dormond**, Director, Independent Evaluation Group, Private Sector Operations, The World Bank Group, Washington DC

3. Priorities for how to transform the evaluation of philanthropy and its impact

Moderator: **Zenda Ofir**, International Evaluation Specialist, Gland

4. The role of big data, participatory statistics and feedback loops in a transformative evaluation agenda

Moderator: **John Gaventa**, Director of Research, Institute of Development Studies (IDS), Brighton

5. Ways of transforming the evaluation market to meet the challenges of market-orientated approaches

Moderator: **Dane Rogers**, Co-Chairman, Itad Ltd, Hove

1815-1845

8. Challenges of evaluation: feedback

After the feedback participants will be asked to identify the issues that they think would benefit from further in-depth discussion which will identify initiatives and next steps. Four themes will be selected to discuss in smaller groups in session 10.

1845

Bar open

1930

Dinner hosted by **Richard Burge**, Chief Executive, Wilton Park

Wednesday 22 July

0800-0900

Breakfast and checkout

0900-0930

9. Reflections

This session will present some reflections on the meeting so far, to help focus on the next steps that will be the focus of the next session.

Chair: **Marco Segone**, Chair, United Nations Evaluation Group (UNEG); Co-chair, EvalPartners; Director, Independent Evaluation Office, UN Women, New York

Stanley Ntakumba

Acting Deputy Director General, Department of Planning Monitoring and Evaluation, The Presidency, The Republic of South Africa, Pretoria

Penny Hawkins

Head of Evaluation, Department for International Development (DFID), Glasgow

0930-1045

10. Next steps for evaluation of market-oriented development: discussion groups

Themes for four discussion groups to be identified by participants during session 9.

Potential themes could include any of the following:

1. The future of impact evaluation in the private sector
2. Impact evaluation in BRICS donor efforts
3. Impact evaluation to empower women and the poor
4. Philanthropic efforts and impact evaluation
5. How the evaluation profession can contribute

1045-1115

Tea/coffee

1115-1200

11. Next steps for evaluation of market-oriented development: feedback from discussion groups

Rapporteurs of the four discussion groups will inform the plenary of the key points raised in the discussion sessions.

Chair: **Chris Barnett**, Director, Centre for Development Impact (CDI) and Itad Ltd, Hove

1200-1300

12. Panel session on emerging issues and next steps

A panel discussion to bring discussions to a conclusion and completion of the eQuestionnaire <http://www.smartsurvey.co.uk/s/WP1411>

Chair: **Rob D van den Berg**, Visiting Fellow, Centre for Development Impact (CDI), Brighton

Panel:

Melissa Leach

Director, Institute of Development Studies (IDS), Brighton

Ziad Moussa

President, International Organisation for Cooperation in Evaluation (IOCE), Beirut

Perci Ampomah

Head of Investments, Ghana Venture Capital Trust Fund, Accra

Robert Picciotto

Member, Wilton Park Advisory Council; Visiting Professor, International Development Institute, King's College, London

1300

Lunch

1400

Participants depart