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:

[Images of logos for partner and supporting organisations]
- 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**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session details</th>
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<tbody>
<tr>
<td>1300-1430</td>
<td>Participants arrive and buffet lunch available</td>
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<tr>
<td>1500-1515</td>
<td><strong>Welcome and introduction</strong></td>
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<td></td>
<td>Robin Hart</td>
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<td>Director of Programmes, Wilton Park</td>
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<td><strong>Chris Barnett</strong></td>
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<td>Director, Centre for Development Impact (CDI) and Itad Ltd, Hove</td>
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<tr>
<td>1515-1645</td>
<td><strong>1. Global trends, beyond aid: posing challenges for evaluating impact?</strong></td>
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<td>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.</td>
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<td><strong>Global trends</strong></td>
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<td>Melissa Leach</td>
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<td>Director, Institute of Development Studies (IDS), Brighton</td>
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<td><strong>Beyond traditional aid</strong></td>
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<td>Robert Picciotto</td>
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<td>Member, Wilton Park Advisory Council; Visiting Professor, International Development Institute, King’s College, London</td>
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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  

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  

Tea and coffee will be served during this session

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)

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

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
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

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

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