

**World Bank Middle East and North Africa Region/HD Network/World Bank Institute
With generous support from the Spanish Impact Evaluation Fund (SIEF)**

**REGIONAL IMPACT EVALUATION WORKSHOP
Evaluating the Impact of Development Programs:
Turning Promises into Evidence**

**Cairo, Egypt
January 13-17, 2008**

The workshop is a highly interactive mix of small and large group sessions involving the “hands on” application of what is learned throughout the week. The first day is a plenary discussion for all participants. On days 2 and 3, participants choose between parallel tracks -- one targeted to policy makers, one targeted to researchers -- which cover the same topics, but with different degrees of econometrics. Moderators for the parallel sessions float between tracks to ensure consistency and the diffusion of key messages to both groups. Over the final day and a half, participants (policymakers, technical staff and World Bank task team leaders) work together as project teams on the “hands-on” design of a high quality impact evaluation and implementation plan for their projects. The teams present their proposed evaluation plans to the whole group and receive guidance from each other and the course moderators. At the end of the course, participants have acquired an overview of cutting edge techniques of impact evaluation and its importance for policymaking and program design, a clear understanding of how to construct a results chain and effectively monitor program implementation, and practical skills in the application of these techniques to their own projects.

Workshop Structure:

The workshop is organized into plenary, parallel and small group sessions. The plenary sessions are for all participants, while the parallel sessions are divided between “Policymaker” and “Technical Track” sessions.

- **Policymaker Sessions** are designed for professionals working in an operational capacity and responsible for oversight, implementation and logistics of impact evaluations. These sessions provide the theoretical foundation for identifying causality and the different evaluation methodologies. The Policy Sessions also cover practical techniques for building high quality impact evaluations into new programs, including sample designs, roll-out strategies and other operational tools.

- **Technical Track Sessions** are geared towards professionals that want to deepen their knowledge of theoretical econometric estimation methodologies and participate in the design of impact evaluations. These sessions cover advanced econometric and statistical techniques as well as case studies that illustrate the clear link between theory and practice.

- **Small Group Sessions** reinforce the material covered in the parallel tracks and foster participation and interaction among participants. Assigned moderators work with each group to guide the conversation and provide technical support. On day 4, groups focus on the development of a rigorous impact evaluation design for their own projects. On day 5, working groups present their designs to the larger group for feedback.

1. Evaluation for Policymakers: managing studies and using results for more effective programs

1. Why evaluate and the causality problem
2. Using evaluation results for decision making
3. Linking monitoring systems/data and impact evaluation
4. Mainstreaming impact evaluation and evidence-based policy into government systems
5. Impact evaluation methodologies
6. Designing and planning an evaluation
7. Managing an evaluation
8. Dealing with operational constraints
9. Case studies from practitioners and policy makers

2. Evaluation for Technicians: theory and methods

1. Causal Inference
2. Experimental designs: Randomization
3. Instrumental variables
4. Regression discontinuity
5. Quasi-experimental designs: Difference in Difference
6. Matching
7. Sampling design and statistical power
8. Case studies from practitioners and policy makers

Sunday, January 13, 2008

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| 8:30 - 9:00 AM | Registration |
| 9:00 - 9:30 AM | Welcome Michal J. Rutkowski, Sector Director, Middle East and North Africa Region |
| 9:30 - 10:30 AM <i>(Plenary Session)</i> | Evaluating Impact: From Promise to Evidence Paul J. Gertler, University of California, Berkeley <ul style="list-style-type: none"> • Why evaluate? • The policy impact of rigorous evaluation • Types of evaluations • Counterfactuals • Introduction to quantitative methods for evaluating development programs |
| 10:30 - 10:45 AM | Coffee Break |
| 10:45 - 11:15 PM <i>(Plenary Session)</i> | Demystifying the “Results Agenda” and Linking “M” & “E” Barbara Bruns, Manager, Spanish Impact Evaluation Fund and Lead Economist, World Bank, HDNVP <ul style="list-style-type: none"> • Establishing a results chain • Setting “SMART” targets • Exploiting complementarities between “M” and “E” |
| 11:15 - 12:30 PM <i>(Plenary Session)</i> | Making Social Policy “Evidence-Based”: The UK Experience Philip Davies, Executive Director, Campbell Collaboration, and former UK evaluation adviser |
| 12:30 - 2:00 PM | Lunch |
| 2:00 - 2:30 PM <i>(Plenary Session)</i> | Group Exercise: Where in the World? Sebastian Martinez, Economist, World Bank, HDNVP |
| 2:30 - 3:30 PM <i>(Plenary Session)</i> | Cost-Benefit Analysis for Management and Decision Making Sergio Bautista, National Institute of Public Health, Mexico |
| 3:30 - 3:45 PM | Coffee Break |
| 3:45 - 4:15 PM <i>(Plenary Session)</i> | Cost-Benefit Analysis for Management and Decision Making (Continued) |
| 4:15 - 5:00 PM <i>(Plenary Session)</i> | Case Study I: Establishing a Results Chain Moderators: Impact Evaluation Specialists |

Monday, January 14, 2008

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| 9:00 - 9:30 AM <i>(Plenary Session)</i> | Case Study I: Establishing a Results Chain (Review) Barbara Bruns, Lead Economist, World Bank, HDNVP | |
| 9:30 - 12:30 PM <i>(Parallel Sessions)</i> | POLICY SESSION Paul J. Gertler & Sebastián Martínez | TECHNICAL SESSION Christel Vermeersch & Felipe Barrera |
| <i>(Coffee Break: 10:30 – 10:45)</i> | Measuring Impact I <ul style="list-style-type: none"> • Impact Evaluation • Efficacy vs. Scalability • Causality | Identification Strategies I: <ul style="list-style-type: none"> • Causal Inference • Experimental Design • Difference in Difference |
| 12:30 - 2:00 PM | Lunch | |
| 2:00 - 2:30 PM <i>(Plenary Session)</i> | Group Exercise: Where in the World (Results from Exercise) Sebastian Martínez, Economist, World Bank, HDNVP | |
| 2:30 - 3:30 PM <i>(Group Sessions)</i> | <p>Case Study II: Get Out the Vote (courtesy of MIT JPAL) Moderators: Impact Evaluation Specialists</p> <p>(Participants will be divided into cross-sectoral groups in order to interact with new colleagues)</p> <p>The theoretical concepts discussed throughout the day in the policy and technical track will be reinforced through group work on a case study. The case study entitled “Get out the Vote” will focus on the various identification strategies and methodologies for constructing a counterfactual.</p> | |
| 3:30 - 3:45 PM | Coffee Break | |
| 3:45 - 5:00 PM <i>(Group Sessions)</i> | Case Study II: Get Out the Vote (Continued) Moderators: Impact Evaluation Specialists | |

Tuesday, January 15, 2008

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| <p>9:00 - 12:30 PM <i>(Parallel Sessions)</i></p> <p>(Coffee Break: 10:30 – 10:45)</p> | <p>POLICY SESSION Paul J. Gertler & Sebastián Martínez</p> <p>Measuring Impact II</p> <ul style="list-style-type: none"> • Designing an evaluation in an operational context • Sampling and power statistics | <p>TECHNICAL SESSION Christel Vermeersch & Felipe Barrera</p> <p>Identification Strategies II:</p> <ul style="list-style-type: none"> • Instrumental Variables • Regression Discontinuity • Matching • Sampling and Statistical Power |
| 12:30 - 2:00 PM | | |
| Lunch | | |
| <p>2:00 - 3:30 PM <i>(Parallel Sessions)</i></p> | <p>POLICY SESSION Paul J. Gertler & Sebastián Martínez</p> <p>Measuring Impact II (Continued)</p> | <p>TECHNICAL SESSION Christel Vermeersch & Felipe Barrera</p> <p>Identification Strategies II (Continued)</p> |
| 3:30 - 3:45 PM | | |
| Coffee Break | | |
| <p>3:45 - 5:00 PM <i>(Plenary Session)</i></p> | <p>Operational Issues: How to Incorporate Impact Evaluation into Projects Sarah Hughes, National Opinion Research Center Paul J. Gertler, University of California, Berkeley (moderator)</p> | |

Wednesday, January 16, 2008

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| 9:00 - 10:30 AM <i>(Plenary Session)</i> | Operational Issues: How to Incorporate Impact Evaluation into Projects Paul J. Gertler, University of California, Berkeley |
| 10:30 - 10:45 AM | Coffee Break |
| 10:45 - 11:15 AM <i>(Plenary Session)</i> | Evaluation Clinic - Introduction Sebastian Martinez, Economist, World Bank, HDNVP |
| 11:15 - 12:30 PM <i>(Group Sessions)</i> | Evaluation Clinic – Group Work Moderators: Impact Evaluation Specialists Project teams will begin applying what they have learned to their own projects. They will work in small groups, along with moderators, to think through the interventions being supported under the project, identify key issues, and think through the sampling, rollout and other design issues. |
| 12:30 - 2:00 PM | Lunch |
| 2:00 - 5:00 PM <i>(Coffee Break: 3:30 – 3:45)</i> | Evaluation Clinic – Group Work (Continued) Moderators: Impact Evaluation Specialists Project teams will begin applying what they have learned to their own projects. They will work in small groups, along with moderators, to think through the interventions being supported under the project, identify key issues, and think through the sampling, rollout and other design issues. |

Thursday, January 17, 2008

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| <p>9:00 - 12:30 PM <i>(Plenary Session)</i></p> <p>(Coffee Break: 10:30 – 10:45)</p> | <p>Project Evaluation Proposals: Group Presentations Moderators: Impact Evaluation Specialists</p> <p>Project teams will present their results to the plenary group. Practical feedback on the designs, and implementation and monitoring arrangements will be given by the moderators and the other teams. Moderators will verify that the proposed impact evaluation design is robust and that a well specified process exists for mainstreaming the impact evaluation into project implementation.</p> <p>Each team will leave with a fully developed evaluation design and implementation plan.</p> |
| <p>12:30 - 2:00 PM</p> | <p>Lunch, Certificates and Closing</p> |