

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

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

**Amman, Jordan**  
**March 8-12, 2009**

At the end of the course, participants have acquired an overview of impact evaluation. This will include 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.

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. Both tracks are designed to ensure consistency and the diffusion of key messages to both groups. From the very first day of the workshop until the last one, participants (policymakers, technical staff and World Bank task team leaders) will work together as project teams on the “hands-on” design of a high quality impact evaluations and implementation plans for their projects. On the final day of the workshop, the teams present their proposed evaluation plans to the whole group and receive guidance from each other and the course moderators.

***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” tracks.

- **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 econometric estimation methodologies for and participate in the design of impact evaluations. These sessions cover the theoretical foundation for identifying causality and the different evaluation methodologies, using econometric and statistical notation as well as case studies that illustrate the clear link between theory and practice.

- **Small Group Sessions** reinforce the material covered in the plenary and parallel tracks and foster participation and interaction among participants. Assigned moderators work with each group to guide the conversation and provide technical support. On days 1, 2 and 4, groups focus on the development of a rigorous impact evaluation design for their own projects. On day 3, groups will work on a case study. On day 5, working groups present the impact evaluation design for their own projects 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. Quasi-experimental designs: Difference in Difference
4. Instrumental variables
5. Regression discontinuity
6. Matching
7. Case studies from practitioners and policy makers

**Sunday, March 8, 2009**

<b>8:30 - 9:00 AM</b>	<b>Registration</b>
<b>9:00 - 9:30 AM</b> <i>(Plenary Session)</i>	<b>Welcome and Introductory Remarks</b> H.E. Mrs. Suhair Al-Ali, Minister of Planning and International Cooperation, Jordan Ariel Fiszbein, Chief Economist, Human Development Network, World Bank
<b>9:30 - 11:00 AM</b> <i>(Plenary Session)</i>	<b>Evaluating Impact: From Promise to Evidence</b> Ariel Fiszbein, Chief Economist, Human Development Network, World Bank (TBD) <ul style="list-style-type: none"> <li>• Why evaluate?</li> <li>• The policy impact of rigorous evaluation</li> <li>• Types of evaluations</li> <li>• Counterfactuals</li> <li>• Introduction to quantitative methods for evaluating development programs</li> </ul>
<b>11:00 – 11:30 AM</b>	<b>Coffee Break</b>
<b>11:30 - 12:30 PM</b> <i>(Plenary Session)</i>	<b>Integrating Impact Evaluation into Decision Making: The Mexico Experience</b> Gloria Rubio, Former General Director for Program Monitoring and Evaluation, SEDESOL Mexico
<b>12:30 - 2:00 PM</b>	<b>Lunch</b>
<b>2:00 - 2:30 PM</b> <i>(Plenary Session)</i>	<b>Plenary Exercise: Where in the World?</b> Adam Ross, Impact Evaluation Specialist, World Bank
<b>2:30 - 3:30 PM</b> <i>(Plenary Session)</i>	<b>Demystifying the “Results Agenda” and Linking “M” &amp; “E”</b> Laura Rawlings, SIEF Program Manager and Lead Social Protection Specialist, World Bank <ul style="list-style-type: none"> <li>• Establishing a results chain</li> <li>• Setting “SMART” targets</li> <li>• Exploiting complementarities between “M” and “E”</li> <li>• Introduction to Group Work 1</li> </ul>
<b>3:30 – 4:00 PM</b>	<b>Coffee Break</b>
<b>4:00 – 6:00 PM</b> <i>(Group Session)</i>	<b>Group Work 1: Establishing a Results Chain*</b> Moderators: Impact Evaluation Specialists Participants will be assigned to sectoral groups. Each group will select one project on which it will work for the remainder of the week. In this session, the group will establish a results chain for the chosen project. At the end of the session, each group will submit their results chain in electronic format to their moderator, using a Powerpoint template.

**Monday, March 9, 2009**

<b>9:00 - 9:45 AM</b> <i>(Plenary Session)</i>	<b>Review of Group Work I: Establishing a Results Chain</b> Laura Rawlings, SIEF Manager and Lead Social Protection Specialist, World Bank Discussion and feedback on the results chains that were designed during Group Work I.	
<b>9:45 – 10:00 AM</b>	<b>Measuring Impact - Introduction to the Parallel Sessions</b> Christel Vermeersch, Economist, World Bank	
<b>10:00 - 12:30 PM</b> <i>(Parallel Session)</i>  <b>(Coffee Break: 10:30 – 11:00)</b>	<b>POLICY SESSION</b> Sebastian Martinez, World Bank  <b>Measuring Impact I</b> <ul style="list-style-type: none"> <li>• Impact Evaluation</li> <li>• Efficacy vs. Scalability</li> <li>• Causality</li> </ul>	<b>TECHNICAL SESSION</b> Christel Vermeersch & Damien de Walque, World Bank  <b>Measuring Impact I:</b> <ul style="list-style-type: none"> <li>• Causal Inference</li> <li>• Experimental Design</li> <li>• Difference in Difference</li> </ul>
<b>12:30 - 2:00 PM</b>	<b>Lunch</b>	
<b>2:00 - 2:30 PM</b> <i>(Plenary Session)</i>	<b>Plenary Exercise: Where in the World (Results from Exercise)</b> Adam Ross, Impact Evaluation Specialist, World Bank	
<b>2:30 - 4:00 PM</b> <i>(Plenary Session)</i>	<b>Building Global Knowledge on Conditional Cash Transfers</b>  <b><i>Conditional Cash Transfer in Yemen</i></b> Tazeen Fasih, Human Development Economist, World Bank  <b><i>CCT Meta Analysis Study</i></b> Ariel Fiszbein, Human Development Chief Economist, World Bank	
<b>4:00 - 4:30 PM</b>	<b>Coffee Break</b>	
<b>4:30 - 6:00 PM</b> <i>(Group Session)</i>	<b>Group Work II: Research Questions, Indicators and Data</b> Moderators: Impact Evaluation Specialists Each project group will continue to work on their chosen project. The group will determine what are the research questions to be answered by the impact evaluation, and the corresponding indicators and data. The results will be recorded in the project's Powerpoint template.	

**Tuesday, March 10, 2009**

<p><b>9:00 - 12:30 PM</b> <i>(Parallel Session)</i></p> <p><b>(Coffee Break: 10:30 – 11:00)</b></p>	<p><b>POLICY SESSION</b> Sebastián Martínez, World Bank</p> <p><b>Measuring Impact II</b></p> <ul style="list-style-type: none"> <li>• Designing an evaluation in an operational context</li> <li>• Sampling and power statistics</li> </ul>	<p><b>TECHNICAL SESSION</b> Christel Vermeersch &amp; Damien de Walque, World Bank</p> <p><b>Measuring Impact II:</b></p> <ul style="list-style-type: none"> <li>• Instrumental Variables</li> <li>• Regression Discontinuity</li> <li>• Matching</li> </ul>
<p><b>12:30 - 2:00 PM</b></p>	<p><b>Lunch</b></p>	
<p><b>2:00 – 3:30 PM</b></p>	<p><b>Planning Sample Size for Impact Evaluations</b> Jed Friedman, Senior Economist, World Bank</p>	
<p><b>3:30 – 4:00 PM</b></p>	<p><b>Coffee Break</b></p>	
<p><b>4:00 - 5:30 PM</b> <i>(Group Session)</i></p>	<p><b>Group Work III: Telephone Campaigns to Encourage Child Vaccination (courtesy of MIT-JPAL)</b> Christel Vermeersch, Economist, World Bank 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 in Day 2 and Day 3 in the policy and technical sessions will be reinforced through group work on a case study. The case study will focus on the various identification strategies and methodologies for constructing a counterfactual.</p>	
<p><b>5:30 - 6:00 PM</b></p>	<p><b>Telephone Campaigns to Encourage Child Vaccination: Plenary discussion of Group Work III</b> Christel Vermeersch, Economist, World Bank</p>	

**Wednesday, March 11, 2009**

<b>9:00 - 10:00 AM</b> <i>(Plenary Session)</i>	<b>Collecting Quality Data for Impact Evaluations</b> Jed Friedman, Senior Economist, World Bank
<b>10:00 - 10:30 AM</b>	<b>Coffee Break</b>
<b>10:30 - 11:30 AM</b> <i>(Plenary Session)</i>	<b>Operational Issues: How to Incorporate Impact Evaluation into Projects</b> Laura Rawlings, SIEF Manager and Lead Social Protection Specialist, World Bank
<b>11:30 - 12:30 PM</b> <i>(Group Session)</i>	<b>Evaluation Clinic – Introduction and Group Work IV</b> Sebastian Martinez, Economist, World Bank Moderators: Impact Evaluation Specialists  Project teams will work in small groups, along with moderators, to design an impact evaluation strategy for their chosen project, They will also think through the sampling, rollout and other design issues. The proposed design will be recorded in the project's Powerpoint template.
<b>12:30 - 2:00 PM</b>	<b>Lunch</b>
<b>2:00 - 6:00 PM</b> <i>(Group Session)</i>  <b>(Coffee Break: 3:30 – 3:45)</b>	<b>Evaluation Clinic – Group Work IV (Continued)</b> Moderators: Impact Evaluation Specialists  Project teams will work in small groups, along with moderators, to design an impact evaluation strategy for their chosen project, They will also think through the sampling, rollout and other design issues. The proposed design will be recorded in the project's Powerpoint template.
<b>Evening</b>	<b>Group Dinner</b>

**Thursday, March 12, 2009**

<b>9:00 - 12:00 PM</b> <i>(Plenary Session)</i>  <b>(Coffee Break: 10:30 – 10:45)</b>	<b>Project Evaluation Proposals: Group Presentations</b> Moderators: Impact Evaluation Specialists  Project teams will present their results to the plenary group using their Powerpoint template. 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.  Each team will leave with a fully developed evaluation design and implementation plan.
<b>12:00 – 12:30 PM</b>	<b>Certificates and Closing</b>
<b>12:30 - 2:00 PM</b>	<b>Lunch</b>

**Workshop Core Faculty and Moderators:**

**Ariel Fiszbein**, Chief Economist, Human Development Network, World Bank  
**Laura Rawlings**, SIEF Program Manager & Lead Social Protection Specialist, World Bank

**Andras Bodor**, Social Protection Economist, World Bank

**Soren Nellemann**, Senior Education Specialist, World Bank

**Jed Friedman**, Senior Economist, World Bank

**Sebastian Martinez**, Economist, World Bank

**Christel Vermeersch**, Economist, World Bank

**Damien de Walque**, Economist, World Bank

**Tazeen Fasih**, Human Development Economist, World Bank

**Gloria Rubio**, Former General Director for Program Monitoring and Evaluation, SEDESOL Mexico

**Carlos Asenjo**, Senior Economist, World Bank

**Adam Ross**, HD Chief Economist Unit, World Bank

**Maggie Koziol**, HD Chief Economist Unit, World Bank