

Impact assessment: ICD and other sectors

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Impact Assessment challenges

- ❑ Are the ten challenges discussed yesterday *more* difficult in the case of ICD than in other development sectors?

- ❑ Organisational/structural issues
- ❑ Evidence base
- ❑ Pace of change

Organisational / structural issues

- ❑ Distinction between media and other ICD/ICT4D projects
 - ❑ Media projects (like advocacy projects) usually more distant from “participants” /end-users
- ❑ Small scale of most ICD NGOs
- ❑ Donor uncertainty about ICD (affecting donor-agency relationship; how agencies feel they need to present results; willingness to take risk)

Nature of ICTs

- ❑ Cross-cutting role makes potential impact areas very broad
- ❑ Unpredictability of access and usage patterns for new technologies
- ❑ Issue of habituation - the relationship between technological and behavioural change
- ❑ Own agency *versus* development agency

The evidence base

- ❑ Lack of established evidence base makes it more difficult to:
 - ❑ identify the right research questions
 - ❑ predict areas of change outside intervention terms of reference (plan for the “less expected”)
 - ❑ select appropriate indicators with confidence
 - ❑ compare findings with existing experience
- ❑ Absence of information and communication audits in most contexts
- ❑ Lack of understanding of behavioural changes (habituation)
- ❑ Lack of baseline data and baseline trend data

Pace of change

- ❑ Very rapid change in information and communication environments:
 - ❑ Technologies
 - ❑ Markets
- ❑ Makes it difficult to:
 - ❑ Establish baselines (even trend baselines difficult where change is particularly rapid)
 - ❑ Deal with adjustments required as context changes around the intervention
 - ❑ Distinguish between impact of changes attributable to changes in the overall environment and changes attributable to the intervention

Scalability and replicability

- ❑ High proportion of evidence base resulting from pilot projects
- ❑ Lack of longitudinal data
- ❑ Difficulty of scaling and replicating interventions because market conditions and most appropriate technology at endline differ from those at start date

Sessional slides

Session 2 questions

- ❑ How far is there a culture favourable to evaluation and impact assessment in BCO partner organisations?
- ❑ What is BCO partners' experience of the challenges raised in the draft report?

Session 3 questions

1. What do BCO partners find most challenging in undertaking evaluation and impact assessment?
2. What do they think they are missing?
3. How important is this to their work? and to their development partners?



Session 4 questions

1. What can BCO partners learn from the experience of other agencies?
2. What do they believe is most challenging for them at different stages of impact assessment?
 - diagnosis and design
 - implementation
 - analysis and interpretation
 - use of findings

Session 5 questions

- ❑ How easy/difficult is it for implementing agencies like BCO partners to meet:
 - ❑ expectations of donors?
 - ❑ requirements of target beneficiaries and other stakeholders?
 - ❑ internal needs for performance improvement?

Session 6 questions

- ❑ Do impact assessment requirements for ICD differ from those in other development sectors?
- ❑ Do they differ substantially between different types of ICD activity?
- ❑ Do these differences have any implications for the viability of impact assessment?
- ❑ What implications do they have for how impact assessment should be conducted in ICD?

Session 7 questions

- ❑ What does my organisation need to know in order to:
 - ❑ understand better the role which impact assessment can play in its work?
 - ❑ organise evaluation and impact assessment?
 - ❑ incorporate impact assessment into project design and implementation?
 - ❑ analyse and interpret results?
 - ❑ make use of findings?

Session 8 questions

- ❑ What could BCO partners do collectively to improve impact assessment practice?

