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Navigating Without A Map

Evaluating the Gender Mainstreaming
Impact of Economic Development
Programming Across Qualitative,
Quantitative, Social Return on
Investment and Research Landscapes

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Why is WV interested in learning from their experience evaluating this project?

- 2030 Agenda for Sustainable Development to ‘achieve gender equality and empower all women and girls’
- World Vision pilot project model
- organisational learning for design, evaluation of gender impact, and how to modify programmatic models to better guide gender inclusive implementation



What is the Local Value Chain Development Model?

- Piloted from 2009 to 2012 in Indonesia
- The goal was to ‘increase the economic capacity of producers who are poor to provide well for their children’
- Outcomes included:
 - i) ‘improved production of producers’ and
 - ii) ‘improved engagement of producers with markets, service providers and other relevant stakeholders’



How did World Vision evaluate this project?

World Vision Australia utilised various evaluative methodologies to explore the impact of its programming:

- i) endline evaluation utilising primary and secondary data,
- ii) social return on investment analysis, and
- iii) post-implementation research.



Endline Evaluation



Field work conducted in alignment with project completion (March 2012), including:

Primary data using qualitative and quantitative methodologies

- focus group discussions,
- 54 key informant interviews
- household survey of 330 households.

Secondary data in the form of project design documents, project semi-annual reports and annual reports

Social Return on Investment Analysis

- SROI is a framework for measuring and accounting for a broad concept of value
- Using monetary value and financial proxies to value the changes, a ratio of benefits to costs is calculated
- Values for each of the outcomes were estimated for a period of five years after the project ended in 2012
- The overall SROI analysis shows a positive social return on investment ratio of 4.41



Research on the Effects of Economic Development on Women's Empowerment and Gender Equality



- Explored how economic development affected gender relations
- Investigated whether the model had the potential to empower women and promote gender equality goals, despite the pilot having no explicit gender objectives
- The approach prioritised data triangulation

What did WV learn from these evaluative experiences and how has it directed our subsequent programming?

Key lesson:

Both practical changes to women's lives and structural change is possible with economic development programming however requires:

- intentional gender design
- specific gender equality and women's empowerment outcomes and indicators to evaluate progress
- explicit gender analysis of results

Upcoming Opportunity:

Pilot in Sri Lanka focusing upon increasing the economic empowerment of women and people with disabilities (PWD) in the conflict-affected Northern and Eastern regions of Sri Lanka