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MEASURING NON-TANGIBLE OUTCOMES

The Challenge for Impact
Assessment



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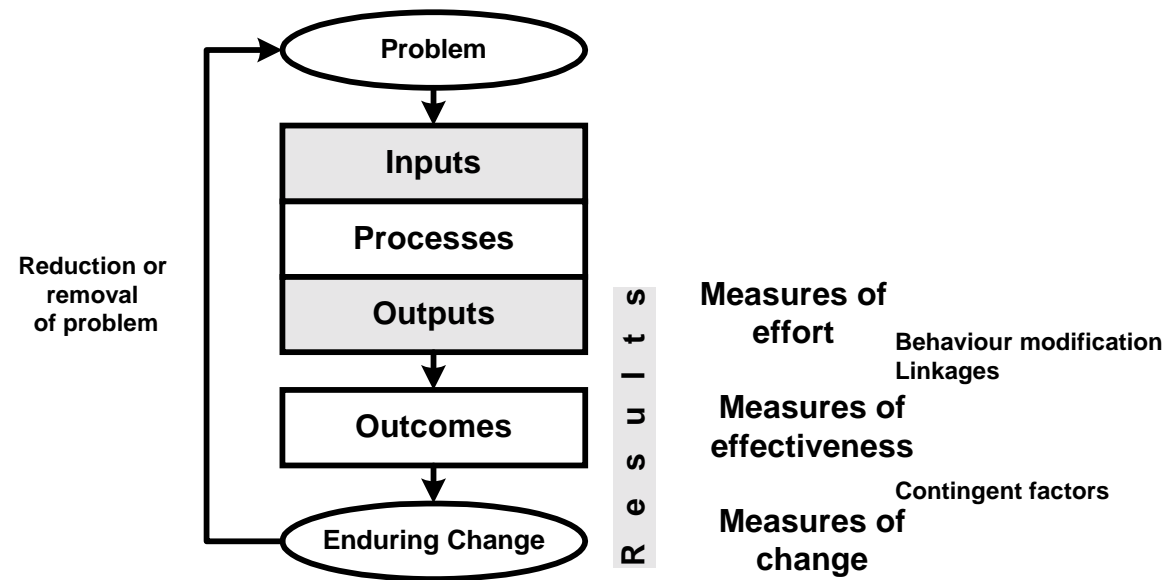
EVALUATION PRINCIPLES IN DEVELOPMENT INTERVENTIONS

- The task looks straightforward:
 - What has changed? Identification of difference
 - What caused the change? Attribution
 - Was it what was intended? Judgment
 - What next? Learning and adjustment
- But it is not straightforward when applied to interventions in open, complex systems allied to identification of non-material change (over time)
- Yet, many interventions seek non-material change – for example, (gender) empowerment, capacity in advocacy – so how can this type of impact be evaluated?



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TYPICAL INTERVENTION EVALUATION MODEL





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THE EVALUATION CHALLENGES

- Linking first, second and third order effects under conditions of significant intervening variables, including across stakeholders and institutional boundaries
- Identifying quantitative, qualitative, tangible and non-tangible change at each level of intervention effect



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SEARCH FOR SOLUTIONS # 1

TYPES OF CHANGE

	Tangible	Non-Tangible
Quantitative Change	Count	Observe
Qualitative Change	Describe	Interview



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SEARCH FOR SOLUTIONS # 2

- Measurement of non-tangibles requires interviews and observations of first, second and third order effects directed at:
 - Change in individual behaviour
 - Change in group behaviour (including institutions)
 - Change in relationships
- But most significant for assessing the impact of research, advocacy and policy is the change that occurs in **relations** – between men and women, within and between groups, within and between sectors and institutions, etc.



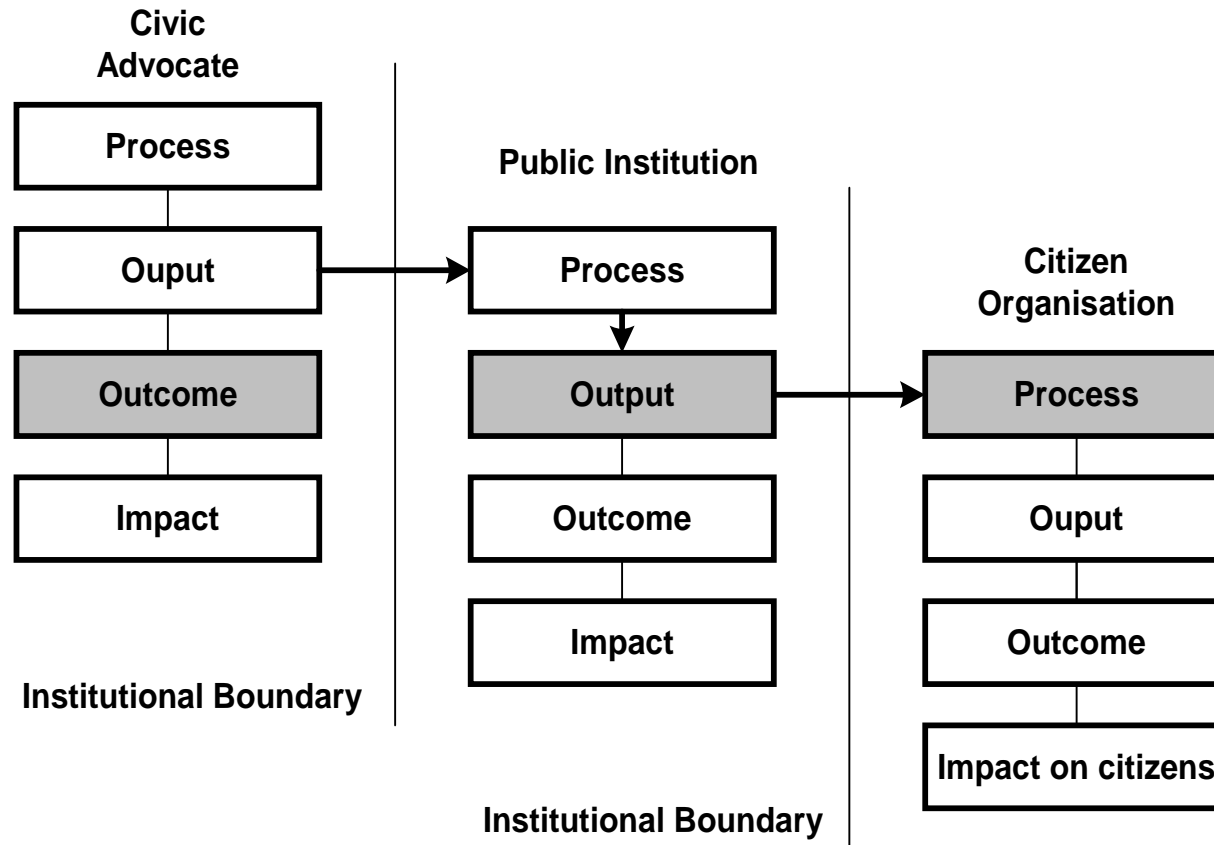
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SEARCH FOR SOLUTIONS # 3

- From an intervention, look for intervention 'ripples' and 'interference patterns' in:
 - Internal institutional behaviour
 - Transactions across institutional boundaries
 - Stakeholder experiences
- Construct a plausible inference that is more compelling than alternative explanations.



SEARCH FOR SOLUTIONS # 4





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APPLICATION TO RESEARCH AND ADVOCACY

- Assessing the outcome of research findings or an advocacy endeavours, requires:
 - Observing if/how **outputs** of the target institution are altered, e.g., budget allocations, access criteria, outreach.
 - Observing **downstream effects** against policy intentions
 - Interviewing (policy) subjects on their **experience of institutional change** (against indicators that they determine)
 - Testing the **counterfactual** (what if the intervention had not take place?)
- Establishing the case for plausible inference of advocacy intervention as effective relational interference'