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Monitoring and Evaluation of Trade Capacity Building: USAID Experience

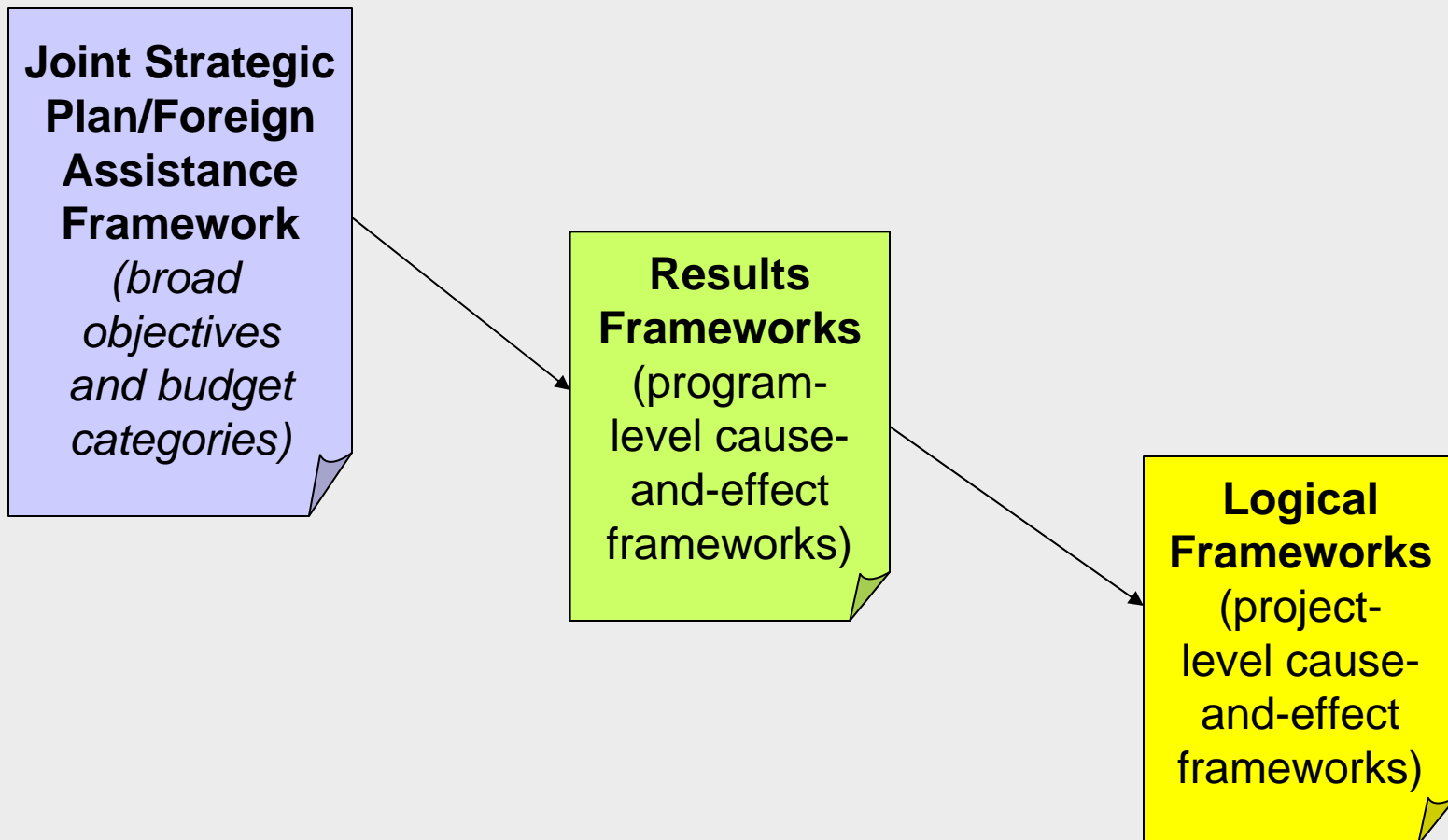
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Economic Growth, Agriculture and
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USAID planning is facilitated by three distinct frameworks



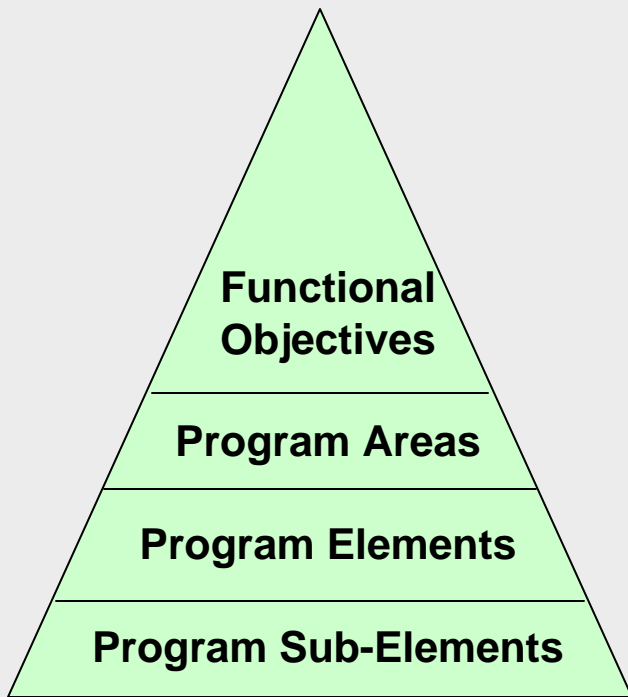


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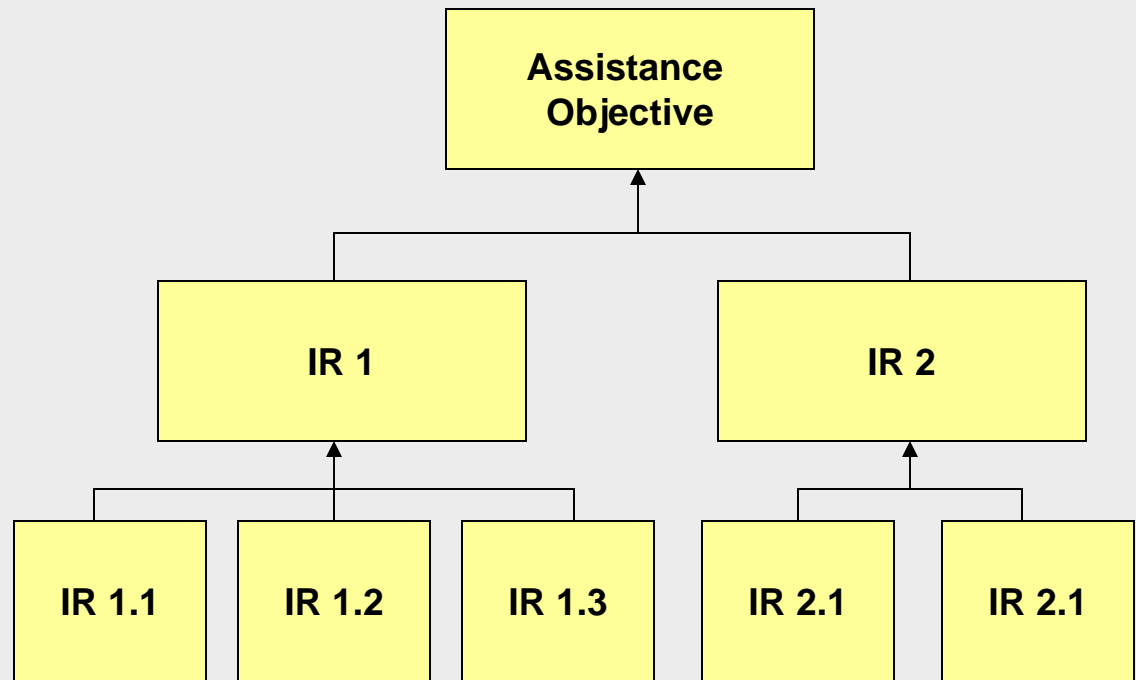
FAF Program Hierarchy and Results Framework

Two ways of portraying activities

F Program Hierarchy for Budgeting & Reporting



Illustrative Results Framework for Program Planning



Critical Assumptions:

- -----
- -----



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CROSSWALK EXAMPLE

Assistance objective: Trade and Investment Performance Improved through effective private sector response
Program Area 2

IR1: Trade Promotions Services to Private Sector Firms and Associations Enhanced

IR2: Efficiency, Transparency & Predictability of Trading Process Enhanced

IR3: Logistical Services that facilitate Trade and Investment Enhanced

IR 1.1: Personnel trained in market demand, competitiveness and standards	IR 1.2: Information & communication technologies improved	IR 1.3: Suppliers capacity to meet regulatory & market driven standards improved
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IR 2.1: Public and private capacity to analyze trade & investments agreement enhanced	IR 2.2: Import and Export Licensing processes simplified
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IR 3.2: Physical transport infrastructure enhanced	IR 3.1: Efficiency and reliability of power supplies improved	IR 3.3: Communications sectors efficiency increased through deregulation
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4.2.2: Trade and Investment Capacity Building

4.2.1: Trade and Investment Enabling Environment

4.4.1: Modern Energy Services
4.4.2: Communication Services
4.4.3 Transport Services



Monitoring and Evaluation

Monitoring data tell “what happened”

Evaluation can tell you

- **Why it happened (or did not)?**
- **Why were results above/below expectations?**
- **Did the activity/program cause the results?**
- **Were planned results the only ones produced?**
- **Evidence for sustainability.**



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Results Frameworks Use Two Types of Indicators

Standard Indicators

Pre-defined Performance Indicators established as part of the FAF to assess progress at the Program-Element level on a world-wide basis.

Custom Indicators

Supplementary Performance Indicators that are added to ensure that all levels of an RF are properly monitored and to address local monitoring priorities not addressed by Standard Indicators.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Baseline

Target



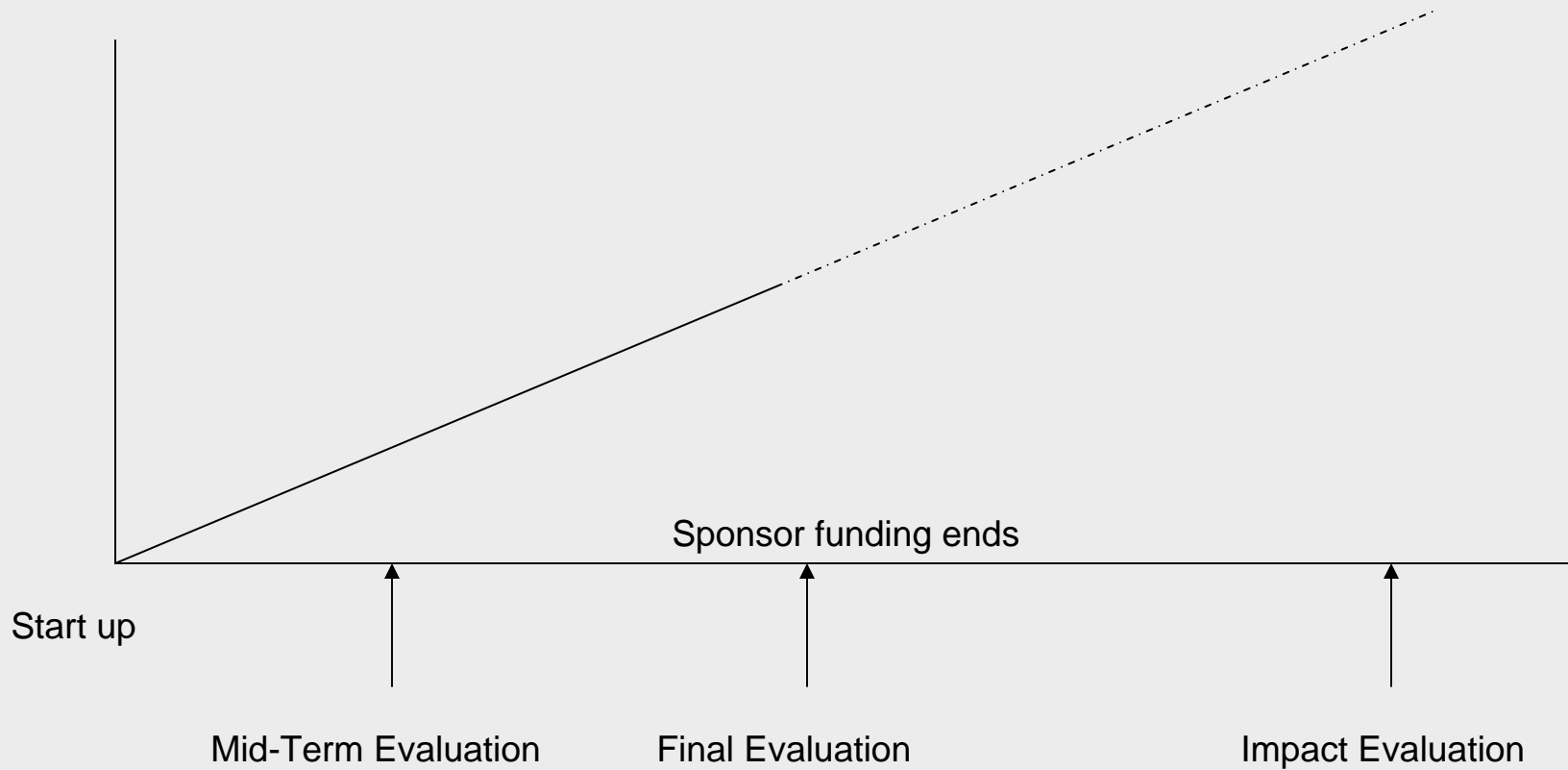
Evaluation at USAID: Past Present and Future

- From the 1960s to 1990s evaluations were mandatory at USAID
- In the 1980s USAID pioneered with its Impact Evaluations
- In the 1990s USAID made evaluations “decision driven” – dropping the requirements that ALL projects be evaluated
- By 2001 USAID evaluations had declined dramatically – less than 150/year
- 2003- Administrator Natsios- all PROGRAMS be evaluated
- 2005- Administrator Tobias – DFA – evaluation once again adrift
- 2007- Administrator Fore – Evaluation reemerges as a priority
- 2008 – Central Evaluation Unit created at M Bureau



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Types of Evaluation





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Evaluation of Trade Capacity Building Programs

Challenges:

- **Umbrella of programs – trade capacity building, physical infrastructure, improved communications networks, improved energy services**
- **Developing effective and efficient ways to look across range of program activities**



Evaluation of Trade Capacity Building Programs : TCB database

Phase I: Opening Analysis

Phase II: Collect Additional Project Information

Phase III: Focused Data Collection on Evaluation Questions

Phase IV: Selected Field Visits

Phase V: Report Writing and Vetting