

# Project Impact Assessment and Evaluation

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AidRating Basic Rationale Nov 2011  
HLF4 Civil Society Forum  
Busan, 11월 27일, 2011

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## Traditional Aid Evaluation:

- No comparability
- No common unit for dimensions
- No „confidence indicator”

**reasons:**

- There is no commonly accepted standard for criteria, focus and depth of analysis
- Evaluations are usually focused on selected issues at the discretion of the commissioning agency
- Each entity likes to apply its own rules

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## *AidRating - The Innovation:*

### General Applicability

by designing and introducing:

1. Comparability
2. Universally applicable analysis categories
3. Dimensions
4. „Confidence units“ (measure for data reliability)

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## 1. Comparability:

### A universally applicable measuring unit

There is a measuring unit which already exists and is constantly used by everyone: It is „desirability” or „non-desirability”.

This means: As measurement, we translate all effects into what, according to the state of the art in the respective science, is considered desirable (positive) or undesirable (negative).

Baseline for measurement or comparison is the „status quo ante”

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## 2. Universally Applicable Categories:

### All categories of relevance are always looked at

Whatever an intervention may do or pursue, there is always impact of some kind. Impact always takes place in several or all of the following categories: A category can score up to  $\pm$  one **impact point** (=100%)

• Economic condition	(Livelihood)
• Social situation	(Social structure)
• Cultural setting	(Authority, Taboos, Traditions)
• Ecosystem	(Environment and related issues)
• Management	(efficiency, cost)

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## 3. Dimension:

### Dimension and coverage of impact

The Dimension of an intervention and its impact is represented by numeric values for number of concerned people and for surface of the concerned ecosystem or its component (usually geographic area, sq km).

For partial impact, a correcting factor can be applied, termed for our purpose as “coverage”.

In addition, the „sensitivity” of human communities and of ecosystems toward each impact category are considered and numerically translated.

Also in the picture: Point in time and project life cycle

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### 4. Confidence units:

#### 4a: Reliability of Assessment

A numeric value (and graphic equivalent) is applied for each single element and to the entire group of elements for reliability of our assumptions and/or assessments.

This allows to properly tag and give its due place to a provisional (desktop) assessment on basis of few facts and many assumptions as well as to a far reaching scientific field study.

The categories remain the same. The difference is that we know to what degree we can rely on the basis for the assessment.

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### 4. Confidence units:

#### 4b: Traceability

All resulting assessments and assumptions...

- can be traced back to the respective criteria or elements where they originated (Traceability)
- are not weighted and therefore allow a decision maker to apply his own estimate.

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### Examples for Criteria Assessed

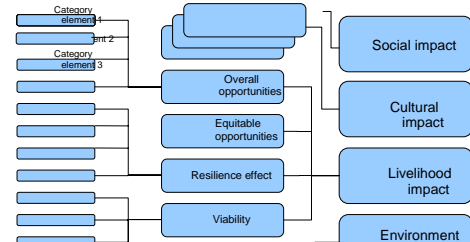
Category	sample element	Desirable (+)	Undesirable (-)
Social Impact (4 elements)	in-group equitability	<i>equitability enhanced</i>	<i>More inequality</i>
Cultural Impact (4 elements)	cultural adaptivity	<i>culturally „empathic“</i>	<i>imposed</i>
Economic/ Livelihood Impact (5)	general income opportunities	<i>income opportunities increased</i>	<i>income opportunities reduced</i>
Environmental Impact (5)	Greenhouse balance	<i>greenhouse emissions reduced</i>	<i>greenhouse emissions increased</i>
Management (7)	Cost-effect ratio	<i>low cost high (desired) effect</i>	<i>high cost low (desired) effect</i>

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### Hierarchy of criteria:

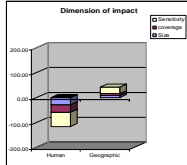
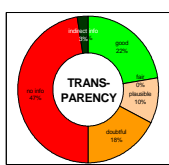
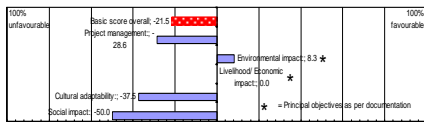
In order to allow proper weighting, all categories are based on 4 sub-categories of which each in turn can contribute a maximum of one impact point. The total count is then converted into an average value for the category. Sub-categories can be further characterized (sub-sub etc)



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#### Example: XYZ Fishery Project West Africa



Project for fish marketing under a fair trade label in an estuarine community.

**Strongest asset: Potential environmental benefit. Weakest points: Cultural adaptability, social impact.**

The operational set-up appears precarious in several aspects: Local fishermen are to harvest fish for long distance export: From estuary ca 100 km to airport, then by air to Europe. Client is a distant and powerful retailer (...) with high requirements on quality, quantity. Additional requirements on mode of catching, killing, processing to cater to a first world clientele.

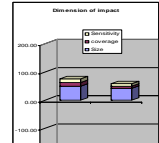
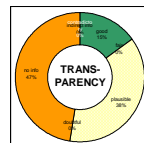
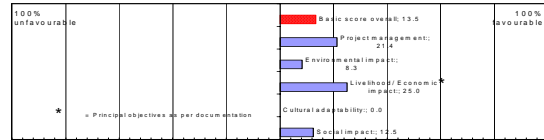
Rules imposed which may disrupt local life. No information about locally adapted alternatives. Many factors need clarification in order to allow definitive conclusions

Only the activities concerning the fishery operation in Africa and transport to market in Switzerland is rated. Project includes animal protection philosophy.

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#### Example 2: SODIS Water Disinfection Worldwide



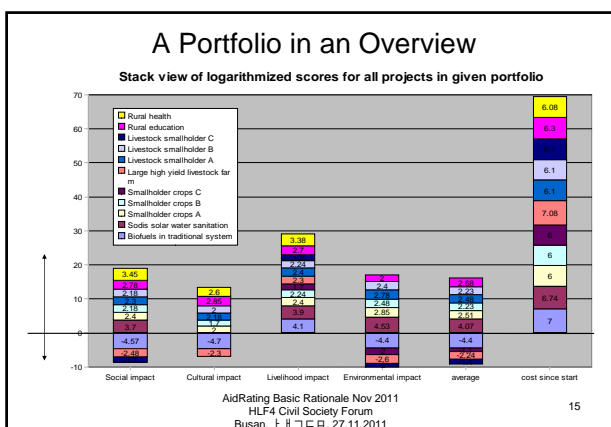
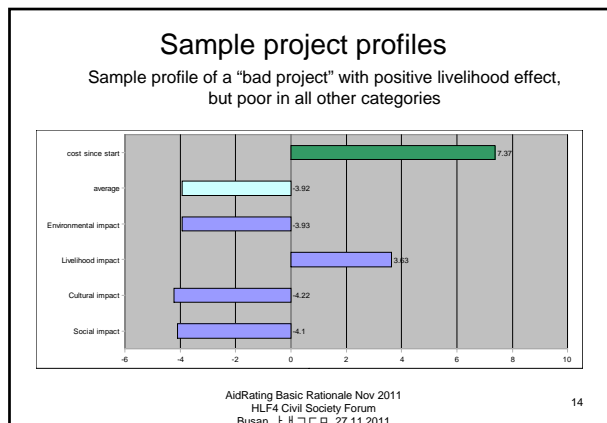
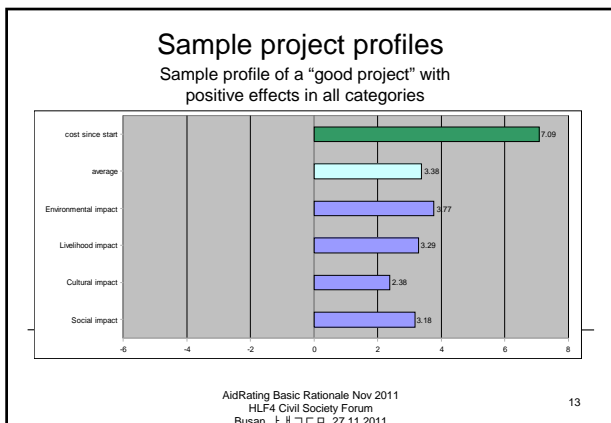
Project for small scale water disinfection in PET bottles for drinking purposes through solar radiation with simple technique.

**Strongest asset: well proven effect, small scale, all low cost. Simple, clear cut project objective, much material available free on internet. Environmentally positive if less fuel for water cooking needed.**

Project acknowledges need for intensive awareness and training campaigns. Note: Some aspects, namely cultural and social implications (e.g. disgust) cannot be assessed (at such large scale) with the available information: info on specific approach in each country/region necessary, or each country/region be viewed as separate project. A socio-psychological study in Bolivia referred to was not accessible. Dimension: Impact useful for great number of people. ("Human impact" in selected areas potentially very large)

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### Examples for Uses

**Single Project level:**

- Assessment of project strengths and weaknesses
- Identification of categories and elements insufficiently assessed
- identification of corrective or compensatory needs
- Assessment of relative cost (using the "Impact Point" concept)

**Portfolio level:**

- Portfolio streamlining
- identification of corrective, complementary or compensatory project options
- Identification of further assessment needs

**Project typology (incl. DAC CRS Group) level:**

- Multi-Factor analysis for success and failure
- "ideal success" and "Ideal Failure" profiles
- Learning for better policy choices. .... Etc. etc.

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### Further steps

- Cooperate with scientific and field implementation partners
- Find funding
- Consolidate all elements and components in multidisciplinary groups
- Apply concept on large sample of projects and test everyday viability and conclusions
- Coordinate with IATI definitions / requirements
- Agree internationally on a definitive standard
- Implement widely.

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