

Pioneering Real-time Impact Monitoring and Evaluation

PUTTING PRIME INTO PRACTICE

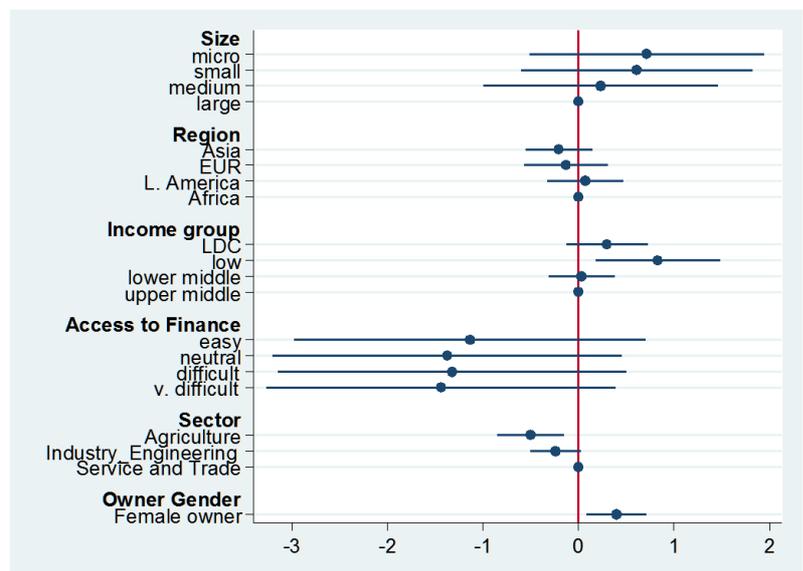
PRIME NEWSFLASH, FIRST & SECOND QUARTER OF 2017

This year data collection for the different case studies is being finalised and efforts are made to bring the collected evidence on the impact of the CBI and PUM support together in several research outputs that will shed light on the effectiveness of their support.

Preliminary analyses are currently being carried out on collected data from CBI firms.

From December 2016 to February 2017, the PRIME team - in collaboration with CBI - collected data from CBI firms through the PRIME online survey and the CBI 'certified data' forms, which were sent to CBI firms every year to collect export and employment performance information from supported companies. In this data collection, the online survey was trimmed with some PRIME indicators being integrated into CBI certified data forms. This is an example of the integration of PRIME indicators into the regular monitoring systems of CBI and PUM. Figure 1 shows an example of one of the analyses, which shows that PUM seems especially effective in smaller firms in low-income countries with very easy access to finance, in the service and trade sector and among those firms that are female owned.

Figure 1 Effectiveness scores for PUM- supported SME's, by size, region, income group, access to finance, sector and gender



In October 2016, the PRIME team collected data for the case studies on CBI and PUM activities in the aquaculture and fishery sector. During this visit several of the SME's and BSO's that had been visited during the first case mission in 2014 were again interviewed, along with some firms that had not been visited before. Key findings and impressions from this mission include: (i) the PSD interventions are perceived as additional to the local consultancy market in which there is limited availability of affordable advisory services, (ii) Business support organisations can play an important role in making the training and information services relevant and accessible for firms across the sector, (iii) private sector advisory services are perceived by most stakeholders as helping firms increase their productivity and realize export growth.



The PRIME team is making preparations for the follow-up missions to Myanmar and Bangladesh in May/June 2017.

During these visits the research team will focus on several topics including: (i) the perceived benefits of the CBI programme in promoting improved labour conditions in garment factories in Myanmar, (ii) the role of PUM and CBI interventions in enabling firms in the IT-sector in Bangladesh to move from less profitable service-related activities to higher-return product development, (iii) the perceived additionality of CBI and PUM activities to other donor programmes in both Myanmar and Bangladesh.

During a visit of the PRIME team to ITC offices in Geneva on February 16th, the results of the PRIME ITC Bangladesh project were presented to ITC.

The early findings show that the Netherlands Trust Fund programme (NTF-III) has had a positive contribution to business knowledge and practices, especially related to complying with the quality requirements of international buyers and improved marketing techniques. Moreover, NTF-III firms are more export-ready: the rate of NTF-III firms having an export marketing plan and participating in trade fairs and business matching events is significantly higher in comparison with the averages in the Bangladesh IT/ITES sector. The findings also show that the NTF-III programme has a sector level effect through its support to BASIS, Bangladesh IT and ITES sector organisation. PRIME studies show that BASIS training and services, which were supported and improved by the NTF-III programme, are well appreciated by Bangladesh IT and ITES sector companies. The awareness rates for BASIS services are above 50% for all BASIS services. Among BASIS service users, satisfaction rates are above 95% for all services, and users of BASIS training are 30 percentage points more likely to export their services to a foreign market.



For the renowned Evaluation 2017 conference, held November 6-11th in Washington D.C., the PRIME team submitted a paper. This paper outlines the PRIME approach as an innovative approach for monitoring and evaluation in private-sector support organisations. Three key features of the PRIME approach are outlined and discussed:

1. How PRIME combines quantitative and qualitative research to increase the validity of causal inferences about the impact of private sector support, and the enablers of effectiveness
2. How PRIME embeds the data collection in the monitoring system of beneficiary firms, and analyse the data in a way that helps counterfactual thinking about their likely situation without the support.
3. How PRIME selected appropriate proxy indicators, with cross-sector relevance that can be used to compare the outcomes of private sector support interventions.

When accepted, Giel Ton and Fédés van Rijn will present this paper to the international audience at this evaluation conference.

On October 20th, 2017, PRIME will host the international conference on “Generating Insights for Private Sector Development”. The aim of the conference is twofold. First, the conference aims to give an overview of the current knowledge on the effectiveness of PSD programmes based on different (novel) research approaches. Second, it aims to discuss emerging trends in private sector development and explore its consequences for the ways in which evidence on PSD programmes is being generated. The conference is co-organised by three PSD organisations: the Centre for the Promotion of Imports from Developing Countries (CBI), PUM Netherlands Senior Experts and the International Trade Centre (ITC). - **More information soon on our website www.primepartnership.nl!**