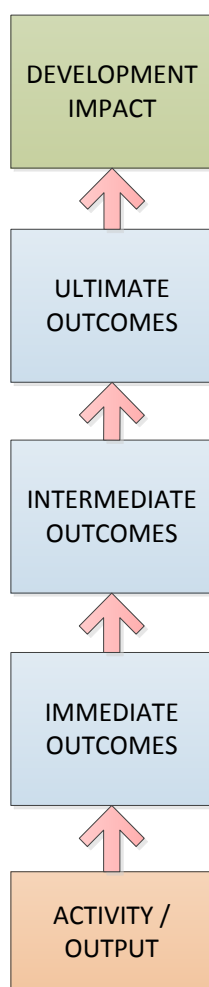


Pioneering Real-time Impact Monitoring and Evaluation

Conceptual framework for the case studies

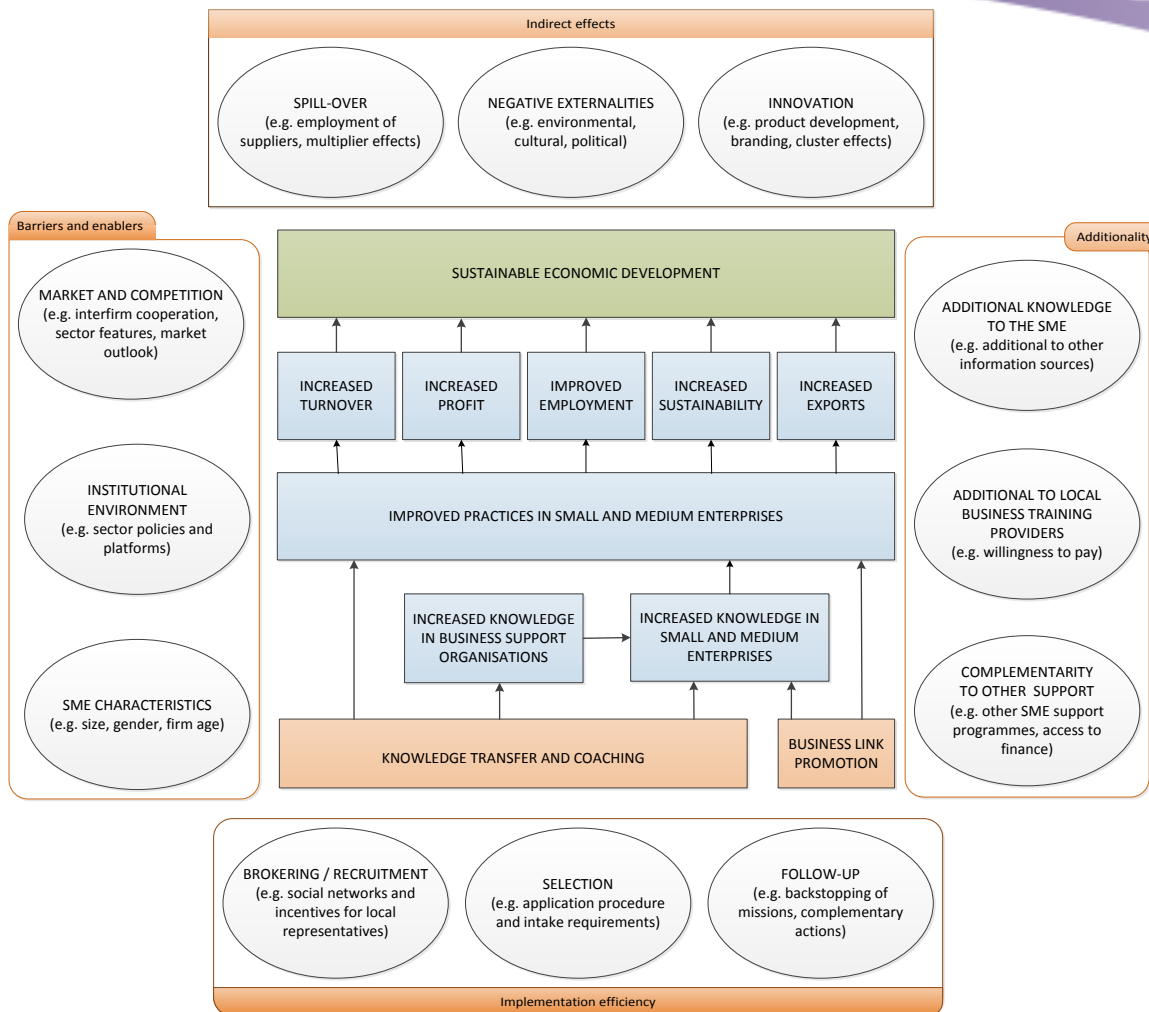
Giel Ton, October 2015



The aim of the PRIME case studies is to provide qualitative insights into the impact of the activities of CBI and PUM on SME and BSO beneficiaries. Our research question for the case studies is *'Why and how do CBI and PUM interventions work, for whom and under what conditions?'*

Through the yearly monitoring of supported SMEs, we will assess the effects of the support provided by PUM and CBI on the firms that participate in their programmes. The case studies will look more in detail to the specific activities and outcomes of the support provided in six to eight countries. For each of the cases, this implies a more refined intervention logic and the selection of specific key assumptions on which we will focus of the research. In some countries this will imply a focus on the farmers involved as suppliers to export firms. In all countries this will include a focus on the effects of the training programmes provided to firms. However, in some other countries this will be complemented with an analysis of the effects on the farmers that supply to these SMEs, or spill-over effects to other firms. The case studies will consist of in-depth and semi-structured interviews with client enterprises, non-client enterprises, BSO representatives, and local (sector) experts in order to get a deeper understanding of the mechanisms that affect SME processes and performance. Each interview will be recorded. A report of one to three pages will be made for every interview. This will follow the actual flow of the conversation and not necessarily the semistructured interview format.

The Centre for the Promotion of Imports from Developing Countries (CBI), the PUM Netherlands Senior Experts (PUM), the Agricultural Economics Research Institute (LEI Wageningen UR) and the Erasmus School of Economics (ESE) develop a joint programme to pioneer impact evaluation methods of support to small and medium enterprises in developing countries. The PRIME programme is designed to develop an approach to data collection that enables the outcomes of PUM and CBI to be tracked while at the same time giving both organisations more insight into their interventions and the opportunity to learn



The final pool of information, will be analysed using the software Atlas.ti. In the synthesis process, we code pieces of information from each of the case study reports in order to make a comparative analysis. Each case study will have to provide similar type of information. These reporting areas are:

Implementation efficiency

- Brokering and recruitment of beneficiaries
- Selection of firms that are want to participate
- Follow-up of the initial support provided to the firms

Barriers and enablers

- Dynamics in the market and interfirm competition
- Institutional environment
- Specific SME characteristics

Additionality

- Additionality of the knowledge provided to the SMEs
- Additionality of the expert support to the local market of business training providers
- Complementarity to other supports provided to the SMEs

Indirect effects

- Economic spill-over effects in the sector
- Negative externalities of the production / service process
- Innovation processes in the sector