


# Designing a contribution analysis for assessing expected impacts


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## Contribution Analysis


- **Definitions**
  - Attribution analysis
  - Contribution analysis
  - Application domains
  
- **Method**
  - 6 steps
  
- **Bibliography**



Definition 3

## A new reference of excellence

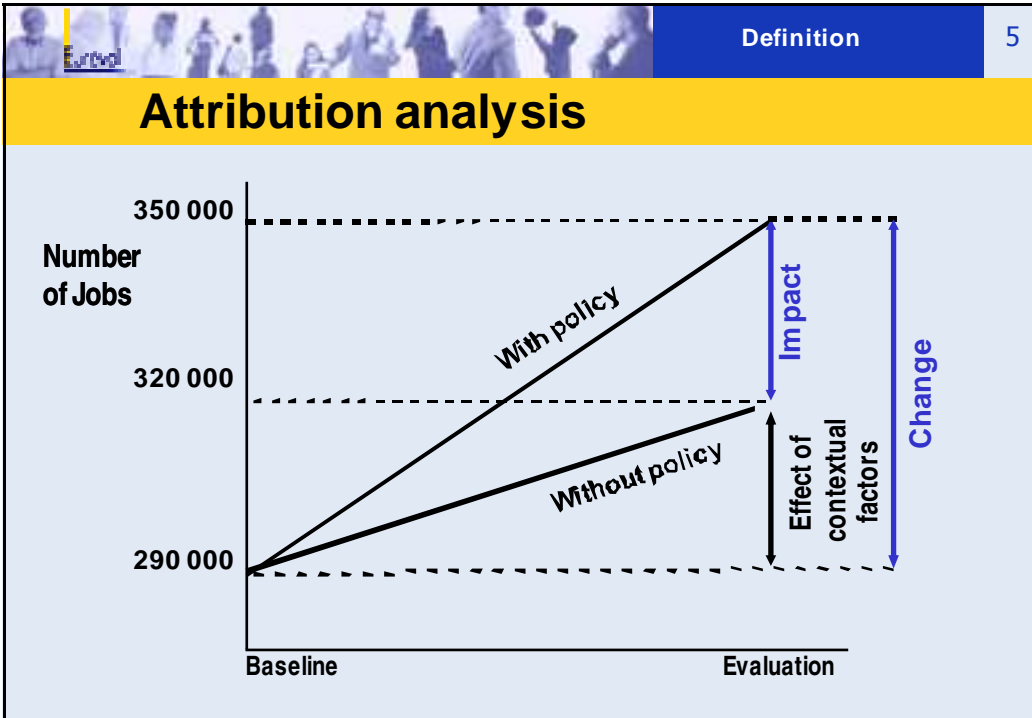
- **Attribution analysis**
  - Conterfactual
  - Experiment
  - Impact assessment
- **Contribution analysis**
  - Explanatory pattern
  - Logical argumentation
  - Impact dem onstration





Definition 4


## Counterfactual


- **Implicit (statements)**
- **Observed on**
  - The control group
  - The comparison group
- **Assessed by**
  - statistics
  - simulation





- |  |                   |   |
|--|-------------------|---|
|   | <b>Definition</b> | 6 |
| <b>Use of attribution analysis</b>   |                   |   |
| <p><b>Recommended when:</b></p> <ol style="list-style-type: none"> <li><b>1. There are comparable situations or modelling possibilities</b></li> <li><b>2. The expected results are quantifiable</b></li> <li><b>3. The influence of contextual factors is minimal and may be controlled</b></li> <li><b>4. The causality chain is simple</b></li> </ol> |                   |   |


	Definition	7
<b>The contribution analysis</b>		
<b>■ Definition</b>		
<ol style="list-style-type: none"><li>1. Interpretation ...</li><li>2. ... contradictory ...</li><li>3. ... of all the evidences...</li><li>4. ... confirming or invalidating the assumptions</li><li>5. ... of the intervention logic</li></ol>		
<b>■ Output</b>		
<ul style="list-style-type: none"><li>■ Well argued story in ½ page</li><li>■ ... and a diagram</li></ul>		

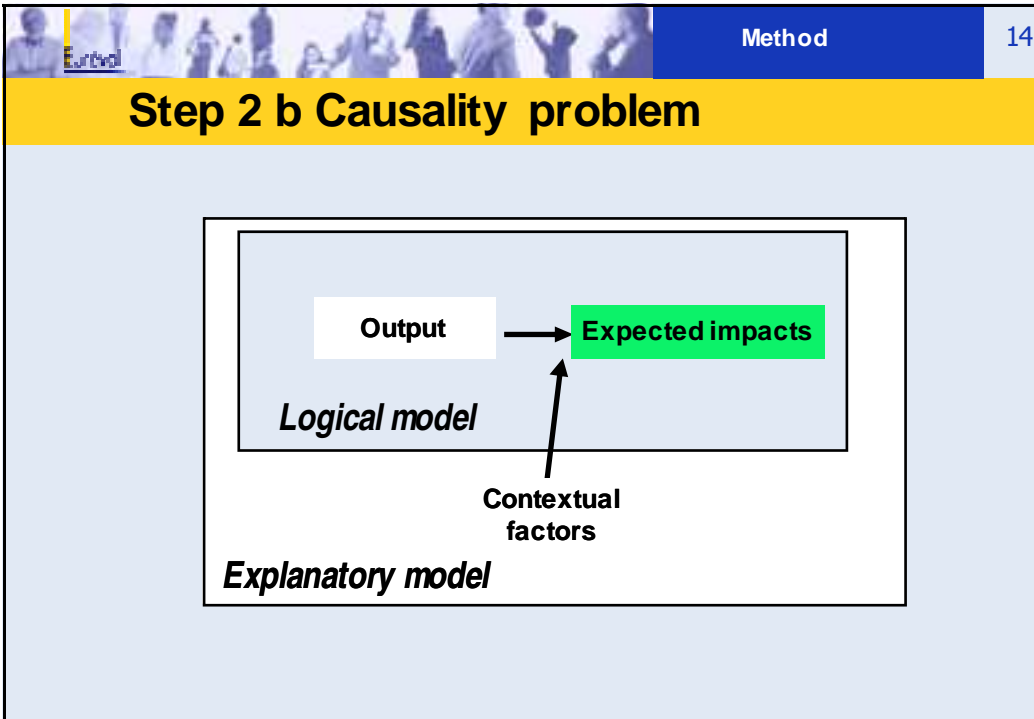
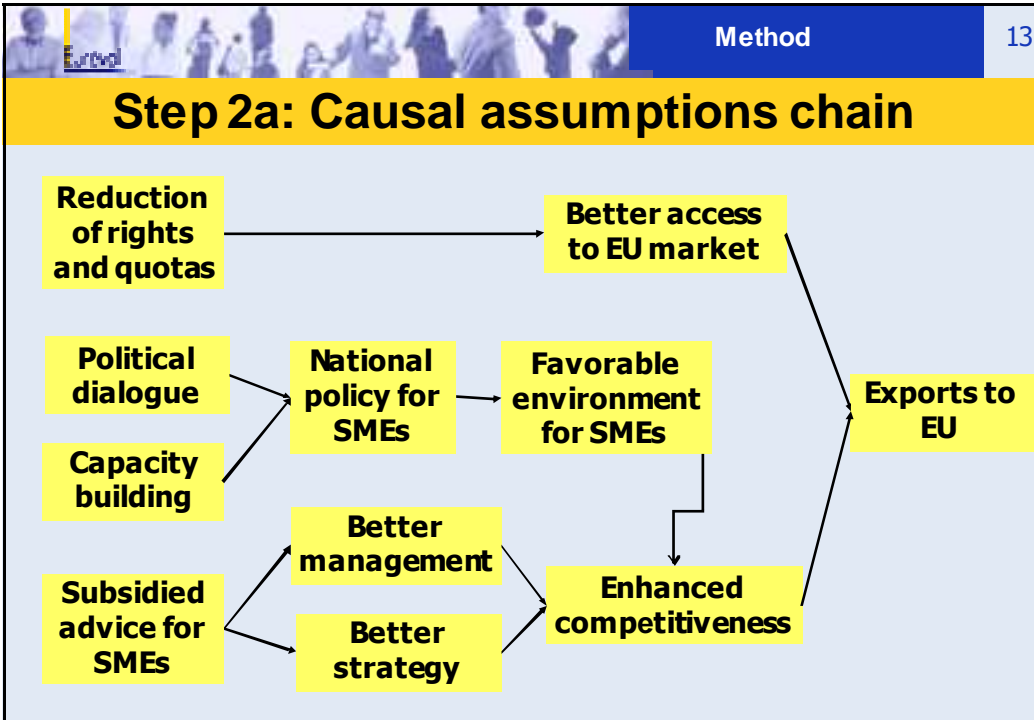
	Definition	8
<b>Use of contribution analysis</b>		
<b>Recommended when :</b>		
<ol style="list-style-type: none"><li>1. There are no comparable situations or modelling possibilities</li><li>2. The expected results are hardly quantifiable</li><li>3. The influence of contextual factors is strong</li><li>4. The causality chain is complex</li></ol>		

 Evaluation	Method	9
<b>Method: 6 steps</b>		
<ol style="list-style-type: none"><li><b>1. Circumscribe the causal questions</b></li><li><b>2. Describe the logical model of intervention</b></li><li><b>3. Collect and analyze the evidences whether confirming or invalidating the assumptions</b></li><li><b>4. Edit draft contribution stories</b></li><li><b>5. Re-analyze the available clues</b></li><li><b>6. Finalize the contribution stories</b></li></ol>		

 Evaluation	Method	10
<b>Step 1: Causal questions</b>		
<ol style="list-style-type: none"><li><b>a. Define and circumscribe the various causality problems justifying the public interventions</b></li><li><b>b. Structure the work according to expectations in relation to the evaluation questions</b></li></ol>		

	Case study	11
<b>Step 1: Causality problem</b>		
<p>■ <b>What are the causality problems?</b></p> <ol style="list-style-type: none"><li><b>1. To what extent has the EC's support in the areas of trade and private-sector development contributed towards increasing exports?</b></li><li><b>2. How do the implementation modalities successively used by the EC for developing Jordanian SMEs compare in terms of cost-effectiveness?</b></li></ol>		

	Method	12
<b>Step 2: Causal assumptions</b>		
<ol style="list-style-type: none"><li><b>a. Define the causal assumptions chain</b></li><li><b>b. Identify the contextual factors</b></li><li><b>c. Identify the contextual risks for each assumption</b></li></ol>		



Eurovol Method 14 bis

## Step 2b Causality problem

**Support in areas of trade and private sector**

→

**Exports to the EU**

*Logical model*

**Negotiations at the WTO**

*Explanatory model*

Eurovol Models 15

## Step 2: Causal assumptions chain

```

    graph LR
      A[Reduction of rights and quotas] --> B[Better access to EU market]
      C[Political dialogue] --> D[Nat. Policy for the SMEs]
      E[Capacity building] --> D
      F[Subs./ advice for SMEs] --> G[Better management]
      F --> H[Better strategy]
      G --> I[Enhanced competitiveness]
      H --> I
      D --> I
      I --> J[Exports to EU]
      B --> J
      K[Negotiations at the WTO] --> B
      L[USA ID' program] --> D
      M[Few local advisors] --> G
      M --> H
  
```

The diagram illustrates a causal chain leading to 'Exports to EU'. Key elements include:

- Inputs:** Reduction of rights and quotas, Political dialogue, Capacity building, Subs./ advice for SMEs, Negotiations at the WTO, USA ID' program, Few local advisors.
- Intermediate Steps:** Nat. Policy for the SMEs, Better access to EU market, Favorable environment for SMEs, Better management, Better strategy, Enhanced competitiveness.
- Final Outcome:** Exports to EU.

Eurovol

Method 16

## Step 2: Causal assumptions chain

Develop a more detailed logical chain in terms of support to SMEs

```

graph LR
    A[Advice for SMEs] --> B[Better management]
    A --> C[Better strategy]
    B --> D[Competitiveness]
    C --> D
    D --> E[Exports to the EU]
  
```


Eurovol

Method 16 bis

## Step 2: Causal assumptions chain

```

graph LR
    A[Advice for SMEs] --> B[Organisational changes]
    A --> C[New management skills]
    B --> D[Better management]
    C --> D
    D --> E[Cost reduction]
    F[Identification of main market issues] --> G[Better strategy]
    G --> H[Innovative products and services]
    E --> I[Competitiveness]
    H --> I
    I --> J[Exports to the EU]
  
```



Method 17

### Step 3: Analyzing step by step

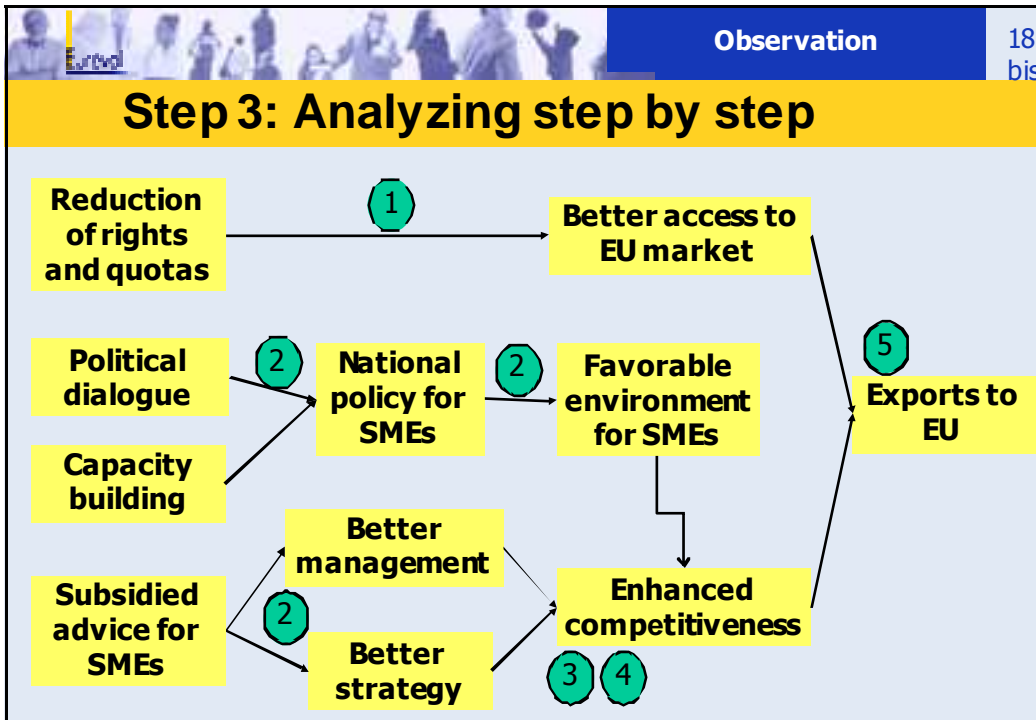
- **Collect the related evidences and analyse whether confirming or invalidating:**
  - the expected changes
  - the causal assumptions
  - the contextual factors



Case study 18

### Step 3: Analyzing step by step

- 1. Previous evaluation (MEDA 2003)**
- 2. Interviews with officials of the European Commission, the Jordanian Government and the other silent partners**
- 3. Survey through a questionnaire of companies**
- 4. In-depth interviews with company managers**
- 5. Statistics on Jordan/ EU trade**



Method 19

### Step 3: Analyzing step by step


The resources were limited.  
 What complementary tools would you recommend in order to gather and analyze the necessary evidence?



Case study 20

### Step 3: Analyzing step by step


- 1. Case studies of about 5 supported SMEs**
- 2. Case studies of two government reforms**
- 3. Development of a counterfactual based on a macroeconomic model on exports**



Method 21

### Step 4: Temporary contribution story

- A. Editing a temporary contribution story**
- B. Story subject to an open debate**
  - Difficulties of debating
- C. Readjustment of the explanatory model**




Method 22

## Step 4: Provisional contribution story

What parts of the suggested contribution story appear to be sufficiently reliable or not?


How can the draft contribution story be subject to an open debate?




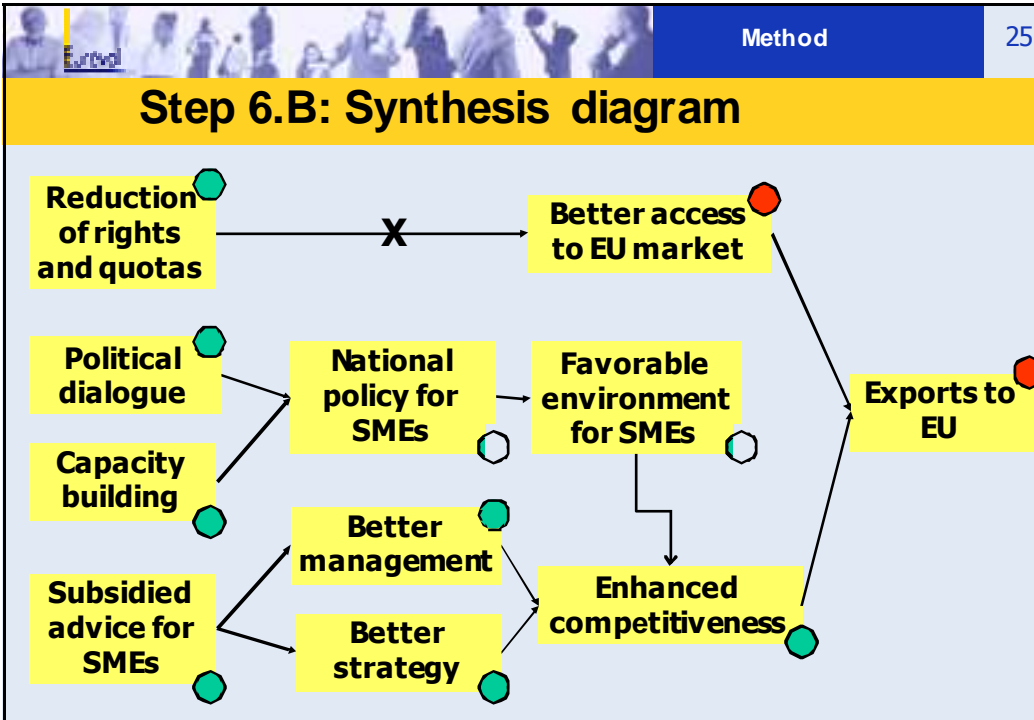
Method 22 bis

## Step 4: Provisional contribution story

- Sufficiently reliable or not:
  - + Identification of the main problem (technical barriers)
  - Demonstration of the role of the EC in strengthening SMEs competitiveness is weak
- How can the temporary contribution story be subject to an open debate?
  - Technical group
  - Focus group with the stakeholders
  - Expert panel ...

	Method	23
<b>Step 5: In-depth re-analysis</b>		
<p><b>A. Identify the missing evidences</b></p> <p><b>B. Gather additional information</b></p>		

	Method	24
<b>Step 6: Final contribution story</b>		
<p><b>A. Argued story in 1/2 page</b></p> <ul style="list-style-type: none"><li>■ The awaited breakthrough did not happen</li><li>■ ... despite of the successful aid to the SMEs and to the government</li><li>■ ... due to technical barriers upon entering the European market</li></ul> <p><b>B. Synthesis diagram</b></p>		




Case study 26

### Step 6: Final contribution story

**How can we use this contribution story?**  
*What conclusion(s) can we set out?*  
*What recommendation(s) may be made?*

	<b>Case study</b>	26 bis
<h2>Step 6: Final contribution story</h2>		
<ul style="list-style-type: none"> <li>■ <b>Conclusions</b> <ul style="list-style-type: none"> <li>■ EC support to SMEs has achieved positive impacts on their competitiveness</li> <li>■ Impacts have been disappointing in the trade sector: Jordanian exports to the EU are well diversified but slow growing in comparison to other markets, and no breakthrough has been observed in the supported SMEs' exports to the EU.</li> </ul> </li>   <li>■ <b>Recommendation</b> <ul style="list-style-type: none"> <li>■ Clarify implicit assumptions and proceed to early tests</li> </ul> </li> </ul>		

	<b>Bibliography</b>	27
<h2>Further explanations...</h2>		
<p><b>Mayne, J. (2001)</b>  Addressing Attribution through Contribution Analysis: Using Performance Measures Sensibly.  Canadian Journal of Program Evaluation, 16(1): 1-24.</p> <p><b>Mayne, J. (2008)</b>  Contribution Analysis: an Approach to Exploring Cause and Effect  ILAC Brief No. 16, <a href="http://www.cgiar-ilac.org">http://www.cgiar-ilac.org</a></p> <p><b>Mayne, J. (forthcoming)</b>  Addressing Cause and Effect in Simple and Complex Settings through Contribution Analysis  In Evaluating the Complex, R. Schwartz, K. Forss, and M. Marra (Eds.),  Transaction Publishers.</p>		



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