

Jacques Toulemonde



Bio

Jacques Toulemonde, evaluation expert, is director and co-founder of Eureval. He works as a leader of evaluation teams and as an adviser for public organisations in many countries. He has led a series of large evaluations and evaluation syntheses across EU policies. He is associate professor at Lyon University where he manages the Master 'Evaluation and Monitoring of Policies and Programmes'. He is the author and editor of articles and books dealing with quality and professionalism in the field of evaluation, evaluation techniques and causality analysis, performance measurement, evaluation in partnership, and evaluation cultures. He is a board member of the French Evaluation Society, and member of

the International Evaluation Research Group (INTEVAL).

Workshop title

Evaluating Impact through a Contribution Analysis

Target audience

Evaluators willing to improve their capabilities in the area of impact evaluation.

Evaluation managers willing to improve their capabilities in the area of evaluability assessment.

Level

Advanced

Workshop content

Cause-and-effect analysis has been the Achilles' heel of evaluators for years. The advocates of experimental approaches are right in pointing out this problem, but everybody knows that they offer a solution which cannot apply everywhere.

Contribution analysis is just another technique for evaluating impacts. It involves a step-by-step test of the programme theory through systematic, rigorous and contradictory falsification efforts. The tool was introduced by John Mayne ten years ago. It is recommended in a number of evaluation guidelines, but actual implementation is not frequent. This one-day workshop builds upon the experience of Euréval with contribution analysis in the context of EU evaluations.

The morning session will compare contribution analysis and attribution analysis in terms of practicalities, feasibility, and utilisation.

The afternoon session will be devoted to applying contribution analysis in a training case study derived from a real life impact analysis.

Detailed workshop outline

Session 1 – Lecture – 60'

Brief introduction
Terminology of cause-and-effect analysis
Definition of 'Contribution Analysis' and references
Contribution analysis in six steps.
Examples of evaluations questions answered through a contribution analysis

Session 2 – Questions and answers – 20'

Break

Session 3 – Training case study – 60'

Introduction to the case: EU support to Jordanian SMEs
First step: circumscribing the causal question
Second step: describing the logic model
Third step: using available knowledge and collecting new data, using embedded case studies in impact evaluations

Session 4 – Debriefing – 20'

Lunch

Session 5 – Training case study (continued) – 60'

Fourth step: building and writing the draft contribution story
Fifth step: criticizing and strengthening the analysis
Sixth step: finalising and disseminating the contribution story

Session 6 – Debriefing – 20'

Break

Session 7 – Lecture – 60'

Evaluating impacts with / without a counterfactual
Evidence from qualitative information
Generalisation to the theory
Learning transferable lessons
Assessing evaluability in the case of contribution analysis and attribution analysis

Session 8 – Questions and answers – 20'