

# Why conduct impact evaluation

## Candidate projects

Innovative, limited information on benefits, large total costs

Cost-benefit  
analysis

- Accurate causal estimates

Improved project  
design

- Targeting
- Effective complementary interventions
- Optimal interventions

Sustainable  
and  
meaningful  
investments

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# Key aspects of impact evaluation

## Theory of change

- Identification of development challenge/issue
- Intervention to treat challenge
- Intervention effects on output indicators
- Output affects on relevant outcomes

## Measurable indicators

- Characteristics of treated population
- Output related to intervention
- Short-term outcomes
- Long-term outcomes

## Results/impacts

- Identification of cost-benefit
- Identification of optimal investments or target populations