

IMPACT EVALUATION

We provide training and technical assistance in the use of the 5 AIMS-SEEP tools, which represent a worldwide standard for evaluating the impact of microfinance.

The AIMS/SEEP tools:

- Provide results and recommendations, which are oriented to managerial decision-making.
- Have been used with much success in Latin America, Africa, Europe, and Asia.
- Are promoted by funders and international organizations such as USAID, CGAP, Oxfam, ACT, Ford Foundation, and NOVIB.
- Are flexible tools, adaptable and participatory.
- Include 2 quantitative surveys and 3 qualitative tools.
- Are used for primary research with clients, ex-clients and non-clients
- Are cost-effective, using a cross-sectional impact methodology.
- Measure changes attributable to the microfinance programs in the 4 levels:
 - * the client
 - * their family
 - * their business
 - * their community

In just 3 weeks you can train your personnel, do the interviews and prepare a report of recommendations for the managers and board of directors. Afterwards, you can use the indicators for your on-going program monitoring in your Management Information System.

The IDEAS team has worked closely with the following national networks of microfinance institutions to train their members and to assist them in evaluations:

SEEP Network	COPEME — Peru
PHILNET— Philippines	COVELO — Honduras
GHAMFIN — Ghana	ASOMIF — Nicaragua
CASHPOR — Asia	ALPIMED — El Salvador
APPEND — Philippines	PROMIFIN-COSUDE — Nicaragua

RECEIVE THE AIMS-SEEP MANUAL IN 3 LANGUAGES FREE

The coordinator of IDEAS, Dr. Carter Garber, was the Associate Editor and authored parts of the AIMS-SEEP Manual, [Learning from Clients: Assessment Tools for Microfinance Practitioners](http://www.mip.org/componen/aims/pubs/english/toolsmanual-eng-fr-sp.htm). It is available free of charge in Spanish, French and English at <http://www.mip.org/componen/aims/pubs/english/toolsmanual-eng-fr-sp.htm>.

OUR TEAM

The IDEAS Team is composed of professionals from different continents who work to provide services to microfinance practitioners and supporting institutions. See our web site for a listing of our current associates.

The main emphasis of the IDEAS Team in the last five years has been on teaching managers of microfinance institutions in Latin America, Asia, Africa and the United States how to do impact evaluation, client satisfaction, and market research. Members of the Team were responsible for introducing the AIMS-SEEP Tools to microfinance practitioners on 4 continents.



OUR BULLETIN: MICROEVAL

As a follow-up to their workshops and technical assistance visits, IDEAS publishes in Spanish "MicroEval: The Bulletin of Impact Evaluation and Market Research in Latin America." It is available on the web site of SEEP Network (www.seepnetwork.org/boletin-list.html).

FOR MORE INFORMATION

See our web site at www.ideasnet.org.

Or write our coordinator, Dr. Carter Garber, at cgarber@ideasnet.org

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INSTITUTE FOR DEVELOPMENT, EVALUATION, ASSISTANCE AND SOLUTIONS

IDEAS provides technical services and training in four main areas:

- Market research into what entrepreneurs need and want in terms of products and services
- Impact Evaluation, client satisfaction assessment, and monitoring for microfinance institutions
- Institutional evaluation of microfinance and micro enterprise development institutions.
- Channeling socially responsible capital for microfinance institutions and fair trade.



IDEAS OVERVIEW

Our mission is to contribute to sustainable economic development of the poor. This is done primarily by providing services to microfinance institutions (MFIs) and other organizations that provide financial products and other services. This year we celebrate 16 years of service in this rewarding work.

OUR SERVICES

Seven different methods of service delivery are utilized:

Educational Workshops – From three hours to three weeks. We also offer courses for graduate credit at institutions of higher education.

Technical Assistance – This includes on-site advisory services as well as assistance by email and telephone.

Institutional Evaluation – This can be done as either a participatory or external evaluation. It is usually done for the institution itself or its donors. Due diligence reviews are performed for investors in microfinance institutions and intermediaries.

Full-scale Impact Assessment – This includes overall coordination, planning, training and technical oversight of a full-scale evaluation. Also, we provide design assistance in impact monitoring.

Market Research – This includes planning, training and technical oversight of full-scale market research into refining an existing product or designing a new product.

Capacity Building – Provides training and field work opportunities for younger consultants to develop their skills to better assist managers and MFIs.

Information Dissemination – This is done primarily through our electronic newsletter and website, as well as in the training workshops.

MARKET RESEARCH

We provide training and technical assistance with the application of 18 tools designed by MicroSave-Africa.

These are currently being used successfully by MFIs and banks in Africa, Asia, Europe and Latin America.

These tools enjoy prestige and acceptance by international donors and organizations.



These tools are used for:

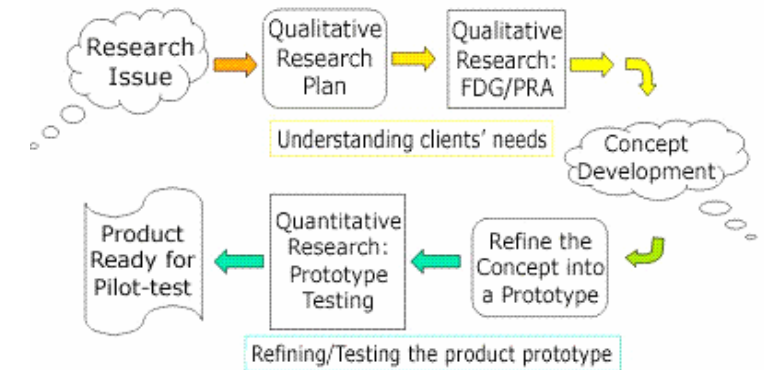
- Identifying the needs and opinions of clients of microfinance programs;
- Learning how your institution is doing in relation to other similar institutions;
- Redesigning your products and services on the basis of the perceived needs of actual and potential clients;
- Designing new product prototypes.



In the latter part of 2002, the IDEAS team has conducted research in Uganda, El Salvador, Guatemala, Columbia, Mexico, and Jamaica.

Market Research and Prototype Development Cycle

(the MicroSave-Africa Process)



Our IDEAS Team teaches these 7 steps so that you can learn how to develop your own market research.

We currently contract with Microfinance Opportunities, MicroSave-Africa, Catholic Relief Services, international networks and national MFIs.

For information: www.MicroSave-Africa.com and www.ideasnet.org

OUR CLIENTS

Our clients are MFI managers and staff, board members, donors, institutional investors, affiliate network representatives, consultants, and researchers. IDEAS seeks to assist these clients to better hear the needs and preferences of the poor to more effectively assist them in their own process of empowerment.

