



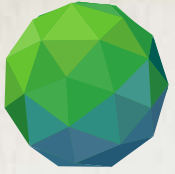
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ENVIRONMENTAL EVALUATIONS – ARE WE HOLDING A ‘SMOKING GUN’?

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HEAD & DIRECTOR
INDEPENDENT EVALUATION UNIT (IEU)
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NEC MEETING, ISTANBUL, TURKEY



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Impacts too far off – causality?

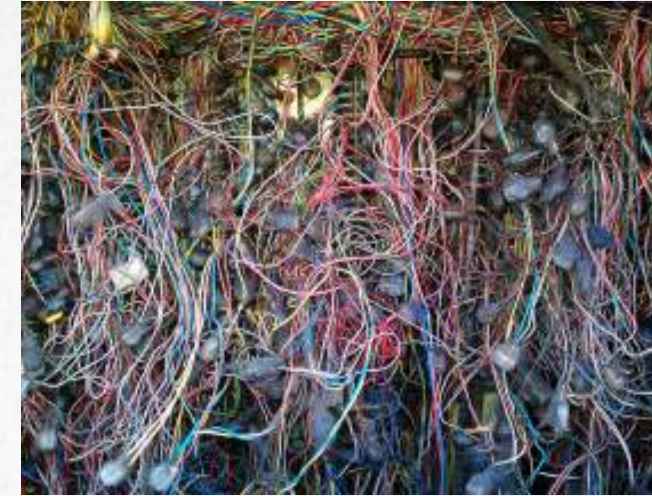
OFTEN TOUTED CHALLENGES



Trade-offs – magnitudes.



Public good – who is responsible?



Complicated projects – multiple objectives.



What changes behavior?



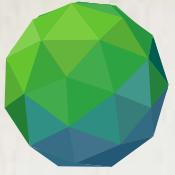
Probability plays a bit part – prevention versus treatment?



Scales are large or 'large number small payoff problem'.



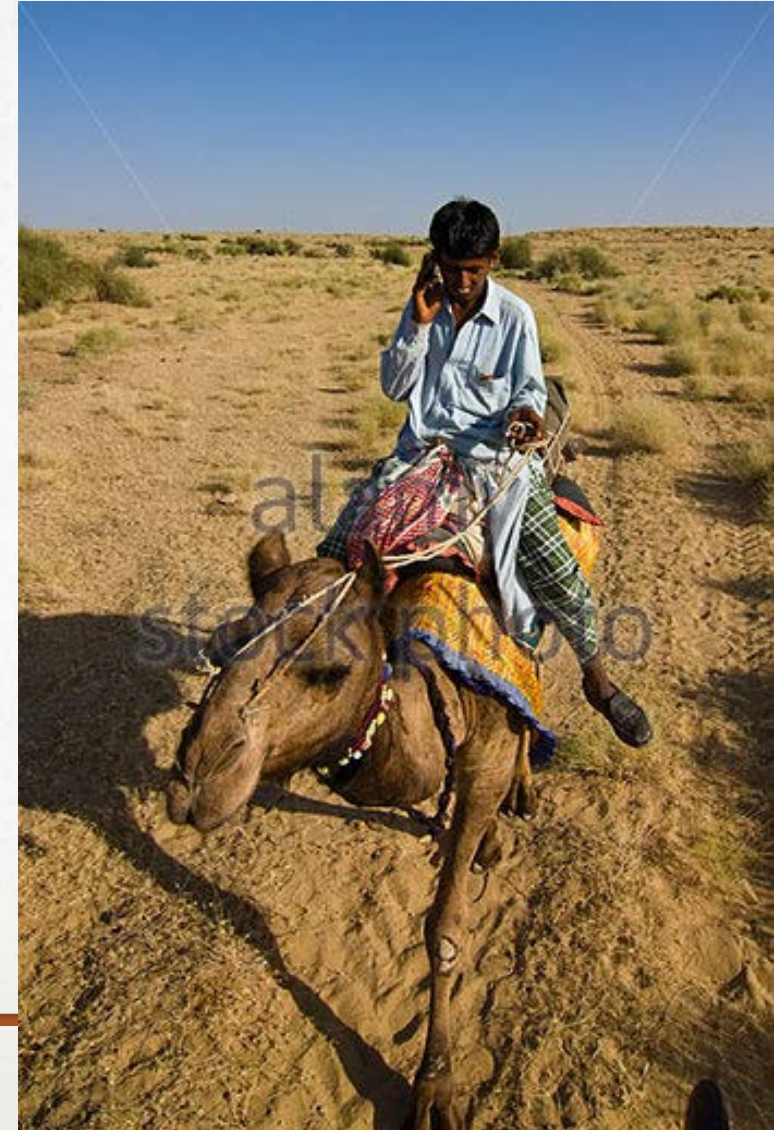
Climate events occur suddenly.



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FOUR THINGS (THE FOUR B'S)

- Bias.
- Benefits
- Behavior.
- Building better at the beginning





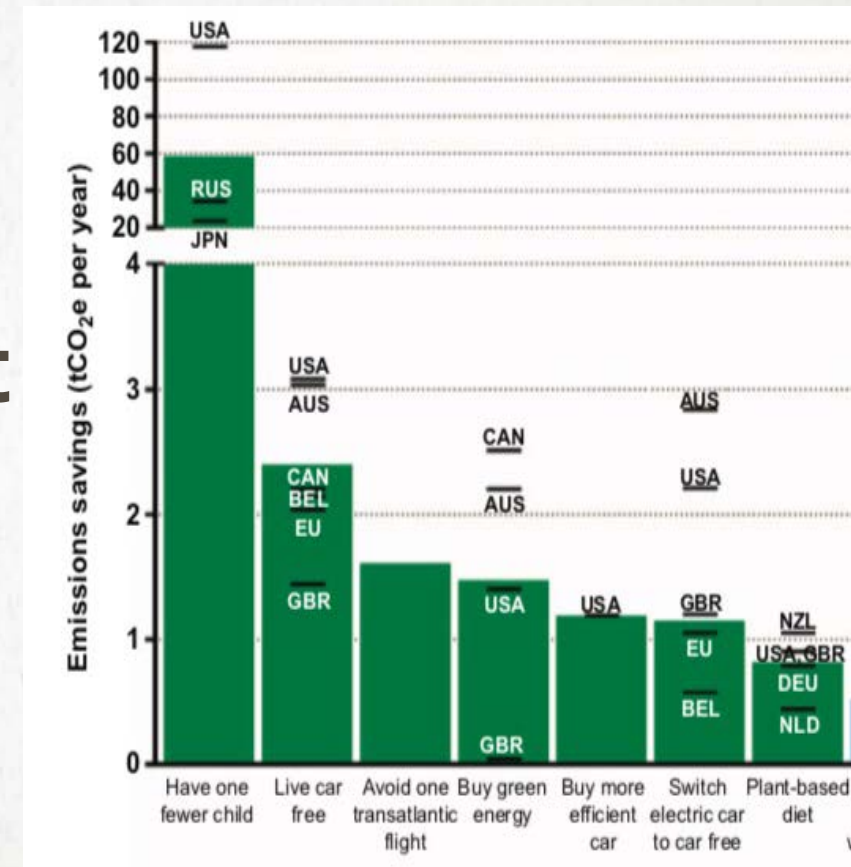
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1. BIAS



WHAT ARE THE TOP FEW THINGS THAT CAN INDIVIDUALLY REDUCE GHGS?

- Fewer children
- Live car free
- Avoid one transatlantic flight
- Consume a plant based diet.



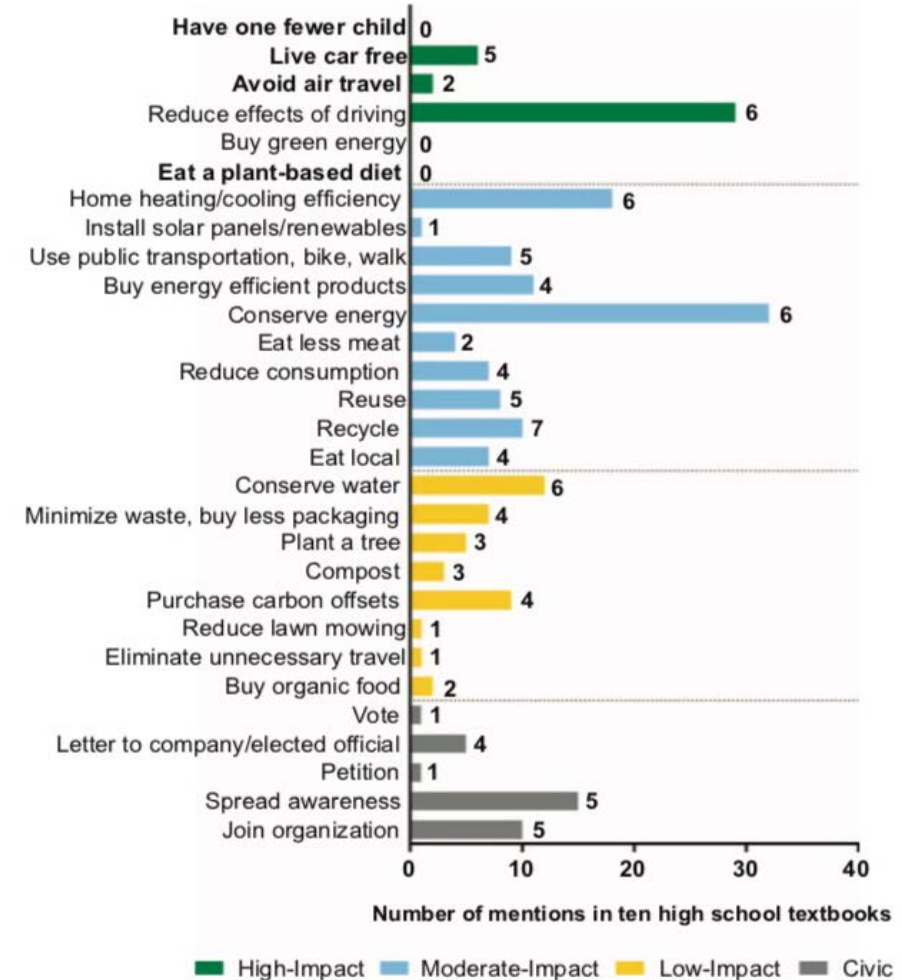


WHAT ARE THE TOP FEW THINGS THAT CAN INDIVIDUALLY REDUCE GHGS? (CONTD.)

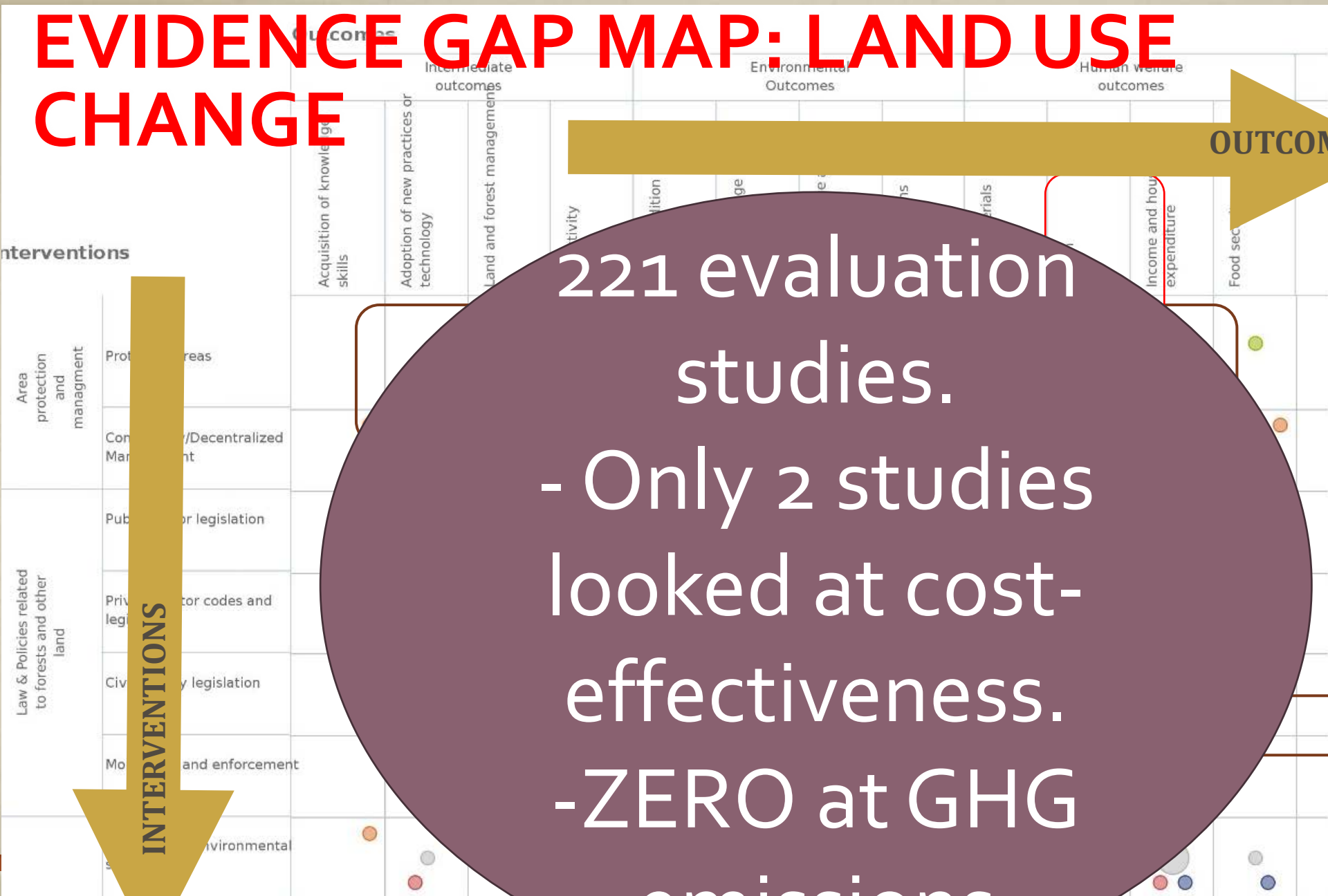
Two of these four strategies were not even discussed in us/canadian/australian textbooks.

In many evaluations we don't talk about **WHAT** is most effective.

We usually evaluate if we are *implementing* effectively.



EVIDENCE GAP MAP: LAND USE CHANGE



221 evaluation studies.

- Only 2 studies looked at cost-effectiveness.
- ZERO at GHG emissions

OUTCOMES

INTERVENTIONS

BIAS IN WHAT WE PRODUCE.



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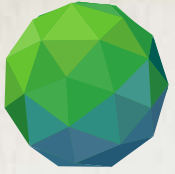
LESSON 1: LETS CONSIDER *BIAS* IN HOW WE PRODUCE EVALUATIONS.



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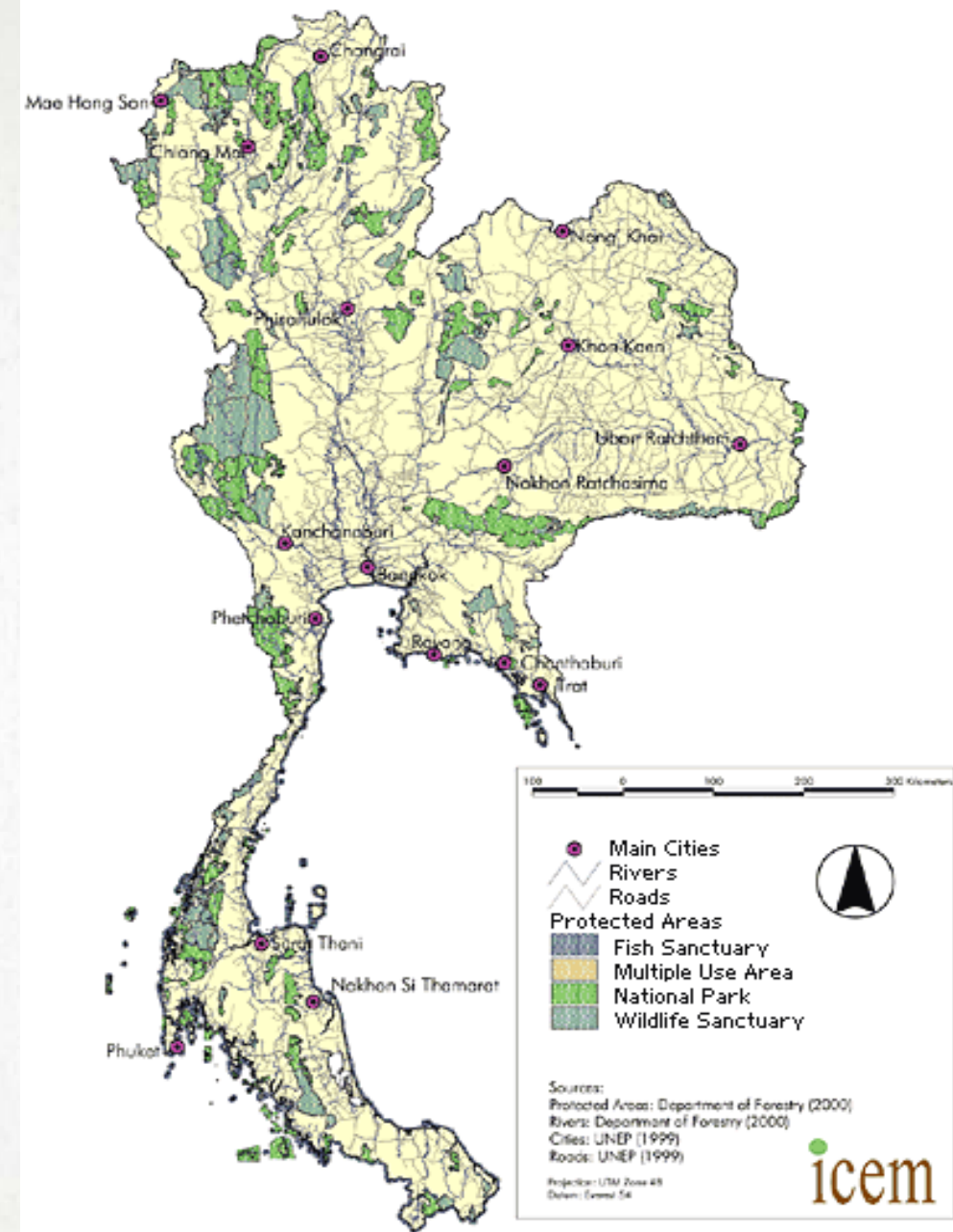
2. BENEFITS

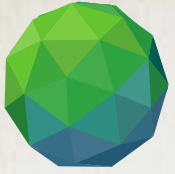




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DOES ROAD CONSTRUCTION ALWAYS LEAD TO DEFORESTATION?





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MAIN RESULT

A 10% reduction in agricultural costs:

- 4.5% reduction
- Increased

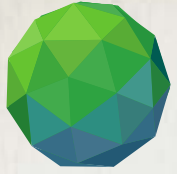
Overall

- Increased
- reduced

Important to
measure sizes of
change



Environmental &
Food
its are
MULTANEOUSLY
possible

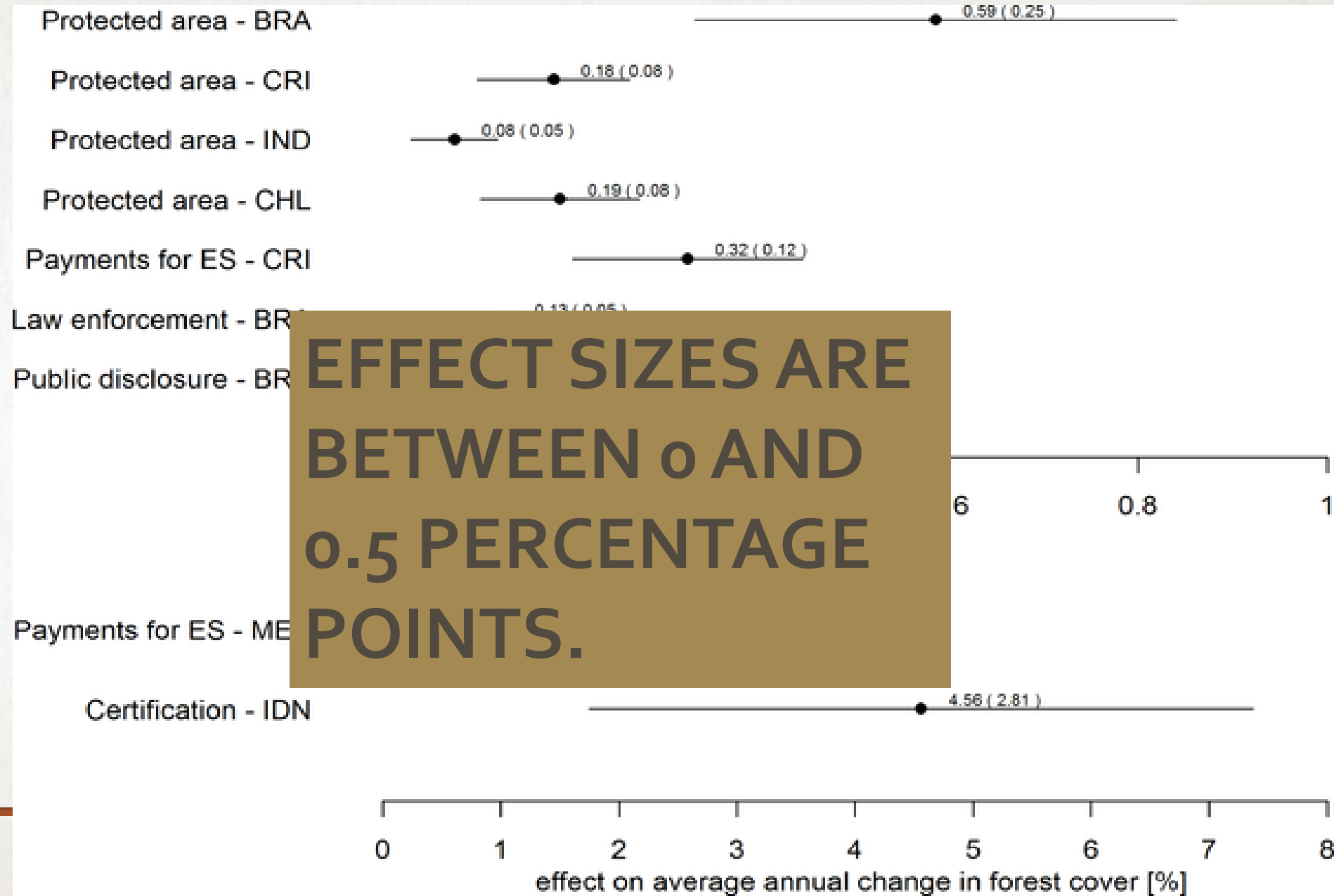


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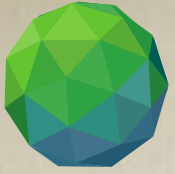
EFFECTS OF POLICIES ON FOREST COVER COMPARED ACROSS DIFFERENT SPATIAL CONTEXTS

KEY FINDINGS

Fig 2. Effects on average annual forest cover change compared.

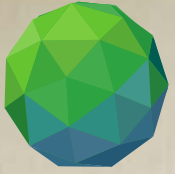


EFFECT SIZES ARE BETWEEN 0 AND 0.5 PERCENTAGE POINTS.



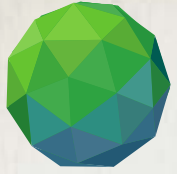
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**LESSON 2: SIZE IS IMPORTANT.
LETS MEASURE EFFECT SIZES.**



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3. BEHAVIOR - AND ENSURING WE MEASURE 'THE LAST MILE'



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**ENERGY PROGRAMS, RECYCLING,
INSURANCE POLICIES PROGRAMS:
PEOPLE DON'T JUST ADOPT THESE OR
CHANGE BEHAVIOR.**

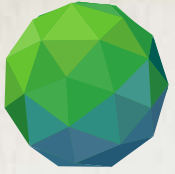


With the financial uncertainties and volatilities facing today's farmers and ranchers, crop insurance is more important than ever before.

[sign up here](#)

**Something happens in the
'last mile'
Clearly knowledge is not
enough.**

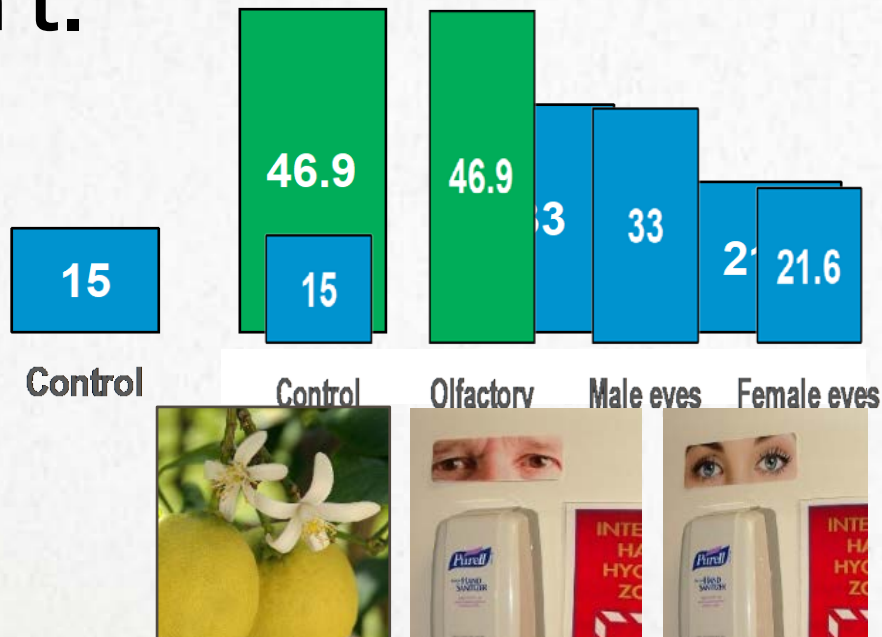
WE SUPPORT CROP INSURANCE
cropinsuranceinamerica.org

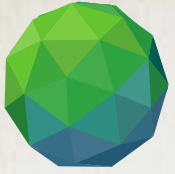


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INFLUENCING BEHAVIOR IN AUTOMATIC WAYS

Doctors know its good to wash hands. They don't.





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M: Messenger

I: Incentives

N: Norm

D: Default

S: Salience

P: Priming

A: Affect

C: Commitment

E: Ego



MINDSPACE

Advisor's Trust

CHECK THE BOX

don't want to
in the organ donor program

PEOPLE DO



ESS electricity than your efficient neighbors.

th was: 😊



Brand Sign Here

I declare that I carefully examined this return and that to the best of my knowledge and belief it is correct and complete.

Signature _____ Date _____



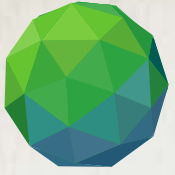
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LESSON 3: LET'S THINK ABOUT THE LAST MILE AND WHAT CHANGES BEHAVIOR

4. BUILD BETTER

In the beginning...



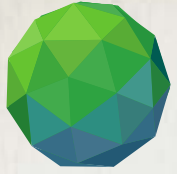


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SO WHAT CAN ONE DO?

- PREVENT HAND WRINGING and REGRET
'no data'
'useless data'
'theory of change was bad'
'its too late now'
- Build attribution, measurability and quality at the beginning



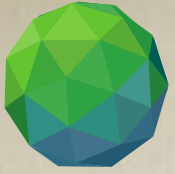


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SO LETS

1. Consider bias in how we produce evidence.
2. Size matters: Lets measure effect sizes.
3. Think about the last mile and what changes behavior.
4. Build better from the beginning.





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THANK YOU!

JPURI@GCFUND.ORG

