



**IMPACT EVALUATION**



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# Impact Evaluation of Cash-Based Transfers and Gender in Kenya

Inception report

**July 2023**

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# 1. Introduction

1. Gender inequality in economic autonomy is pervasive, particularly in developing countries, and its potential welfare implications are concerning.<sup>1</sup> The World Economic Forum's (WEF) *Global Gender Gap Report* for 2022 ranks Kenya as 57th for the Gender Gap on Economic participation, and an opportunity index score of 0.729, suggesting that this is an area for improvement.<sup>2</sup>
2. Economic development, gender equality in labour market opportunities, and gender equality in autonomy are all strongly linked, but causality is still unclear. The World Food Programme's (WFP's) Office of Evaluation (OEV), Cash-based Transfers (CBT) Division, and Gender Office, partnered with the World Bank's Development Impact Evaluation (DIME) department to create the CBT and Gender Impact Evaluation Window (the Window). The Window aims to understand the impact of CBT interventions targeting women on gender equality and women's empowerment, as well as food and nutrition outcomes. The first round of impact evaluations selected for this Window aim to assess the impacts of increasing women's participation in work outside the household, as a conditionality of CBTs, and directly receiving a wage (the CBTs) on their social and economic empowerment.
3. The Kenya impact evaluation aims to understand the specific impacts on women participating in food assistance for assets (FFA) programming on both income and asset loss, while also aiming to understand the longer-term implications of the response on gender equality and women's social and economic empowerment. The main direct outcomes of the intervention are to increase women's earnings and supporting them to alter their time use. The theory conjects that (in the medium term) these outcomes have an impact on perceptions of gender norms, attitudes, agency, consumption patterns, and well-being (physical, social, and psychological).
4. This inception report also builds on a [pre-analysis plan \(PAP\)](#)<sup>3</sup> registered with the American Economic Association's registry for randomized controlled trials. The PAP includes detailed information on primary outcomes, research design, randomization method, randomization unit, clustering, sample size (total number, number of clusters, and units per treatment arm), and regression specifications. The purpose of the PAP is to outline the set of hypotheses and analyses that will be performed on the data before it is collected.

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<sup>1</sup> Jayachandran, S. 2015. The roots of gender inequality in developing countries. *Annual Review of Economics*, 7(1), 63–88.

<sup>2</sup> World Economic Forum. 2022. [Global Gender Gap Report 2022](#).

<sup>3</sup> AEA RCT Registry. 2022. [Gender Gaps in Earnings and Economic Empowerment: Experimental Evidence from 6 Countries](#).

## 2. Evaluation Context

### 2.1. BACKGROUND AND CONTEXT

5. Kenya is one of Africa's most populous countries, with 48.5 million people. With rapid economic growth over the last decade, Kenya has made tremendous progress in addressing food insecurity among its population. However, with 35 percent of the population still living below the USD 1.90 a day poverty line, and social economic and gender disparities, food insecurity remains a concern. Food-insecure families typically live in rural areas, are poor and depend on daily agricultural labour for income. Malnutrition remains unacceptably high, with 29 percent of children in rural areas and 20 percent of those living in cities stunted. In 2022, Kenya's Human Development Index (HDI) ranking is 143rd out of 189 countries. While still better than its neighbouring countries, there is a lot of scope for improvement.
6. The World Economic Forum (WEF) *Global Gender Gap Report* for 2022 ranks Kenya 57th with a Gender Gap on Economic Participation and Opportunity Index score of 0.729 suggesting that this is an area for improvement.<sup>4</sup> Families headed by women are more likely to be food insecure than those headed by men. To achieve Sustainable Development Goal (SDG) 2, a strategic review explicitly suggests that the country should address gender inequalities, which may impede poverty reduction, food security and nutrition.<sup>5</sup>
7. The food assistance for assets (FFA) programme comes at a particularly relevant time for the Kenya country office. In 2021, an estimated 652,960 children aged 6 to 59 months and 96,480 pregnant and lactating women required treatment for acute malnutrition. Due to the COVID-19 pandemic that is affecting all counties in the country, the caseload for children aged 6 to 59 months requires urgent attention. The malnutrition situation was "Critical" (IPC AMN Phase 4) in seven counties: Garissa, Wajir, Mandera, Samburu, Turkana, the North Horr & Laisamis sub-counties in Marsabit County and Tiatiy in Baringo County. Isiolo county lies within arid to semi-arid regions of Kenya covering 25,350 km<sup>2</sup> with an estimated population of 268,002.<sup>6</sup> It has three main livelihood zones: pastoral, agropastoral and casual waged labour, representing 67 percent, 26 percent and 7 percent respectively. It consists of three sub-counties – namely Isiolo, Garbatulla and Merti. Global Acute Malnutrition (GAM) prevalence has slightly increased from 16.7 percent in 2020 to 17.8 percent in 2022. This can be attributed to increased morbidity among children aged under 5 years – specifically a prevalence of watery diarrheal illnesses, poor household dietary diversity and food consumption. The evaluation of the participation in the FFA programme aims to immediately address both income and asset loss, while also understanding the longer-term implications of the response on gender outcomes.
8. A cash-based transfer (CBT) and Gender Impact Evaluation Window ("Window") pre-analysis plan outlines the literature about women's labour and earned income, and its potential impacts on gender equality and women's empowerment. However, a few key pieces of literature are particularly relevant to Kenya. For example, in their study of the impact of unconditional cash transfers to a wife versus a husband in Kenya, Haushofer and Shapiro (2016) find an improvement in women's empowerment and psychological well-being. This study was followed up to explore improvement in empowerment among women by Haushofer et al. (2019) and they found that unconditional cash transfers in Kenya also reduced intimate partner violence.
9. Additionally, a recent qualitative study conducted by the WFP Gender Office on El Salvador's CBTs during FFA programming, documented increases in self-esteem and self-worth among young women and young men, while increasing their food security and nutrition. It also found improvements to gender equality outcomes through a reduction in violence and negative coping mechanisms, and increases in autonomy and equitable resource control.<sup>7</sup> This impact evaluation aims to experimentally

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<sup>4</sup> World Economic Forum. 2022. [Global Gender Gap Report 2022](#).

<sup>5</sup> World Food Programme. 2021. [Annual Country Report, Kenya](#).

<sup>6</sup> Kenya National Bureau of Statistics. 2019.

<sup>7</sup> World Food Programme, Gender Office. 2019. [Gender and Cash – WFP Study](#).

test the causal mechanisms through which these outcomes may be achieved, and validate (or challenge) the qualitative study findings with large-scale household-level data.

## 2.2. PROGRAMME DESCRIPTION

10. A Gender Action Plan (GAP) was developed by the Gender Office at WFP headquarters to translate the goal of the new gender policy into measurable actions and accountabilities to be implemented before 2020. The GAP was instrumental in shaping the regional gender strategy. It introduces two layers to achieving gender equality and empowerment of women (GEEW): 1) including gender in programme objectives and indicators; and 2) including gender in programme processes and organization change. The gender policy called for the development of regional implementation strategies to provide regional bureaux and country office staff with the necessary guidance in pursuing GEEW. The Regional Gender Implementation Strategy developed by the Nairobi regional bureau envisions contributing to gender equality and equity in countries assisted by WFP in East and Central Africa. It does this by integrating gender equality, equity and empowerment of disadvantaged population groups into all aspects of its activities at household, local and national levels. The Nairobi regional bureau is taking this approach with the objective of providing women and girls with increased power in decision making about food security and nutrition in households, communities and societies. The country office is implementing the FFA intervention as part of Outcome 2 (Activity 3) of its Country Strategic Plan (CSP). One of the CSP's expressed goals is "[through] food assistance for assets, WFP will promote asset creation activities to stimulate early recovery, rebuild livelihoods and reduce long-term vulnerability to food insecurity and malnutrition." In this sense, the programme itself directly influences the GAP, the Regional Gender Integration Strategy and the CSP. Data collection and analysis in support of GEEW integration in operations is one of the GAP outcomes.
11. The FFA's objective is for vulnerable populations to benefit from more sustainable, inclusive food systems and increased resilience to climate shocks to meet food and nutrition needs. The project supports the creation of assets and transfer of knowledge, skills and climate risk management tools to enable adaptation to climate change, diversified livelihoods and better nutrition. The programme further facilitates access to markets and provides technical expertise in supply chain management to promote inclusive commercial food systems and enhance consumption of safe, nutritious and diversified foods. The programme envisages that target communities will be able to determine, create and use productive assets and diversified and sustainable food production systems. They will also receive conditional in-kind contributions or CBTs to address immediate food consumption gaps, and receive a comprehensive package of nutrition interventions, including: nutrition education and skills transfer; and links to social protection schemes and essential health and nutrition services, such as micronutrient powders to improve nutrition status. The project is targeted to the arid lands of Isiolo county with its sub-population community of rural migrants that is particularly vulnerable to food insecurity.
12. The FFA programme has two main components: livelihood activities; and CBTs to selected beneficiaries. Livelihood programmes are designed to have a range of asset creation activities, including developing or contributing to poultry rearing, cleaning riverbeds/irrigation ditches, flood prevention activities, attending to vegetable gardens, reforestation, road repair, fumigation/pest control, and communal infrastructure upgrades. As the community targeted by the programme in Isiolo was a pastoral migrant community that did not engage in agriculture, the programme chose only two kinds of livelihood activities: poultry and pasture. The livelihood activities for poultry involve seven to nine months (one session per month) of training on feeding, egg hatching, poultry care, and extension services such as advice and group monitoring. For pasture, the activities planned for three to four months (one session per month) involve training on soil preparation activities, seed provision, seed planting, and extension services such as advisory support and group monitoring of their activities.
13. To test measurement and randomization strategies before a full-scale evaluation of the participation in the FFA programme, the Impact Evaluation Team supported the Kenya country office to pilot the intervention in January and February 2020. The pilot phase included joint work with local government and community leadership and – due to COVID-19 protocols in place – a baseline phone-based survey with approximately 300 beneficiaries. The pilot was meant to test the feasibility of conducting phone interviews in the area, and to pre-test the survey tool before the large-scale impact evaluation.

14. After the successful 2020 pilot, the 2022 scale-up FFA intervention in Kenya aims to work with 1,500 households in 75 communities across four wards in Isiolo county (the wards of Garbatulla, Sericho, Chari and Cherab), which present high indicators of food insecurity (as a result of climactic or economic shocks), and will form the basis for the impact evaluation (see Annex 6 for the evaluation timeline and Section 4 for a more detailed analysis of the research design). In the framework of the FFA programming, the goal of the impact evaluation is to test whether equalizing opportunities for men and women to work outside the home contributes to closing the gender gap in autonomy and ultimately improves social and economic empowerment.

## 2.3 THEORY

15. Two key elements of the intervention will be evaluated:
- Whether the involvement of a household member in the asset creation programme improves their time use, earnings, food security and consumption; and
  - If targeting women through the asset creation programme empowers women (economically and socially)
16. The theory evaluated posits that the Women's FFA treatment arm will result in greater gains for gender equality and women's empowerment outcomes than either the second treatment arm involving men or the control.
17. As a first step, involving women in work (asset creation through the FFA programme) directly impacts their time use (shifts towards paid work outside the home), as well as their earnings as they are paid directly for their work. The hypothesis is that – in the medium term – these combined shifts in time use and earnings will impact on women's:
- perceptions of gender norms;
  - attitudes;
  - agency;
  - consumption patterns; and
  - well-being (physical, social, and psychological).
18. This theory is consistent with a body of literature that examines the impacts of providing women with opportunities to work outside the household, as summarized by Field et al. (2019): "Female employment has been shown to delay marriage, increase female work aspirations, improve child health, and reduce the male: female sex ratio (...). In the United States, rapid growth in female labour force participation preceded important changes in norms regarding gender roles in both the economy and the household" (p. 1).
19. Recent experimental work has demonstrated attitudes<sup>8,9</sup> and norms<sup>10,11</sup> shape women's agency and women's labour supply. While FFA programmes have proven to be an effective tool for economic

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<sup>8</sup> Dhar, D., Jain, T., and Jayachandran, S. 2018. *Reshaping adolescents' gender attitudes: Evidence from a school-based experiment in India*. Technical report, National Bureau of Economic Research.

<sup>9</sup> McKelway, M. 2019. *Vicious and virtuous cycles: Self-efficacy and employment of women in India*.

<sup>10</sup> Beaman, L., Chattopadhyay, R., Duo, E., Pande, R., & Topalova, P. 2009. Powerful women: does exposure reduce bias? *The Quarterly Journal of Economics*, 124(4), 1497-1540.

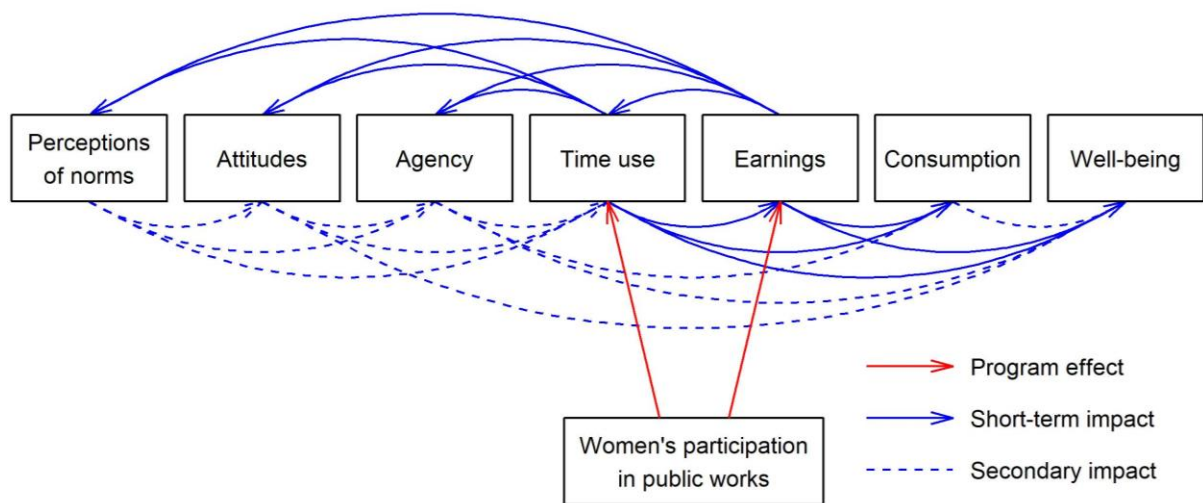
<sup>11</sup> Bursztyn, L., Gonzalez, A. L., & Yanagizawa-Drott, D. 2018. *Misperceived social norms: Female labor force participation in Saudi Arabia*. (24736).



development through increased earnings,<sup>12,13,14</sup> there is less evidence on the impacts of participant gender and a lack of evidence on short-duration programmes.

20. In Figure 1a, solid lines trace the direct impacts of these changes, while dotted lines trace secondary impacts. For example, suppose we saw that women's participation in public works shifted only agency, time use, earnings, and consumption – we would conclude that impacts on agency were caused by changes in earnings and time use.
21. In Figure 1b, solid lines trace the direct impacts of these changes, while dotted lines trace secondary impacts. For example, suppose we saw long-term changes in attitudes and time use – we would conclude that the impacts on time use were driven by persistent changes in attitudes, as opposed to changes in perceptions of norms or agency.

**Figure 1a: Theory Evaluated (Medium Term)**

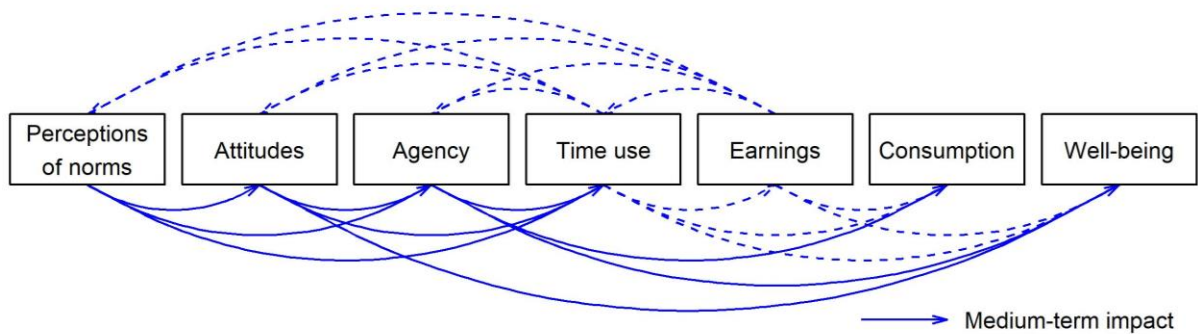


<sup>12</sup> Imbert, C. & Papp, J. 2015. Labor market effects of social programs: Evidence from india's employment guarantee. *American Economic Journal: Applied Economics*, 7(2), 233-63.

<sup>13</sup> Gazeaud, J., Mvukiyehe, E., & Sterck, O. 2019. *Cash transfers and migration: Theory and evidence from a randomized controlled trial*.

<sup>14</sup> Adjognon, G. S., van Soest, D., & Guthoff, J. 2020. Reducing hunger with payments for environmental services (PES): Experimental evidence from Burkina Faso. *American Journal of Agricultural Economics*.

**Figure 1b: Theory Evaluated (Long Term)**



## 2.4 HYPOTHESES

22. The impact evaluation is designed to test the hypothesis that CBT programming that targets women increases gender equality and women's economic empowerment, by increasing women's time spent in paid labour outside the household, and thus increasing their earned income.
23. The first hypothesis is that involving women in work (asset creation through the FFA programme) directly impacts their time use (shifts towards paid work outside the home), as well as their earnings as they are paid directly for their work.
24. The second hypothesis is that – in the medium term – these combined shifts in time use and earnings will impact on women's:
  - perceptions of gender norms;
  - attitudes;
  - agency;
  - consumption patterns; and
  - well-being (physical, social, and psychological).
25. Thus, in the longer term, we hypothesize that including women in work outside the home can initiate a "virtuous cycle" where a change in women's perceptions of norms, attitudes and agency further boosts their participation in paid work outside the home (time use). This increases their earnings, which could improve their control over consumption and well-being, even after the FFA intervention ends. While the programme is targeted at women, it is possible that the programming will also have an impact on men's (and the wider community's) perceptions of gender norms and attitudes in a way that further improves gender equality.

# 3. Evaluation Approach and Questions

26. This impact evaluation uses a clustered randomized controlled trial (RCT) design, where 75 communities are randomly assigned into one of three treatment groups containing 25 communities. In each group, 500 households will participate, for a total sample of 1,500 households (1,000 treatment households and 500 control households).
27. The evaluation will involve three rounds of data collection starting in Quarter 4 (Q4) of 2021, allowing for the separate estimation of short-term and medium-term impacts (timeline presented in Annex 6). Baseline data collection will take place before programme implementation. The Livelihood Assistance programme is expected to last eight months, with midline data collection taking place three months into programme implementation (between the second and third transfer). Endline data collection will occur three months after final intervention activities.
28. Evaluation results will feed into the design of upcoming Livelihood Assistance programming in Kenya and can inform the next Country Strategic Plan (CSP) (2023–2028) which focuses on strengthening institutions and filling gaps in the coverage of government food security and nutrition programmes, including support to drought response. The strategy reaffirms the commitment of WFP to facilitating access by vulnerable households to effective, productive, and nutrition-sensitive social protection; and targeting populations and communities in the most food-insecure areas. The strategy also emphasizes WFP’s commitment to prioritizing the protection of women in all its activities according to its regional gender strategy and the country office gender action plan.

## 3.1. PRIMARY EVALUATION QUESTIONS

29. The main objective of the impact evaluation is to answer the following questions:
  - a) What is the impact of women’s participation in a food assistance for assets (FFA) programme (working outside the household and receiving cash in return) on their social and economic empowerment?<sup>15</sup>
  - b) What is the impact of a conditional cash transfer to the household on women’s social and economic empowerment, as well as on household income and welfare?
30. Each question will be evaluated using the same outcome indicators (explored further in Section 5):
  - Consumption patterns;
  - Earnings;
  - Time use;
  - Agency;
  - Attitudes;
  - Perception of norms; and
  - Social, physical, and psychological well-being.
31. These evaluation questions are derived directly from theory. They are intended to isolate the impact of increasing women’s income and time spent working outside the household on gender equality and women’s empowerment. The questions control for the “income effect” of the cash transfer generally (comparing to the second treatment arm), and aim to understand the overall impact of the WFP programming (comparing to the control).

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<sup>15</sup> This can also include unintended negative effects.

### **3.2. SECONDARY EVALUATION QUESTIONS**

32. Secondary questions examine:

- a. Does the involvement in an FFA programme affect key food security outcomes of interest?
- b. How did the process of programme implementation contribute to, or hinder, the achievement of measured outcomes?
- c. To what extent were programme interventions implemented as planned? How did intended beneficiaries supported by the programme experience participation in selected interventions? And, how do they perceive the positive or negative consequences of any measured outcomes?

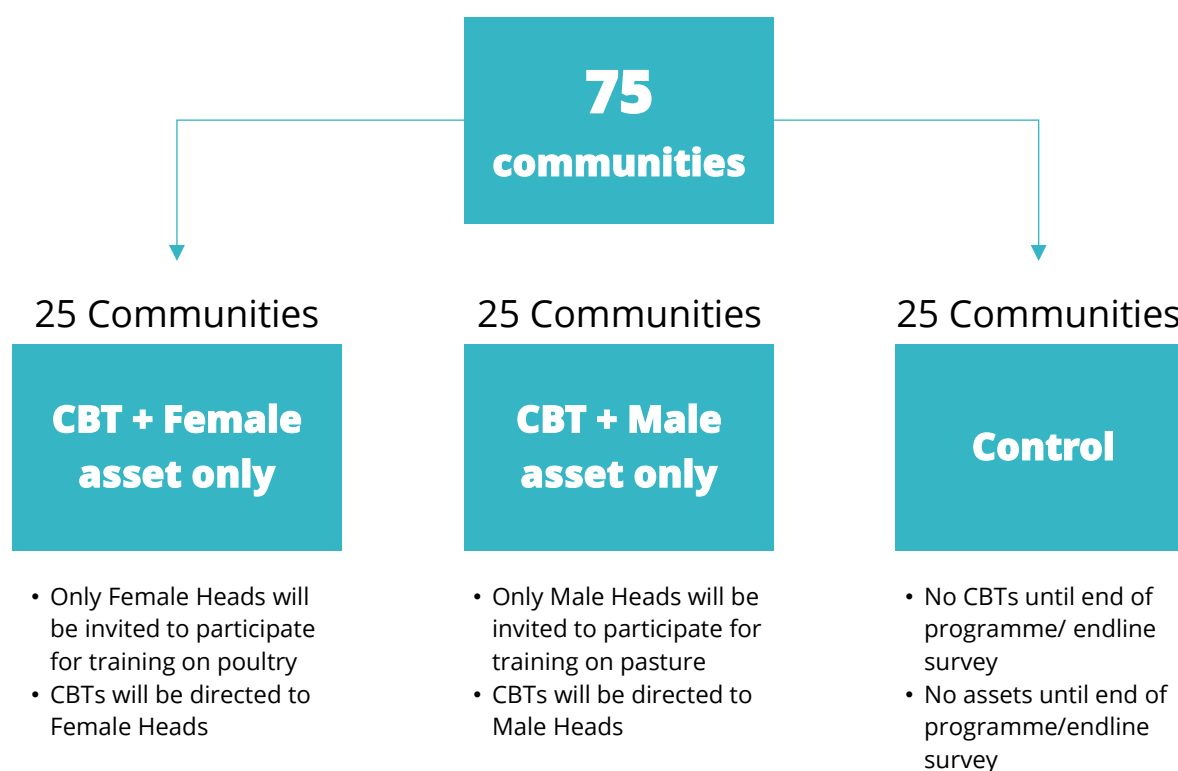
33. For question a), the evaluation will compare the two intervention arms across key food security measures commonly used in WFP, including the Food Consumption Score (FCS) and the Livelihoods Coping Strategies Index (LCSI). The analysis will give an estimate of the overall impact of WFP programming on food security. Questions b) and c) will be examined using qualitative data collected to complement the quantitative analysis (see Sections 4.2 and 5.3).

# 4. Evaluation Methodology

## 4.1. CLUSTER RANDOMIZED CONTROLLED TRIAL DESIGN

34. To identify the causal impacts of the treatment arms, the impact evaluation uses a clustered randomized controlled trial (RCT) design. The clustered RCT approach follows from the programme's implementation modality of intervening at the community level, which would not have allowed for a household-level randomization. To start, the impact evaluation team supported the WFP country office to select 75 communities – the project sites. The project sites were selected by the WFP country office using the following criteria:
35. They have not yet received WFP assistance – that is, neither cash-based transfer (CBT) nor Livelihood Assistance training.
36. They have a high level of vulnerability based on food insecurity, poverty, and vulnerability due to a climate-related event, such as the long drought in the Horn of Africa.
37. In a second step, the 75 communities will be randomly assigned into one of the two treatment groups or the control group (see Figure 2), producing a clustered randomized design.

Figure 2: WFP Kenya Impact Evaluation Design



38. In each community, WFP will work with local community leaders and government officials to identify 20 of the most vulnerable households for a total sample size of  $20 \times 75 = 1,500$  households (see Annex 3 on sample size calculations). A feature of the clustered RCT design is that all selected beneficiary households within a community will receive the same treatment to avoid any “spillover” concerns that might arise from a within-community household randomization approach. Household selection will be conducted before randomization status is communicated to the community to further prevent any self-selection biases.



## Treatment and control groups

39. The two treatment arms and control group are:

- Treatment 1 – CBT + Female Asset only: Beneficiaries in this treatment group receive a conditional monthly cash transfer of approximately USD 44 per month and they are invited to work on an asset – where the beneficiary registered to receive the transfer and trained on poultry is **the primary female decision maker**.<sup>16</sup> To ensure that women participate, the selected asset is one that women (rather than men) typically engage with. The country office estimates that USD 44 a month cash transfer can fill any existing gaps for food expenditure.
- Treatment 2 – CBT + Male Asset only: Beneficiaries in this treatment group receive a conditional monthly cash transfer of approximately USD 44 per month and they are invited to work on an asset – where the beneficiary registered to receive the transfer and trained on pasture is **the primary male decision maker**. To ensure that men participate, the selected asset is one that men (rather than women) typically engage with. The country office estimates that USD 44 a month cash transfer can fill any existing gaps for food expenditure.
- Control group: Beneficiaries in the control group will receive monthly CBTs and Livelihood Assistance with an eight-month delay with respect to the two treatment groups, after the endline survey.

## 4.2. QUALITATIVE ANALYSIS

40. The purpose of the qualitative survey is to: 1) learn about how the qualitative responses from the respondents can help corroborate the quantitative results; 2) receive feedback on project implementation and the subjective opinion of the beneficiary about the programme. To achieve this objective, we rely on two qualitative approaches: focus group discussions and in-depth interviews conducted with programme beneficiaries from the treatment groups, those who did not participate in the programme, and respondents in the control group. The sampling strategy will be purposive. We will select the sample to be representative of each treatment arm and ensure that non-compliant respondents (i.e., those who were assigned a treatment but did not participate) are represented in order to better understand mechanisms of those who elect opt out of the programme as designed. In-depth interviews will also be conducted with WFP country office staff, cooperating partners' staff, community leaders, and community members to better understand their perception of programme implementation. We will ask questions to find out what went well and what could have gone better.

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<sup>16</sup> In Isiolo county, in 2014, the [average annual per capita income](#) was KES 34,343 (about USD 250). The daily per capita income for women in households headed by a female was reported as KES 47 (USD 0.34).

# 5. Data Collection and Measurement

## 5.1. DATA COLLECTION FOR THE RANDOMIZED CONTROLLED TRIAL

41. The timeline for surveys and implementation is presented in Annex 6. All data will be collected using computer assisted personal interviewing (CAPI) techniques, with Android tablets running SurveyCTO data collection software. Surveys should take two hours to complete.
42. Baseline surveys took place just prior to the start of the intervention (December 2021/January 2022). A midline survey was undertaken during the implementation of cash transfers, with its reference period covering the eight months during which cash transfers are made. This was necessary so that all midline questions, particularly time use and income, can be used to estimate the direct impacts of Livelihood Assistance and Women's Livelihood Assistance. An endline survey will occur at the end of the process so that the reference period excludes the intervention time. This is necessary so that all endline survey questions can be used to estimate the persistent indirect impacts of Livelihood Assistance and Women's Livelihood Assistance.
43. The impact evaluation design allows for collected data to be disaggregated by the gender of the respondent. Importantly, the impact evaluation does not consider a "household" to be one unit, but rather individuals within a household. As such, the survey is repeated to both male and female respondents in the same household for all of the key outcomes described in Section 5.2. One exception is the module measuring intimate partner violence (IPV) – for ethics and protection, this module is only asked of women without the male respondents present or aware of the module.
44. While the survey is relatively standard across all impact evaluations in the cash-based transfer (CBT) and Gender Impact Evaluation Window, it will be piloted prior to data collection with local communities in Kenya to ensure that questions are relevant to the context. In addition, the consumption module is specifically tailored to context (described below), and the power calculations for the impact evaluation use data from the 2015/16 Kenya Integrated Household Budget Survey as outlined in Annex 3.
45. To capture the range of ways that agency, attitudes, and norms can manifest in everyday decision making, each of the outcomes will be measured using multiple questions along three separate productive assets. Four separate activities will be used to understand women's decision-making power and perception of norms. These variations on the key outcomes are described below.

## 5.2. OUTCOMES MEASURED

46. The survey includes seven main outcome categories:
  - **Consumption:** The survey asks about expenditure over a standard reference period for up to ten goods. Five goods are selected as those that most strongly predict household consumption in a previous household survey. Five goods are selected as the goods that most strongly predict women's income, controlling for total household consumption, in a household survey from the same context. Expenditure on education, men's clothing, and women's clothing will also be included.
  - **Earnings:** Earnings for each household member are collected for the previous six months for the baseline survey, the time since the baseline survey for the midline survey, and the minimum of the previous six months, or two weeks after the intervention was completed, for the endline survey. Earnings are measured as total earnings from WFP plus total earnings from other paid permanent and temporary work.
  - **Time use:** The female respondent is asked for a 24-hour recall of her activities over the past two days, following the approach of American Time Use Survey by the U.S. Bureau of Labor Statistics. When the primary male decision maker in the household is available, he is asked about his activities over the past two days; when he is not, the female respondent is asked about his activities.
  - **Agency:** The female respondent is asked, relative to the primary male decision maker in the household, how much her opinion would be considered in a series of decisions. These questions follow the Demographic and Health Survey (DHS) on consumption ("major household purchases", "purchases from

the primary male decision maker's income", "purchases from the female respondent's income", "the female respondent's health care"), and include additional questions on decision making over both men's and women's time in three productive activities ("work in self-employment", "work for a salary", "work on household chores").

- **Attitudes:** The female respondent is asked how much time she should spend, relative to the primary male decision maker in the household, on the three productive activities listed above.
- **Perceptions of norms:** The female respondent is asked how much time she believes women, relative to men, in her community spend on three productive activities. Next, the female respondent is asked how much the opinion of women in her community would be considered, relative to primary male decision makers in their households, on the same set of decisions as the agency questions. Finally, the female respondent is asked about the attitudes of people in her community. These questions mirror those above on attitudes towards time use and attitudes towards agency.
- **Well-being:** Modules to measure locus of control, psychosocial well-being, life satisfaction, IPV, and depression (PHQ9) are administered. Two modules are used to assess any unintended consequences of the intervention on women. First, the time use module will reveal whether the programme has contributed to a "second shift" for women; as they pick up more work outside the home, this may not be accompanied by reduced domestic labour burdens. The share of time spent on domestic and care work duties between men and women is an important indicator of gender equality in the analysis. Second, questions from the DHS module on IPV are included, adapted based on Haushofer et al. (2019). This allows the impact evaluation to identify any unintended consequences of a direct transfer of cash to women on the intra-household dynamics and her experience of IPV. These outcomes are measured during the baseline data collection, the midline (approximately three months after the programme start), and at endline (after the completion of the eight-month programme cycle).

### 5.3. QUALITATIVE DATA COLLECTION

47. Given limited data collection budgets, the team chose to focus data collection on household surveys that capture outcomes at the household and individual level. The data collected is both quantitative and qualitative, with significant opportunity for respondents to elaborate on responses through text fields and for enumerators to record "other" responses. An initial barrier to focus group discussions was the requirement for the Institutional Review Board (IRB) to limit "research activities" that increase the risk of COVID-19 group-based spread.
48. In addition to measuring the impact of WFP's programme in Kenya, the impact evaluation will collect qualitative data to examine important process-related questions:
  - a) How did the process of programme implementation contribute to, or hinder, the achievement of measured outcomes? To what extent were programme interventions implemented as planned?
  - b) How did intended beneficiaries supported by the programme experience participation in selected interventions? And, how do they perceive the positive or negative consequences of any measured outcomes?
49. As outlined in section 4.2, qualitative data collection will take place through focus group discussions and in-depth interviews. Data collection will take place after the midline quantitative collection, so that qualitative data can shed light on the tentative emerging results. Group discussions and interviews will be recorded and transcribed for analysis. For the focus group discussions, topics include:
  - Programme take-up;
  - Feedback on key beneficiary outcomes; and
  - Programme feedback.
50. For the in-depth interviews, topics include:
  - Ways of working;
  - Programme take-up;
  - Programme monitoring;
  - Perceptions of project benefits; and
  - Feedback on key beneficiary outcomes.

51. Discussions and interviews will be conducted by trained interviewers using pre-defined interview guides.

#### **5.4. MANAGEMENT OF DATA QUALITY**

52. The team is taking multiple steps to ensure that we collect high-quality data. This begins by hiring a set of 30–40 experienced enumerators. These enumerators have worked with WFP in the past and are hired on short-term contracts for the number of days in question. The hiring process takes place through a third party, a recruitment, and human resources management company which WFP has a contract with. The team then trains the enumerators in best practices, checks incoming data, and communicates any data issues regularly to the enumerators.

##### *Enumerator Training*

53. The training is divided into four stages and will take approximately one week to complete:

54. Review the survey's content: the team will guide enumerators through each section of the survey, eliciting their feedback about the content and answering their questions about how to administer the questions to respondents. This process ensures that any ambiguities about the questionnaire are resolved ahead of time.

55. Mock surveys: once the survey has been reviewed, the team will ask the enumerators to pair up and conduct "mock surveys" where they administer the questions to each other. This session is followed by a question-and-answer period to review any additional concerns, and to provide feedback on individual enumerators' performance.

56. Review best practices: once the mock surveys are complete, the team comes together to discuss best practices for engaging with respondents and recording their answers using the software. This includes a review of how to:

- record survey responses;
- provide alternative phrasing so that respondents understand the question; and
- ensure smooth transition in telephone surveys, especially when the survey will be broken up into several telephone calls.

##### *Ensuring Beneficiary and Enumerator Protection*

57. The survey asks about sensitive topics, including IPV and mental health, that could be distressing for respondents and elicit responses that enumerators may find emotionally difficult to discuss. To address these concerns, the evaluation will follow WFP guidelines on collecting sensitive data for impact evaluations, and seeking support from the gender and/or protection officer to establish the proper protection infrastructure. This includes mapping referral pathways for surveyed communities and hiring a non-governmental organization (NGO) that specializes in psychosocial support to provide enumerator training. This training will instruct enumerators on how to conduct the more sensitive questionnaire modules, and give advice on when and how to use referral pathways if a beneficiary reports an incident of violence.

##### *Data Quality Protocols*

58. The CAPI survey will ensure that the number of logical inconsistencies in the data is reduced to a minimum. Additionally, the team will carry out high-frequency checks (HFCs) during the data collection period. HFCs are a data quality assurance process to detect any anomalies in the data collected. HFCs take place daily so the team can make any necessary adjustments to data collection processes in the field. HFCs aim to identify:

- too many missing observations;
- duplicated observations;
- unusual survey duration (too short or too long);
- too many respondents stating "no consent"; and
- inconsistent patterns in the data.

59. Any anomalies detected will be reported to the data collection team immediately.

### Communication Strategies

60. The team developed an innovative data tracking dashboard using a code that downloads the raw data from the server and computes the statistics we use for the HFCs. The dashboard also shows the status of all surveys. This information is stored in a Google Sheet, allowing different team members to consult the data. In particular, enumerators can log on to check how many surveys they have completed, and which surveys are still pending. This ensures that the team is actively tracking survey progression and data quality.

## 5.5. IMPLEMENTATION MONITORING SYSTEM

61. WFP and the World Bank's Development Impact Evaluation (DIME) department are working together to ensure that beneficiaries receive the scheduled WFP programming on time. WFP regularly tracks when transfers are made to programme recipients, and also checks whether work requirements are met. DIME and the Office of Evaluation are complementing these efforts by ensuring that the programme variations we introduce are properly followed. For example, monitoring treatment compliance in the following way:

**Treatment 1:** The household's primary male decision maker is registered as the primary beneficiary in WFP's SCOPE database. He will receive cash transfers in a timely fashion.

**Treatment 2:** The household's primary female decision maker will be registered as the primary beneficiary in WFP's SCOPE. She will receive cash transfers in a timely fashion. She will also be invited to work on a community asset and to attend any necessary meetings or training for this work. Attendance at all meetings will be recorded manually and then digitally.

**Control group:** Households should not receive cash transfers until after endline, nor should they be assigned an asset to work on. They should not attend asset training or meetings.

62. The impact evaluation field coordinator will routinely run a code that will show any discrepancies with the treatment compliance indicators. If any discrepancies are identified, the field coordinator will notify WFP and/or the cooperating partner responsible for implementing field activities.



# 6. Data Processing and Analysis

## 6.1. DATA CODING, ENTRY, AND EDITING

63. All data will be collected via tablets and stored on SurveyCTO servers. As soon as a surveyor marks a completed survey form as “finalized”, the form’s contents are encrypted. Whenever form data is transmitted via 3G or other Internet networks, it is also protected in transit using Secure Sockets Layer (SSL) encryption. Any data downloaded from the server will either be encrypted or purged of any personal identifiers before analysis. Any mistakes that are detected will be recorded and changed. This will avoid missing data systematically across treatments (if there is missing data it will be random across treatments, and therefore does not impact on the analysis).

## 6.2. PROGRAMME-SPECIFIC QUANTITATIVE DATA ANALYSIS

64. The main objective of the analysis, as per the Gender Impact Evaluation Window’s design, is to estimate the impact of women’s participation in the programme on the main outcomes of interest (Annex 2), adjusting for any household-level impacts of increasing income. The model for these estimates is summarized in this section (see Annex 3 for more detail). Standard errors will be clustered at the community level, in accordance with the clustered randomization design.

65. We estimate the following instrumental variables model in each survey wave t. Letting  $Y_{ht}$  be outcome Y for household h in survey wave t (0 for baseline, 1 for midline, and 2 for endline), we estimate:

$$Y_{ht} = \beta_{1t} \text{WomanParticipant}_{ht} + \beta_{2t} \text{AnyParticipant}_{ht} + X'_h \gamma_t^Y + \varepsilon_{ht}^Y (1)$$
$$\text{WomanParticipant}_{ht} = n_{1t}^T \text{UnconditionalCash}_h + n_{2t}^T \text{CashforWomen'swork}_{hc} + X'_{h0} \gamma_t^T + \varepsilon_{ht}^T$$
$$\text{Anyparticipant}_{ht} = n_{1t}^I \text{UnconditionalCash}_h + n_{2t}^I \text{CashforWomen'swork}_h + X'_{h0} \gamma_t^I + \varepsilon_{ht}^I$$

where  $X_h$  is a vector of controls which includes the value of the outcome of interest at baseline and any stratifying variables used for randomization (in Kenya the stratifying variables includes the municipality). The primary coefficient of interest is  $\beta_{it}$  – the estimated impact of shifting all of a household’s income from men to women.

66. For inference, we will control the false discovery rate across outcomes, using randomization inference following Anderson (2008).

67. We will test the balance along all outcomes of interest and key demographic variables, including household size.

68. The impact evaluation design allows outcomes to be analysed by gender to detect inequalities between household members. As mentioned in Section 4.1, a feature of the clustered randomized controlled trial design is that all selected beneficiary households within a community will receive the same treatment to avoid any “spillover” concerns that might arise from a within-community household randomization approach. As non-beneficiary households within treated communities are not surveyed, the evaluation will not be able to detect any positive (or negative) spillovers within communities.

69. For each regression, we will test for differential attrition and, for questions where men respond when present, differential attrition of male respondents. When statistically significant attrition is present for a given outcome, we will estimate [Lee bounds](#) for that outcome and report the average upper bound and average lower bound in robustness.

### **6.3. PROGRAMME-SPECIFIC QUALITATIVE DATA ANALYSIS**

70. In part due to limitations on face-to-face interactions due to COVID-19, no qualitative data could initially be collected on the process of implementation or the experience of programme participants – there was only space available for specifying “other” responses if those listed did not adequately describe the respondent’s answer. If a certain “other” response occurs with significant frequency across surveys, this will be coded and included in the analysis.
71. We will also collect qualitative information about the implementation process. We will ask beneficiaries if they think the programme has had a positive or negative impact on the outcomes (as detailed in Section 5.2).

## 7. Ethical Considerations

72. Evaluations must conform to 2020 United Nations Evaluation Group (UNEG) ethical guidelines. Accordingly, the Office of Evaluation and the World Bank's Development Impact Evaluation (DIME) department are responsible for safeguarding and ensuring ethics at all stages of the evaluation cycle. This includes, but is not limited to, ensuring informed consent, protecting privacy, confidentiality and anonymity of participants, cultural sensitivity, respecting the autonomy of participants, ensuring fair recruitment of participants (including women and socially excluded groups), and ensuring that the evaluation results do not harm participants or their communities. During the inception phase, the following ethical issues, related risks, safeguards, and measures have been considered.

### 7.1. IRB APPROVAL

73. The impact evaluation Gender Impact Evaluation Window design, as well as the specifics of the Kenya impact evaluation, received ethical approval on 10 March 2020 by Solutions IRB, a private commercial association for the accreditation of human research protection programmes, fully accredited by the Institutional Review Board (IRB).

### 7.2. PROGRAMME INCLUSION

74. Every impact evaluation participant will be a WFP beneficiary, selected through a rigorous process that consults the community to identify the most vulnerable households. All three treatment groups are eligible for cash payments – the control group will just receive this transfer after the impact evaluation has concluded.

### 7.3. INFORMED CONSENT

75. Every household enrolled in the impact evaluation must first consent to being part of the WFP programme as per WFP guidelines. Each household must then provide informed consent to be surveyed. Refusal to respond to our survey does not preclude participation in the WFP programming. The respondents are informed that they can also refuse to take the survey and skip questions they do not wish to answer. Informed consent will be collected for each survey round separately (baseline, midline, and endline).

### 7.4. PRIVACY DURING INTERVIEWS

76. A woman selected as eligible to participate in the food assistance for assets (FFA) programme is the primary respondent for the survey. Most survey questions are addressed to the woman; however, a reduced set of questions will be directed to the primary male decision maker who is also eligible to participate in the FFA programme – referred to as the "primary male decision maker".
77. Despite the minimal risks, the team will take several precautions to ensure that questions addressed to respondents respect their privacy and comfort. Interviews will take place at a central point in the village so that respondents feel comfortable answering questions about their agency, time use, and so on. Interviews will be conducted away from other participants (including those from the same household) and enumerators. Following the first section of the survey, when both female and male respondents might be present, enumerators will request for others to step away as they interview the female or male respondent, with the goal of providing a safe and quiet environment for the survey. In contexts where necessary, enumerators will be female, to ensure the highest degree of comfort for survey respondents. The team will coordinate with WFP and community leaders to help care for the respondents' children (as necessary) to ensure maximum privacy during the survey. All enumerators will participate in training that will last for one to two weeks, followed by extensive piloting in the field. The goal of the training is to ensure that enumerators follow survey best practices for protocols and ethics, but also that questions are asked in a uniform and contextually appropriate manner. For the most sensitive questions related to intimate partner violence (IPV), third-party experts will be contracted to train enumerators on how to ask these questions, and refer cases of IPV to the relevant authorities.

78. These issues will be monitored and managed during the implementation of the evaluation. If any additional ethical issues arise, they will be recorded and managed in consultation with the Office of Evaluation and the World Bank's Development Impact Evaluation (DIME) department.

## **7.5. CONFIDENTIALITY**

79. The evaluation team will ensure complete anonymity and confidentiality of all data collected from participants. The identity of evaluation participants will remain hidden in all forms of data construction and analysis, and sensitive information will not be shared with anyone outside the evaluation team.

## **7.6. TRANSPARENCY IN EVALUATION DESIGN**

80. To increase the transparency of the work, the evaluation is registered through the American Economic Association's trial registry.

# 8. Risks and Limitations

## 8.1. LIMITATIONS AND RISKS OF EVALUATION METHOD

81. One of the evaluation limitations may be that the results of a single evaluation might not be externally valid. We test the external validity of our results across the six countries where we implement these interventions (see the Gender Impact Evaluation Window [pre-analysis plan](#) in Section 2 for details). As with any in-field randomized controlled trial (RCT), spillover across communities and differential attrition are potential risks for the evaluation. Attrition is particularly a concern with this community given the migratory patterns observed among men. The team will work closely with implementing partners in the community to monitor potential spillover risks and design clear implementation protocols. We expect differential attrition to be less common than in other contexts, since the control group is aware that they will receive the food assistance for assets (FFA) intervention in the second year of the programme.

## 8.2. BETTER OUTSIDE OPTIONS

82. The evaluation assumes that the intervention being provided in the community is the most desirable option for the community and there are no other alternatives available. However, if at the time of programme implementation, better alternatives are found, then we may see a drop in participation from our project sample. This would result in our sample being too small to detect the impact of the intervention. Our teams will be working closely with the field teams and Kenya country office to monitor such possibilities during the course of the impact evaluation.

## 8.3. DIRECT INCOME VS. WORK EFFECT

83. The treatment arm focusing on women's work could result in women engaging in work outside the household and receiving a direct cash transfer (as pay for their work). The impact evaluation design estimates the combined impact of both features, which makes it difficult to identify the relative importance of either feature. However, work outside the household usually entails direct pay, which makes this combination operationally relevant to investigate. Also, there is already a large body of literature on the sole impacts of cash transfers to women, and the contribution of our evaluation therefore is more focused on the work component.

## 8.4. RISKS DUE TO COVID-19

84. During COVID-19, the country office had to implement all of its programmes with third-party non-governmental organizations (NGOs) which are now responsible for all field-related activities. This created additional monitoring challenges as the evaluation team has to make sure that the NGOs comply with the original design (registering dual-headed households, respecting the randomization of communities to treatment arms, and delivering cash and assets on time). The World Bank's Development Impact Evaluation (DIME) team has developed a strong working relationship with the country office and is in frequent communication with the country office and the NGOs to monitor these dynamics.

## 8.5. RISKS DUE TO INSTABILITY

85. A further risk is that a crisis (for example, conflict, political instability, or natural disaster) impedes programme progress or the ability of implementing teams to follow the planned evaluation design. To mitigate the consequences of unforeseen issues, the evaluation team will work with implementing partners to proactively resolve potential delays before the event, including through supporting the planning and implementation of operational activities and timely launch of procurement processes. Furthermore, field coordinators will work closely with implementing partners to ensure that programme activities are conducted according to the planned standards and protocols, and will alert the evaluation team in a timely fashion about deviations and other implementation challenges.



# 9. Quality Assurance and Peer Review

## 9.1. QUALITY ASSURANCE PROCESS

86. WFP's Impact Evaluation Quality Assurance System (IEQAS) sets out guidance on definitions, methods, processes and procedures for ensuring that impact evaluation outputs provide robust and credible evidence about impact. The IEQAS consists of process guidance, quality checklists, templates, technical notes and other reference material to guide evaluation teams and partners throughout the evaluation process. Quality assurance will be systematically applied throughout the evaluation phases. These include preparation and selection, design, data collection, and consistency of programme implementation with the evaluation design, analysis and reporting.
87. Before registration, cash-based transfer (CBT) and Gender Impact Evaluation Window (the Window) pre-analysis plans – which include each country using a similar impact evaluation design – are reviewed by the Steering Committee and Technical Advisory Group, and by external quality support peer reviewers. Following registration, country-specific evaluation reports published by WFP – including inception, baseline, and final reports – are prepared by the evaluation team. All country-specific evaluation reports are reviewed by the Evaluation Committee and shared with the Window's Steering Committee for comments. Final evaluation reports are also reviewed by external peer reviewers. In addition to WFP-published reports, the impact evaluation team will produce a Window-level meta-analysis and peer reviewed journal articles. All reports and articles are reviewed by the Head of Impact Evaluation. The WFP Director of Evaluation approves all the reports before they are published.
88. All final evaluation reports will be subjected to a post hoc quality assessment by an independent entity through a process that is managed by the Office of Evaluation. The overall rating category of the evaluation reports will also be made public.

## 10. Communications Plan

89. The World Bank's Development Impact Evaluation (DIME) department and WFP will ensure that regional bureaux of East and Central Africa and the Kenya country office are full partners in discussing and using the evidence created in the impact evaluations. DIME field coordinators will regularly update country teams on evaluation plans and keep track of any adjustments in field implementation plans to ensure that the evaluation plan remains aligned with field concerns. As data is collected, DIME will be responsible for analysis, ensuring a degree of independence. However, results of this analysis will be regularly shared and discussed with the country office and regional teams to ensure that findings can be used for programme decisions and that teams' insights can be incorporated in the data analysis. This analysis will be shared with the relevant teams in the form of baseline and endline reports and accompanying presentations. In addition, the evaluation team will draft an academic paper for submission to a peer-reviewed journal and results from the impact evaluation will contribute to the broader cross-country analysis being undertaken as part of the partnership.
90. In addition, DIME and WFP will communicate regularly with the respective national government and other partner agencies to provide them with updates on the impact evaluation work and results. This will be done through a series of in-country and virtual seminars (as allowed based on context). As the studies are built into WFP programmes, results will feed into future phases of these programmes. Knowledge produced by the proposed impact evaluation activities will be more broadly relevant to other actors and governments. Lessons drawn from these impact evaluation activities will also inform future policy implementation in other regions. DIME and WFP will support the use of the evaluation results to inform other partners' programme designs by ensuring easy access and promoting awareness for the evidence generated.

# 11. Organization of the evaluation

## 11.1. EVALUATION TEAM

91. The impact evaluation will be delivered through a partnership between the WFP and the World Bank’s Development Impact Evaluation (DIME) department. DIME and the WFP will deliver the impact evaluation through the existing memorandum of understanding between the Office of Evaluation of the WFP and the World Bank. Key governing and management structures within the partnership are outlined below.
92. The evaluation team will consist of principal investigators and focal points from DIME and the WFP. The composition of the team is summarized below.
93. The responsibilities of the evaluation team include:
- preparation of the impact evaluation concept note and workplan;
  - delivery of all activities set out in the impact evaluation workplan;
  - monitoring and reporting progress made in delivering the workplan to the evaluation steering committee; and
  - preparing annual progress reports.

**Table 1: Impact Evaluation Team and Main Counterparts**

Name	Role	Organization/Unit
John Loeser	Principal Investigator, Lead Researcher	DIME
Florence Kondylis	Principal Investigator, Lead Researcher	DIME
Erin Kelley	Principal Investigator, Impact Evaluation Technical Team Leader	DIME
Gregory Lane	Principal Investigator	DIME
Paul Christian	Principal Investigator, Senior Economist	DIME
Jonas Heirman	Principal Investigator, Senior Evaluation Officer	WFP Office of Evaluation
Felipe Dunsch	Evaluation Officer	WFP Office of Evaluation
Mariachiara Lannuzzi	Field Coordinator	DIME
Edwin Kasila	Field Coordinator	DIME
Ashwin Balu Mandakolathur	Research Assistant	DIME
Marc-Andrea Fiorina	Research Analyst	DIME
Tanay Balantrapu	Research Analyst	DIME

## 11.2. WORK PLAN AND DELIVERABLES

Table 2: Milestones, Deliverables, and Estimated Timeline

Milestones	Deliverables	Completion Date
Planning and design	Draft concept note	December 2021
Inception Report	Publish Inception Report	November 2022
Data collection plan and pilot	Terms of reference Questionnaires	January 2022
Data collection (Baseline) completed	Cleaned data Dictionaries	31 January 2022
First data analysis	Presentation Data file Analysis (Do) files	31 May 2022
Baseline Report	Publish Baseline Report	February 2023
Implementation of intervention aligned to evaluation	Rollout plan Monitoring reports verifying treatment and control status	January 2023 – April 2023
Midline data collection (completed)	Cleaned data	March 2023
Endline data collection plan	Terms of reference Questionnaire	June 2023
Endline data collection completed	Cleaned data Dictionaries	August 2023
Endline Report	Publish Baseline Report	October 2023
Policy notes	Technical note Policy note Data file Analysis (Do) files	November 2023
Dissemination of findings	Presentations	December 2023

# Annex 1: Window Summary

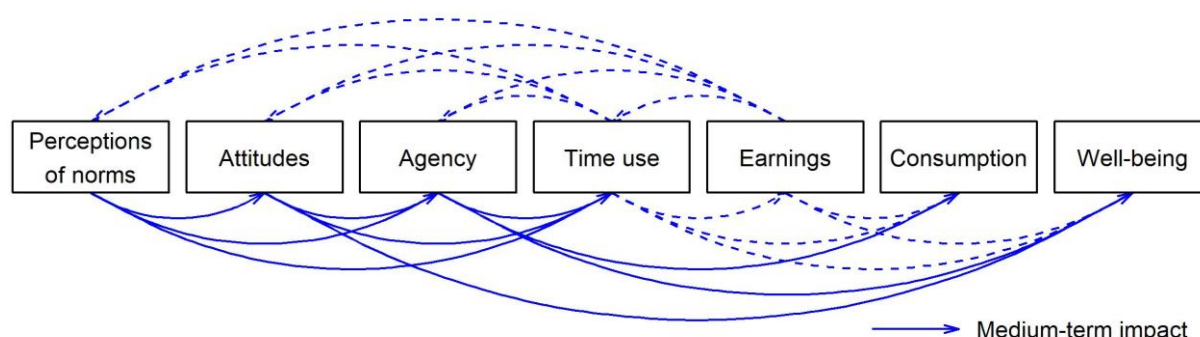
94. The cash-based transfer (CBT) and Gender Impact Evaluation Window (the Window) has been developed by WFP's Office of Evaluation in partnership with the WFP CBT Division and Gender Office (GEN), as well as the World Bank's Development Impact Evaluation (DIME) department. The Window is part of WFP's Impact Evaluation Strategy (2019–2026) and will coordinate a portfolio of impact evaluations to measure the impacts of CBTs on gender equality and empowerment of women (GEEW) outcomes across a series of WFP country programmes. The goal is to increase the predictive power of evidence generated and expand its ability to be generalized across contexts (fostering "external validity"). The hypothesis underlying the Window is that providing women with opportunities to work outside the household will enhance their agency as well as increase their control over financial resources, which in turn leads to expanded social and economic empowerment. The ambition is to learn what works (and what does not) in a way that informs country office programming and contributes to a global evidence base.
95. A key value of the Window more broadly lies in WFP's ability to use evidence in-house to inform future programming and for global engagement. As the window is organized around previously identified evidence gaps, WFP will bring a unique contribution of evidence that would otherwise be missing from the country as well as global dialogue. Throughout the window, and particularly when results from individual evaluations become finalized, the Steering Committee at WFP will develop consistent, targeted policy messages corresponding to the evaluation questions, which can then be used to feed into the upcoming Country Strategic Plan (CSP) 2023–2028. In 2019, all WFP country offices with upcoming programmes that include food assistance for assets (FFA) were invited to express interest in the Window to the Office of Evaluation. The Office of Evaluation then engaged with country offices to assess the feasibility of this and to provide support. In the first round, the El Salvador, Kenya, Rwanda, and Syrian Arab Republic country offices were selected.
96. In this context, DIME and WFP are collaborating to understand the impact of WFP programming on women's earnings, time use, consumption, agency, attitudes, perception of norms, and well-being. The WFP country office in Kenya joined the Window in August 2019 – motivated by a desire to understand the impact of their FFA programme on gender equality and women's social and economic empowerment. The country office is implementing the FFA intervention as part of Outcome 2 (Activity 3) of its CSP. One of the CSP's expressed goals is "[through] food assistance for assets, WFP will promote asset creation activities to stimulate early recovery, rebuild livelihoods and reduce long-term vulnerability to food insecurity and malnutrition." The assets that women/men will develop or contribute to are: poultry rearing; cleaning riverbeds/irrigation ditches; flood prevention activities; attending to vegetable gardens; reforestation; road repair; fumigation/pest-control; and communal infrastructure upgrades.
97. The first round of programmes selected for the Window are anchored to a version of the WFP FFA intervention modality. FFA is one of WFP's most commonly used interventions aimed at addressing the most food-insecure people's immediate food needs with cash, vouchers, or food-based transfers and improving their long-term food security and resilience. The concept is simple: people receive cash, vouchers, or food-based transfers to address their immediate food needs, while they build or boost assets, such as constructing a road or rehabilitating degraded land, that will improve their livelihoods by creating healthier natural environments, reducing risks and impacts of shocks, increasing food productivity, and strengthening resilience to natural disasters.
98. DIME and the Office of Evaluation have developed a Window-wide pre-analysis plan (PAP) that details the overall impact evaluation design as a basis for all countries to follow, as well as the outcomes to be measured. The impact evaluation design is adapted to each country context but should still allow joint analysis across contexts. Within the FFA framework, the impact evaluation design for the Window explicitly focuses on CBTs and aims to include households or communities assigned to one of three groups:
99. Standard FFA: Cash-based programming (households deciding who would be participating, either men or women).



100. Women's FFA: Naming women participants in the asset creation activities and cash recipients.
101. Control group: Not benefiting from the FFA programme (in the first cycle – where the programmes are usually rolled out in multiple cycles so control group beneficiaries receive the programme at a later date).
102. By including a control group, the impacts of the standard FFA programme, which usually targets men, can be measured, and compared with the impacts of not participating in FFA. The modified women's FFA treatment arm also allows for comparisons with the standard FFA arm, measuring impacts on women's social and economic empowerment when they are directly targeted by the FFA programme.

# Annex 2: Main Outcomes of Interest

Figure 3: Theory Evaluated (Long Term)



103. From the seven outcome categories, there are 52 outcome indicators of interest. These outcomes were developed in close collaboration with the Kenya country office to ensure that operationally relevant indicators are captured. The outcomes will be collected across all impact evaluations in the Gender Impact Evaluation Window and will support cross-country analysis. The outcomes are selected based on a review of relevant literature and previous studies that aimed to capture similar outcomes.

104. Inherent in the design of the evaluation is the measurement of progress on gender equality. As men and women are asked questions on time use, agency, attitudes, perceptions, and well-being separately, the evaluation will be able to identify whether (and how much) inequalities still exist in these areas, and whether the programme contributed to decreasing the gender equality gap.

Table 3: Main Outcomes of Interest

Outcome type	Outcome name	Definition	Measurement level
Primary	Consumption	Expenditures over reference period on ten goods	Household
Primary	Earnings	Total earnings from WFP plus total earnings from other paid permanent and temporary work	Household
Primary	Time use	List of activities from 24-hour recall over past two days; asked separately of men and women	Individual
Primary	Agency	How much the woman's opinion would be considered in a series of decisions	Individual
Primary	Attitudes	The woman's belief of how much time she should spend on productive activities, relative to men	Individual
Primary	Perceptions of norms	The woman's perception of the time use, agency, and attitudes of women in her community	Individual
Primary	Well-being	Psychosocial well-being, life satisfaction, mental health, and intimate partner violence	Individual

## Annex 3: Sample Size Calculations

105. The country office's budget and implementation capacities allow for the impact evaluation to be conducted in 75 communities (with 20 households in each community). For the first power calculations based on these parameters, we use women's preferred consumption as an outcome, as it can be calculated in any household survey. For the second power calculation, we use predicted household consumption. We use the 2015/16 Kenya Integrated Household Budget Survey for these calculations, restricting to rural poor households, consistent with the typical households targeted by WFP food assistance for assets (FFA) programmes. We apply the standard formula for the minimum detectable effect (MDE):

$$MDE = \sigma_e(z_{0.8} + z_{0.975}) + \sqrt{1 + \frac{\rho(m-1)}{NP(1-P)}}$$

106. Where  $\sigma_e$  is the standard deviation of the outcome,  $z_{0.8} + z_{0.975} = 2.80$  is the sum of the two z-scores,  $\rho$  is the intra-cluster correlation,  $m$  is the number of observations per cluster,  $N$  is the number of observations, and  $P$  is the share of observations assigned to treatment. We set  $\rho = 0.05$  for all calculations.

107. To calculate the expected effect size for each analysis, we focus on effects during the midline survey. For household consumption as an outcome of pooled treatment, we first apply a marginal propensity to consume from CBTs of 0.67, estimated based on Haushofer and Shapiro (2016). We then multiply this by the share of households anticipated to take up the intervention, and the monthly transfer size relative to average monthly household consumption. For women's income as an outcome of the Women's FFA conditional on being treated, we continue to apply a marginal propensity to consume of 0.67. We then multiply this by take-up, which is now the share of participating households who shift from male to female participants in response to the Women's FFA, and the monthly transfer size relative to average monthly household consumption.

108. To calculate for Predicted household consumption, we first select via a Lasso coefficient the five goods that best predict household consumption, controlling for village fixed effects and number of women, men, and children in the household under the ages of 2, 5, 10, and 16 years. We assume Predicted household consumption is a surrogate for household consumption in the language of Athey et al. (2016). We derive power under their worst-case bounds when surrogacy is violated: doing so is equivalent to scaling  $\sigma$  by  $1/R^2$ , where  $R^2$  is from a regression of residualized Predicted household consumption on residualized household consumption. To construct a single measure that we can use across contexts, we normalize by average household consumption. We then replicate this exercise for Women-preferred consumption by assuming it is a surrogate for women's income, and we also include controls for total household consumption and total household income. This calculation yields  $\sigma_e = 0.46$  for Predicted household consumption and  $\sigma_e = 1.39$  for Women-preferred consumption.

109. We find the following MDE for Kenya, which are reasonable (as determined in the literature):

**Table 4: Power Calculation Results**

Number of Observations	1,849 Households
Number of Clusters	75 Communities
Transfer Size	USD 44
MDE for Consumption	SD 0.094
MDE for Women's Income	SD 0.328

# Annex 4: Questionnaires

110. A link to the baseline questionnaire is available [here](#). The modules included in the survey are summarized below.

**Table 5: Survey Modules**

<b>Module</b>	<b>Description</b>
A	Introduction
B	Consent
C	Household Roster
D	Male Time Use
E	Male Decision making
F	Male Locus of Control, Stress, Mental Health, Well-being, Crime
G	Programme
H	Financial Inclusion
I	Education & Employment
J	Other Income, Farming & Livestock
K	Business
L	Female Time Use
M	Female Decision Making
N	Female Consumption
O	Female Locus of Control, Stress, Mental Health, Well-being, Crime
P	Intimate Partner Violence
Q	Livelihood Coping
R	Food Consumption

# Annex 5: Detailed Stakeholder Analysis

111. Stakeholders and users of this evaluation are defined as those actors that may influence the evaluation, and those that may be influenced by it. This includes internal, external, national actors and programme beneficiaries. The WFP country office in Kenya is intended to be a primary user of this evaluation; however, the evaluation also aims to promote learning and widespread use of the findings generated beyond the country office.

112. The various categories of stakeholders include:

- internal Kenya-based stakeholders: the Country Director and Deputy Director, the Head of Programme, and all technical and management personnel;
- internal stakeholders outside of Kenya: Office of Evaluation, the Regional Bureau Nairobi, and the Cash-based Transfers (CBT) and Gender divisions and Protection unit at headquarters;
- population groups in need (affected populations): resident rural communities of different sexes and age groups in the arid and semi-arid regions of Kenya;
- external stakeholders: which includes international non-governmental organizations (INGOs), donors, United Nations agencies and forums in Kenya; and
- national stakeholders: which includes national and sub-national government actors – especially the County Government of Isiolo, and NGOs.

113. The main users of the evaluation – that is, country office management and WFP staff in-country – may be affected by the evaluation and are actively engaged in its development. Populations in need of WFP assistance will also have a high stake in the results, and will be the primary providers of data for the evaluation.

114. Stakeholder engagement will vary depending on category, but may include:

- reviewing and commenting on the terms of reference and draft Inception report;
- active monitoring of the evaluation design during programme implementation;
- participation in the final learning workshop;
- reviewing and commenting on the draft evaluation report; and
- reading the final evaluation report and other evaluation communication products.

115. More detailed information about evaluation users is provided in Table 6 below. This table introduces all categories of stakeholders, the degree to which they have expressed an interest to be included in the evaluation, how they might be engaged, and how they are expected to use the evaluation results.

**Table 6: Stakeholder Analysis**

Who are the stakeholders?	What is their role in the intervention?	What is their interest in the evaluation?	How should they be involved in the evaluation? (be informed, act as key informant, be part of a focus group interview, be part of a reference group, etc.)	At which stage should they be involved?	How important is it to involve them in the evaluation? (high, medium, low)
<b>WFP internal stakeholders</b>					
WFP country office	Main implementers of the programme under evaluation	To inform upcoming Country Strategic Plan and relevant programming	The country office is responsible for implementing the programme according to the evaluation design. They actively provide feedback on the tools and outputs of the evaluation.	From the scoping stage	High
WFP regional bureau	Governance and technical advisory role	To inform regional programme strategies, to support other COs in evidence generation	As members of the Evaluation Committee; technical advisors on relevant portions of the questionnaire, data collection activities and implementation	From the scoping stage of the evaluation, with regular meetings to provide feedback on tools and outputs	High
WFP headquarters Gender team	Governance and technical advisory role	To inform gender policy , to support country offices in evidence generation	As members of the Evaluation Committee; technical advisors on relevant portions of the questionnaire, data collection activities and implementation	From the scoping stage of the evaluation, with meetings to provide feedback on tools and outputs and findings	High
WFP headquarters Cash-based Transfers (CBT) team	Governance and technical advisory role	To inform CBT policy, to support country offices in evidence generation	As members of the Evaluation Committee; technical advisors on relevant portions of the questionnaire, data collection activities and implementation	From the scoping stage of the evaluation, with meetings to provide feedback on tools and outputs and findings	High
Office of Evaluation	Coordination of the impact evaluation Window and liaison with the country office	As coordinators of the impact evaluation and in alignment with the Impact Evaluation Strategy (2019–2026)	The impact evaluation team will be involved in the field coordination meetings and Evaluation Committee meetings as support to the country office and impact evaluation team	From the scoping stage	High

## External stakeholders

Affected communities	Affected communities, including men, women, boys, and girls will be the primary participants of the intervention.	Beneficiaries will likely have strong interest in any changes in targeting, reach, or effectiveness of future programming as a result of the evaluation and recommendations. Women and girls have a particular stake in the results that are meant to shed light on recommendations for improving gender equality.	Beneficiaries and non-beneficiaries alike will provide the primary source of data on effectiveness.	From the targeting and selection stage	High
Government of Kenya: Department of Agriculture, Livestock and Fisheries (DALF), National Drought Management Authority	Approval of project activities, lead department and technical capacity building, animal health. Community mobilization process should involve other key stakeholders in the community – e.g. opinion leaders, religious leaders, clan leaders, teachers, group leaders, etc.	As partners in delivering development projects to their citizens, they are interested in generating evidence of the impact of the programme.	The project receives clearance from the national government authorities before implementation.	They need to be involved in the initial scoping and implementation stage of the programme. DALF & WFP Isiolo Field Office. Selection and training of facilitators/ registration Teams. Teams will oversee the entire community-based household targeting exercise in each ward allocated. Household registration in SCOPE.	Medium
Local Government – County Executive Committee	Municipal government key in implementing county and WFP programmes. Each team will lead the	As partners in delivering development projects to their citizens, they are interested in	The project receives clearance from local government authorities before implementation.	Should be aware of WFP and county activities within the communities, informed of the	Medium



## External stakeholders

	<p>sensitization training in the wards. The team will organize meetings with local leaders at the sub-county and ward levels with the aim of planning how to mobilize the communities in the selected wards.</p>	<p>generating evidence of the impact of the programme.</p>		<p>evaluation. Sensitize on the objectives and the priorities of intervention of the Programme. Explain the SOPs and targeting criteria/develop criteria for selecting village representatives who will participate in the ward-level community meetings (or <i>barazas</i>). Agree on the schedule for conducting ward-level community meetings (<i>barazas</i>).</p>	
World Bank	<p>Development Impact Evaluation (DIME) department</p>	<p>In line with the Office of Evaluation-DIME partnership, DIME is interested in producing and disseminating the evaluation results as part of a broader research portfolio.</p>	<p>As the primary investigators and research analysts</p>	<p>At the initial conceptualization of the Window</p>	<p>High</p>

# Annex 6: Detailed Evaluation Process

Table 7: Detailed Evaluation Timeline

Phase 1 – Preparation	Involved	Estimated Date
Initial discussion between country office (CO) and Office of Evaluation (OEV) to assess the feasibility	CO/OEV	November 2020
Memorandum of Understanding between OEV and CO signed	CO/OEV	May 2020
Set up impact evaluation (IE) team and Evaluation Committee (EC)	OEV/DIME	January 2020
Agreement on the questions, design, implementation and timelines between CO and IE team	DIME/OEV/CO	December 2020
Targeting potential intervention sites (including both potential intervention and comparison areas)	CO/DIME	December 2020
Phase 2 – Inception Report		
Inception Report drafted by IE team, submitted for quality assurance and revisions	DIME	July 2022
Publication of the Inception Report	OEV	December 2022
Dissemination of the Inception Report with country office, regional bureau, evaluation committee, Window's reference group, steering committee, online/social media, as needed	DIME/OEV	December 2022
Phase 3 – Baseline Data Collection		
Preparation of data collection tools, including survey questionnaire, digital devices, sampling strategy, training material, etc.	DIME	October 2021/November 2021
Pilot and finalization of data collection tools	DIME/CO	November 2021
Recruitment of enumerators/data collection firm	CO	November 2021
Enumerator training	DIME/CO	November 2021
Data collection process and live monitoring data quality checks	DIME/CO	January 2022 February 2022
Phase 4 – Baseline Report		
Data analysis and baseline report drafted by IE team, submitted for quality assurance and revisions	DIME	September 2022
Publication of the Baseline Report	OEV	March 2023
Dissemination of the Baseline Report with survey respondents, country office, regional bureau, evaluation committee (and other evaluation stakeholders), Window's reference group, steering committee, online/social media as needed.	DIME/OEV	March 2023
Phase 5 – Programme Implementation		
Randomization	DIME	October 2021
Assignment intervention and comparison sites	DIME/CO	October 2021
Rollout programme activities as per randomization	CO	May 2022 – April 2023

Monitoring programme activities verifying treatment and control status	CO/DIME	May 2022 – April 2023
<b>Phase 6 – Midline Data Collection</b>		
Preparation of data collection tools, including survey questionnaire, digital devices, sampling strategy, training material, etc.	DIME/CO	November 2022
Pilot and finalization of data collection tools	DIME	November 2022
Recruitment of enumerators/data collection firm	CO	December 2022
Enumerator training	CO	December 2022
Data collection process and live monitoring data quality checks	DIME	January 2023
Feedback/data sharing mechanisms, as appropriate/possible		
<b>Phase 7 – Endline Data Collection</b>		
Preparation of data collection tools, including survey questionnaire, digital devices, sampling strategy, training material, etc.	DIME/CO	July 2023
Pilot and finalization of data collection tools	DIME	July 2023
Recruitment of enumerators/data collection firm	CO	July 2023
Enumerator training	CO	July 2023
Data collection process and live monitoring data quality checks	DIME	August 2023
Feedback/data sharing mechanisms, as appropriate/possible		
<b>Phase 8 – Final Evaluation Report</b>		
Data analysis and final evaluation report drafted by IE team, submitted for quality assurance and revisions	DIME	October 2023
Publication of the Final Evaluation Report	OEV	November 2023
Dissemination of the Final Evaluation Report with survey respondents, country office, regional bureau, evaluation committee (and other evaluation stakeholders), Window's reference group, steering committee, online/social media as needed.	OEV/DIME/CO	December 2023
Final Evaluation Report reviewed by post-hoc quality assessment	OEV	December 2023
<b>Phase 9 – Management Response</b>		
Based on findings, CO to develop a Management Response	CO	December 2023
OEV to review and, if needed, respond to the Management Response	OEV	December 2023
Publication of the Management Response	OEV	January 2024
<b>Phase 10 – Dissemination and Learning</b>		
Webinar presenting the findings	OEV/DIME	January 2024
Blogs, summary briefs, other relevant communication products	OEV/DIME	Ongoing
Considerations for academic publication	DIME/OEV	January 2024

# Annex 7: References

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# Acronyms

<b>CAPI</b>	Computer assisted personal interviewing
<b>CBT</b>	Cash-based transfer
<b>CO</b>	Country office
<b>CSP</b>	Country strategic plan
<b>DALF</b>	Department of Agriculture, Livestock and Fisheries
<b>DIME</b>	Development Impact Evaluation department (World Bank)
<b>FCS</b>	Food Consumption Score
<b>FFA</b>	Food assistance for assets
<b>GAM</b>	Global Acute Malnutrition
<b>GAP</b>	Gender Action Plan
<b>GEEW</b>	Gender equity and empowerment of women
<b>GEN</b>	Gender Office (World Food Programme)
<b>HDI</b>	Human Development Index
<b>HFC</b>	High-frequency checks
<b>IE</b>	Impact evaluation
<b>IEQAS</b>	Impact Evaluation Quality Assurance System
<b>INGO</b>	international non-governmental organization
<b>IPV</b>	Intimate partner violence
<b>IRB</b>	Institutional Review Board
<b>LCSI</b>	Livelihoods Coping Strategies Index
<b>MDE</b>	minimum detectable effect
<b>NGO</b>	Non-governmental organization
<b>OEV</b>	Office of Evaluation (World Food Programme)
<b>PAP</b>	Pre-analysis plan
<b>PHQ9</b>	Patient Health Questionnaire-9
<b>RCT</b>	Randomized controlled trial
<b>SDG</b>	Sustainable Development Goal
<b>SSL</b>	Secure Sockets Layer
<b>UNEG</b>	United Nations Evaluation Group
<b>WEF</b>	World Economic Forum
<b>WFP</b>	World Food Programme

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