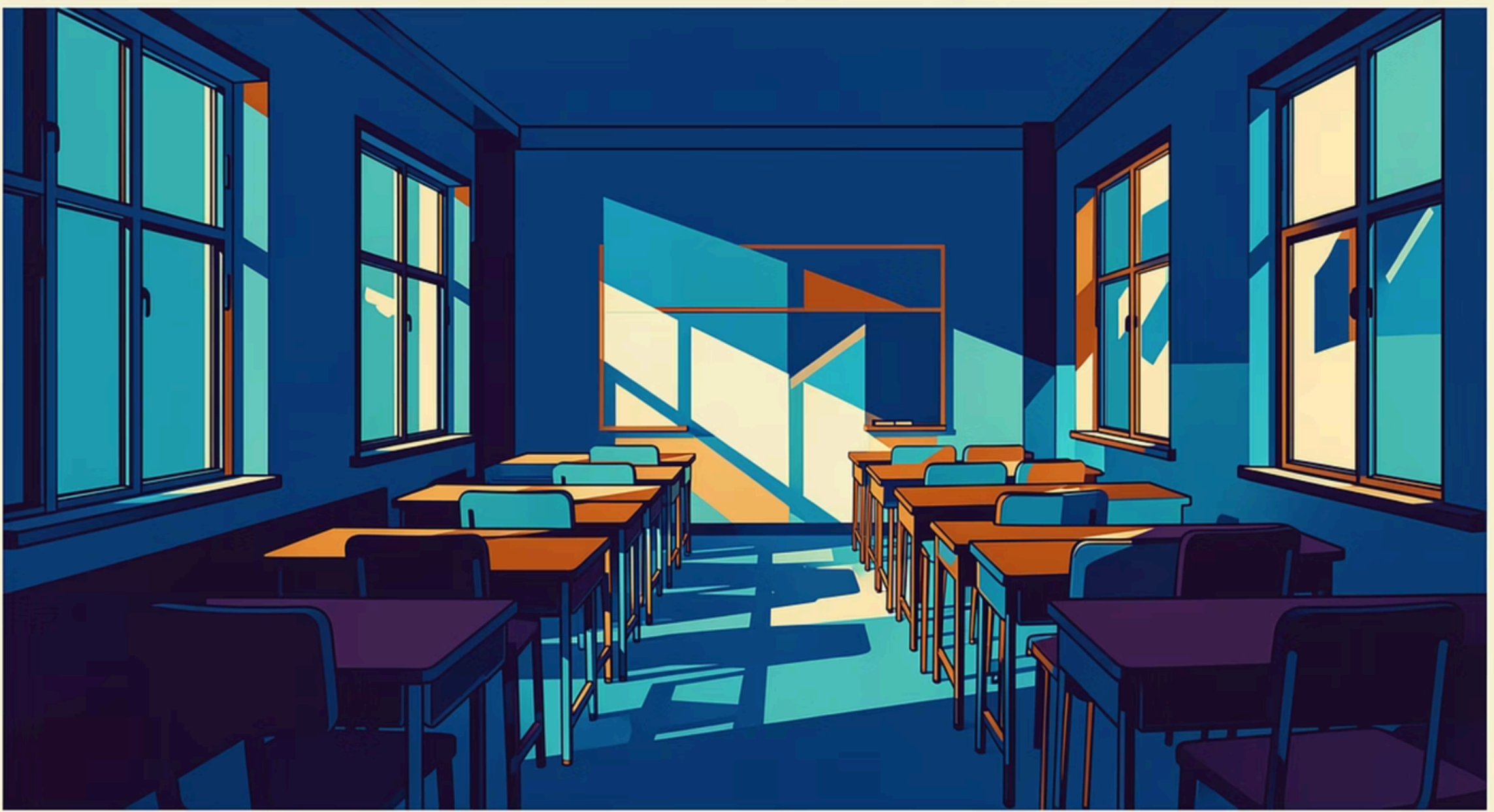




Research 101

What is Impact Evaluation?

A simple guide to measuring what **actually changes** not just what gets done.



What if your project looks successful... but changes nothing?

A project can be completed. Funds can be spent. Targets can be achieved.



But did it actually improve people's lives?

Activities don't always create impact.

What happened



100 teachers were trained.

The real question



Did students actually learn better?

That's what **Impact Evaluation** helps us understand.



So, what is Impact Evaluation?

Impact Evaluation measures the **real change** created by a program or project.

It answers one simple question:

❏ **"Did this intervention make a real difference?"**

EXAMPLE

Here's a simple example

A village gets access to clean drinking water.

 Impact Evaluation asks...

Did waterborne diseases decrease? Did school attendance improve?

 Not just...

How many water taps were installed.



WHY IT MATTERS

Better evidence leads to better decisions.

Without IE

We measure what was **done**.

With IE

We measure what actually **changed**.



Great projects deserve great evidence.

At **DevInsights**, we help organizations measure **real impact** not just activities.



Looking to evaluate your program's impact? **Let's connect.**



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