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Ethiopia Women Agribusiness Leaders Network (WALN) Impact Evaluation (Baseline Data)

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Abstract

The Women in Agribusiness Leaders Network (WALN) uses a randomized controlled trial (RCT) design to differentially assess the impact of the first stage traditional training program and a second stage mentorship which is carried out by the trainees in the first stage training. Half the mentors and mentees eligible to participate in WALN were randomly assigned to receive the business training and mentoring interventions, respectively. The other halves, called the control groups, did not receive the interventions. Comparing the treated groups to the control groups allows us to calculate the impact of the program on the outcomes measured through data collection. ACDI/VOCA, the program implementer, created a pool of eligible applicants based on a pre-determined set of selection criteria that were applied to information that applicants provided in their application forms. Potential mentees were also nominated at the same time that applicants (later to become mentors) were applying to the program. The pool of eligible applicants became the sample for the baseline survey, the data for which has been added in this package. Treatment was randomly assigned to eligible applicants who also responded to the baseline survey. The program operated in AGP target woredas of five regions of Ethiopia: Tigray, Amhara, Oromia, Addis Ababa and SNNPR. The impact evaluation covers the business training and mentoring activities across all regions. Mentor randomization was stratified by region and firm-size tercile. Mentees of treated mentors were randomly assigned to receive mentoring, stratified by each mentor's pool of eligible mentees. Mentees nominated by control mentors were also included in the impact evaluation but were not assigned a mentoring treatment status.

KEY VARIABLES
This survey was designed to capture indicators on the following:
- ✓ Business and income generating activities
- ✓ Earnings
- ✓ Assets
- ✓ Financial literacy and preferenes
- ✓ Empowerment
- ✓ Social network

USES OF DATA
The baseline data is allows an opportunity to assess the pre-program situation of female owned microenterprises in Ethiopia and many aspects of their lives.

SURVEY MODULES
A – PERSONAL INFORMATION
B - INFORMATION ABOUT THE BUSINESS REGISTERED WITH WALN
K - Knowledge
F – Finance
N – Networks and Participation
H – Household information and decision-making

Scope – Summary Data Description

COUNTRIES
Ethiopia

GEOGRAPHIC COVERAGE
The program operated in woredas of five regions of Ethiopia: Tigray, Amhara, Oromia, Addis Ababa and SNNPR.

UNIT OF ANALYSIS
Individuals

UNIVERSE
For the baseline survey, the plan was to interview at least all the 200 participants in mentors treatment and control groups, as well as all the 1,600 eligible and ineligible mentees. By the time survey field work started, mid-April 2014, just at the closure of the application period and before the selection of eligible applications, the sample included 234 applicant mentors; adding recommended mentees, the total number of households to be surveyed had become close to 1,600 in total. In this data we have information on a total of 231 (potential) mentors and 1,363 (potential) mentees, including those who later dropped out of the program or were ineligible because of some criteria.

Methodology – Data Collection

TIME METHOD

Baseline data collection started in Kigali in April 2012, and training was delivered sequentially among the three cohorts.

Timeline:

December 2013	Application period to enroll into the WALN program
January-March, 2014	Application Review Period
March 2014	Mentor baseline survey
March 2014	Randomization
April 2014	Participants Notification (Mentors)
March - May 2014	Mentee Baseline Survey
April-November 2014	Training for Mentors
July-December 2014	Mentoring Program
April-June 2015	Midline Survey
May-July 2017	First Endline Survey
Dec 2017-Feb 2018	Second Endline Survey

SAMPLING PROCEDURE

The program operated woredas of five regions of Ethiopia: Tigray, Amhara, Oromia, Addis Ababa and SNNPR. Only eligible applicants were considered at the time of the random allocation into the "program" or "control" groups. The implementer used pre-established selection criteria and the responses to long-from questions to determine the eligibility of applicants. Women who met the eligibility criteria for participating in the WALN program, who completed the application form to provide at least one letter of recommendation and nominate five to eight mentees were considered in the pool of mentors who receive the leadership training module. Mentees were selected from amongst the nominated candidates who met the corresponding eligibility criteria. Mentees were assigned only to the mentors who nominated them. To minimize non-compliance and maximize the effectiveness of existing network ties, if multiple mentors nominated the same mentee, the mentee were allowed to pick the mentor.

The baseline survey covered the entire sample of applicants to the program. That is, the mentors and the recommended mentees were all interviewed at the end of the application phase, but before the announcement of selection results.

The objective of the WALN baseline survey was to build a comprehensive dataset, which would serve as a reference point for the entire sample, before treatment and control assignment and program implementation. To get a better understanding of the context of the survey, this section describes the survey preparation steps and methodology.

MODE OF DATA COLLECTION

The program implementer ACDI/VOCA launched a recruitment phase in December 2013. In major towns of the four regions targeted by the program–Amhara, Oromia, SNNPR and Tigray–women were invited to orientation sessions, during which they were introduced to the WALN program and handed out application forms. In addition to radio and newspaper advertisements, the staff in charge of the program also used their professional networks to reach out to influential Ethiopian agri-businesswomen who might be interested in participating.

All women who had sent a proper application form to become a WALN mentor to ACDI/VOCA were registered in our database with all the information filled in the form. They were then given a unique identification code, to be kept for the duration of the IE. The form required all applicants to provide the names of up to eight female agribusiness entrepreneurs that they knew and whom they would be willing to mentor; all mentees identified through this procedure were also recorded and associated with a unique ID. This record has served as a roster of all the respondents surveyed at baseline. The total of 231 mentors and 1,363 (potential) mentees, including those who later dropped out of the program or were ineligible because of some criteria.

WEIGHTING

None

Related Studies

None

Related Publications

a. Ethiopia women in agribusiness leaders network : impact evaluation baseline report (English): http://documents.worldbank.org/curated/en/630891468189570160/Ethiopia-Women-agribusiness-leaders-network-impact-evaluation-baseline-survey-report

b. Ethiopia women in agribusiness leaders network : impact evaluation midline report (English): http://documents.worldbank.org/curated/en/544561479283198791/pdf/110294-WP-EthiopiaWALNMidlineReport-PUBLIC.pdf