Case studies: Chi campaign, Vietnam

Positives

Capturing baseline data

New approaches to self report

What’s next?

Moving from self-report to observational data
Case studies: ivory market stall observation

Positives

Tracking actual behaviours

What’s next?

How do we measure at micro rather than macro?

Can we look at online markets?
Resources

- SBCC guide
- “Running Randomized Evaluations: A Practical Guide”, Rachel Glennerster
- Test, Learn, Adapt
- Open to further suggestions!
Actions and commitments

- Get the basics right: baking in evaluation, checking ethics, targeting
- Look for opportunities to observe real behaviours
- Making our data open source, and building on shared measurement methods
- Regular evaluation rather than once-off
- Categorising our data and knowing its limitations