



# EVALUATION FOR DEVELOPMENT

We help our clients  
make better decisions

Africa's largest economics-based consultancy

**G:ENESIS**  
UNLOCKING VALUE

# ABOUT GENESIS ANALYTICS

Genesis Analytics was one of the first economics-based consultancy firms established in Africa and has since grown into the largest.

## OUR PURPOSE IS TO UNLOCK VALUE IN AFRICA

We use our analytical capabilities to improve decision-making, and through better decisions to unlock substantial value for our clients and society.

We use a large number of techniques and approaches to bring clarity for decision-makers.

We work across various domains:

Agriculture & Agribusiness

Applied Behavioural Economics

Climate Change

Competition & Regulatory Economics

Financial Services Strategy

Financial Inclusion

Health

Infrastructure

Market Systems Development

Monitoring & Evaluation

Shared Value

Youth Employment Opportunities

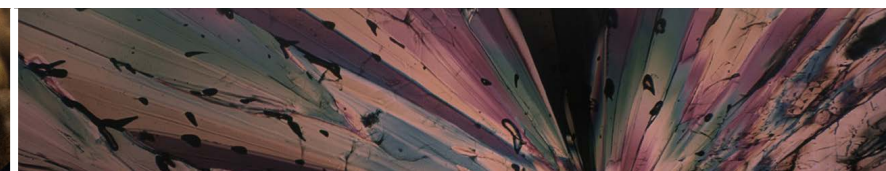
We often combine our areas of expertise to craft services that recognise the multifaceted nature of our clients' challenges and opportunities.

[READ MORE ABOUT GENESIS ON OUR WEBSITE >](#)

# OUR CLIENTS



[READ MORE ABOUT OUR PRACTICE >](#)





# WHAT OUR EVALUATION FOR DEVELOPMENT PRACTICE OFFERS



## EVALUATION AND IMPACT ASSESSMENT.

We pride ourselves in providing our clients with **rigorous evaluations** using both **quantitative** and **qualitative** methods.

We conduct evaluations at all points in an intervention's life cycle.

We are skilled at diagnosing and analysing constraints, understanding the appropriateness of an intervention's design, estimating and validating the value an intervention has delivered, and uncovering ways in which current roll-out or future scale-up or replication can be improved so as to maximise impact.

We tailor our evaluations so that they can be used by all stakeholders in an intervention to **enhance** their **positive impact**.



## DESIGN, REVIEW, AND SUPPORT OF M&E SYSTEMS.

We provide M&E technical assistance and capacity development to programmes and their staff members.

We adopt a **results-based management approach**, which ensures that **M&E processes** are **embedded** in programme implementation and decision-making.

Our approach ensures that lessons can immediately be fed back to programme decision-makers, who can make adjustments that improve the programme's ultimate value and impact.

When providing technical assistance, our role varies from being the M&E officer on short- or long-term programmes, assisting internal M&E staff, and developing M&E frameworks and tools for implementation.



## ONGOING SUPPORT AS A LEARNING PARTNER.

Beyond assisting our clients in validating and improving their own impact, there are important lessons to be learnt that can be shared with the broader development community.

This **facilitates** a collective movement towards **improvement** and the **realisation of greater value for more people**.

We partner with our clients to provide **ongoing learning support** by developing **collaborative, dynamic learning frameworks** that facilitate learning and knowledge sharing with key audiences.



# WHERE WE HAVE WORKED



Genesis has engaged with over 400 clients and several hundred projects across sub-Saharan Africa.

Two members of our staff - Noel Verrinder and Debby Nixon - work out of the UK. Their responsibilities are maintaining and building our relationships with donors, as well as working on projects in East Africa.

# WHAT WE DO



## FINANCIAL INCLUSION

With our expertise in financial services and M&E, Genesis specialises in evaluations of development programmes focusing on financial inclusion and literacy, as well as the review and support of M&E systems for donors, implementing partners, institutional bodies and financial market facilitators. We provide our clients with the insight they need to improve their interventions and produce better results, so that the intended beneficiaries are better targeted through innovative products and delivery channels. [FOR MORE INFORMATION >](#)



## YOUTH ECONOMIC OPPORTUNITIES

We provide monitoring and evaluation services for development programmes aimed at creating economic opportunities for youth. Recognising the systemic nature of youth unemployment, we work at the public-private interface for government, donor, philanthropic and private sector clients. Our evaluations balance technical rigour with practical considerations, ensuring that evaluation findings are rooted in the contextual reality. [FOR MORE INFORMATION >](#)

# WHAT WE DO



## AGRICULTURE

As a means to assess, reflect, revise and improve programmatic outcomes, M&E is a critical component to long-and short-term agricultural interventions. The M&E team seeks to provide research insight through baseline and endline assessments; facilitate better implementation practice through technical assistance and advisory services, to enable accuracy in understanding developmental objectives through rigorous impact evaluation methods. [FOR MORE INFORMATION >](#)

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## CORPORATE SOCIAL INVESTMENT (CSI)

There is a need to increase the rigour of the means by which development investments are measured and managed. This will help maximise impact and inform the ability of companies to demonstrate and communicate the value of their activities to employees, shareholders, customers, partners, and communities. We provide advisory and M&E support to CSI projects so that their impact and sustainability can be maximised.



## HEALTH

We work with our clients to develop solutions aimed at improving the health of populations throughout sub-Saharan Africa. Our region is beset by a range of diseases, both communicable and non-communicable, and has relatively weak health services. Within this context, we provide experts with decades of experience in the design, implementation and evaluation of health programmes. [FOR MORE INFORMATION >](#)



Our skills and experience enables **OUR CLIENTS** to make better decisions





# OUR CREDENTIALS

## ADDRESSING HOUSING NEEDS STEP BY STEP

Genesis is conducting an Impact Evaluation of “Building Assets, Unlocking Access”, a programme being implemented by Habitat for Humanity International (HFHI), in collaboration with local financial service providers (FSPs), in both Kenya and Uganda. Through the programme, HFHI is providing these FSPs with technical assistance to design housing microfinance products with housing support, in order to enable low-income households to address their housing needs progressively, step-by-step, towards a larger housing vision.

To enable **low-income households** to address their housing needs progressively.

[FOR MORE INFORMATION >](#)

In order to rigorously estimate and quantify the impact of housing microfinance and associated housing support services on end user social and economic outcomes, the Impact Evaluation will implement a quasi-experimental approach, specifically a difference-in-difference design. The evaluation is intended to generate learning on what strategies for housing microfinance work best in the contexts being studied.



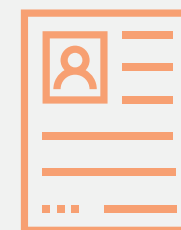
# OUR CREDENTIALS

## EXPANDING YOUTH OPPORTUNITY TO FIND EMPLOYMENT

Twenty percent of the world's youth live in Africa and the percentage is expected to increase substantially over the next few decades. Despite recent economic growth, the continent has failed to effectively absorb the youth into its labour markets. This is true even in Kenya, Rwanda and Uganda where enrolment in tertiary education has been increasing.

To try to disrupt the current labour market trends in these countries, TechnoServe implemented the first phase of the Strengthening Rural Youth Development through Enterprise (STRYDE) programme in Kenya, Rwanda and Uganda from 2011 with funding from the Mastercard Foundation. STRYDE is in its second phase with Tanzania included. It helps young people in rural areas through training and 'after-care' services, and provides critical soft and technical skills, linkages and finance to harness opportunities, expand their enterprises and find employment.

TechnoServe commissioned evaluations of STRYDE I and II to understand their impact, learn from the implementation of both phases, and test the sustainability of their roll-out model. Our evaluation found that the programme had contributed to demystifying financial services, created linkages with market players and employers, stimulated economic activity, and improved community perceptions of the youth.



Twenty percent of  
the world's youth  
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# OUR CREDENTIALS



## HELPING TO INNOVATE A NEW SECTOR OF MICROFINANCE FOR AFRICA'S RURAL FARM FAMILIES

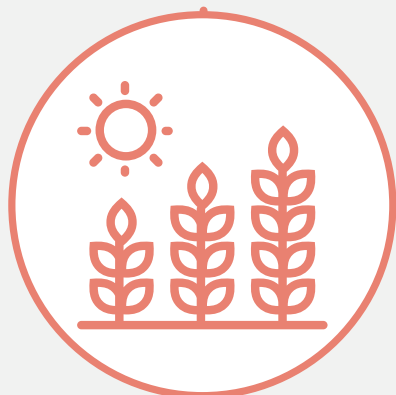
One Acre Fund and the Mastercard Foundation engaged Genesis to conduct a mid-term evaluation of the program, "Helping to innovate a new sector of microfinance for Africa's rural farm families" in Burundi, Kenya and Rwanda. One Acre Fund supports smallholder farmers in these countries through, inter alia, the provision of input financing, seed and fertilizer distribution, agricultural training and post-harvest support.

Helping to **innovate** a new sector of microfinance for Africa's rural farm families.

[FOR MORE INFORMATION >](#)

The evaluation documented the key lessons that have emerged from the program to provide insights so as to inform strategic decisions for the latter half of the program, as well as to inform future efforts in the broader rural and agricultural finance sector.

Genesis put forward recommendations for One Acre Fund to consider for the rest of the original term of the program and beyond to maximize its impact.





# OUR CREDENTIALS

## MONITORING AND EVALUATION OF DIGITAL JOBS AFRICA

The Rockefeller Foundation launched the Digital Jobs Africa (DJA) initiative in 2013 to catalyse new, sustainable employment opportunities and skills training for African youth with a focus on the ICT sector.

Promote **impact sourcing** in the business and policy spheres.

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The DJA initiative's goal is to promote impact sourcing in the business and policy spheres. This will require identifying and demonstrating the benefits of impact sourcing to firms and employees. As a learning partner for the DJA initiative, Genesis will be developing the M&E frameworks and protocols for the project in close collaboration with the Foundation and their

grantees. The data collected from the grantees will be used to inform decision-making by the Foundation and grantees so that the impact of the project can be maximised. The collection of evaluation-specific data will also allow for the identification of changes and impacts (positive and negative) that may have emerged as a result of the initiative.

Finally, Genesis will also collect data from legacy grantees to showcase the benefits of impact sourcing on employees and their circle of influence.



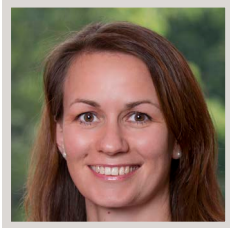


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The largest economics-based consultancy in Africa

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**ALYNA WYATT**

Partner

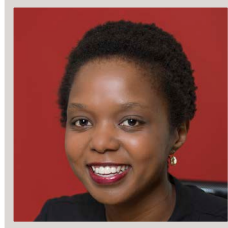
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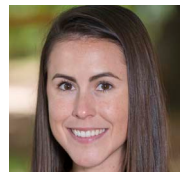
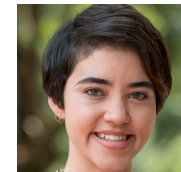
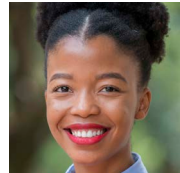
### Some of our qualifications include:

Masters in Economics | Masters in Economic Development | Masters in Forced Migration |  
Masters in Public Health | Honours in Property Studies | Masters in Development Evaluation  
and Management | Masters in Rural Health | Bachelor of Arts in Public Management  
and Governance | Honours in Politics | Master of Business Administration | Masters in  
Development Studies

[WHAT WE OFFER >](#)

We are here to help YOU make better decisions

Member of



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