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# MONITORING, EVALUATION AND LEARNING

We promote data and evidence-  
informed decision-making

**G:ENESIS**  
UNLOCKING VALUE

# ABOUT GENESIS

| Genesis Analytics is a global African advisory firm.

Based in Johannesburg with offices in London, Nairobi, Lagos, Abidjan and Toronto, our team of **120 consultants** advises companies, governments and donors around the world. Genesis has worked on almost **4,000 assignments** in **89 countries**, of which **45 are in Africa**.

We look at the African continent as an opportunity for massive positive social, economic and environmental progress. **Our purpose as a firm is to unlock that latent value**, whether it is found in the private, social or public sector. We do this by combining multi-disciplinary skills and deep African experience.

**Unlocking value in Africa** relies on our understanding of the context. We believe a triangle of forces is shaping the future of Africa.

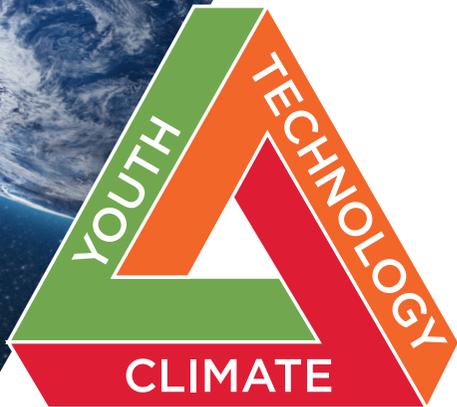
## These forces are

- The **youth** wave arising from Africa's great demographic transition
- Opportunities from the global **technological** leap forward
- Managing and mitigating regional **climate** change

## Our consultants are experts in

Monitoring, Evaluation and Learning |  
Development Economics | Behavioural  
Solutions | Economic Impact Assessment  
| Economic Opportunity | Human  
Development | Shared Value and Impact  
| Public Health and Financing | Digital  
Economy and Governance | Financial  
Services Strategy | Competition Economics  
and Regulation | Climate Finance

The greatest opportunities lie where these forces intersect. Genesis is working with partners across the globe to turn the triangle of forces into concrete opportunities that will provide solutions and unlock value for our clients.



# SECTORS & CLIENTS

We combine our deeply rooted understanding of the African context with our extensive experience in qualitative and quantitative monitoring and evaluation (M&E) methods to assess progress, measure value creation, and facilitate internal and external learning.

We help actors, including governments, international development partners, development finance institutions, companies and civil society, to maximise the social and economic impact of development efforts.

Our teams are adept at problem definition, navigating complexity and viewing challenges through multiple lenses.

We challenge ourselves to move beyond evidence to insight; and beyond ideas to scalable solutions.

## Some of our Clients



# AREAS OF EXPERTISE



## MONITORING AND RESULTS MEASUREMENT (MRM) SYSTEMS

Through our MRM work, we aim to promote institutional capacity building. **We understand the importance of and seek to empower institutions to internalise evaluative thinking to better monitor and assess progress towards their ultimate objectives and impact, and make better, evidence-based decisions.**

We work with and empower organisations to define their theory of change, monitor their progress towards their ultimate objectives, and make better, evidence-based decisions.

We adopt a results-based management approach, which ensures that M&E processes are embedded in programme implementation and decision-making. This ensures that emerging lessons can immediately be fed back to programme decision-makers, who make adjustments that improve the programme's ultimate value and impact.



## EVALUATION AND IMPACT ASSESSMENTS

We specialise in conducting evaluations of development programmes, including formative and performance evaluations, process, mid-term, and final evaluations with the aim of providing reasoned and independent views of the progress achieved, as well as the identification of successes and challenges.

In conducting evaluations, we embody a utilisation focused approach, whereby **we promote and encourage the use of findings to enhance policies and programmes.** Through working in close collaboration with implementers, we ensure that recommendations are grounded in the reality of the local and regional contexts. As such, our recommendations are implementable and inform improved programme impact.



## ONGOING SUPPORT AS A LEARNING PARTNER

We also offer integrated monitoring, evaluation and learning (MEL) within a programme to address any implementation challenges as and when they arise, rather than just at discrete points in programme implementation.

Through our collaborative work, we determine the most appropriate strategy in each context so that it aligns with decision-making cycles, principles of funding and the stakeholder environment.

In this role, we **produce learning products for both internal and external audiences including learning briefs, presentations, infographics and reports.** This ensures that the learning products are used to inform programme adaptation or implementation as well as disseminating lessons learnt and best practices to a broader audience.

**We unlock value by realising solutions with our clients**



# OUR CREDENTIALS

## BUILDING MRM SYSTEMS

Genesis was hired by the Argidius Foundation to develop the monitoring and evaluation system of Seedstars - an international social enterprise based in Geneva aimed at supporting high-growth entrepreneurs. This is done through training programmes that are designed to align with the life cycle of the enterprise, international summits and competitions, mentoring, connecting businesses with investors, and investing in businesses themselves.

By building Seedstars' M&E framework, Genesis provided Seedstars with the ability to monitor and assess its impact in a systematic and robust way across the seven offices in developing countries. Genesis was also commissioned to assess Seedstars' achievements to date.

To understand and develop the impact pathways for Seedstars, Genesis used the **Impact Management Project's innovative impact lenses** to build a framework that bridged the gap between Seedstars' experiences as an impact-oriented organisation in the private sector and the need to frame its results in a development context. This was done through comprehensive consultations and working together to build a Theory of Change, define indicators, and help design an impact-data repository for the global team to use immediately.

**Seedstars has indicated that our work took it from having an impact narrative to having a clear demonstration of real impact. It helped the Seedstars team to navigate its internal strategy and provided Seedstars with a valuable summary of its impact vision.**

Genesis was aware of the unique impact of collaboration in this project. For this reason, Genesis and Seedstars co-authored a [blog](#) for the American Evaluation Association to showcase the power of building an impact-orientated mindset in a traditional private sector organisation.

**Project Name** : Building robust M&E system to measure impact of enterprise programme  
**Client** : Argidius | Seedstars



argidius

\* seedstars





# OUR CREDENTIALS

## EVALUATION & IMPACT ASSESSMENT

Hanns R. Neumann Stiftung (HRNS) implemented the International Coffee Partners (ICP) regional project in Tanzania from 2015 to 2019. The objective of this project was to improve the livelihood of 25,000 farming households in northern and southern Tanzania. To support this objective, the project facilitated the development of farmer organisations, and provided training in agronomy and organisational development. The project also supported linkages to service providers and promoted inclusive family financial planning.

HRNS engaged Genesis to conduct **the final evaluation of the ICP project that assessed the extent to which the project achieved its objectives and intended outcomes for the targeted beneficiaries.** Genesis used the OECD DAC criteria as the overarching framework for the evaluation and employed a mixed-methods approach. As part of this approach, Genesis implemented an endline survey with a sample of farmer beneficiaries and conducted focus-group discussions and key informant interviews with farmer beneficiaries and project partners. Primary data were then triangulated against secondary quantitative data provided by HRNS.

As part of understanding the project's performance, Genesis also undertook a **social return on investment (SROI) analysis** of the project. Evaluation findings were used by HRNS and ICP to **inform the strategy of future interventions in Tanzania, and East Africa** more broadly.



**Project Name** :  Evaluating the Impact of Farmer Organisation Development Support and Farmer training on farm production and organisational sustainability

**Client** : Hanns R. Neumann Stiftung

Hanns R. Neumann Stiftung 



# OUR CREDENTIALS

## ONGOING LEARNING PARTNER

Rapid population growth is resulting in an increasing demand for food that is outstripping the growth of food supply in Africa. While smallholder agriculture provides the majority of food consumed, smallholder farmers are often extremely poor, barely produce enough high-quality food to meet their own families' nutritional requirements, and are the largest recipients of food aid in the world. The Rockefeller Foundation's Food Initiative aims to work with a number of partners to tackle the broken food system and improve the quality of diets of millions of people. The East Africa portfolio of the initiative aims to contribute to improving the quality of diets of 10 million vulnerable children and their families through three pathways, namely, stimulating private sector-led models, supporting financing for nutrition, and improving the enabling environment.

**The Rockefeller Foundation appointed Genesis as the Monitoring, Evaluation, Research and Learning (MERL) partner for the Food Initiative's East Africa portfolio.** In our role as the MERL partner, **Genesis has supported the foundation to develop the initiative's Theory of Change and to build the MEL framework based** on learning questions that are reflective of the evolving nature of the initiative and the global context. Subsequently, Genesis will also support the implementation to ensure MERL activities are responsive to the unfolding programme activities and consolidate learnings to ensure knowledge and learning opportunities are maximised for future interventions.



### Project Name

Monitoring, Evaluation, Research and Learning Partner for the Rockefeller Foundation's Food Initiative project

### Client

Rockefeller Foundation



The  
**ROCKEFELLER**  
**FOUNDATION**

# MEMBERSHIP & ASSOCIATIONS

We aim to stay abreast of industry standards and shifts so as to ensure continuous learning within our teams.

Our teams are members of the South African Monitoring and Evaluation Association (SAMEA), African Evaluation Association (AfrEA), Evaluation Society of Kenya (ESK), and the American Evaluation Association.

Our team members also serve as members and chairs of the steering committees for the ANDE East Africa network and the International and Cross-Cultural Evaluation (ICCE) Topical Interest Group (TIG) for the AEA.



Members of the South African Monitoring and Evaluation Association (SAMEA)



Members of the African Evaluation Association (AfrEA)



Member of the American Evaluation Association (AEA)

Chair of the AEA International and Cross-Cultural Evaluation Topical Interest Group (Mishkah Jakoet)

Member of the Financial Advisory Board (FAB) (Alyna Wyatt)



Member of the GIIN's Working Group for Navigating Impact in Decent Jobs and Sustainable Agriculture



Member of Impact Investment South Africa's IMM Working Group



Members of the Aspen Network of Development Entrepreneurs (ANDE)



Co-chair of the ANDE Metrics Learning Lab for Southern Africa (Mishkah Jakoet)

Steering Committee Member for ANDE's South Africa Chapter (Mishkah Jakoet)

Steering Committee Member for ANDE's East African Community Chapter (Amreen Choda)

# OUR TEAM



**ALYNA WYATT**

Managing Partner  
(Canada)

Contact Alyna



**MISHKAH JAKOET**

Partner (SA)

Contact Mishkah



**EMILY MASSEY**

Principal (SA)

Contact Emily



**LUCREZIA TINCANI**

Principal (UK)

Contact Lucrezia



**AMREEN CHODA**

Manager (Kenya)

Contact Amreen



**THABISILE NTOMBELA**

Business Development

Contact Thabisile

## Some of our qualifications include

- MA Rural Development
- PhD in Development Studies
- MSc in Environmental Economics and Policy
- MCom Econometrics
- MSc Economic Policy
- MSc International Development and Management
- MSc Carbon Management
- BSc Environmental Economics and Policy
- MA in Economics
- MPhil Development Studies
- MCom Development Economics
- MSc Development Economics
- MSc Inequalities and Social Sciences
- BSocSci (Hons) Development Studies
- Bachelor of Economics
- BCom Economics and Statistics

WE ARE  
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UNLOCK  
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## Genesis Analytics

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