

## Principal Consultant

### Professional profile

Edward Hedley is an experienced evaluator specialising in the design and implementation of theory-based evaluations, M&E frameworks and Value for Money (VfM) systems in the fields of private sector development, agriculture and rural finance, and in regional integration. Currently, he is engaged on a large M4P evaluation, working on the overarching design of an impact evaluation of DFID's Samarth-Nepal Market Development Programme and leading on a specific component to assess the degree to which the programme delivered systemic change. The evaluation is theory-led and based on contributions analysis and seeks to enrich the global knowledge base of the effectiveness of market systems programmes. Edward is also providing long-term support to the DfID-funded Private Enterprise Programme Ethiopia (PEPE) and to an evaluation of the DfID-funded West Africa Food Markets (WAFM) programme, which is based on a Realist Evaluation Design. In this work, Edward has developed innovative approaches to programme monitoring and learning, including the use of beneficiary feed-back in reporting, and has designed approaches to M&E which are attuned to the particular methodological challenges of monitoring and evaluating challenge fund and M4P-type projects, including the design and use of theory-based and quasi-experimental approaches.

**Nationality** British

**Languages** English (maternal), French (good)

**Country experience** Afghanistan, Cambodia, Ethiopia, Ghana, India, Kenya Lao PDR, Lebanon, Nepal, Nigeria, Philippines, Rwanda, Somaliland, Thailand, Viet Nam

### Education

- 2005 - 2006** MPhil Development Studies  
Cambridge University, UK
- 2004 - 2005** MSc. Administration and Management,  
Roskilde University, Denmark
- 2000 - 2003** B.A. Hons. Geography,  
University of Durham, UK

### Employment

- 2010 - Present** Senior Consultant (previously Consultant)  
Itad, UK
- 2007 - 2010** Development Economist  
Mekong Economics Ltd, Vietnam

### Project experience

- 2017- 2019** **Impact Evaluation of the Samarth-Nepal Market Development Programme**  
Role: Qualitative Methods Lead | Client: DFID | Location: Nepal and UK  
Led the qualitative components and conduct an independent ex-post evaluation of Samarth-NMDP to enrich the global knowledge base of the effectiveness of market systems programmes. It is the first initiative in Nepal to evaluate a programme on an M4P approach. The findings will be shared in Nepal and to external audiences – including via the DFID-funded Beam Exchange. The evaluation will also serve a secondary accountability function for DFID Nepal as it will assess the performance, delivered results and the value for money of the programme
- 2014- 2019** **West Africa Food Markets (WAFM) Pilot Programme**  
Role: Theory based Evaluation Advisor | Client: DFID | Location: Ghana and UK  
The WAFM Pilot Programme is a 5 year initiative that seeks to increase the availability of staple foods and purchasing power of farmers in food-insecure regions of the Sahel, as well as to increase their resilience to hunger and malnutrition during the regular hungry seasons and periodic shocks. Responsibilities: Leading on the design of a programme theory of change (ToC) and in working with the programme management unit (PMU) to generate reporting data that is relevant to the needs of Itad's Impact Evaluation, providing advice and support as necessary. Over the course of the evaluation, he also supports the Team leader in the design of a theory-based, Realist Evaluation.
- 2014 - Present** **Private Enterprise Programme Ethiopia (PEPE)**  
Role: International M&E Advisor | Client: DFID | Location: Ethiopia and UK

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PEPE is helping generate access to finance, good quality jobs, and increased incomes for Ethiopia's poor. It is being implemented using the Making Markets Work for the Poor (M4P) approach with the aim to make markets more effective, sustainable and beneficial for poor people. Responsibilities: Providing a variety of inputs in support of the in-country M&E Team as required. He has had a specific responsibility to design and implement the Programme VfM System which combines cost and results data and attributes this to individual interventions. He also provides support to the M&E Manager, including logframe and theory of change (ToC) review and training on specific topics.

**2012 - 2015****Mobile Money for the Unbanked**

**Role:** Evaluation Design Consultant | **Client:** GSMA/Gates Foundation | **Location:** UK and elsewhere

Working with the Agricultural Learning and Impacts Network (ALINe), responsible for developing an online survey of stakeholders' perceptions to monitor MMU's progress against the programme's key performance indicators. In the second phase of the work, led the design and implementation of an evaluation of MMU's in-country PLP deployments, working closely with a mobile industry specialist. These evaluations have entailed a series of field visits to MMU-supported deployments, as well as telephone-based interviews with key industry personnel.

**2012 - 2015****Somaliland Business Innovation Fund**

**Role:** International M&E Advisor | **Client:** World Bank | **Location:** Somaliland and UK

Responsible for designing the monitoring framework for the grant fund, which is designed according to M4P principles. The monitoring framework was designed according to the DCED Standard for M&E of PSD projects and works across a multi-sectoral portfolio of small to medium-sized investment projects, aggregating key indicators of results. Edward was responsible for training project staff and partners in the use of this framework and tools for monitoring.

**2013 - 2015****Market Development (MADE)**

**Role:** Monitoring Design and Survey Advisor | **Client:** DFID | **Location:** Ghana and UK

Brief description of the project, the role, and activities carried out

**2012 - 2015****M&E Support to Trade Mark East Africa (TMEA)**

**Role:** International M&E Advisor | **Client:** TMEA | **Location:** Kenya, Rwanda, UK

Played a key role in providing long term in-country M&E support to TMEA Rwanda which encompassed logframe and indicator design for the overall programme, results chain, M&E framework and indicator development for individual partner projects, baseline study commissioning and quality assurance, the design of specialist yet practical approaches for monitoring and evaluating the effectiveness of advocacy and communication activities, design of approaches for counterfactual analysis, oversight of partner reporting functions and the incorporation of reporting data into management decisions, and the design of end-line approaches for contributions analysis.

**2011 - 2013****Afghanistan Business Innovation Fund**

**Role:** M&E specialist | **Client:** DFID | **Location:** Afghanistan and UK

Reviewed the existing logframe and draft indicators and addressed the concerns of DFID to reach a practical solution to logframe design which was acceptable both to DFID and the operational managers of the Fund; Reviewed and provided innovative means to strengthen the existing project performance monitoring system as set out in the draft operations manual; Proposed suitable indicators and means of verification to capture and evaluate changes observed at outcome and impact levels; Met with DFID Results Team to discuss ABIFs potential M&E design.

**2012 - 2013****GSM Association m-Farmer Results Framework Design and Implementation**

**Role:** Impact Evaluation Specialist | **Client:** GSMA/USAID | **Location:** Kenya, India, Tanzania and UK

Initial responsibilities included developing a monitoring, evaluation and learning (MEL) framework for the mFarmer initiative, based on a thorough analysis of the initiative's theory of change. This involved facilitating a theory of change workshop with programme stakeholders and developing a suite of key performance indicators which aggregate output, outcome and impact data across country mFarmer deployments. Working with the the Agricultural Learning and Impacts Network (ALINe), further ongoing support provided to mFarmer includes M&E tool development, baseline data collection, and design of a system for ongoing program monitoring. This is based on an innovative approach to using mobile phones

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for project impact monitoring. M&E support encompasses the design and implementation of an end-line impact evaluation.

2012

### **Impact Evaluation Northern Ghana Millennium Village (MV)**

Role: Evaluation and ToC specialist | Client: DFID | Location: Ghana

Developed detailed TOCs for each of the MV intervention sectors, including agriculture, education and health based on MV work plans and logframes. These theories of change were then used as a principal reference point in developing systematic evaluation frameworks and questions which were relevant to the sequencing and scope of interventions and to the overall evaluation design.

2011

### **Project Completion Reviews for DFID Nigeria Policy Development Facility (PDF)**

Role: Researcher | Client: DFID | Location: UK

Responsible for designing a strategy of empirical data collection through telephone interviews with embedded technical assistants covering issues of project effectiveness, efficiency, potential sustainability and value for money. Conducted 12 telephone interviews and analysed empirical data collected as a result. Drafted inputs into the evaluation report.

2011

### **Study on the Potentials of the use of Mobile Phones in Investment and Development Projects**

Role: Researcher | Client: FAO | Location: UK

Collected secondary data on the potential for using mobile phones and other ICTs in the collection and analysis of monitoring data for development projects, especially in the fields of private sector development, health and agriculture.