

WEBINAR AGENDA

22nd November 2023 | Virtual

Introductory Webinar of the International Evaluation Network



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What's the issue?

Governments across the OECD spend considerable sums of public money on supporting SMEs and entrepreneurs, but there is surprisingly little reliable evidence on the effectiveness of different types of policy intervention. Is entrepreneurship policy having its intended effects? Do the benefits of specific programmes justify their costs? Could these benefits be achieved more cost-effectively through alternative approaches? Evaluation provides the key to answering these questions.

Reliable impact evaluation is rare in the field of entrepreneurship policy. This is due in part to a lack of widespread knowledge among policy makers about how reliable impact evaluation should be undertaken. The 2023 OECD Framework for the Evaluation of SME and Entrepreneurship Policies seeks to facilitate the adoption of better evaluation practices by setting out how to achieve reliable impact evaluations, with a six-step scale to enable policy makers and evaluators to judge the reliability of any evaluation or evaluation method. The framework also provides a summary of what is known about policy impacts from international meta-evaluations and a selection of reliable individual evaluations in the field, spanning a wide range of policy areas and OECD countries.

Building on this effort to increase the regularity and reliability of impact evaluations of SME and entrepreneurship policies and programmes, a new International Evaluation Discussion Network has been created by the OECD with the support of the UK government. The network will enable policy makers and experts to exchange at a technical level on the methods and lessons from recent high-quality SME and entrepreneurship policy evaluations. It will involve quarterly online workshops, with occasional in-person meetings.

Why attend the webinar?

This introductory webinar will set the context and discuss the operating approach and themes to be explored in future events. It will feature a high-level overview of current evaluation work in OECD countries, in order to establish the lay of the land with respect to SME and entrepreneurship policy evaluation. It is also an opportunity to signal interest in participating in the exchange with interested policy makers and evaluators from other countries and to signal reliable and interesting evaluation studies that could be featured in future events.

The issues that will be covered include:

- What are the rationale, aims and planned activities of the International Evaluation Network?
- What are current evaluation approaches in OECD countries?
- What topics should be covered in future meetings of the International Evaluation Network?

Register

[Register Here](#)

After registering, you will receive a confirmation email containing information about joining the meeting. If you do not receive an email confirmation or have trouble registering, please contact: Heather.Mortimer@oecd.org

For more information, contact: Jonathan.Potter@oecd.org / Pablo.Shah@oecd.org

Agenda

Event moderator: Dr. Jonathan Potter, Head of the Entrepreneurship Policy and Analysis Unit, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

3.00-3.15 Introduction to the International Evaluation Network

Presentation from the UK Department for Business and Trade on the purpose and expected outcomes of the International Evaluation Network.

Presentation from the OECD Secretariat on the planned activities of the newly formed network and its relevance to OECD work.

Angelina Cannizzaro, Deputy Director, Business Growth Analysis and International, Domestic and International Markets and Exports Group, UK Department for Business and Trade

Dr. Jonathan Potter, Head of the Entrepreneurship Policy and Analysis Unit, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

3.15-4.00 Tour de Table of network participants

Overview of relevant evaluation work on SME and entrepreneurship policies and programmes that is being undertaken in each country participating in the International Evaluation Network. Each country representative's remarks will address the following questions:

- Approximately how many impact evaluations of SME and entrepreneurship policies have been undertaken in the past five years?
- What major evaluations have been undertaken in the areas of:
 - Increasing the numbers and quality of business start-ups
 - Stimulating small business scale-ups
 - Increasing SME productivity
 - Increasing exporting and internationalisation by SMEs
- What evaluation methodologies are being used? How does these relate to the Six Steps to Heaven?
- Is there a good evaluation case to present in future meetings, to share reliable methodologies and interesting findings?

Where relevant and feasible, further information, documentation or other materials on recent evaluation efforts in each country will be circulated after the webinar.

Representatives from countries participating in the International Evaluation Network

4.00-4.25 Groupwork session to identify topics for future network meetings

Participants will break out into groups of 4-5 to discuss potential topics for future meetings of the International Evaluation Network. Each group will identify 5 potential topics to be covered in future meetings. The topics can be a combination of methodological topics (e.g. challenges in conducting randomised control trials, approaches to constructing control groups etc.) and policy topics (e.g. the lessons from reliable evaluations for the design and implementation of acceleration programmes for scale-ups or credit guarantee programmes for SMEs).

After 15 minutes, the participants will reconvene and a rapporteur from each group will share the 5 identified topics.

4.25-4.30 Wrapping up and next steps

Angelina Cannizzaro, Deputy Director, Business Growth Analysis and International, Domestic and International Markets and Exports Group, UK Department for Business and Trade

Dr. Jonathan Potter, Head of the Entrepreneurship Policy and Analysis Unit, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

About the OECD Centre for Entrepreneurship, SMEs, Regions and Cities

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism policies.

For more information, visit our website: www.oecd.org/cfe

CONTACT

If you are interested to learn more about the project or to get involved, please contact Jonathan Potter, Head of the Entrepreneurship Policy and Analysis Unit | Jonathan.POTTER@oecd.org

