



**The Center for Effective Global Action  
Evidence to Action: Engineering for Development  
Monday, May 4, 2015**

- 12:30pm – 1:00pm      Registration
- 1:00pm – 1:15pm      Welcome  
Temina Madon (Executive Director, CEGA) and,  
Hal Varian (Chief Economist, Google)
- 1:15pm – 1:45pm      Keynote Address  
Ann Mei Chang (Executive Director, US Global Development Lab)

**Session 1: Technology Transforming Development**

- 1:45pm – 2:15pm      Under the hood at GiveDirectly: Cash Transfer Logistics  
Paul Niehaus (UC San Diego, CEGA, GiveDirectly)
- 2:15pm – 2:45pm      Secure Digital Payments: Improving Public Welfare Programs  
Karthik Muralidharan (UC San Diego, CEGA)
- 2:45pm – 3:15pm      *Coffee Break*

**Session 2: Designing Smart Services**

- 3:15pm – 3:35pm      Rural Water Project: Making Products Behaviorally Compatible  
Ted Miguel (UC Berkeley, CEGA)
- 3:35pm – 4:05pm      Smart Meters for Rural Electrification  
Samson Ondiek (Chief Planning Officer, Kenya Power & Lighting Company) and,  
Catherine Wolfram (UC Berkeley, CEGA)
- 4:05pm - 4:25pm      Mezuri: Measuring Development Outcomes for Iterative Design  
Eric Brewer (UC Berkeley, CEGA, Google)
- 4:25pm – 4:55pm      Satellite Data for Development: Assessing Impacts at Ultra-low Costs  
David Lobell (Stanford, CEGA) and,  
Jon Zemel (Product Manager, Skybox)
- 4:55pm - 5:00pm      Closing Remarks  
Carla Hesse (Peder Sather Professor, Executive Dean for L&S, UC Berkeley)  
Anand Radhakrishnan (Investcorps Technology Partners, CEGA Advisory Board)
- 5:00pm – 6:30pm      Reception