Building an Analytics Engine for Global Development

CENTER FOR EFFECTIVE GLOBAL ACTION
Here’s the challenge:

$50 million a year is spent to rigorously study public policies in developing countries… relative to $130 billion disbursed annually as official development assistance

Would any serious company spend so little on product development?
Innovate solutions for social challenges
Field test solutions, measure response
Analytics-driven iteration
Support for partner scale-up
CEGA creates durable solutions for global development
We invest in **portfolios** of research across sectors & themes
Field-tested strategies to increase farmer yields and income

- Flexible credit, timed to harvest cycles - generates $20 profit per farmer (Kenya)
- Subsidies for climate-resilient rice seeds - drives 45% gain in yields (India)
- Behavioral nudges to purchase fertilizer - increases farmers' use by 11% (Kenya)

Teacher Incentives
Karthik Muralidharan, UC San Diego

Influential work in India now being replicated in Tanzania
GiveDirectly in Kenya
Paul Niehuas, UC San Diego

Raised >$20 million in direct cash grants for extremely poor households
School-based deworming
Edward Miguel, UC Berkeley

Scaled to 100+ million children by the governments of Kenya & India
CEGA does Development Analytics
We measure the effectiveness and ROI of programs & services, yielding actionable lessons for public policy design
CEGA does Measurement Innovation
We bring “big data” into development decision-making
We want to know why “good” ideas fail to achieve impact...

CEGA does Open Source:
We publish everything. No silent failures.
We think knowledge of what works is an important social good and an essential tool in the fight against poverty.
Investments in Research & Analytics CAN BENEFIT MILLIONS