Evaluating the impacts of SME and entrepreneurship policies

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What's the issue?

Is SME and 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, by determining the relevance, efficiency and effectiveness of a policy or programme in relation to its objectives.

This is particularly important in the field of SME and entrepreneurship policy because questions can legitimately be put as to whether current SME and entrepreneurship policies are fit for purpose, or whether changes are needed in its scope and focus. For example, does the policy mix need to be adjusted or do the enterprises and entrepreneurs targeted need to be modified?

However, reliable impact evaluation is rare in the field of SME and entrepreneurship policy, and less common than in fields such as labour market policy. This remains the case, despite recent improvements in available data and methods for evaluation. One of the reasons is a lack of widespread knowledge among policy makers about how reliable impact evaluation should be taken.

The just-published OECD Framework for the Evaluation of SME and Entrepreneurship Policies seeks to address these issues by making two major contributions. First, it sets out how to achieve reliable impact evaluation in SME and entrepreneurship policy, including offering a six-step scale to judge the reliability of any evaluation or evaluation method. Second, it 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.

Why attend the webinar?

This event will launch the OECD's new Framework for the Evaluation of SME and Entrepreneurship Policies and Programmes, including its messages for evaluation methodologies and learning from the findings of previous evaluations. It offers the opportunity to get involved in debate and discussion with a range of constituents from the OECD and ICSB communities on this important topic. The issues that will be covered include:

- What are the features of reliable impact evaluation?
- What is the evidence from past evaluations?
- What are the lessons for future policy design and evaluation practice?

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: Wilfried.Jabot@oecd.org

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

Agenda

Event moderator: Dr. Ayman El Tarabishy, President and CEO, International Council for Small Business

3.00-3.05	**Introduction to the webinar**

Dr. Céline Kauffmann, Head of the Entrepreneurship, SME and Tourism Division of the Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

Dr. Ayman El Tarabishy, President and CEO, International Council for Small Business

3.05-3.20	**Keynote: OECD Framework for the Evaluation of SME and Entrepreneurship Policies**

The keynote will present recent the key takeaways from the newly launched OECD Framework for Evaluation of SME and Entrepreneurship Policies. Topics include:

- The role of impact evaluation in SME and entrepreneurship policy;
- The features of reliable impact evaluation;
- Evidence from high-quality individual evaluations and international meta-evaluations;
- Lessons for evaluation and policy.

Dr. Jonathan Potter, Head, Entrepreneurship Policy and Analysis Unit, CFE, OECD

3.20-4.10	**Panel discussion: Insights and perspectives from policymakers and experts**

Panel moderator: Dr. Ayman El Tarabishy, President and CEO, International Council for Small Business

This discussion will involve national policymakers and experts making points and taking questions from the moderator. Audience members will also have the opportunity to submit questions to the moderator.

- How can the new OECD framework for evaluation be adopted by policy makers and evaluators?
- How can the frequency and quality of policy impact evaluations be increased?
- How can the results of impact evaluations be integrated into policy making?

Andrew McDonald, Chair, Small Business Investment Committee, European Bank for Reconstruction and Development

Dr. Helmut Kramer-Eis, Head of Research and Market Analysis and Chief Economist, European Investment Fund

Angelina Cannizzaro, Deputy Director, Business Growth Analysis and International SME Policy, Government Department for Business, Energy and Industrial Strategy, United Kingdom

Open discussion with the audience

4.10-4.15	**Closing remarks**

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

About the International Small Business Council

With representation in more than 85 countries, the International Small Business Council promotes the growth and development of small businesses globally, bringing together educators, researchers, policy-makers and practitioners from around the world in order to share knowledge and expertise.

For more information, visit our website: www.icsb.org

CONTACT

If you are interested to learn more about the project or to get involved, please contact
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