

Annex A Methods for Data Collection

Level 2 assessments

The Evaluation Team responsible for level 2 assessments worked from a list of questions that formed the basis for the interview – the answers for which would provide direct responses to the evaluation questions, supplemented by other questions that were relevant to the project or for triangulating with other information. It had been anticipated that the level 2 analyses would be conducted as episode studies, i.e. tracking back from a policy change or another action affecting the BUSAC beneficiary and assessing the multitude of factors, events and decisions involved in producing the result. Due to a lack of interviews with duty bearers, it was not always possible to get direct evidence, however plausible attribution of BUSAC-funded advocacy was triangulated through discussions with grantees and from project progress and completion reports.

The purpose of the grantee interviews was to get a first-hand understanding of the strategy and tools applied by the organisation to achieve the desired goal, their assessment of the result in order to validate existing information, the resources involved and the relevance of the support by BUSAC, including the role of service providers. Also, the interviews helped to assess the effect of the support on the organisation's general capacity and its ability to engage in advocacy and lobbying activities in the future. Interviews with duty bearers allowed the team to get the view from the other side, and their assessment of what are the factors and circumstances that have led to the changes, if any.

As a secondary step, a grading has been given to the performance against the results BUSAC intended to demonstrate. Performance will be graded in line with the below:

- 1 = achieved
- 2 = partially achieved
- 3 = not achieved/abandoned
- N/a = not yet achieved, not measurable, not applicable

Together, interviews with grantees and decision-makers contribute to the assessment of the relevance and effectiveness of the intervention logic BUSAC has subscribed which is summarised in Annex F.

Confidence measures gained from triangulating between the results of this Evaluation and other studies and assessments, coupled with the largely similar processes involved in grant projects, have allowed some valid extrapolation of results to cover the entire portfolio of grant project.

The counterfactual will be address through asking specific questions of grantees as to the improvements in their capability to advocate effectively and the attribution of these improvements.

Interviews with key informants

Non-grantee informants interviewed include representatives for the funding agencies (Danida, USAID and DFID), current and former private sector and government representatives as well as selected resource persons such as researchers and media representatives. The EU representative was not in-country during the field work.

Private sector organisations interviewed included the Private Enterprise Federation, Association of Ghana Industries, Ghana Employers' Association, and EMPRETEC. Relevant government institutions include the Ministry of Trade & Industry, Ministry of Private Sector Development and the Ministry for Water Resources, Work and Housing. Three members of the BUSAC steering committee were interviewed.

These interviews were conducted as open-ended but structured interviews, focusing on the effect of BUSAC's interventions to facilitate policy change, and changes, if any, in the general culture of advocacy and response to advocacy and the perception of BUSAC's contribution to this change. The interviews were also informed by the PEA (Annex C) to explore the incentives behind business environment policies and regulations, and how this affects the ability of BUSAC to fulfil its objectives.

Focus group discussions

Three focus groups discussions (FGD) were organised by the Evaluation, in Tamale, Kumasi and Accra. Each FGD had 15-20 participants, lasting two hours. More information is available in the notes of FGD included as Annex G.