

Quantitative (with reference group) & Qualitative Study



**Pepeñadores
MEXICO**



The **SROI** Network
Accounting for Value

Cécile Renouard – Director of the Research Program « Companies and Development » at ESSEC

Philippe D'Iribarne - Directeur du Centre de recherches sur le bien-être

24 months
End: Dec 2015



Objectives

Evaluation as an opportunity to collectively learn and think about innovative models and practices as:

- Multidimensional outcomes: Relational capabilities, Material poverty index
- One-dimensional outcomes: Pepeñadores life satisfaction/health status/conditions; Vulnerability at work; Formalization of employment, including: social security, bank accounts, and access to social programs; Financial empowerment, including: earned income, household revenue, access to savings account, debt levels, tax payment status

Methodology

Quantitative: 292 survey interviews

Qualitative: (4 months observations, in-depth interviews)

- Exploratory phase: Engage the project actors on board and share a clear view of the objectives and operating models
- Quantitative and valuation studies preparation (concretely and technically, according to a 4 dimension approach (understand, measure, value, support) to evaluate the project
- Reference group identification
- Survey data collection and analysis, including choice (preference) modeling
- Qualitative interview data collection, focused on role of actors in an informal economy, and explore how to combine with formal economic actors

Some Learnings

- Prioritize objective indicators

Perceived health status declined even as observed health status seemed to improve for study participants. Likely, the health education lead participants to notice health issues more readily and report more problems even though more problems were being remedied than previously.

- Strong preferences for work structure as well as wages

For workers, several factors associated traditionally associated with more affluent types of employment were highly valued: control over the work, flexibility of number of working hours