

BRIDGE – Building Rigorous Impact through Data-driven Governance

From Data to Evidence: Advancing MSME Growth

Training Agenda



Institutional Host

Founding Partners

Additional Support

Introduction

BRIDGE (Building Rigorous Impact through Data-driven Governance) is a flagship capacity building training program developed by the Egypt Impact Lab to strengthen the ability of government institutions to leverage administrative data for evidence-based decision-making and cost-effective programs. The program focuses on moving beyond the operational use of administrative data toward its strategic use in program design, monitoring, and evaluation.

The first iteration of BRIDGE with the [Micro, Small, and Medium Enterprises Development Agency](#) (MSMEDA) is delivered as part of the ongoing capacity building program series implemented by EIL in collaboration with MSMEDA. This collaboration builds on a shared commitment to strengthening data-driven governance within the firms and finance sector, with a particular focus on micro-credit programs and financial inclusion interventions.

Training Agenda

The BRIDGE training is delivered over two consecutive days, combining lectures, interactive discussions, and hands-on group exercises.

Day 1: Building the Foundations – Evaluation, Theory of Change, and Data

Objective: Establish a shared understanding of why we evaluate, the role of administrative data in evaluation, and how to design programs and data systems that generate credible evidence.

Day 2: From Raw Data to Insights for Evidence-based Policies

Objective: Equip participants with practical tools to clean, analyze, and visualize administrative data, and to translate insights into cost-effective and scalable policy decisions.

Date & Time	Day 1	Day 2
9:00 - 9:30	Registration	
9:30 - 10:00	Welcome Remarks Dr. Ahmed Elsayed Executive Director, J-PAL MENA	Training Session 4 From Messy to Ready – Data Cleaning and Quality Improvement Ms. Rania Fleifel Senior Research Associate & Data Analyst, Egypt Impact Lab

10:00 - 10:30	<p>The Data Bridge: MSMEDA's Data in Practice</p> <p>MSMEDA's Representative</p>	
10:30 - 11:00	<p>Training Session 1 Why Evaluate, Theory of Change, and Measurement</p> <p>Mr. Mohamed Sholkamy Senior Policy Manager, J-PAL MENA</p> <p>Ms. Aya Essam Senior Policy, Events, & Training Associate, Egypt Impact Lab</p>	<p>Exercise 2 Data Cleaning and Quality Checks</p>
11:00 - 11:30	<p>Case Study Theory of Change and Measurement</p>	
11:30 - 12:00	<p>Training Session 2 Why Data? Motivation and Context</p> <p>Ms. Rania Fleifel Senior Research Associate & Data Analyst, Egypt Impact Lab</p>	<p>Training Session 5 Data Analysis and Visualization – From Numbers to Insights</p> <p>Ms. Yasmine Lotfi Policy, Events, & Training Associate, Egypt Impact Lab</p>
12:00 - 12:30		
12:30 - 01:00	Coffee Break	
01:00 - 01:30	<p>Training Session 3 Survey Design for Quality Data – How to Start Right?</p> <p>Mr. Hady Ali Research Associate, J-PAL MENA</p>	<p>Training Session 6 AI and Prompt Engineering for Data Management</p> <p>Mr. Hady Ali Research Associate, J-PAL MENA</p> <p>Training Session 7 Connecting the Dots – From Administrative Data to Cost-effective and Scalable Programs</p> <p>Ms. Nariman Fahmy</p>
01:30 - 02:00		
02:00 - 02:30	<p>Exercise 1 Survey Design and Data Collection</p>	

		Policy & Training Associate, J-PAL MENA
02:30 - 03:00	Wrap up & closure	

Participant Outputs

By the end of the training, participants produce:

- A theory of change with clearly identified indicators and validation of measurement.
- A cleaned and documented dataset
- An analytical output and data visualization