



BRIDGE x MSMEDA

Training Agenda

The Egypt Impact Lab (EIL) is a strategic initiative of the Abdul Latif Jameel Poverty Action Lab Middle East and North Africa (J-PAL MENA) at the American University in Cairo (AUC) and the Ministry of Planning and Economic Development (MPED). EIL is uniquely positioned in the National Institute for Governance and Sustainable Development (NIGSD). The EIL is made possible with support from founding partners Sawiris Foundation for Social Development and Community Jameel, with additional support from UNICEF Egypt. Strategic partners play vital roles, including the Ministry of Social Solidarity, the National Council for Women, the Micro, Small, and Medium Enterprises Development Agency, the Ministry of Education and Technical Education, and the NIGSD.

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	The Data Bridge: MSMEDA's Data in Practice MSMEDA's Representative	
10:30 - 11:00	Training Session 1 Why Evaluate, Theory of Change, and Measurement Mr. Mohamed Sholkamy Senior Policy Manager, J-PAL MENA	Exercise 2 Data Cleaning and Quality Checks
11:00 - 11:30	Case Study Theory of Change and Measurement	Training Session 5 Data Analysis and Visualization – From Numbers to Insights Ms. Yasmine Loffi Policy, Events, & Training Associate, Egypt Impact Lab
11:30 - 12:00	Training Session 2 Why Data? Motivation and Context Ms. Rania Fleifel Senior Research Associate & Data Analyst, Egypt Impact Lab	
12:00 - 12:30		Exercise 3 Data Analysis and Visualization
12:30 - 01:00	Coffee Break	
01:00 - 01:30	Training Session 3 Survey Design for Quality Data – How to Start Right? Mr. Hady Ali Research Associate, J-PAL MENA	Training Session 6 AI and Prompt Engineering for Data Management Mr. Hady Ali Research Associate, J-PAL MENA
01:30 - 02:00		Training Session 7 Connecting the Dots – From Administrative Data to Cost-effective and Scalable Programs Ms. Nariman Fahmy Policy & Training Associate, J-PAL MENA
02:00 - 02:30	Exercise 1 Survey Design and Data Collection	
02:30 - 03:00	Wrap up & closure	

Integration with MSMEDA's Financial Services Project

We tailor all exercises to MSMEDA's Promoting Entrepreneurs' Access to Financial Services project. Participants work with real or simulated datasets that reflect program indicators, which allows them to apply training concepts directly to operational challenges.

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