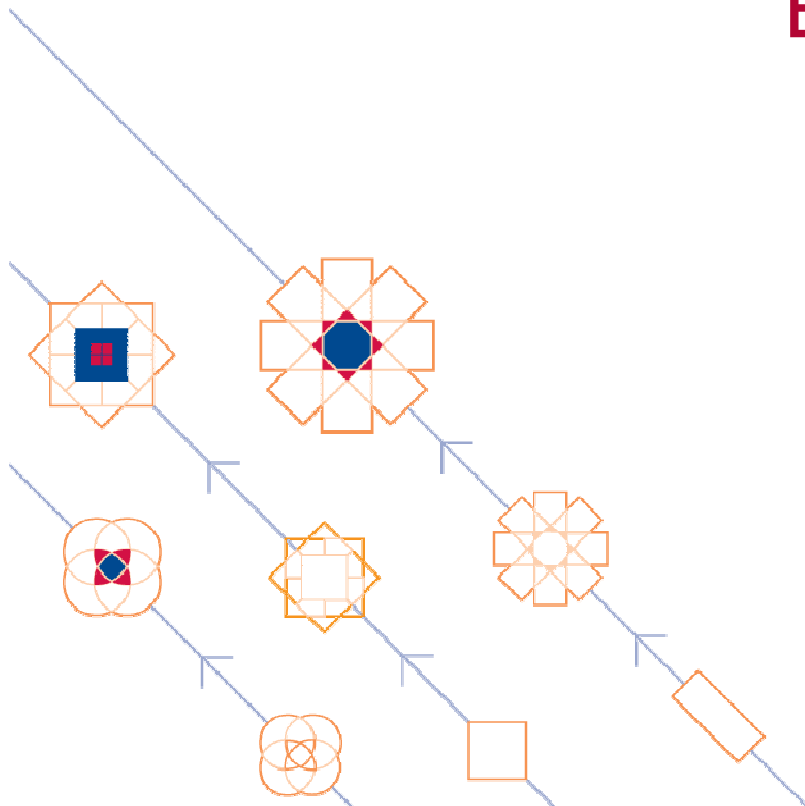


# Performance Management Evidence-Driven Interventions



MESP  
May 6<sup>th</sup> 2015

The USAID Jordan Local Enterprise Support Project (LENS) works to improve the business environment and strengthen the ability of Micro- Small Enterprises (MSEs) to operate and grow.

- USAID LENS target market includes businesses between 1 – 49 employees in underdeveloped areas in Jordan
- Initial focus on MSEs and their business environment within Amman (outside of GAM), Zarqa and Irbid
- According to DoS, these governorates represent around 70% of all businesses in Jordan
- Little available or reliable quantitative or qualitative information on MSEs Jordan

In late 2014 USAID LENS conducted a survey to better understand its target market, with the purpose of designing and driving effective programmes and interventions.

# 650

CLUSTERS

# 66k

ENUMERATED

# 6500

MSEs IDENTIFIED

# 2443

## RESPONDENTS

# 87

## QUESTIONS

300,241  
PIECES OF DATA



Companies that use ICT are making twice as much profit than those that don't

1/5 businesses are neither registered nor licensed

Women-owned businesses are 207x more likely to hire other woman than male owned-businesses

Only 15% use computers as part of their businesses

Only 9% of businesses had received financial support in the last 12 months

Capacity of M&E reporting very limited amongst target beneficiaries

Internal systems and policies to manage MSEs proved inappropriate

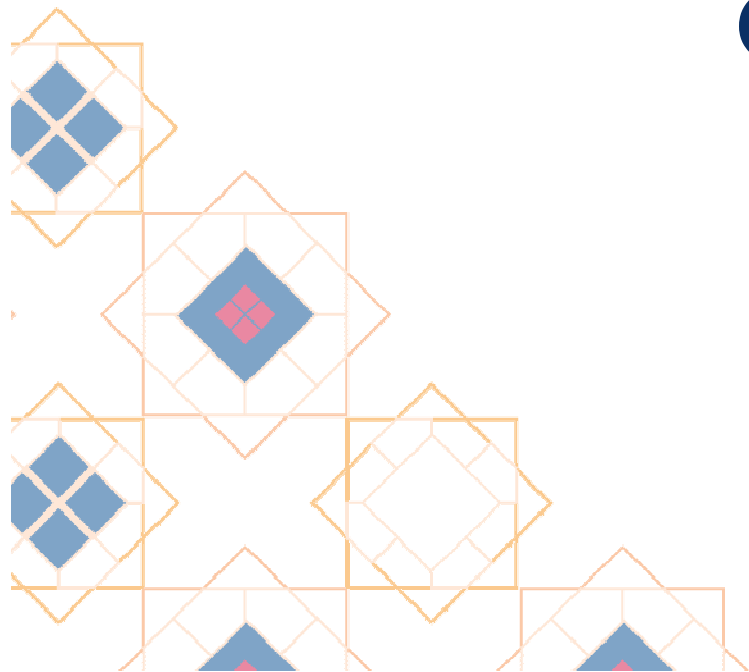
Size of data will often, if not always, be beyond the analytical and technical capacity of individuals actors.

This means that data cannot be managed or properly utilized by individual actors.

# 40

## QUADRILLION CALCULATIONS

# THE VALUE OF OPEN DATA



Data analysis can be extraordinarily complex and varied.

It must therefore be made accessible to as many as possible so its value can be maximized.

## Advantages to open data

- Analysis can be done by multiple stakeholders simultaneously
- Buy-in and ownership are more easily realized when data is shared and made publicly available
- Results can be more easily shared across social platforms
- Data is made more permanent and can be built on over time, limiting 'data rot'

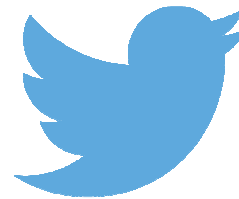
# ACCESS

DIRECT ACCESS TO DATA  
AND DATABASES

tableau<sup>++</sup>public

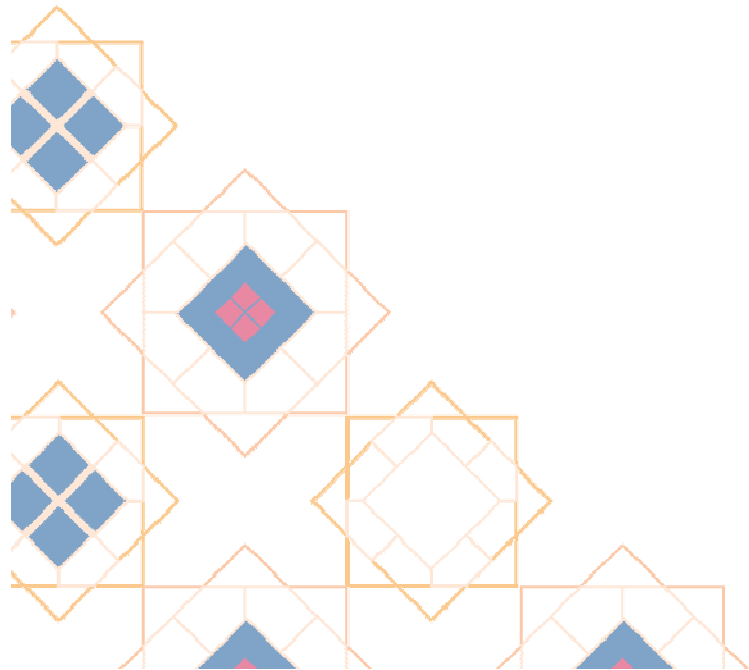
CLEAN, PROTECTED AND  
WEIGHTED DATA

# OUTREACH



REPORTS, INFOGRAPHIC

# THANK YOU



Local Enterprise Support Project  
مشروع مساندة الأعمال المحلية