

Ipsos Factsheet: Impact Assessment Methodology for Cocoa Life

ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people. Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees.

Over the past two decades, Ipsos has built its brand to mean accuracy, truth, and insight. When Ipsos partners with a client for the release of data, rigorous standards for data quality, analysis, and use of findings in publications are enforced.

ABOUT IPSOS' COCOA LIFE IMPACT ASSESSMENT

Ipsos evaluates Cocoa Life based on the program's global Key Performance Indicators (KPIs). Impact assessments are based on a longitudinal panel study that is statistically representative of Cocoa Life participants. The panel is followed over at least three years, with data collected at baseline and follow-up time-points. The longitudinal panel study consists of a Farmer Impact Study (FIS) and a Community Impact Study (CIS).

A longitudinal evaluation approach using a panel design (where the same communities and farmers are included at each time-point) limits potential biases in measuring change in survey responses, while simultaneously allowing an evaluation of the long-term effects of Cocoa Life program participation.

The FIS is implemented with the following evaluation tools:

1. **Farmer Household Survey (FHS)**
2. **Farmer Spouse Survey (FSS)**
3. **Farm Observation Survey (FOS)** following Cocoa Action farm observation protocol with a subsample of farmers included in the FHS
4. **Qualitative in-depth interviews, focus groups, cognitive testing and ethnography** with a subsample of farmers included in the FHS

The CIS is implemented with the following evaluation tools:

1. **Village Leader Survey (VLS)**
2. **Qualitative in-depth interviews, focus groups, cognitive testing and ethnography** with community members

In addition, Ipsos has provided **Last Mile Verification (LMV) studies** to validate reports of volumes of cocoa sold from farmers to collectors, and premiums distributed to farmers with farmer reports.

Ipsos is responsible for the design of the impact assessment sample based on complete lists provided by the Cocoa Life team. The impact assessment sample is selected using a probability approach to a high degree of statistical accuracy at the origin level. At certain times in certain origins, experimental and quasi-experimental approaches have been utilized to contribute to outcome attribution. For multiple practical reasons, the impact assessments currently include only treatment communities and farmers. More discussion on the design can be found [here](#).

Ipsos is responsible for the design of the instruments based on best practices for rigorous community and household studies in the sustainable development context. Ipsos adapts instruments to stay aligned with best practices as needed, while maintaining the ability to track Cocoa Life farmers over time. For example, prior to 2019, Ipsos captured farmers' gross income from cocoa. However, from 2019 Ipsos will track net income. Ipsos also aligns with other frameworks as appropriate, including its own [women's empowerment framework](#).

Ipsos is responsible for primary data collection for the Cocoa Life impact studies. Data is collected face-to-face by Ipsos professional interviewing teams using Ipsos' secure proprietary CAPI platform, iField. Ipsos has full-service research offices and a professional interviewing staff in each of the six Cocoa Life origins: Brazil, Cote d'Ivoire, Dominican Republic, Ghana, India, and Indonesia. Interviewing teams in West Africa participate in training on Cocoa Action farm observation protocol.

Ipsos is responsible for data cleaning and editing, and final analysis. Ipsos checks and signs-off on all final numbers published by Cocoa Life. Ipsos also checks and signs-off on all Cocoa Life editorial that utilizes the impact assessments to ensure that the data are accurately represented.

CONTACT

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