

PROJECT PROFILE

Analytical Services in Support of the USAID Economic Resilience Activity (ERA_AS) in Eastern Ukraine



PROJECT NAME

Analytical Services in Support of the USAID Economic Resilience Activity (ERA_AS)

CLIENT

USAID/Ukraine

PRIME CONTRACTOR

Resonance Global

PARTNER ORGANIZATION

Kyiv International Institute of Sociology (KIIS)

COUNTRY

Ukraine

TIME PERIOD

Aug. 2018 – Aug. 2023

Challenge

In 2014, Russian-supported separatists assumed control of major cities in eastern Ukraine, including Donetsk City. This ongoing conflict and instability created massive social and economic disruption – displacing communities and devastating local industry. USAID has responded with investments to counter Russian aggression, boost security and stability, and energize the region’s local economy. As part of this effort, in 2018, USAID awarded the five-year Economic Resilience Activity (ERA). The ERA project seeks to diversify industry, build local job skills, and revitalize eastern Ukraine’s economy.

Stabilizing and instilling confidence in eastern Ukraine’s economy will require a highly dynamic and flexible approach – one that reacts to almost daily shifts in local conditions. For this reason, USAID seeks to closely track and monitor the performance of the ERA activity, from start to finish. USAID has thus made a companion investment in rigorous monitoring that will allow the ERA team and USAID to respond to timely feedback and information from target communities and industries.

Solution

To support USAID's Economic Resilience Activity (ERA) in eastern Ukraine, Resonance leads a parallel USAID program focused on monitoring, evaluation, and learning (MEL). Resonance's ERA Analytical Services (ERA_AS) activity provides actionable and rigorous monitoring data to inform the design and implementation of ERA activities. This helps the ERA team assess, adjust, and maximize the impact of its efforts to revitalize the economy in eastern Ukraine.

Resonance has three main workstreams under ERA_AS:

- **Context Monitoring and Analysis to Promote Adaptive Management.** We present the ERA implementation team with actionable data about the changing economic climate in eastern Ukraine. This helps the ERA team plan their activities, judge their efficacy, and change course when needed. Early on, we developed 10 indicators, including a multi-variate resilience index of economic well-being, that we assess on an annual basis with both businesses and households in eastern Ukraine. Our team uses this data to develop technical briefs, distilling the most salient and relevant findings to directly inform ERA implementation. Our team also facilitates learning workshops in which data is translated into tangible next steps for both USAID and ERA.
- **Plan and Conduct Evaluations.** We designed and are now implementing performance monitoring and evaluation (M&E) systems for the ERA project. We have deployed a team of M&E specialists, gender assessment experts, and data specialists to develop monitoring indicators, plan and lead performance evaluations, and collect and analyze quantitative and qualitative data.
- **Design and Conduct Award Fee Assessments.** The ERA project is an Award Fee Contract, which means USAID may choose to award the ERA implementation team an additional fee or profit based on strong performance. Under ERA_AS, Resonance worked with USAID to design appropriate award fee criteria for assessing the ERA project's performance. During this process, Resonance reviews key ERA documents and holds in-depth interviews with ERA staff, partners, beneficiaries, and other stakeholders in Kyiv and municipalities across eastern Ukraine.

Key Results

- Resonance, together with the local Ukrainian firm Kiev International Institute of Sociology (KIIS), completed two assessments of 10 economic resilience indicators by surveying nearly 1,800 individuals and 600 businesses (micro, small, medium, and large). The survey included both face-to-face interviews and Computer Aided Telephone Interviews (CATI).
- Resonance completed two rounds of the award fee assessment. During the second assessment, Resonance mobilized a team of international and Ukrainian economic growth and gender experts, travelled to five regions in Ukraine, and conducted over 40 interviews with ERA staff and other key stakeholders.



Image: Annual Survey Enumerator training in Kramatorsk, Ukraine.