

#IFADiNNovationTalk no. 2



Behavioural approaches to measuring and delivering impact: What are we learning?

SPEAKER PROFILES

MEIKE VAN GINNEKEN

Associate Vice-President of the Strategy and Knowledge Department, IFAD



Meike van Ginneken is the Associate Vice-President of the Strategy and Knowledge Department at IFAD. Prior to joining IFAD in October 2020, van Ginneken was Chief Executive Officer of the SNV Netherlands Development Organisation, a leading development organisation with 1,400 specialized staff working on agriculture, energy and water in 28 countries in Africa, Asia, and Latin America. Previously, she held various leadership positions in the water, agriculture and energy sectors during sixteen years at the World Bank in Washington D.C. and in field offices. Among others, she managed the World Bank's South Asia water program of over US\$5 billion and the World Bank's US\$4 billion energy program in West- and Central Africa. She holds a MSc in change management from HEC Paris Business School in France and a MSc in water management from Delft University of Technology in The Netherlands.

JYOTSNA PURI

Director, Environment, Climate, Gender and Social Inclusion Division, IFAD



Jyotsna Puri (or Jo) is the Director of the Environment, Climate Gender, Youth, Nutrition and Social Inclusion Division (ECG) at IFAD. She leads the team that is responsible for evidence-informed advice on programme designs and implementation, contributing to resource mobilization, and supporting IFAD's global remit in providing state-of the art policy advice related to these topics. ECG is also responsible for ensuring that IFADs programmes build in social, environmental and climate safeguards while ensuring that IFAD's investments generate benefits in these areas.

Puri has worked previously at the Green Climate Fund, 3ie, UNEP, the World Bank and UNDP. She is also adjunct associate professor at Columbia University, New York where she was also a research scientist. She has published in many academic journals and written for newspapers and provided advice as a board member to several development organizations.

She holds a PhD and MSc in Agriculture and Resource Economics and an MA in Development Economics. She is a national of India.

JUAN JOSE LEGUIA

Project Manager of Decentralization 2.0., Change Delivery and Innovation Unit, IFAD



Juan José Leguía is the Project Manager of Decentralization 2.0, IFAD's institutional reform aiming at getting closer and delivering better services to rural people. Previously, as a Regional Specialist for West and Central Africa, where he led the work on portfolio quality, data analytics, M&E in operations and country strategies, knowledge management and delivery routines (e.g., Scorecards, Stocktakes). Prior to joining IFAD, Juanjo was the Head of the Prime Minister's Delivery Unit of the Government of Peru, where he had served before as Director of Policy Monitoring in the Ministry of Development and Social Inclusion. He has done extensive work on results-based management and M&E with various government agencies and development organizations. He holds a Master degree in Economics and Public Policy from Princeton University, a Master degree in Social Management from Pontificia Universidad Católica del Peru and a Bachelor of Science in Food Industries Engineering from Universidad Nacional Agraria La Molina.

SAUGATO DATTA

Managing Director, ideas42



Saugato Datta is a Managing Director at ideas42 where he leads the International Governance and Livelihoods practice areas. He works with partners to design, test and scale programs and products that use behavioral economics to benefit low-income people in developing countries.

NATHANIAL PETERSON

Vice-President for Partnerships, Busara Centre for Behavioural Economics



Nathaniel Peterson is the Vice-President for Partnerships at the Busara Centre for Behavioral Economics where he built and manages the agriculture and rural resilience portfolio. His primary interests are in perceptions of risk, trust, and how farmers understand and navigate the complex information ecosystems that surround them. Some of Nate's largest projects are in agriculture insurance strategy, agriculture platform improvement, and climate risk mitigation. In addition to this work, Nate is a Regional Behavioural Specialist at the Food & Agriculture Organization and advises agritech and market systems startups in Kenya and Nigeria. Nate completed his PhD in Behavioural Decision Research at Carnegie Mellon in 2015 and moved in Nairobi in 2017. In his spare time, he cycles, farms, invests in Kenyan SMEs, and serves on a few social enterprise boards.

MARY MACLENNAN

Behavioural Science Lead, UN Innovation Network



Mary leads the UN Behavioural Science Group in the UN Innovation Network, which comprises of more than 300 members from across 40+ UN Entities and 60 countries. She has experience working with academic institutions, international organisations and governments applying behavioural science to tackle real world challenges.

GLADYS H. MORALES

Senior Innovation Adviser, Change, Delivery and Innovation Unit (CDI), IFAD



Gladys H. Morales is Senior Innovation Adviser at the Change Delivery and Innovation Unit at IFAD. She has led the digital transformation of Government and UN agencies' projects in Latin America, Asia and Europe. She is also familiar with the startup eco-system having worked in a management position for a digital advertising startup while she was living in Indonesia and founding her own startup in Italy. Before joining IFAD, Morales was an Advisor at the International Poverty Reduction Centre in China (IPRCC) where she led the design of digital platforms and established partnerships and knowledge networks for the Global Poverty Reduction and Inclusive Growth (GPIG) Portal. She is a graduate from the Executive Programme on Digital Business Leadership at Columbia Business School, Columbia University in New York, has a Master in Development Economics and International Cooperation from University of Rome, Tor Vergata and a Bachelor of Science in Foreign Service and International Economics from Georgetown University.