PROJECT NOTIFICATION

Reference No.: 662

Date of Issue	23 July 2025
Project Code	24-CL-34-GE-WSP-A
Title	Workshop on Monitoring and Evaluation Systems for SME Support Programs
Timing	4 November 2025–6 November 2025
Hosting Country(ies)	Turkiye
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	Small and Medium Enterprises Development and Support Administration (KOSGEB), National Productivity Centre of Turkiye, and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Closing Date	1 October 2025
Remarks	Not Applicable

Objectives	Acquire knowledge and skills to design and implement monitoring and evaluation (M&E) systems for SME support programs; learn key M&E components for developing a performance assessment framework; and understand the value and importance of data in undertaking M&E for evidence-based policy-making and decision-making for SME development.
Rationale	Effective M&E systems ensure accountability, transparency, and optimal resource use for SME growth. Advanced frameworks track outcomes, refine strategies, support evidence-based decisions, and boost sustainability. The absence of robust M&E systems, especially in public programs, raises risks, limits stakeholders' ability to drive SME growth, and hinders the evaluation of outcomes and impacts.
Background	SME support programs provide funding, training, advisory services, and market access to help SMEs grow, innovate, and compete. They boost job creation, productivity, and economic development. M&E systems are essential to track impact, ensure effective use of resources, improve outcomes, and guide future program improvements. M&E systems have advanced through the adoption of monitoring, evaluation, and learning (MEL), monitoring, evaluation, accountability, and learning (MEAL), and monitoring, evaluation, research, and learning (MERL), enabling improved outcome tracking, strategy refinement, evidence-based decision-making, and enhanced program sustainability in government initiatives. This workshop will explore these M&E systems and address gaps by integrating core theory with practical methodologies and the best global trends and practices.
Topics	Fundamental and modern approaches to M&E systems; key M&E components for developing a performance assessment framework; application of M&E including setting indicators, data collection, assessment and survey methodologies, and monitoring; M&E analyses from data quality assurance to evidence-based decision-making; and best practices and case studies of M&E systems in practice.
Outcome	Participants will gain practical knowledge and skills to develop and manage M&E frameworks for SME support programs, design tailored systems, collect and analyze data, visualize performance, and apply evaluation results to improve strategies and support SME growth.
Qualifications	Policymakers and government officials responsible for M&E of SME support programs and policies, academics and researchers from NPOs focused on SME development, and representatives of SME associations.

Please refer to the implementation procedures circulated with this document for further details.

Dr. Indra Pradana Singawinata
Secretary-General