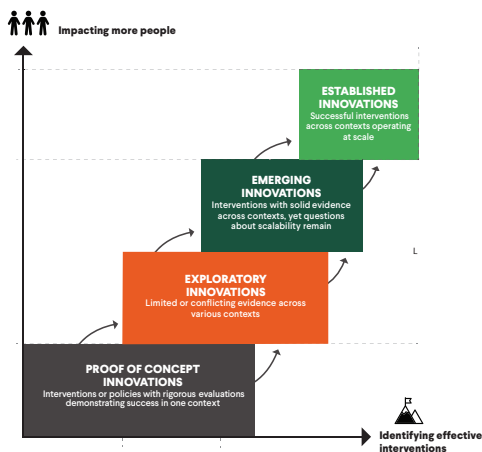


BEST BETS Emerging Opportunities for Impact at Scale

Over the past two decades, there has been a remarkable increase in the generation of evidence to improve the lives of people living in poverty. Yet, the number of evidence-based programs operating at scale remains relatively limited, addressing only a fraction of the challenges faced by vulnerable populations.















With extensive research on hundreds of approaches, Innovations for Poverty Action (IPA) is uniquely positioned to identify the next generation of interventions with transformative potential. To determine the most promising innovations, IPA's in-house experts, researchers, and scientific advisors conducted a review of the impact and potential scalability of interventions in their fields, looking at the quality and amount of evidence from hundreds of studies, including the impacts observed, along with the cost and other scalability factors.

IPA's experts identified approximately 50 pathbreaking innovations, backed by evidence, and divided them into three tiers:



IPA's new report *Best Bets: Emerging Opportunities for Impact at Scale* highlights 14 Emerging Innovations that offer the most opportunity for transformative investment to catalyze impact through research and partnerships. They are "best bets" because they have enough evidence behind them to give us confidence in their efficacy, but need additional investment in research to answer key remaining questions, for example on their cost-benefit, the best delivery mechanisms, targeting, at-scale and long-term impacts, among others, as well as partnerships and policy work to take them to scale.

The 14 best bets are:

-  Small-quantity lipid-based nutrient supplements to reduce stunting
-  Mobile phone reminders for routine childhood immunization
-  Social signaling for routine childhood immunization
-  Cognitive behavioral therapy to reduce crime
-  Teacher coaching to improve student learning
-  Psychosocial stimulation and responsive care to promote early childhood development
-  Soft-skills training to boost business profits and sales
-  Consulting services to support small and medium-sized businesses
-  Empowerment and Livelihoods for Adolescents to promote girls' agency and health
-  Becoming One: Couples' counseling to reduce intimate partner violence
-  Edutainment to change attitudes and behavior
-  Digital payments to improve financial health
-  Childcare for women's economic empowerment and child development
-  Payment for ecosystem services to reduce deforestation and protect the environment

The report examines the nature of these innovations and why they were selected and provides a brief overview of the evidence, cost information, and what needs to happen next. The report's annex examines compelling exploratory and established innovations.

Best Bets is an invitation for coalitions of implementers, researchers, and funders to capitalize on existing knowledge of what works to address some of the world's most pressing problems, and to invest in answering remaining questions and building the necessary partnerships to take these interventions to scale.

Learn more here:

