



Treasury Board of Canada
Secretariat

Why Quantitative Impact Assessment (QIA)?

Session 1 – Module 1

January 26, 2026



Why run a QIA Workshop?



Capacity

- Building the Government of Canada's capacity for evidence-based program evaluation

Data

- Developing effective data strategies and championing the use of Survey and Administrative data

Methodology

- Empowering the use of diverse quantitative methods to research, program evaluation, and policy analysis

Competency

- Leveraging the Government of Canada's existing analytical capabilities to build up a community

Why do we recommend QIA?

- QIA allows us to estimate the change in outcomes caused by a policy or program, or the **causal impact**.
- Comparing outcomes from before and after is not enough. Trends can show **correlation** between the program and the outcome, but **correlation $\neq$ causation**.
- The true impact of a policy or program can be smaller or larger than observed changes suggest.

About the QIA Workshop



Broadly, under the *Policy on Results*, Departments and agencies are required to conduct program evaluations and report on progress made towards the achievement of departmental results.



This course seeks to build the capacity of departments and agencies to perform quantitative impact assessment (QIA) as a part of program evaluation.

Adapting the QIA Model

1ST QIA WORKSHOP



2020

Foundations of the use of **socio-economic data** to perform QIA.

2ND QIA WORKSHOP



2022

Specialized on leveraging **business microdata** to conduct QIA.

3RD QIA WORKSHOP



2024

Focused on demonstrating unique **case studies** of QIA methodologies.

4TH QIA WORKSHOP



2026

Expanded to include **cost benefit analysis** and **machine learning** methods.

Broad Objectives

- 1 Understand the **foundations** of a QIA approach and the related concepts
- 2 Be able to identify the **common pitfalls** that occur when estimating causal effects
- 3 Develop a basic understanding of the most **common models** used for impact assessment
- 4 Learn **strategies** for developing, maintaining and analysing program databases



DAY ONE

January 26

Fundamentals

Intro

Opening Remarks

Module 1

Why is QIA important?

Module 2

Policy context for performance measurement and evaluation

Module 3

Overview of QIA concepts and data foundations



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February 2

DAY TWO

Cost Benefit Analysis

Introduction to cost benefit analysis for program evaluation

Module 1

Case study | Canadian labour market programming

Module 2

Case study | Canada small business financing program

Module 3

DAY THREE

February 9

Research Methods I

Module 1

Introduction to quasi-experimental research design

Module 2

Case study | Productivity growth and innovation support

Module 3

Case study | Impact of the accelerated growth service program

Methods:



February 16

DAY
FOUR

Machine Learning Methods

Case study | Estimating causal impacts of labour market programs

Module 1

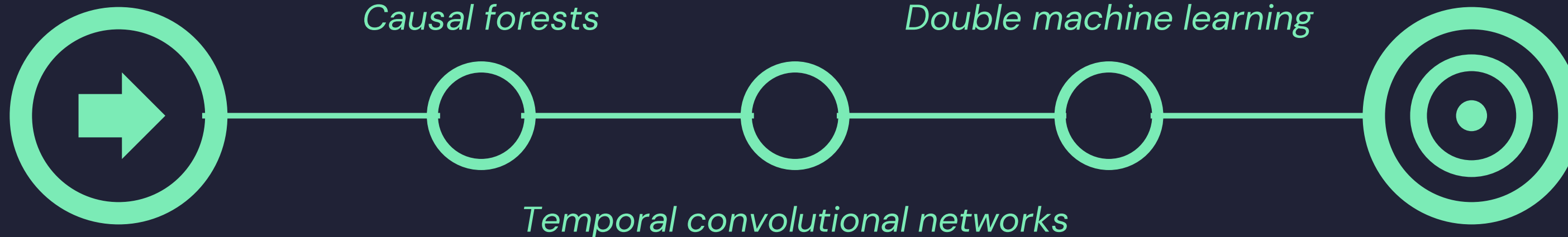
Case study | Heterogeneous impacts of innovation support for small businesses

Module 2

Case study | Small business revenue and employment growth prediction

Module 3

Methods:



DAY FIVE

February 26

Research Methods II

Module 1

Case study | Dynamic effects of support programs

Module 2

Case study | Impact of clean technology innovation support

Module 3

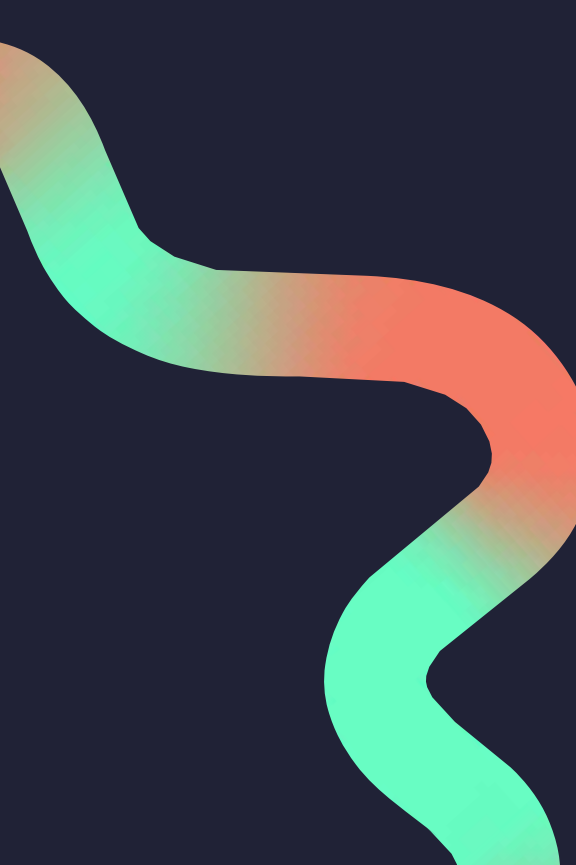
Case study | Digital inclusion: Understanding e-vulnerability in Canada

Methods:

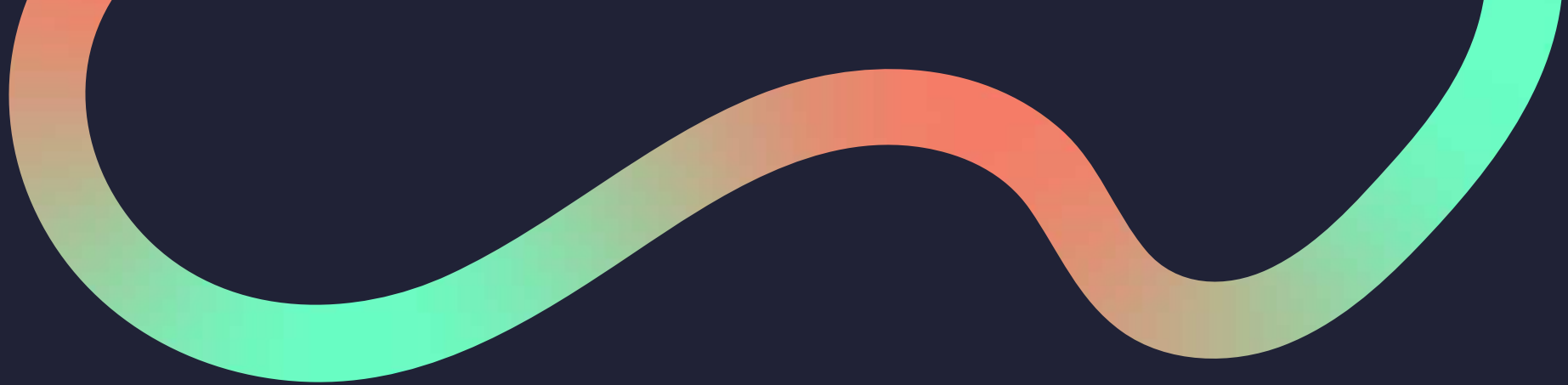


Maximize Your Experience!



- Don't be afraid to ask questions; some of these approaches may be completely new to you !
 - Attend the sessions that are most of interest to you; each week is quite diverse and may or may not be applicable to all attendees
 - Manage expectations; this is a short (10 hour) introduction and exposure to QIA; it not designed to replace years of practical application and formal education in quantitative methods !
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Presenters



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Thank you!

