GET Ahead in Kenya's Market Towns — ILO Business Training for Women Tested Across 157 Markets

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Quality score: 81/100

Evidence strength: Strong

Summary

An RCT of the ILO's 5-day GET Ahead training with 3,537 women in 157 markets in Kakamega, Kisii, Embu and Kitui found 15% higher profits and 13% higher sales after three years, with no harm to competitors. It cost about US$250 per trainee.

Key dimensions

Dimension	Score
Evidence of impact / measured results	3/3
Transferability / demonstrated replication	3/3
Scalability	2/3
Sustainability / continuity	2/3
Innovation	2/3
Inclusiveness / equity	3/3
Multi-stakeholder collaboration	2/3

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-20

International Labour Organization (ILO) with the World Bank and Innovations for Poverty Action Kenya — accessed 2026-11-20

American Economic Journal: Applied Economics — McKenzie & Puerto (2021) — accessed 2026-11-20

PEDL/UK research note: Growing Markets through Business Training for Female Entrepreneurs — accessed 2026-11-20

CEPR/PEDL project page: McKenzie & Puerto, Kenya GET Ahead evaluation — accessed 2026-11-20

3ie Impact Evaluation Report 95: Entrepreneurship Development in Kenya — accessed 2026-11-20

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