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# Podcast: IPA's Loïc Watine Talks Right-Fit Evidence

The podcast Finding Impact interviews Loïc Watine, Director of IPA's Right-Fit Evidence Unit, which advises NGOs, social businesses, governments, and donors on how to collect the right kinds of data. Loic discusses the value of randomized control trials (RCTs) in the specific context of social businesses as well as other tools organizations can use if they are not in a position to commit to a rigorous impact evaluation.

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