



*Empowered lives.
Resilient nations.*

COMMUNICATING EVALUATIONS @IEO/ UNDP



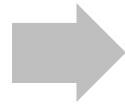
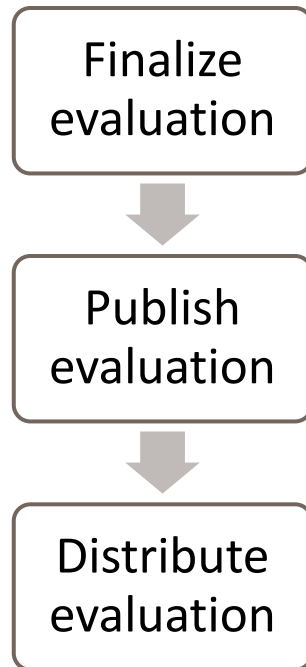
Evaluations @ IEO UNDP



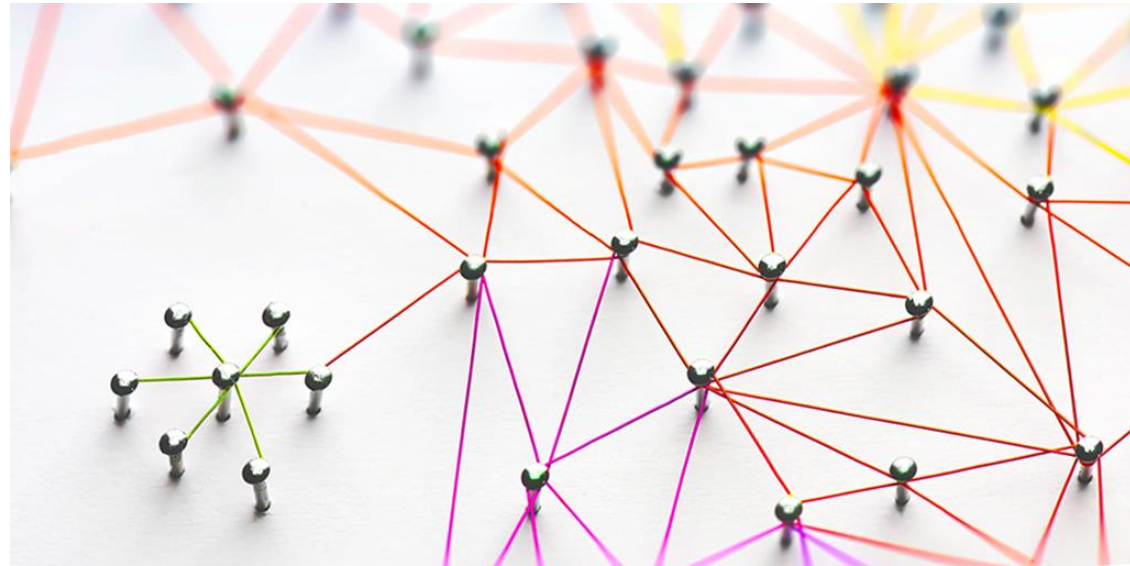
- 15-20 Evaluations a year
- Country level & thematic evaluations
- Separate decentralized evaluation function

Old communication model @IEO

PREVIOUS METHODS



EVOLVED OUR METHODS



Lack of innovative products,
dialogue, audience awareness
and static website

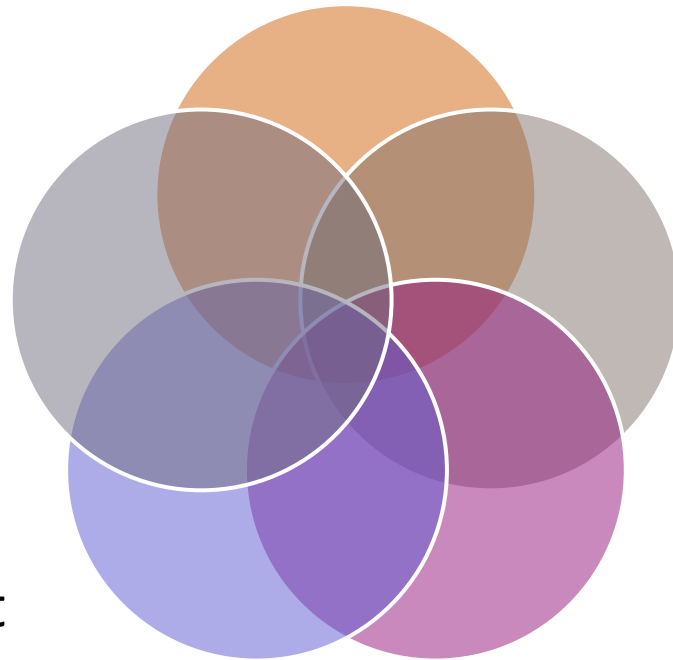
Communications Strategy

Objective 1: Increase
the visibility and
profile of IEO

Objective 2:
Strengthen the
evaluation culture in
the organization

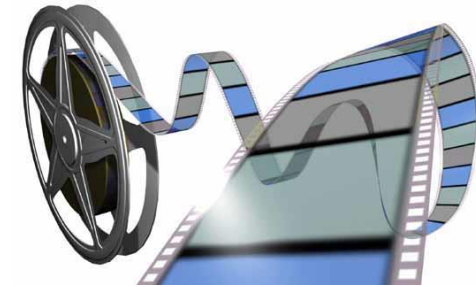
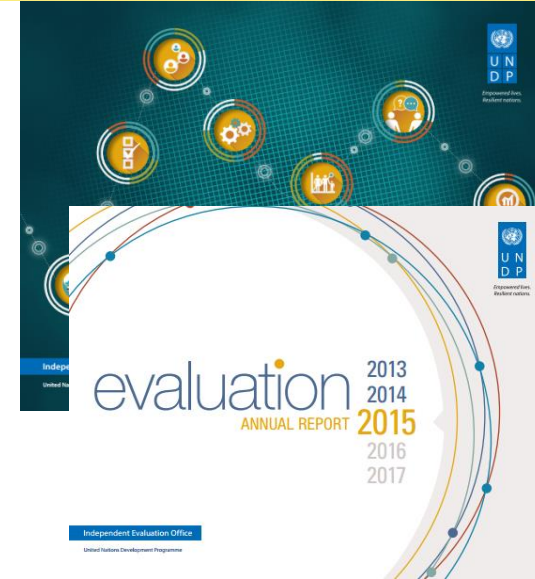
Measure
impact

Reach target
audiences



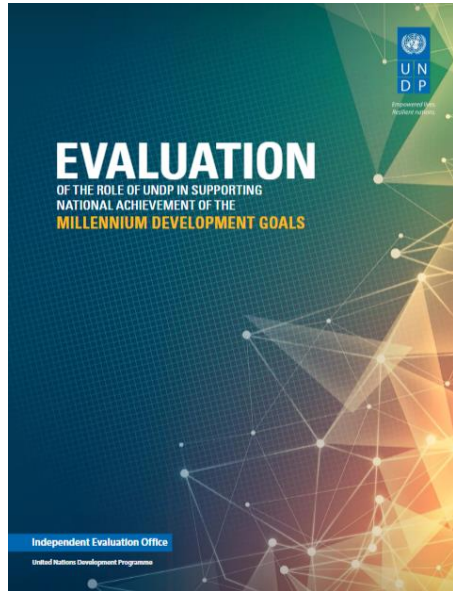
Develop & implement
communications
strategies
(digital, branding &
outreach)

IEO – The Brand



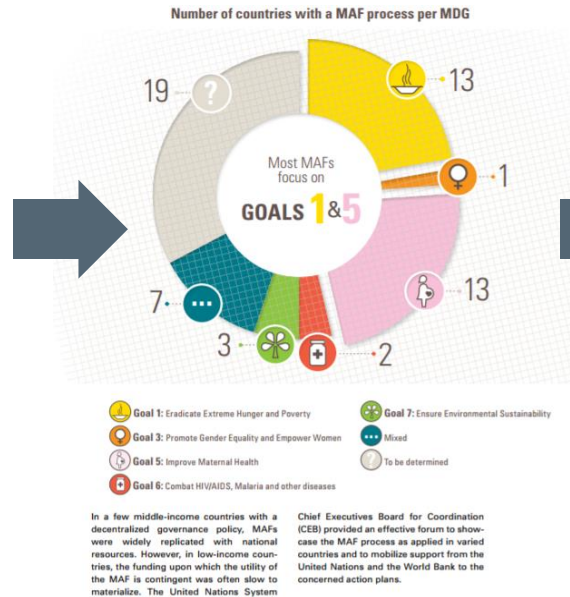
One product – Many faces

Report



2400 downloads

Summary



2100 downloads

Videos



5200 downloads

Supporting the Sustainable Development Goals: Priorities for a Global Evaluation Agenda

By Anne Grech Vassallo, Ana Rosa Sauer
and Luis Marco de Castro Regues

From 27 April to 22 May 2015 the National Evaluation Capacities (NEC) Community of Practice (COP), with support from the UNDP International Policy Centre for Inclusive Growth (IPC-IG) and the UNDP Independent Evaluation Office (IEO), promoted an online discussion linked to the upcoming NEC conference in Bangkok, on 'How the 2015 NEC Conference in Bangkok: 'Blending Evaluation Principles with Development Practices' can enhance national evaluation capacities and help to develop and achieve the Sustainable Development Goals. The following is a series of key ideas shared by participants regarding what the priorities for a Global Evaluation Agenda to support the Sustainable Development Goals (SDGs) might be.

A participant from **Israel** outlined the importance of discussing National Evaluation Policies (NEPs). Institutionalised evaluation can be categorised into formalised and non-formalised NEPs, and both can be routinely conducted. Systems and guidelines can be applied to help standardise evaluation in countries which have not yet developed NEPs, and also to enable coordination among agencies and government departments. Independent Evaluation Offices should be able to inform governments to make evidence-based decisions, taking into consideration the spending and allocation of funds, as well as operations and programming. The first step towards developing an NEP is to promote a culture of evaluation. Although it is not always the case, an efficient and clear NEP can help sustain good evaluation practices.

A participant from **Cameroon** raised the need to develop statistical information systems to help assess the implementation of the SDGs, and to strengthen national capacities in Monitoring and Evaluation (M&E) so evaluation capacities to assess all SDGs is developed effectively at the national level. These aspects should be considered in the Global Evaluation Agenda.

An evaluator from **Guatemala**, called attention to the fact that indicators are means rather than ends. There are two main aspects to indicators: the balance between validity and reliability of the indicators, and, on the other hand, the usefulness of information or data for decision-making by different actors. A lesson learned from Millennium Development Goals (MDGs) is that assessments have to 'build bridges' to bring partners (population, civil society organisations etc.) together and demand more of the government.

For a participant from **Kenya**, the main priorities for a Global Evaluation Agenda should be: 1) data-driven growth through the implementation of a stronger national M&E policy; and 2) the strengthening of linkages between the government and Voluntary Organisations for Professional Evaluation (VOPEs) to make evaluation a priority through the implementation of NEPs.

According to a participant from **Morocco**, the importance of evaluating activities undertaken to achieve the SDGs is part of a global and strategic vision which comprises five main ideas: to promote the popularisation of the SDGs; to reinforce a legal framework across three levels (government, parliament, civil society); to create information systems and indicators for M&E; to implement a country level evaluation in which States must set goals, targets and indicators; and to link the assessment of sustainable development to environmental assessment.

The Agenda 21 initiative has stimulated reflection on the issue of evaluation. This movement has led to the creation of analytical tools for project evaluations, but the issue of programme and policy evaluation remains largely unresolved.

In **Tunisia**, political reforms have allowed for the assurance of evaluation mechanisms and a generalisation across different sectors at local and regional levels. Strengthening the national statistics institutes was key to producing consistent data and having a solid evaluation system. There are three essential requisites to ensure successful evaluation: first, a clear vision of the objective, and also of the quantifiable results and tangible, precise formulae; second, having data on indicators available and the possibility of comparison with past evaluations; and, third, evaluations should follow an international framework, to facilitate comparisons and build on the lessons learned from the MDGs for the necessary improvements. They should be disaggregated by gender and by spatial dimensions, and should measure both outcomes and process. It is recommended to promote the participation of all stakeholders, to ensure transparency, accountability and the allocation of roles. Investments in national statistical systems and in strengthening national capacities for M&E are necessary to acquire the knowledge, techniques and proper approaches needed to improve the results of M&E and their use in decision-making.

According to comments of a discussion participant from **Spain**, when building evaluation capacities, a gender perspective should be integrated into the M&E system, with the goal of improving overall policymaking. Intersectional perspectives should also be included, to analyse how different inequalities interact with each other in different contexts. By focusing development policies on people, other aspects should also be taken into consideration, such as the consumption of natural resources.

The priorities according to a participant from **Mexico**, should be: to consider the evaluation results for subsequent planning; to ensure that M&E systems provide easy-to-process information to enhance M&E capacities across different government bodies, not only within agencies responsible for official evaluations; to achieve evaluations that take into consideration the participation of beneficiaries; and that events and CoPs on evaluation should be jointly organized, avoiding duplication of efforts and initiatives.

The priority that was most widely agreed on was to promote evaluation policies across the national level, to ensure reliable assessment of the SDGs. Therefore, improvements would be incorporated into the national public policy agenda and not focus only on the SDGs. Another consensus that emerged was that during the evaluation process, particular attention should be paid to the most vulnerable populations and to gender.

Notes:

1. UNDP/IEO.
2. UNDP Independent Evaluation Office.
3. See www.undp.org/ieo.
4. Indian: Siddiqui, Director of UNDP IEO; Ana Rosa Sauer, Evaluation Advisor from UNDP IEO; and Luis Marco de Castro Regues, Programme Specialist and SDGs Specialist from UNDP IEO; were session moderators for this discussion.



IN A NUTSHELL

National Evaluation Capacities (NEC) Community of Practice (COP)

From 27 April to 22 May 2015 the NEC COP promoted an online discussion linked to the upcoming NEC conference in Bangkok. Here are some of the ideas shared by participants from what they think are priorities for a Global Evaluation Agenda to support the Sustainable Development Goals (SDGs).

ISRAEL

The first step towards developing a National Evaluation Policy (NEP) is to promote a culture of evaluation. An efficient and clear NEP can help sustain good evaluation practices.

TUNISIA

There are three essential requisites to ensure successful evaluation: clear vision of the objectives; data on indicators; and evaluations carried out by independent institutions.

KENYA

The main priorities for a Global Evaluation Agenda should be data-driven growth & strengthening of linkages between the government and VOPEs.

MOROCCO

The importance of evaluating activities undertaken to achieve the SDGs is part of a global and strategic vision.

GUATEMALA

A lesson learned from the MDGs is that assessments have to 'build bridges' to bring partners together and demand more of the government.

SPAIN

When building evaluation capacities, a gender perspective should be integrated into the Monitoring Evaluation system, with the goal of improving overall policymaking.

CAMEROON

There is a need to develop statistical information systems to help assess the implementation of the SDGs and to strengthen national capacities in Monitoring & Evaluation.

MEXICO

Monitoring & Evaluation capacities across different government bodies should be enhanced and not be limited within agencies responsible for official evaluations.

Access the full document at www.nec2015.net

#NECbangkok



@undp_ipc



@ipc.undp



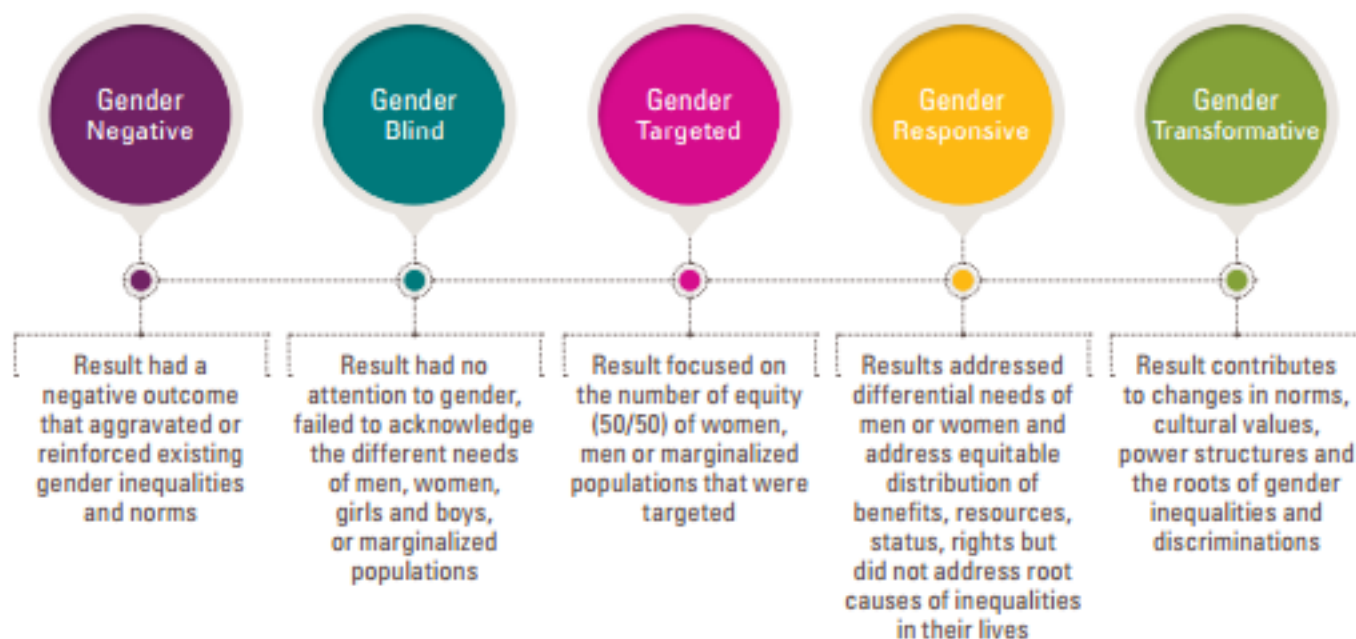
@undp_evaluation



@ieoun

| | |
|------------------------------|--|
| Gender Negative | Result had a negative outcome that aggravated or reinforced existing gender inequalities and norms. |
| Gender Blind | Result had no attention to gender, failed to acknowledge the different needs of men, women, girls and boys, or marginalized populations. |
| Gender Targeted | Result focused on the number or equity (50/50) of women, men or marginalized populations that were targeted. |
| Gender Responsive | Result address differential needs of men or women and address equitable distribution of benefits, resources, status, rights but do not address root causes of inequalities in their lives. |
| Gender Transformative | Result contributes to changes in norms, cultural values, power structures and the roots of gender inequalities and discriminations. The aim is to redefine systems and institutions where inequalities are created and maintained. |

Figure 1. Gender Results Effectiveness Scale (GRES)



EvalYear Roadmap



Its EvalYear around the globe!



& our resolution is to get away from our routine!



Collaborating with Academia & Organizations



We dedicate 2015 towards spreading awareness & knowledge on evaluation!



Increasing visibility & use of our products



And building partnerships to stay!

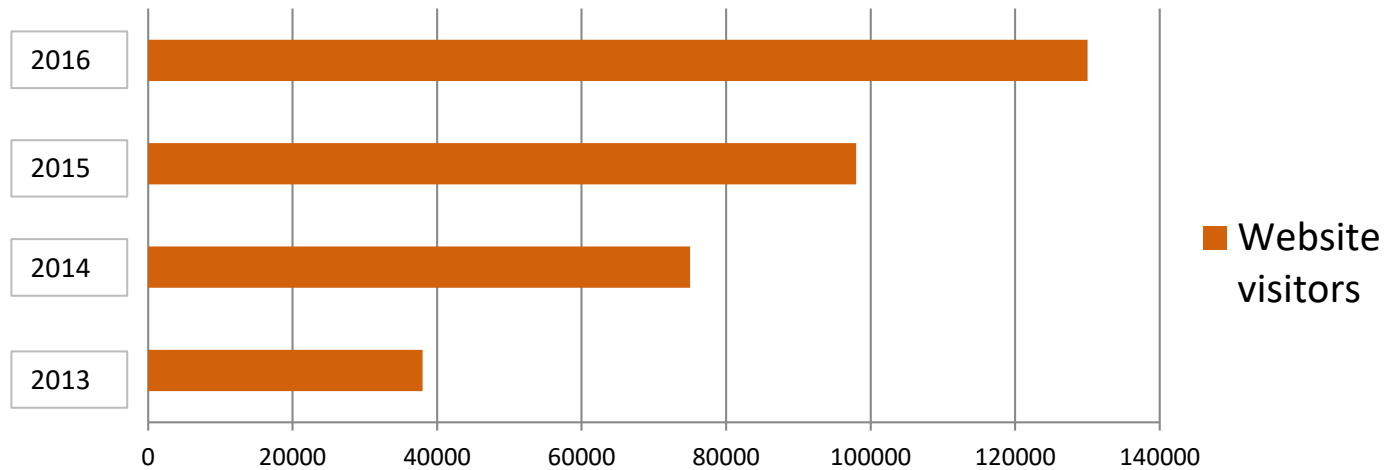
Follow our journey #IEOJourney #EvalYear

Furthermore, this is the first time a UN resolution acknowledges that the United Nations Evaluation Group (UNEG) has endorsed [2015 as the International Year of Evaluation](#) (initially declared by EvalPartners under the leadership of UN Women and IOCE) and builds on this momentum to foster capacity building and enhance partnerships for evaluation at the country level.

It is also significant to note that as an indication of how important sponsoring Member States felt the resolution was, they requested that the UN Secretary-General provide an update in 2016 on the progress made in building national evaluation capacities. This report will be considered during the quadrennial comprehensive policy review of operational activities for development (QCPR) of the United Nations system in 2016.

Success indicators - Analytics

Website Analytics



Social Media Analytics



10.7k followers



1500 likes

Audience engagement

In reply to Ana Rosa Soares



Lisa Frantzen @LisaFrantzen · Sep 28

This sounds great! Where can you find the online tool? @AnaRosaSoares1 @UNDP_Evaluation



In reply to IEO



ST @StSjlinker · Sep 20

Congrats @UNDP_Evaluation @undp! Was grt to see short gender video vs report. UNDP learning & growing from evaluations is inspirational!



Lenni Montiel UNDESA @Lenn... 2d

Evaluation - a MUST in successful public policy efforts. Key 4 #SDGs success @MartinezSoliman @undp @undesa



Helen Clark Retweeted your Tweet

What was #UNDP's #evaluation impact in 2015? #AnnualReport shows path to a #strongerUNDP! ow.ly/Ufld300YKX8

Helen Clark, Simona Marinescu, MarDieye and 7 others

IEO @UNDP_Evaluation



Limited seats 4 #HLPF20



John Hendra Retweeted your Tweet

#Evaluations can lead the path 2 successful #SDGs! Agencies unite 13 July #HLPF2016. Register: ow.ly/o6hE301Oziy pic.twitter.com/9hBGW6nEJc



Success enablers for IEO

1 full time staff
handling
communications with
the necessary skills

Budget matched
ambition and vice
versa

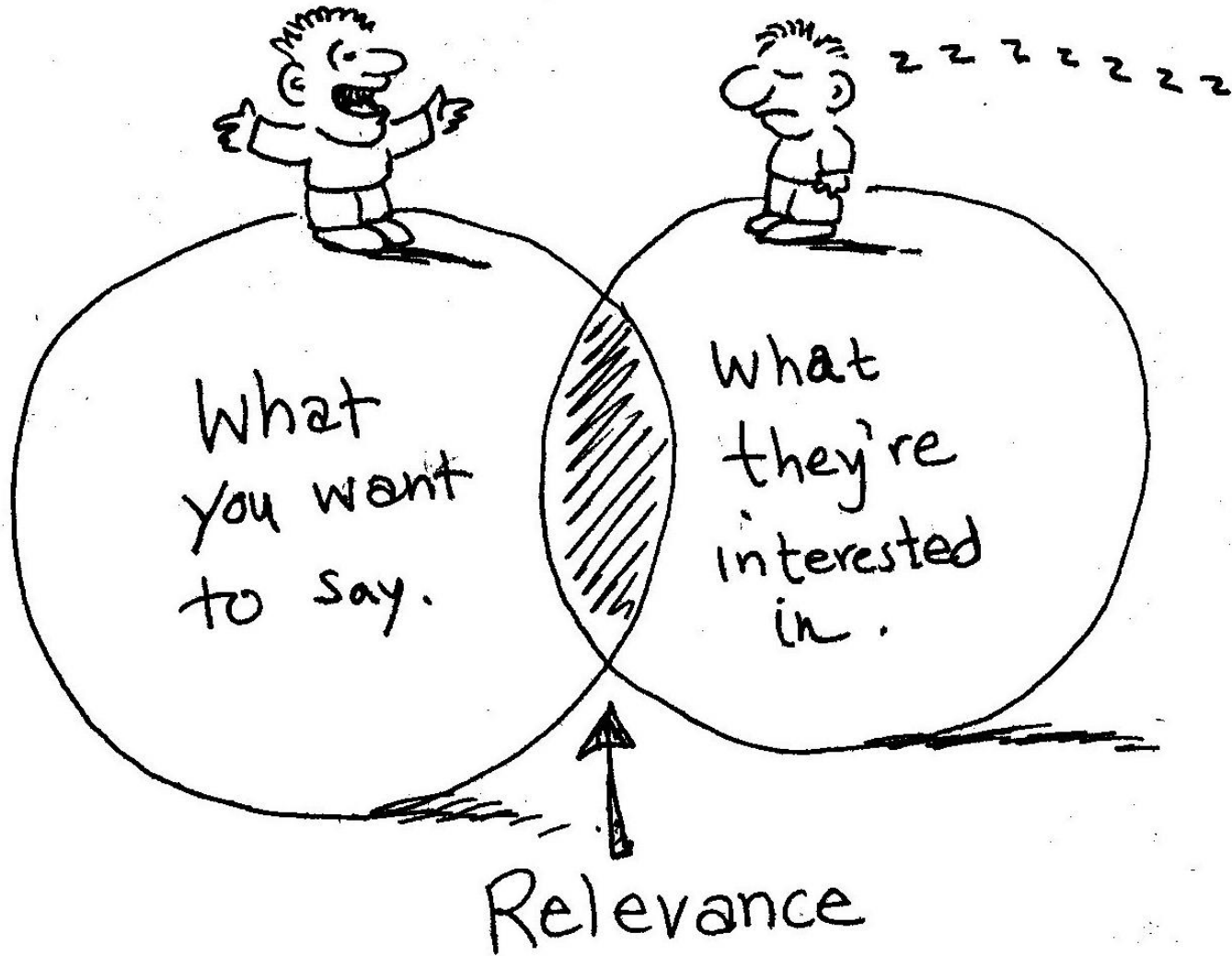
No “layers” vital for
efficient and quick
dissemination

Diversified products to
reach wider audiences
– Evaluations not
enough

Two way
communication
(social media)

Leadership support

Challenges



Challenges

Clarifying role of communications

Evaluators not communicators and vice versa

Simplification requires a culture change which takes time

How to promote 'negative' tactfully

Condensing dense reports

Being realistic

5 tips to building communications strategies

Plan your strategy in advance

Identify your audience

Use social media

Simplify the jargon

Allocate dedicated resources

Thank you



*Empowered lives.
Resilient nations.*

www.undp.org/evaluation

Connect with IEO



/UNDP_Evaluation



/ieoundp



/evaluationoffice