



What is the #Eval4Action Commitment Drive?

The #Eval4Action social media commitment drive will call for institutional and individual commitments to action for influential evaluation, amplifying [Phase 3](#) of the campaign that seeks to intensify evaluation advocacy at national, regional and global levels.

Why is Eval4Action undertaking a Commitment Drive?

Public declaration of commitments to action by Eval4Action partners and beyond, will pave the way for stronger national and regional advocacy for evaluation capacities and policies, enhance cooperation among partners, and further promote the use of evaluations in Voluntary National Reviews (VNRs) and in national and local decision-making.

When and where will it take place?

The #Eval4Action social media commitment drive will take place primarily on Twitter from **19 to 23 October 2020**. However, a public commitment to evaluation can be posted on any social channel.

Event hashtag: #Eval4Action

Twitter handles: @unfpa_eval, @Eval_Youth, @eval_gpf

Who can join the #Eval4Action Commitment Drive?

The commitment drive is open to everyone everywhere. Eval4Action partners and supporters are especially encouraged to participate in the commitment drive.

How can I join?

- **Shoot a brief video (even with your mobile phone)** stating your public commitment to influential evaluation, and post it on Twitter and any other social media channel anytime during the commitment drive. Keep the video to 1-2 minutes in length, and no more than 2'10" so that it can play on Twitter.
- You can make an **institutional commitment** (featuring one or more speakers in the video) and/or an **individual commitment**. Commitment can also be made with other regional and national partners.

The commitments can be financial (for e.g. you may decide to pledge funds for evaluation advocacy in your own sphere) and/or thematic (linked to issues such as the climate crisis, gender equality and social equity, and indigenous people among others) or SDG-specific. If your region has developed a regional evaluation action plan emerging from

the Eval4Action regional consultation, a consolidated **regional commitment** aligned to the action plan can also be made, or specific personal or institutional commitment as part of the broader regional commitment.

For example *“I/We commit to influential evaluation..”*; *“I/We commit to facilitating use of evaluation.....”*; *“I/We commit to building partnerships on evaluation”*; *“I/We commit to supporting Young and Emerging Evaluators”*; *“I/We commit to building a culture of gender and equity-focused evaluations”*, among others.

We invite you to make, as much as possible, a detailed commitment, outlining actions you would take to implement your commitment.

- In the post accompanying the video, **challenge three colleagues or institutions to do the same.** Tag – by including their Twitter handles – three people or institutions at a minimum, challenging them to make a commitment to influential evaluation. Aim to tag people outside of your association as well, in order to spread the message about evaluation. For example, a national VOPE can tag a government officer, a parliamentarian, thematic leader, media person, academic etc. Individuals or institutions that you tag may or may not be Eval4Action partners.
- **Express yourself!** In the video, you can also express what personally drives you to commit to evaluation. For example, *“I/We commit to supporting Young and Emerging Evaluators because they represent the present and future of our field, and because an investment in Young and Emerging Evaluators means an investment in evaluation overall.”*
- **The video and the accompanying post can be made in any language.** If the video and post are not in English, please email the English translation to contact@eval4action.org with the link to your post as we will be compiling all the commitments made.
- **Be sure to use the hashtag #Eval4Action**, in the text accompanying the video, regardless of the language of your post.
- **After you post your commitment on social media**, please email contact@eval4action.org with the link to your Twitter post so it can be promoted.
- In addition to the video, you can also share your commitment on social media using graphic cards that will be available on the eval4action.org [resources section](#) by early October.

Tips for making a video using your phone

- Record the video in landscape/horizontal mode
- Clean your phone camera lens before recording and avoid using the zoom function
- While recording make sure your phone is at your eye level
- Put your phone on Airplane mode to avoid interruptions
- Try to keep the background uncluttered
- Try to avoid background noise, including echoes or other sounds. Be close to the camera to get better sound.

What’s next?

In two weeks after the commitment drive, the commitment videos and posts will be collated (e.g. by theme and/or region) and made available on eval4action.org, [Eval4Action YouTube channel](#) and [Twitter](#). In six months, the campaign will follow up on the commitments made to ascertain progress via self-reporting. The progress and achievement made by individuals, institutions and regions toward fulfilling the commitments will be prominently featured on the Eval4Action website, newsletter and other communication channels. Going forward, the campaign may institute a competition for the best achievement/implementation of a commitment, following verifiable result of delivery of the commitment. Partners that join Eval4Action after the commitment drive will also be encouraged to make a public commitment toward influential evaluation.