



# #EVAL4ACTION COMMITMENT DRIVE

19-23 OCTOBER 2020

Analysis of commitments

## 1. Overview

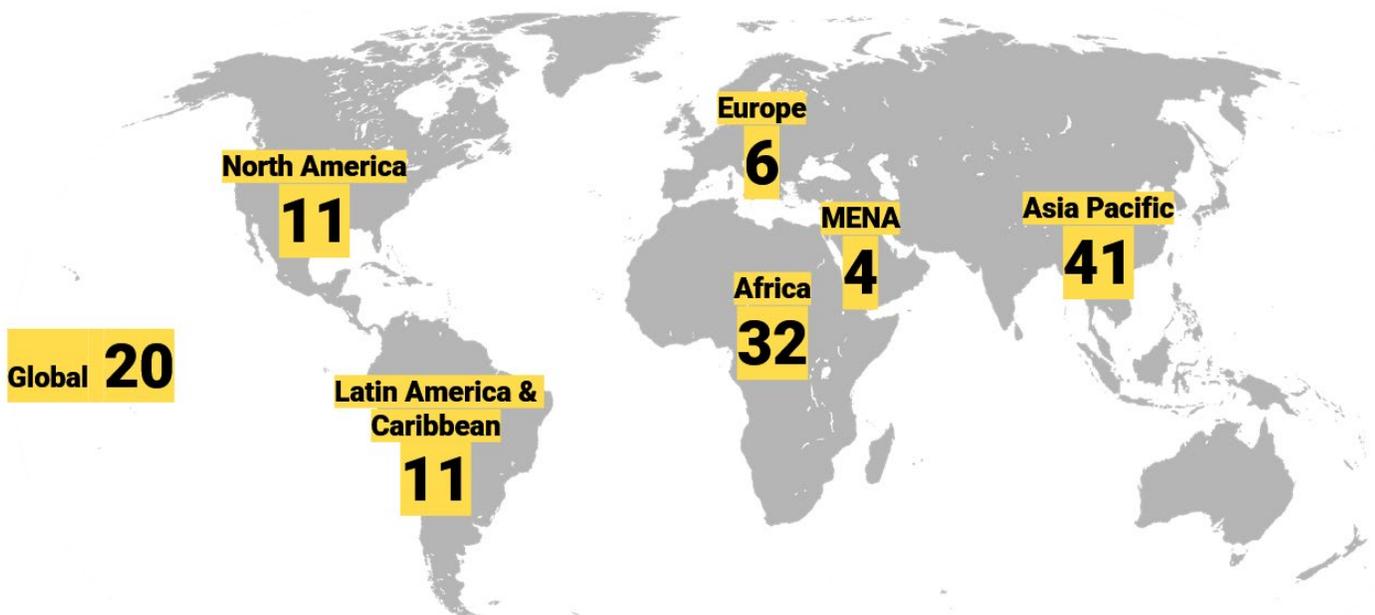
The Eval4Action Commitment Drive was held on Twitter from 19 to 23 October 2020. The Commitment Drive was a global call to declare institutional and individual commitments to action for influential evaluation to accelerate the achievement of the SDGs at national, regional and global levels. Preceding and in parallel to the Commitment Drive, Eval4Action has spearheaded regional consultations with partners to create actionable plans to promote an evaluation culture during the Decade of Action. With its call to action for influential evaluation, the Commitment Drive complements the mobilization efforts by the regional partners. It also seeks to deliver on the two-fold objectives of the campaign i.e. to create widespread recognition on the role of evaluation and to generate commitments to action for influential evaluation and advocate for their delivery. To move forward in this direction, this note includes a brief analysis of commitments **by theme, typology of stakeholders and geographic distribution**.

## 2. Key resources

[Commitment snapshot video](#) | [Access all commitments](#) | [Presentation of analysis](#) | [Commitment Drive concept note](#)

## 3. Overall analysis of commitments

The Commitment Drive resulted in 125 commitments, bringing together a diversity of people, institutions and networks across the world, including parliamentarians, government, the UN, evaluation associations, private sector, academia, young people and individual evaluators. In addition to high-level commitments, several young evaluators and other individual evaluators from the global south came forward to promise increased action for influential evaluation.



Geographic distribution of commitments

The commitments made at the global level included statements from UNFPA leadership (including the Executive Director, Deputy Executive Director-Programme and the Deputy Executive Director-Management), United Nations Secretary General’s Envoy for Youth, Eval4Action co-leaders, Evaluation Offices of UNFPA and the World Food Programme, EvalPartners, International Organization for Cooperation in Evaluation (IOCE) and Better Evaluation. The global commitments emphasized the importance of producing credible and independent evaluations to support evidence-based programming. Collectively, the call at the global level also emphasized strengthening VOPEs, young and emerging evaluators (YEEs), and reaching out more strategically to policy makers for evaluation advocacy at regional, national and sub-national levels.

Watch the commitments made at the global level [here](#).

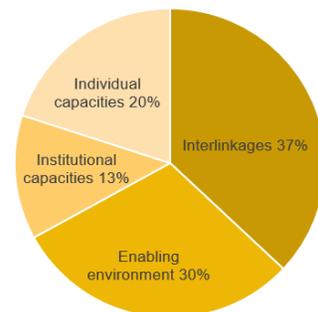
Overall, the Commitment Drive further spotlighted the campaign on social media, bringing greater attention to the need for influential evaluation to accelerate the SDGs. In all, the Commitment Drive resulted in 1750 posts on Twitter, with more than 400 users, resulting in about 6000 engagements<sup>1</sup> and 7.5 million impressions<sup>2</sup>.



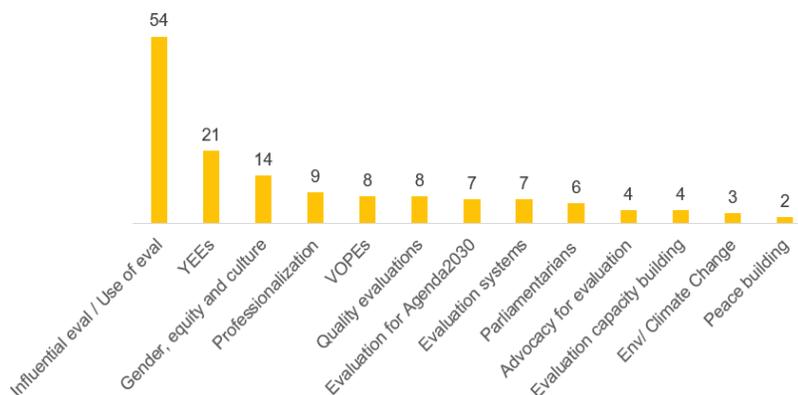
#### 4. Commitments by theme

The pie chart summarizes the overall key themes that emerged from the commitments. This categorization of themes follows the Global Evaluation Agenda 2016-2020.

Further breakdown of the commitments, as captured in the bar chart below, elaborates 13 specific categories. **The top four thematic categories of commitments include 1) influential evaluation/use of evaluation, 2) young and emerging evaluators, 3) gender, equity and culture and 4) professionalization of evaluation.** Commitments were also made around several other categories such as strengthening VOPEs; role of parliamentarians; advocacy for evaluation; evaluation systems and capacity building.



Overall commitments by Global Evaluation Agenda theme



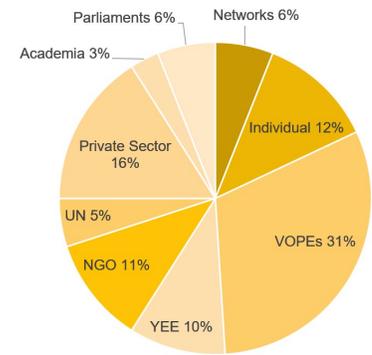
Specific themes emerging from the commitments

<sup>1</sup> Engagement refers to the total number of times a user interacted with a tweet.

<sup>2</sup> Impressions are the number of times a tweet appears in a user’s timeline or search results.

## 5. Commitments by typology of stakeholders

The highest number of commitments were received from VOPEs (31 per cent), followed by the private sector (16 per cent). About one-third of all commitments were received from YEEs, NGOs and individuals collectively. Participation of parliamentarians, academia, UN and various networks is also noteworthy.

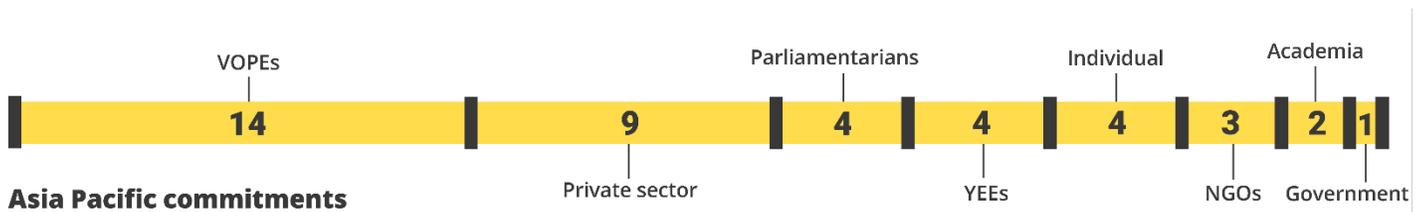


Commitments by typology of stakeholders

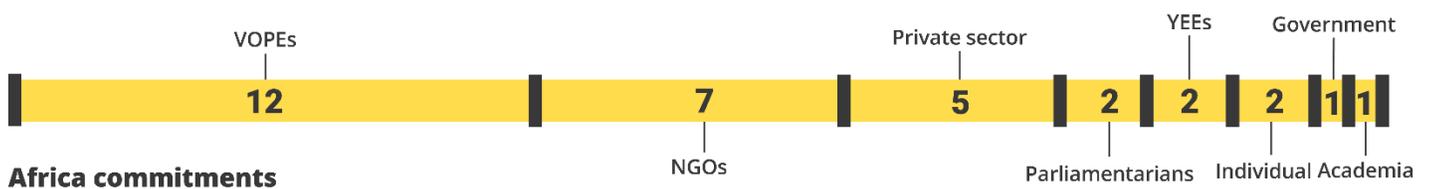
## 6. Commitments by region

Commitment videos have been compiled by region and can be viewed in the respective regional playlists mentioned per region below. However, a few commitments were not made in a video format. Therefore, in addition to the regional playlists, additional regional (non-video) commitments can be found [here](#). **Regional partners are encouraged to utilize commitments from their regions, to support the development and roll out of their regional action plans.**

**Asia:** The **Asia Pacific region received 41 commitments**. A snapshot of the diverse stakeholders that committed from the region is available below. The Board of the Asia Pacific Evaluation Association committed to rolling out the new regional evaluation strategy which was developed under the auspices of Eval4Action campaign, following the [first regional consultation](#) in June 2020. **Asia Pacific regional commitment playlist is available [here](#).**



**Africa:** The **Africa region received 32 commitments**. A snapshot of the various stakeholders who committed from the region is available below. This includes commitment by the Head of the M&E Department in the Government of Kenya; the Head of Development Studies at the University of Daystar in Kenya; CLEAR – Anglophone Africa; and the Chair of the African Parliamentarians Network on Development Evaluation (APNODE). **Africa regional commitment playlist is available [here](#).**



**MENA:** Four commitments were made from the MENA region, with three from YEEs, including EvalYouth MENA. The commitments highlight the importance of promoting evaluation and engagement of YEEs. **MENA regional commitment playlist is available [here](#).**

**Europe:** Among the four commitments from Europe, the Board of the European Evaluation Society (EES) highlighted their commitment for influential evaluation in the region. Each EES Board Member also specifically committed to the role and area they support at the VOPE. **Europe regional commitment playlist is available [here](#).**

**North America:** Eleven commitments were made from North America. Commitments were also made by the AEA Environment Programme Evaluation TIG, the Canadian Evaluation Society, YEEs including other individual commitments. Overall, the commitments emphasized environmental evaluation and peace building evaluation. **North America regional commitment playlist is available [here](#).**

**LAC:** Among the 11 commitments from Latin America and the Caribbean, ReLAC, Caribe Evaluators, EvalYouth LAC and other VOPEs in the region emphasized the need for strengthening national evaluation systems and capacities, inviting youth in the region to engage in M&E to achieve the 2030 Agenda. **LAC regional commitment playlist is available [here](#).**

## 7. What's next?

At the global level, the key themes emerging from the Commitment Drive will further define and shape the advocacy focus for the campaign in 2021. At the regional level, the commitments provide an opportunity to respective Eval4Action regional partners to incorporate the commitments and the emerging themes in the regional action plans and their roll out.

After 6 months, Eval4Action will follow up and track 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.