



Eval4Action Phase 3

National, regional and global mobilization and engagement and commitment to influential evaluations

Overview and rationale

The Eval4Action campaign has two-fold objectives, namely, to:

1. **Create widespread recognition on the role of evaluation** in accelerating the socio-economic response and recovery to COVID-19, with the aim of delivering the SDGs by 2030; and
2. **Generate national, regional and global, commitments to action, at institutional and individual level**, from decision-makers, evaluation community and other stakeholders **to develop stronger national evaluation systems, capacities and culture, toward delivery of the SDGs by 2030, with a focus on no one left behind.**

Since the launch of the Eval4Action campaign in April 2020, the campaign roll out has been characterized by two predominant phases, namely:

Phase 1: Mobilization and engagement of partners, marked by the [Global Marathon of Engagement](#) and the [Twitter Chat](#). This outreach and mobilization has resulted in more than [100 partners](#) joining the campaign until August 2020.

Phase 2: Regional consultations to proactively engage with regional and national partners to take ownership of the campaign and lead it to bolster their on-going advocacy for stronger national evaluation capacities to achieve the SDGs. The regional consultations were held in the [Asia Pacific](#) (25 June 2020) and [MENA](#) (10 July 2020) regions with additional regional events in the pipeline. As a follow up to the regional consultations, regional evaluation action plans are being co-developed.

As Phase 2 continues to roll out, this high engagement needs to be steered towards a) increased national, regional and global mobilization and engagement, and b) institutional and individual commitment to action at the global, regional, national and community levels.

Phase 3: National, regional and global mobilization and engagement, and call for public commitments to action

Recovering and building back better after the COVID-19 pandemic requires sustained national advocacy for influential evaluation to ensure sustainable development for all by 2030 and to leave no one behind. Stronger and collective national advocacy for developing evaluation capacities and policies, and use of evaluations in Voluntary National Reviews (VNRs) and national and local decision-making, can accelerate public accountability and good governance toward SDGs. By taking ownership of the campaign in the country, national VOPEs and other stakeholders can strengthen their on-going dialogue and action for stronger national evaluation capacities and policies.

While global and regional mobilization forges ahead, in parallel the launch and roll out of the Eval4Action campaign at the national level is a critical pathway for mobilizing and revitalizing stronger collaboration with other local stakeholders, thematic groups and communities in national evaluation advocacy for SDGs.

In this way, Eval4Action can support VOPEs to accelerate the achievement of their own objectives, around building a culture of evaluation and to enhance evidence-based policy-making, public transparency and learning for sustainable development in their countries and regions.

Suggested ideas to kick start Eval4Action national mobilization and engagement

If you are a national VOPE or partner:

- **Take the lead and officially launch the campaign in your country via a virtual event**

Use the launch as an opportunity and an entry point to strengthen your on-going action for stronger national evaluation systems and capacities. You can organize a national Eval4Action consultation or a national Marathon of Engagement event¹ including webinars, e-discussions, web dialogues among others related to evaluation and SDGs. This launch event can be used as a springboard to strengthen partnerships and advocate with your government and other stakeholders to develop/implement a National Evaluation Policy and National Evaluation Systems in your country.

If the campaign has been already been launched in your region (via a regional Eval4Action consultation), you can also **connect with the regional VOPE** for guidance on holding the national launch event. If a launch has not taken place in your region, you can still take the lead in launching the campaign in your country by coordinating with regional VOPEs. In both scenarios, the campaign coordinator can support the national launch of the campaign. Please get in touch via contact@eval4action.org.

- **Strengthen partner cooperation in the national launch of the campaign**

Connect with stakeholders in the country and at the regional level, within the evaluation community, SDG networks and beyond, to shape and implement the national launch. If a **national EvalYouth chapter** exists in your country, explore collaboration with them to roll out and implement the national launch. Spread the word about the campaign (what it is about, why it is critical, and how others can join the campaign) in your country. Translate the campaign logo, key documents and other materials in your language. Encourage other stakeholders to join the campaign. If a national EvalYouth chapter does not exist yet in your country, take this opportunity to empower Young and Emerging Evaluators (YEEs) to facilitate its creation.

- **Develop a national evaluation action plan**

Use the momentum generated at the national launch of the campaign, to, linking it to the regional evaluation action plan (if it exists). Integrate the action points generated in your ongoing work processes for stronger advocacy for evaluation capacities.

- **Connect with the national VNR process**

Advocate for stronger use of evaluative evidence in the national VNR report. In particular, if your country is submitting a VNR report in 2021, find entry points to strengthen dialogue on the use of evaluative evidence for SDG implementation in your country.

- **Strengthen demand and supply of evaluations**

Work with parliamentarians and other policy makers to promote demand and use of evaluation in the context of sustainable development. Further amplify the demand for evaluation and evidence-based decision-making by partnering with other public mobilization campaigns in your country or region, such as local campaigns on SDGs implementation, gender equality, climate change among others. Support YEEs to improve their skills in monitoring and evaluation and guide them for a successful career in this field. Advocate for quality evaluations by promoting standards, ethics and guidelines for evaluation.

¹ The national marathon of engagement event can shaped similarly to the Eval4Action Global Marathon of Engagement. Event details and videos are available [here](#).

If you are a regional/international VOPE or partner:

- If the campaign has been officially launched in your region via a regional consultation, and the development of a regional evaluation action plan is underway, reach out to national organizations to join in the participatory development and roll out of the regional evaluation action plan.
- If you would like to launch the campaign your region/sub-region, please contact the campaign coordinator.
- Encourage national VOPEs and other local organizations in your regional/international network to join Eval4Action.
- Encourage national campaign partners in the region to join and support global and regional campaign activities.
- Encourage national partners to translate the campaign key materials in their local language.

The above ideas for action can support the roll out of Eval4Action at the national level. This is not a prescriptive or an exhaustive list. The listed activities can be adapted and build upon based on your context and resources.

Eval4Action co-leaders are available to provide technical support in the mobilization and engagement efforts of partners, by supporting the national launch of the campaign and design of the national evaluation action plan, its implementation and follow-up in countries and regions. Please reach out to contact@eval4action.org for additional information.

In addition, Eval4Action recommends the following resources developed by UN Women, EvalPartners and IOCE that can be used to frame advocacy for influential evaluations:

Publication: [Advocating for evaluation](#): A toolkit to develop advocacy strategies to strengthen an enabling environment for evaluation

- **Corresponding EvalPartners e-learning course is available [here](#).**

Publication: [National evaluation policies for sustainable and equitable development](#)

- **Related EvalPartners e-learning course on National Evaluation Capacity Development for Country-led M&E Systems is available [here](#)**

Going forward, the campaign will capture and feature the experiences of Eval4Action partners in evaluation advocacy and mobilization in countries and regions, to recognize the efforts of the campaign partners and to support cross-fertilization of the lessons learned.

Commitment to influential evaluation

Building on, and in support to the global, regional and national engagement and mobilization, a commitment drive will be rolled out to energize and drive **sustained and long-term engagement to achieve the objectives of the campaign**. This approach is also articulated in the [Eval4Action Inclusive Engagement Plan](#).

To kick-start the call to commitment, a one-week commitment drive will take place on Twitter **from 19 October to 23 October 2020**, on the Twitter handles: @unfpa_eval, @Eval_Youth and @eval_gpf. During the drive, all Eval4Action partners, supporters and audiences will be encouraged to make a public declaration of their commitment to influential evaluation on social media. The commitments can be made at individual and/or institutional level, including at global, regional, national and local levels.

While a public commitment to evaluation can be made anytime, the idea is to amplify the importance and commitments to evaluation and SDGs during a dedicated timeframe by rallying all partners in order to bring greater attention to evaluation among decision makers and the development community.

Additional details on how you can prepare for and join the commitment drive will be available shortly.