



Inclusive Engagement Plan

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Overview and rationale

In alignment with and full support to United Nations Secretary-General's [Decade of Action campaign](#), UNFPA Evaluation Office and EvalYouth Global Network have collaborated to roll out a global advocacy campaign, the Decade of EVALUATION for Action, also known as the Eval4Action campaign.

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, institutional and individual commitments and action 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.

Achieving these objectives requires global cooperation and collective action at all levels. While the campaign is driven (by UNFPA Evaluation Office and EvalYouth) at the global level, Eval4Action seeks to proactively engage with regional and national partners and other stakeholders to take ownership of the campaign and lead it, to bolster their on-going advocacy for stronger national evaluation capacities to achieve the SDGs. **In its intent and design, Eval4Action is envisaged as a highly inclusive campaign that is led by the civil society in achievement of these objectives, with global coordination and support by the co-leaders.**

Following the launch of the campaign on 7 April 2020, approximately 60 regional and national evaluation networks and associations, including EvalYouth chapters and other organizations, have joined as partners (specific details are available [here](#)) and more continue to join the campaign. In addition, over a 100 individuals engaging with the campaign.

Given the immense interest in Eval4Action, **a sustained and long-term engagement plan is critical to inform, involve, consult and collaborate with the partners to achieve the objectives of the campaign.** Eval4Action seeks to secure sustained and deliberate engagement and ownership of current regional and national partners, and those who continue to join the campaign, in addition to other key audiences that need to be further encouraged to participate and commit/join the campaign in various ways.

The main stakeholders¹ for the campaign include:

- Evaluation networks and organizations (Partner VOPEs at regional and national)
- Young and emerging evaluators (EvalYouth local and regional networks and other evaluation and youth focused networks)
- Individuals engaged in the campaign (Individual evaluators and academics)
- Parliamentarians (global and regional networks) and other government representatives, especially who are responsible for their countries Voluntary National Reviews and the monitoring and implementation of the SDGs in their countries
- Civil society (Partner NGOs (including thematic) focused on evaluation)
- Academia (Partner academics and think tanks)

Additional stakeholders will include:

- Governments: At national and local levels, especially those engaged with public policy and evaluations, planning units, evaluation units, audit and statistical agencies
- UN agencies (agencies and individuals engaged in strengthening accountability, governance, and SDGs)

¹ The main stakeholder list is likely to diversify as the campaign partners increases.

- Donors and evaluation units of development cooperation agencies
- Foundations
- Private sector
- Media (as a target audience and an influential): digital and traditional
- General public/citizens

Engagement tactics

Eval4Action is focusing on the following **digital tactics** (to be complemented by in person engagement activities at a later point) to secure and increase stakeholder engagement:

1. **Periodic Twitter Chats**
2. **Call to commitments**
3. **Virtual and, as soon as possible, face to face consultations at regional and global levels**
4. **Competition for the best achievement/implementation of a commitment**
5. **Email newsletters**
6. **Social media outreach**
7. **Blogs**
8. **Event tracker map**

1. Periodic Twitter Chats: Eval4Action will undertake periodic Twitter Chats to bring together partners and stakeholders on a common digital platform, speaking with one voice for bolstering evaluation. Each Twitter Chat will be focused on a theme and a mix of partners will be invited to be panellists on the Chat. Curating a range of global, regional and national panellists, and themes, is expected to further mobilize interest in the campaign and its objectives and provide space to support new ideas and actions related to what the campaign aims to support and achieve. The Chat will also leverage the ability of partners to engage in local language conversations during the Chat thereby increasing local participation.

The first Twitter Chat is slated for 21 May 2020, focusing on evaluation as an accelerator to the response and recovery of COVID-19, with the aim of achieving the SDGs. This Chat will serve to kick start the partnership and engagement of various stakeholders in the campaign. All regional partners (VOPEs and EvalYouth chapters) have been invited to be a panellist on the Chat along with the campaign co-leaders.

2. Call to commitments: The purpose of the call to commitments is to increase action and accountability on evaluation to accelerate the response and recovery of COVID-19, with the aim to achieve the SDGs, at individual, institutional and national levels. To kick-start the call to commitments, a two-week commitment drive will begin on Twitter, starting with the first Twitter Chat. During the drive, all partners and audiences will be encouraged to make a public declaration of their commitment to evaluation on social media, or at a meeting or conference. On social media, a brief video on their commitment (recorded on their mobile phone) can be posted, tagging three other people. These social media videos and posts will be collated by the campaign and will also be made available on the [Eval4Action website](#). At the end of the year, Eval4Action will follow up on the commitments made to ascertain progress. The progress and achievement made by the network/institution/individual toward fulfilling the commitment will be prominently featured on the Eval4Action website and its communication channels.

While the commitment drive kicks off the call to commitments, the commitments will be continuously sought through other engagement tactics as well (see consultations below for more details).

3. Virtual and, when possible, face to face consultations at regional and global levels: A series of consultations will be organized in all regions, culminating with a virtual global consultation in 2020. The virtual regional consultations will provide an opportunity for regional networks to formally launch the campaign at the regional level (via a virtual EvalTorch). It also provide a platform for the regional and national stakeholders to make a commitment to evaluation, and co-create ideas for action, resulting in the launch of an 'Innovation Lab' to implement the commitments made. At the regional consultations, partners will also have an opportunity to provide ideas to shape the engagement and outreach of the campaign at all levels, and to take on additional

roles in shaping and implementing the global digital outreach work. Thematic global consultations, e.g. on issues such as climate crisis, gender, and indigenous people – are also considered and might be held during the second half of 2020.

The virtual consultations will take place via the Adobe Connect/Zoom platform employing features for maximum participation of the stakeholders. Moving away from the webinar approach, the idea of the consultation is to provide a two-way engagement among all participants. In 2021, regional consultations, Innovation Lab and follow-up to the commitment drive will be moved to F2F sessions.

The first regional virtual consultation is being organized by APEA on 27 May 2020. Other regional consultations are being explored following this event. These regional consultations will culminate in the first global virtual consultation.

4. Competition for the best achievement/implementation of a commitment: The purpose of the competition is to recognize the delivery of action-oriented commitments to evaluation that support the achievement of the SDGs, particularly those that focus on overcoming the gaps in evaluation in a specific country. The commitments will be categorized as follows: (1) national commitments, those made by governments and/or parliaments ; and (2) other stakeholder commitments, those made by partners, individuals and other stakeholders. To win the competition, there should be a verifiable result of delivery of the commitment. Additional details on the specifics of the competition will be available shortly.

5. Email newsletters: A regular email newsletter on campaign will be curated to inform stakeholders and audiences on the latest updates and news from the campaign. This will include global and local updates, latest events, new communication assets, available language content and so on. Each edition of the newsletter will also be available on the campaign website. The first newsletter will be released in the first week of May.

6. Social media outreach: The campaign utilizes social media as way to broadcast and strengthen outreach and engagement with stakeholders and audiences. The campaign currently is on Twitter, through the handles @unfpa_eval and @Eval_Youth, and pegged to the hashtag #Eval4Action. At the launch of Eval4Action, a hashtag campaign approach is being utilized, however going forward a dedicated social media handle may be explored.

On social media, the campaign seeks to engage partners and other stakeholders as spokespeople for the campaign and strongly encourages them to share Eval4Action content on their own social media handles, using the hashtag. Engaging with the campaign on social media and sharing its content, is one-way partners and stakeholders can support the campaign. For this purpose, all branding, visual assets and tweets are made available publicly through the campaign [Trello board](#) and [shared folder](#). New social media content will continue to be added as various digital events take place. Further, as outlined above, social media events (such as Twitter Chats) will continue to be used as an important engagement tactic.

7. Blogs: To further drive engagement in the campaign, the Eval4Action website will be curated as an intellectual space and repository of ideas and thoughts on evaluation as an accelerator to achieve the SDGs. Blogs may consist of guest articles on various themes, outcomes of virtual consultations and Innovation Lab, experience and learnings from implementing commitments etc. A dedicated space for blogs will be created on the website for this purpose. The management of the blogs is expected to be spearheaded by the partners.

8. Event tracker map: The campaign website will host a regional and national event tracker map, as a tool to drive attention to upcoming regional/local campaign activities, to further increase participation and engagement in these events.

Next steps

Given the COVID-19 crisis, majority of engagement tactics will be digital, however as soon as possible, digital events will be complemented by in person events. At the end of 2020, all the above tactics will be tracked to measure results around engagement and outreach. These learnings will inform the development of campaign events and activities in 2021.