



Decade of EVALUATION for Action campaign Key messages

Below are top three key messages of the campaign, including corresponding secondary messages.

Key message 1 (Purpose)

The Decade of EVALUATION for action accelerates progress towards the achievement of Sustainable Development Goals by providing evidence on what works, for whom, under what circumstances and why

- The campaign comes at a critical time when an ambitious global effort is underway to deliver the Sustainable Development Goals in ten years.
- The purpose of the campaign is to promote widespread recognition on evaluation being critical to achieve the global goals, and to mobilize commitments to invest in stronger evaluation systems and capacities.
- Aligned with SDG 17, the campaign aims to revitalize global engagement and commitment on national evaluation capacities for timely delivery of SDGs.
- The campaign promotes the meaningful engagement of young people in evaluation and empowers capacities of young and emerging evaluators to drive sustainable development at all levels.

Key message 2 (No one left behind)

Evaluation capacities are critical to accelerate progress of national development strategies as without systems to assess whether development interventions are relevant, sustainable and achieving equitable results, too many people will continue to be left behind

- There have been many gains in national evaluation capacities, but it is not advancing at the speed or scale required. Equity-focused and gender-responsive national evaluation systems are still elusive.
- Only one-third of countries¹ around the world have data and systems to track the implementation of their national development strategies. A large majority of Voluntary National Reviews presented at previous High-level Political Forum also reveal lack of evaluative evidence, with limited mention of evaluation, evidence and monitoring.

¹ OECD, UNDP 2019: Making development co-operation more effective. http://effectivecooperation.org/wp-content/uploads/2019/07/GPEDC_2019-Report_Glossy_EN_web-1.pdf

- The lack of capacity to assess progress of national development strategies can seriously hold back countries from improving the lives of its people, especially those left behind, including the achievement of global goals. This also hampers the reduction of inequalities within and among countries.
- Robust national evaluation systems and capacities are critical if we want to reach the global goals together. Simply put, without strong national evaluation systems and capacities, delivery of Sustainable Development Goals by 2030 may not happen.
- Evaluations are critical to achieve the SDGs as they deliver critical evidence on what is working and what is not, supporting better public decision-making. Evaluations also provide lessons to adjust course and bring public policies to scale more effectively, particularly ensuring no one is left behind.

Key message 3 (Call for action)

Join and commit to the Decade of EVALUATION for action. A global coalition is needed to address the gaps in evaluation, to ensure we all reach the SDGs together. The time for accelerated and coordinated action on evaluation systems and capacities is now.

- It is time to collectively advocate for stronger evaluation capacities and use of evaluations in Voluntary National Reviews and national and local decision-making, to accelerate public accountability and good governance.
- Global, regional, national and local stakeholders should take ownership of the campaign, to strengthen their on-going dialogue and action for stronger national evaluation capacities.
- Announce your voluntary commitment (including financial ones) to accelerate progress on evaluation capacities and use of evaluations in decision-making.