



Decade of **EVALUATION** for action to deliver the SDGs by 2030

Campaign concept note

1. Context

In 2015, the Sustainable Development Goals (SDGs) were adopted as a global agenda to create a sustainable future where no one is left behind. While progress is being made to achieve the SDGs, the deep transformation required to deliver the goals in full and in time by 2030, is still elusive. With just 10 years left to achieve the goals, the year 2020 is critical to galvanize urgent action and scale to deliver the global goals by the agreed target date.

The United Nations Secretary-General issued a global call to mobilize all actors, at all levels, for a [Decade of Action](#) to deliver the SDGs by 2030. The Decade of Action campaign aims to mobilize everyone everywhere, demand urgency and ambition, and supercharge ideas to solutions. The campaign was kicked off on 22 January 2020, with the Secretary-General's New Year's address to Member States. The campaign will lead up to a new annual event on the SDGs to be held during the high-level week of the General Assembly (UNGA) in September.

The year 2020 also marks the [75th anniversary of the United Nations](#). Throughout the year, the United Nations will initiate global conversations with a wide cross-section of people, across borders, sectors and generations, to inspire collective action to tackle global challenges and deliver the SDGs.

In addition, there are other important milestones in 2020 that will encourage urgent action to achieve the SDGs. For example, the 25th anniversary of the Beijing World Conference on Women; follow up to the Nairobi Summit that marked the 25th anniversary of International Conference on Population and Development (ICPD) in 1994; the 20th anniversary of UN Security Council Resolution 1325 on Women, Peace and Security; and many more.

2. Rationale

The [Global Sustainable Development Report 2019](#) highlights key accelerators to achieve the SDGs by 2030. This includes, among others, stronger links between evaluation and the SDGs; better data and evidence; and robust plans to monitor progress. It also recommends governments to incorporate targets and indicators into their national plans and budgets, formulate policies and programmes to achieve them, and create institutions that deal with uncertainties and risks, as well as systems for monitoring and evaluation.¹

However, many countries lack effective national evaluation systems to evaluate implementation of national development strategies towards delivery of their localized SDGs. While several stakeholders, including UN agencies and civil society actors are supporting country owned, country-led evaluations with an emphasis on their use in influencing policies, there is a risk that lack of robust national evaluation systems and capacity could derail and even slow down the momentum toward achieving the SDGs. A large majority of Voluntary National Reviews (VNRs) presented at previous High-level Political Forum (HLPF) revealed lack of evaluative evidence, with scarce mention of evaluation, evidence and monitoring. Strong national evaluation systems are critical to delivering the SDGs as they demonstrate to countries what solutions work and what could be done better to ensure no one is left behind, paving the way forward for sustainable actions to achieve the global goals in time.

Therefore, in alignment with and complementary to the Decade of Action campaign, UNFPA Evaluation Office and EvalYouth are partnering to roll out a global communications campaign, the **Decade of EVALUATION for Action**. This campaign seeks to bring widespread recognition to evaluation as a powerful tool to improve public accountability and good governance toward delivery of SDGs. The campaign also aims to secure commitments

¹ United Nations. Global Sustainable Development Report 2019.

from governments and other stakeholders on strengthening national evaluation systems and capacities to achieve the SDGs. In this way, the campaign directly supports and inputs into the Decade of Action campaign.

The campaign will strive for global cooperation and collective action at all levels for wider outreach and impact. While the core partners will drive the initiative with key strategic communication activities at the global level, the campaign seeks to inspire regional, national and local dialogue and action on the campaign, and will encourage and mobilize stakeholders at various levels to take ownership of the campaign. For example, following the global launch of the campaign, EvalPartners, VOPEs, GPFE, global evaluation community and other evaluation networks will be mobilized to launch the campaign in forthcoming regional and national events (evaluation-focused, SDG-focused events and beyond), and will be encouraged to spearhead the campaign in their countries and regions, that will also bolster their on-going advocacy for stronger national evaluation capacities to achieve the SDGs. In this way, the campaign will follow an open and participatory approach, and will provide a push and build an urgency at all levels to strengthen national evaluation capacities for achievement of SDGs by 2030.

Further, in line with the Decade of Action campaign, the global communications campaign for evaluation actively collaborates with young and emerging evaluators in the design and the roll out of the campaign. It also seeks to reach out to young evaluators, and youth movements at large, on the importance of evaluations to achieve the SDGs.

Finally, to amplify the advocacy on evaluation, the campaign will connect with various milestones in 2020 highlighted above (see context section). The campaign will also actively seek out additional advocacy opportunities in 2020 (e.g. HLPF, UNGA, SDG action campaign and other regional events), to push for a greater spotlight on, and generate concrete commitments to stronger evaluation systems for timely delivery of SDGs.

3. Campaign objectives

The **overall objective** of the campaign is to mobilize and spur commitments from decision-makers, evaluation community and other stakeholders to develop stronger national evaluation systems and capacities, toward delivery of SDGs by 2030, with a focus on no one left behind.

The **specific objectives** of the campaign are as follows:

- Raise awareness and widespread recognition on the role of evaluation and its use in accelerating the delivery of SDGs by 2030, by including evaluative evidence when reporting progress of SDGs at the HLPF as well as at the national level.
- Generate personal and institutional commitments for action from (a) decision-makers to strengthen national evaluation systems/capacities, develop/support national evaluation policies and use of evaluations; and (b) from UN agencies, broader evaluation community and academia to produce high quality evaluations and evidence to achieve the SDGs.

4. Target audience

The following are broad target audience for the campaign at the global level.

- **Governments:** At national and local levels, especially those engaged with public policy and evaluations, planning units, evaluation units, audit and statistical agencies

- **Political decision-makers:** including Parliamentarians, and other policy makers
- **Donors and evaluation units of development cooperation agencies**
- **Foundations**
- **Private sector**
- **Civil society,** including NGOs, International NGOs
- **The UN system** (agencies and individuals engaged in strengthening accountability, governance, and SDGs)
- **UNEG members**
- **Global evaluation community, including EvalPartners** (VOPEs, various evaluation networks, senior evaluators)
- **Academia and think tanks**
- **Young and emerging evaluators,** including local and global youth movements
- **Media** (as a target audience and an influential): digital and traditional
- **General public/citizens**

5. Campaign tactics

The global campaign will use a mix of web, digital and traditional communication channels to rally the broader evaluation community, leveraging a mix of advocacy opportunities (as outlined in annex 1). This would include a digital launch of the campaign, development of a campaign website, a twitter chat, production of short films, social media outreach, possible side events linked to HLPF and UNGA among others. With this outreach, the idea is to convene the global evaluation community as a first step, which is expected to spur local support for the campaign going forward.

For the digital campaign, the campaign will tailor existing Decade of Action communication assets (logo, graphic cards, GIFs, quote cards) for the purpose of this campaign, while also creating specific assets for this campaign. In terms of branding, the idea is to position this campaign as complementary to the Decade of Action campaign, however maintaining its own niche.