



Eval4Action in 2021 | Priorities and plans

eval4action.org | [#Eval4Action](https://twitter.com/Eval4Action) | contact@eval4action.org

Eval4Action since its launch in 2020

Since the [Eval4Action](http://eval4action.org) launch in April 2020 over 118 [partner](#) organizations have joined the campaign including international organizations, UN agencies, regional and national VOPEs, EvalYouth chapters, parliamentarians' forums, NGOs, CSOs and private sector organizations from across the world. Additionally, 950 individual members are part of the campaign, advocating action for influential evaluation. In 2020, the campaign conducted three global events to mobilize stakeholders and increase worldwide recognition on the importance of influential evaluation to accelerate the progress towards the SDGs. This includes the Twitter Chat on evaluation, COVID-19 and the SDGs; the Global Marathon of Engagement; and the Eval4Action Commitment Drive.

In May 2020, the [Twitter Chat](#) helped to put a greater spotlight on how evaluation can support the response and recovery from the pandemic and accelerate progress towards the SDGs. This social media event included all leaders of Eval4Action international and regional partners (VOPEs and EvalYouth chapters) and co-leaders of the campaign. To further galvanize momentum around Eval4Action objectives, a high level [Global Marathon of Engagement](#) event was held in June 2020 to mark the official launch of the campaign at the global level, and further mobilize partners to actively engage in advocacy for influential evaluation. UNFPA Executive Director and United Nations Secretary General's Envoy on Youth officially launched the campaign, with around 60 partners delivering statements of motivation at the global marathon. In October 2020, the [Eval4Action Commitment Drive](#) called for institutional and individual commitments to action for influential evaluation. The 125 public declarations of commitments to action by Eval4Action partners and other actors, will pave the way for stronger national and regional advocacy for evaluation capacities and policies, enhance cooperation among partners, and further promote the use of evaluation in decision-making. These mobilization efforts have been supplemented by various outreach components such as the **campaign's regular [newsletter](#), an [Eval4Action blog](#), [website](#) and [Twitter](#).**

In addition, six Eval4Action regional consultations were conducted in 2020, jointly organized by regional partners with the campaign's support. The first regional consultation was held in [Asia Pacific](#) (25 June) followed by [MENA](#) region (10 July), [Latin America and Caribbean](#) (1 October), [Europe](#) (21 October), [Eurasia](#) (16 December) and [Africa](#) (19 December). The regional consultation in North America will be held in March 2021. Regional consultations bring together a wide range of stakeholders to gather thoughts, inputs and ideas for regional action plans to promote influential evaluation.

The campaign's progress in 2020 is captured in a brief [video](#). Building on these interventions, and to pave the way for the campaign in 2021, a public survey was conducted in January 2021. In early February, an informal dialogue with global and regional partners charted strategic direction for Eval4Action in 2021. This paper summarizes the outcome of the survey, the informal dialogue and planned campaign activities for 2021.

Eval4Action survey: what works and what can be done better

To take stock of the campaign's progress in its first year and to learn what needs to be strengthened, the campaign initiated a survey in January 2021 to receive feedback and inputs from a wider audience. The survey received 71 responses from VOPEs, EvalYouth chapters, government, independent evaluators, NGOs and the private sector. The survey highlighted that the campaign was successful in mobilizing partners for awareness raising and collective action through networking

and real time communication through its various channels. The global coverage of the campaign was particularly highlighted as a success factor.

The survey also highlighted areas that can be strengthened such as using local languages for communication and outreach, balance in geographical events, cross-regional experience sharing and more interactive activities. Overall the survey highlighted widespread willingness of partners to engage and support the campaign at the regional level. It also demonstrated interest of partners in organizing regional dialogues on national evaluation policies and systems and other events to build capacity of young and emerging evaluators (YEEs). A summary of the survey responses is available in Annex 1 ahead and [here](#).

Informal dialogue with partners: collaboration to determine the way forward for Eval4Action in 2021

An [informal dialogue](#) on 1 February 2021 brought together VOPEs, EvalYouth chapters, parliamentarians and UNFPA regional M&E advisers, representing Asia Pacific, MENA, Latin America and Caribbean, Europe, Eurasia and Africa. The regional partners detailed the [progress on the campaign roll out in their respective regions](#). The regional partners also highlighted key activities that will be taken forward in the regions in 2020. A summary is available in Annex 2. Overall, the regional partners emphasized Eval4Action's focus on the following areas in 2021:

- Broaden the audience base for the campaign, going beyond the evaluation circles, to strengthen multi-stakeholder partnerships for evaluation, including outreach to the public and private sector
- Advocate with governments and policy makers to increase evaluation use
- Promote youth-led grass root initiatives that promote evaluation and SDGs
- Include local languages in the campaign activities
- Unpack and broaden knowledge on the Decade of Action
- Emphasize local action and national initiatives for evaluation

Eval4Action priorities at the global level in 2021

Incorporating feedback from partners to shape the global campaign

Learning from the feedback received at the survey and from the informal dialogue, Eval4Action will prioritize the following initiatives in 2021 at the global level:

A. Support to the regions in the design and roll out of the regional action plans for influential evaluation

Provide technical inputs to develop and roll out regional action plans up as requested by the regions. The regional interventions will be supported to widen the audience base and their partnerships, to reach out to decision makers and non-conventional partners. In addition, new regions and sub-regions will be supported to launch the campaign. For example, the North America consultation is slated for 11 March 2021. Sub-regional consultations in Africa are slated for later in 2021.

B. Provide support to establish regional communication hubs

Following the example of the [Asia Pacific Communication \(APC\) Hub](#) (established in 2020), five regional communication hubs will be established, together with support from regional partners. The hubs will strengthen regional communication and outreach of the campaign, and will particularly support Eval4Action to communicate in regional languages. For example, the APC Hub currently has the capacity to communicate in seven languages. The communication hubs will be encouraged to translate key communication materials of the campaign and support social media outreach in regional languages.

To strengthen the capacity of the hubs, the campaign will conduct a session with regional communication hub members to acquaint them with the global campaign, its key messages and communication platforms. Later in the year, a more detailed mentoring communication workshop may be organized for the communication hubs based on demand. The Eval4Action Coordinator will regularly coordinate with the hubs.

C. Cross-fertilization among regions

In line with the regional action plans and following the discussions at the informal dialogue, at the global level Eval4Action will facilitate cross sharing among the regions. For example, by supporting cross regional events in languages such as French, Spanish, Portuguese etc.; cross fertilizing developed resources on evaluation from one region to another; cross regional capacity development events for YEEs among others.

In addition to the above interventions, Eval4Action will prioritize the following interventions at the global level:

D. A call to action for influential evaluation, a follow up to the [Eval4Action Commitment Drive](#)

To encourage self-reporting on the commitments made on action for influential evaluation, and to generate further action toward the delivery of the commitments, a call to ‘Walk the Talk’ will be launched on the first anniversary of the campaign (7 April 2021) via a Twitter Chat. During a month following the Twitter Chat, partners and beyond will be encouraged to share short videos showcasing actions toward influential evaluation. The actions for influential evaluation that partners detail in the Walk the Talk video should already be implemented since the commitment was made, or under implementation. Partners who may not have committed formally to advance action for influential evaluation, but are at the forefront of promoting influential evaluation, can also highlight their practices via a video. The Walk the Talk call will also further encourage new commitments.

E. Continue to strengthen outreach of the campaign in the global fora

For example,

- **Continue to feature the campaign in global events** such as High Level Political Forum 2021 and in other global and regional evaluation conferences.
- **Create a shared global, regional and national events calendar** accessible to all partners online, to create greater synergies among regions and to facilitate global support from the campaign for regional and national events.
- **Update the campaign website** to improve accessibility to information

Below is a brief overview of Eval4Action global initiatives in 2021. This is a living list and will be continuously updated as advocacy opportunities emerge. These initiatives will be available in the shared calendar for all the partners.

Global/ regional/national	Activity	Format	Timeline
Global	Twitter Chat, marking the first anniversary of the campaign	On Twitter	7 April 2021
Global, regional, national	Call to Walk the Talk	Videos from regions shared globally on Twitter and the campaign website	A month long digital drive, starting with the Twitter Chat
Regional	Support to initiate regional communication hubs; Asia Pacific experience to be shared in a kick off webinar with other regions.	Hubs being initiated in MENA, LAC, Europe, Eurasia and Africa	February 2021 onwards
Regional	Technical support to develop and implement regional plans	Support to be provided to MENA, LAC, Europe, Eurasia and Africa	February 2021 onwards

Global	Create an shared events calendar	On a virtual platform, accessible for all partners	Starting from March 2021
Global and regional	Campaign participation in events and conferences	HLPF 2021	July 2021
		EvalWeek 2021	5-9 Jul 2021 (f2f)
		EES Conference 2021	6-10 September 2021 (F2f and virtual)
		AfrEA conference 2021	20-24 September 2021 (F2f and virtual)
		3 rd APEA conference and EvalFest 2022	21-25 February 2022 (F2f)

#EVAL4ACTION SURVEY

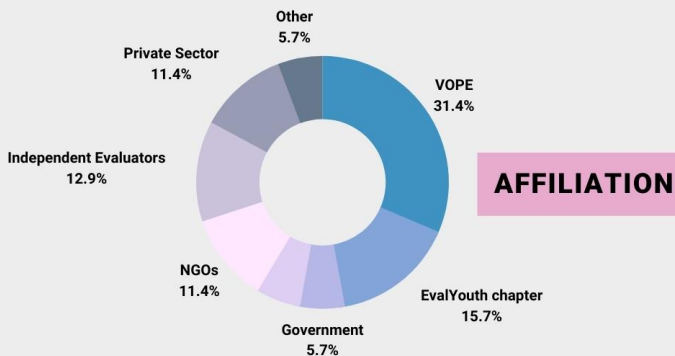
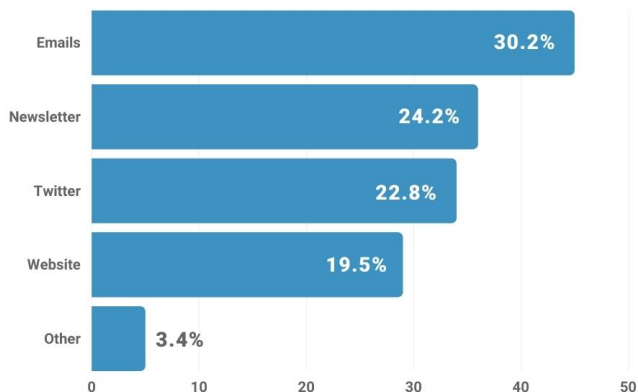
January 2021 71 Responses



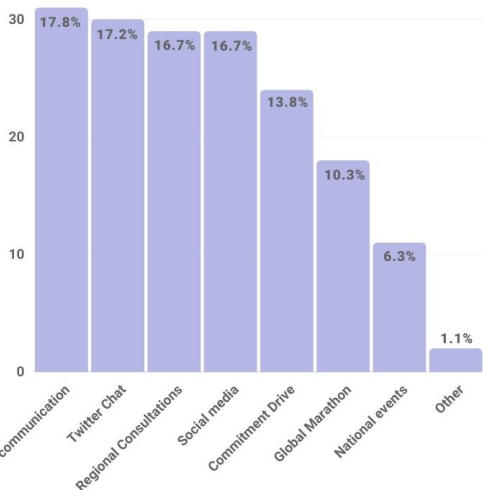
REGIONAL REPRESENTATION



ACCESS TO EVAL4ACTION UPDATES



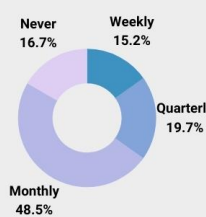
ENGAGEMENT IN THE CAMPAIGN



WILLINGNESS TO ENGAGE



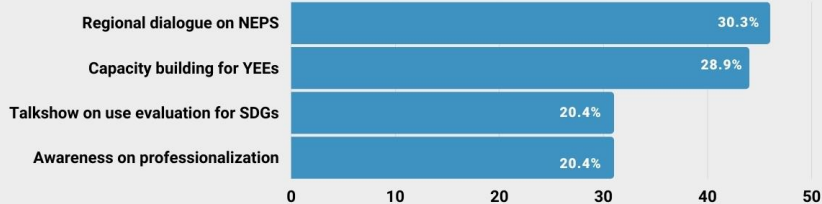
FREQUENCY OF VISITING EVAL4ACTION WEBSITE



FINDING INFO ON THE WEBSITE



PRIORITY ACTIVITIES FOR THE REGIONS



Annex 2: Details of 2021 activities identified by regions at the informal dialogue

Region	Planned activities	Expected partners	Eval4Action support	Remarks
Asia Pacific	Regional Winter School	VOPEs, Youth, Government, Academia, NGOs, with special consideration in involving the media and the private sector	Production and outreach support, communication guidance to APC Hub, inter-regional collaboration	To be held from 29-31 March 2021
	Webinar series on professionalization			Monthly starting from March 2021
	Strengthening APC Hub including a combined Google group for the region			Ongoing
	Regional dialogue on NEPS			December 2021
	APEA-ECOI joint conference			21-25 February 2022
	Inclusion of other languages in activities and resources launched			By APC Hub
Middle East and North Africa	Building the capacities of individuals and organizations working on the SDGs	Invite policy makers and law makers to the conference	Not specified	Create a timeline of regional events
	Next EvalMENA conference to include Eval4Action activities (including the pre-conference workshops)			
	Prepare regional action plan document based on the research planned together with UNFPA ASRO and EvalYouth MENA			
	Activate the role of VOPEs			
Latin America and Caribbean	Regional working group to lead the process	Media, NGOs, civil society organizations, government	Technical support to be provided to the regional working group	LAC team advises broader communication and awareness of the campaign, especially reaching out to governments
	Inventory of all evaluation activities/action in the region			
	Develop a collaborative and well-articulated regional evaluation agenda			
Europe	Launch of Thematic Working Group (TWG) 7 on EU Policies, to promote influential evaluation	EvalYouth, GEF, UNDP, Rockefeller Foundation, etc.	Continue to work with Eval4Action partners	First event in February 2021
	Webinars on Big Data	Improve partnerships with European Commission via TWG 7		
	Incorporate the Eval4Action campaign into EES activities to ensure sustainability			
Eurasia	Conducting Eurasian Evaluation Forum together with EvalYouth ECA	UN agencies, academia businesses, monitoring and evaluation units in the governments, youth-led grass root initiatives	EvalYouth chapters/ reps beyond Eurasia region for joint activities	End of May 2021
	Supporting YEEs to receive internships in evaluation teams across the region			Ongoing
Africa	Develop a regional action plan	AfrEA/AfrEA YEE	Eval4Action co-leaders to engage as speakers and resource persons	TBD
	Create awareness through sub-regional consultations, additional webinars on specific themes, 2021 AfrEA conference	APNODE, GEI, AfDB		Conference in Sep 2021
	Organize a workshop on National Evaluation Policies and Systems	AfrEA/AfrEA YEE, Twende Mbele		TBD
	Capacity building workshops for YEEs and VOPEs	VOPEs, Academia & CLEAR-AA/FA		TBD