

In Practice

Indonesia's advocacy efforts to promote evaluation¹

Indonesian Development Evaluation Community (InDEC) is working to influence different ranges of stakeholders, including the following:

- *Government officials* (national and local): so they can have capacity to demand and manage evaluation, as well as use evaluation results/findings.
- *Members of Parliament*: so they know how to demand and use evaluation results/findings to enhance their supervision mandate.
- *Academia*: so they can develop and enhance the theoretical thinking on evaluation.
- *M&E Professionals working in NGOs, CSOs, or project/ programmes funded by donor agencies*: so they can improve their practice in M&E.
- *Independent Evaluators*: so they can improve their evaluation practice.
- *Media*: so they can play a bigger role in mainstreaming evaluation.

One of InDEC's key advocacy events was the national evaluation seminar on promoting the M&E system for the Master Plan for Acceleration and Expansion of Indonesia Economic Development (MP3EI). InDEC broadcasted a press release, which was published in national online media (okezone.com). InDEC further engaged with government institutions (National Development Planning Agency and Coordinating Minister for Economic Development) as partners. During the event, InDEC board members tried to convince a significant number of people, including high officials in the government institutions, to put serious thought in establishing proper M&E policies and system for MP3EI and allocate proper resources for operationalizing the M&E system.

These efforts successfully resulted in the M&E Working Group for MP3EI being supported by the Government and UNDP. Six months after the seminar, intensive consultations took place, resulting in the establishment of the M&E system. InDEC is working towards organizing a multi-stakeholder forum to boost networking and advocacy around M&E in Indonesia.

Influencing policies to bring in higher financial accountability in Australia²

The Australasian Evaluation Society (AES) has increasingly turned its focus towards policy advocacy. One example is the AES's submission to the Australian Government Department of Finance and Deregulation's draft Commonwealth Financial Accountability Review (CFAR) 2010. The review resulted in a new Act of Parliament, the *Public Governance, Performance and Accountability Act 2013*. The objective of the Act is to improve performance, accountability and risk management across government. The AES submission highlighted the work of the AES and its role in strengthening accountability for public investments. The AES has had discussions with senior public servants of national and state governments to further evaluation in both domestic and international development spheres. Such discussions suggest that governments are keen to develop evaluation capabilities within their own ranks.

¹ UNICEF, EvalPartners, IOCE in partnership with Cooperacion Espanola, Ministry for Foreign Affairs of Finland, UNEG, UNWomen. (2013). *Voluntary Organizations for Professional Evaluation (VOPEs): Learning from Africa, Americas, Asia, Australasia, Europe and Middle East*, available at http://www.mymande.org/voluntary_organizations_for_professional_evaluation

² UNICEF, EvalPartners, IOCE in partnership with Cooperacion Espanola, Ministry for Foreign Affairs of Finland, UNEG, UNWomen. (2013). *Voluntary Organizations for Professional Evaluation (VOPEs): Learning from Africa, Americas, Asia, Australasia, Europe and Middle East*, available at http://www.mymande.org/voluntary_organizations_for_professional_evaluation

Engagement with multiple target audiences to promote a culture of evaluation in Egypt³

Egyptian Research and Evaluation Network's (EREN) strategy to enhance capacities of national partners involves targeting diverse audiences: senior evaluators; mid-level professionals; government partners; NGOs; media; and, young people. Senior evaluators were targeted in more than one session in 2010, while inviting well known national and international consultants to speak about "Governance and Evaluation," "Impact Evaluation," "Evaluating Budgets" as well as "Advocacy and Evaluation." Most of EREN's initiatives target mid-level professionals by conducting research and evaluation seminars, institutionalizing a diploma on research and evaluation, and conducting open seminars for discussion around different evaluation issues. An emerging initiative has developed to enhance capacities of junior researchers and evaluators in planning, designing and conducting research and evaluation and to encourage students to play a more pro-active role in monitoring and evaluation in their communities. Targeting multiple audiences for capacity building builds a crucial foundation for developing partnerships that strengthen advocacy to promote a culture of evaluation.

Assisting the development of national evaluation policy in Sri Lanka⁴

A significant achievement of the Sri Lanka Evaluation Association (SLEvA) has been the development of a Draft National Evaluation Policy for the Government of Sri Lanka. The Government of Sri Lanka believes that evaluation, a powerful tool in results-based management, is not adequately utilized in development programmes. Thus the chief guest, Secretary Ministry of Finance and Policy Development and Implementation, highlighted the need for a national evaluation policy at the SLEvA Conference in January 2003. He requested SLEvA, as an independent professional body, to prepare a draft National Evaluation Policy document.

The Association formulated the first Draft in April 2003 followed by an open discussion/consultation session in June 2003. The un-edited draft of the policy was placed on the International Development Evaluation Association (IDEA) website so that other stakeholders could contribute to it. On receiving comments from various sectors and SLEvA members, the draft was revised and presented to the Government in late 2003. However, there soon was a change in government in Sri Lanka leading to a change in the bureaucrats initially involved in the development of the policy. With the new government officials in place, SLEvA invested time to raise their awareness on the importance of the national evaluation policy, thereby creating a new rung of champions. The draft policy was finally presented to the Secretary, Ministry of Plan Implementation (MPI) in June 2006. A further impetus to the adoption was provided at the SLEvA International Conference (2013), where the Secretary to the President called for the adoption of a National Evaluation Policy.

³ UNICEF, EvalPartners, IOCE in partnership with Cooperacion Espanola, Ministry for Foreign Affairs of Finland, UNEG, UNWomen. (2013). *Voluntary Organizations for Professional Evaluation (VOPEs): Learning from Africa, Americas, Asia, Australasia, Europe and Middle East*, available at http://www.mymande.org/voluntary_organizations_for_professional_evaluation

⁴ UNICEF. (2008). *Evaluation, South Asia*. Details of the Draft National Evaluation Policy can be obtained from SLEvA Websites: <http://www.nsf.ac.lk/sleva/pdf/nepdraft.pdf> and [http://www.sleva.lk/tmp/SLEvA/Draft National Evaluation Policy.pdf](http://www.sleva.lk/tmp/SLEvA/Draft%20National%20Evaluation%20Policy.pdf).

Influencing federal evaluation policies in America⁵

In the USA, the American Evaluation Association (AEA) has ratified policies included in Article 2.1 “Influencing of Evaluation Policy” as a major priority, and states that: “AEA will strive to influence the setting and use of U.S. evaluation policy.” In September 1, 2007, the AEA Board of Directors established the Evaluation Policy Task Force (EPTF) in order to enhance AEA's ability to identify and influence policies that have a broad effect on evaluation practice and to establish a framework and procedures for accomplishing this objective. Since then, the EPTF has issued key documents promoting a wider role for evaluation in the US Federal Government, influenced both federal legislation and executive policy, and informed AEA members and others about the value of evaluation through public presentations and newsletter articles.

The EPTF's work with USAID influenced the February 2012 update of the US Department of State's Program Evaluation Policy.

⁵ http://www.mymande.org/evalyear/working_with_parliaments