

## In Practice

### **Creating advocacy opportunities in Senegal<sup>1</sup>**

SenEval actively supported the organization of the Senegalese Evaluation Days (JSE) held in October 2008 on the theme of “Culture and practice of evaluation in Senegal: What’s at stake for public policy?”

The decision to hold the JSE was a direct consequence of the diagnostic study of evaluation capacities in Senegal. This initiative was organized by a broad-based team, convened by the Delegation for the Reform of the State and Technical Assistance (DREAT), with technical support from F3E (Fund for the Promotion of Preliminary Studies, Cross-Cutting Studies and Evaluations). The three-day event – opened by the Secretary General of the Presidency – attracted more than 200 participants who benefited from the training and guidance provided by national and international experts from the UN system, Canada, France and Switzerland. The first day targeted a smaller high-level group specially focused on the evaluation of public policies.

Overall, the JSE brought together an impressive group of participants that included Secretary Generals and Permanent Secretaries and Directors of Ministries, parliamentarians and local elected officials, representatives of the National Audit Office, the Government Inspectors, and NGOs and development partners, who collectively reaffirmed the imperative need to reinforce oversight and transparency in the public policy arena, and to strengthen their own capacities in evaluation. It also allowed a wide dissemination of the diagnostic study of evaluative capacities, which had contributed to strengthening the conclusions of the JSE. This model has perhaps encouraged the holding of similar events like those in Benin and Niger.

### **Using the opportunity of the Egyptian revolution to advocate for the role of evaluation in improving governance practices<sup>2</sup>**

Despite the complex instability Egypt is passing through, the revolution of 2011 has led to greater demand for collective responsibility and public action. Due to the decline in aid effectiveness and the reduction of international aid at the time, the disparities were high. Many organizations began to explore the situation aiming to readjust development strategies to improve results.

In an attempt to demonstrate the intrinsic link between evaluation and governance and to use evaluation as one of the tools to strengthen governance practices in Egypt, EREN conducted a seminar for 66 researchers, evaluators and senior professionals on “Enhancing the Role of Evaluation in Improving Governance Practices.” A series of “Evaluation and Governance” workshops will continue, especially after the continued Egyptian revolts, where the culture of transparency, integrity and accountability are widely welcomed by Egyptians at the different levels.

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<sup>1</sup> Adapted from 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](http://www.mymande.org/voluntary_organizations_for_professional_evaluation)

<sup>2</sup> 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](http://www.mymande.org/voluntary_organizations_for_professional_evaluation)

### **Collaborating with the government in Kenya to promote a culture of evaluation<sup>3</sup>**

The Evaluation Society of Kenya (ESK) receives strong support from the NIMES (Kenya's National Integrated Monitoring and Evaluation System). In November 2012, ESK was launched in a high visibility event jointly organized by the Ministry of Planning through the Monitoring & Evaluation Directorate (MED). The event also kick-started a three-day inaugural national monitoring and evaluation week, which will be held annually. ESK in partnership with MED and other development partners used this platform to advocate for greater use of evaluation in Kenya. The event also raised the visibility of ESK and the NIMES as agencies that track and communicate development results. By showcasing itself as a legitimate and credible partner with the government on evaluation related themes, ESK will increase its leverage in future advocacy evaluation efforts. National and sub-national officials from CSOs, government, UN agencies, academia, media and research institutions also participated in the events. Advocacy messages were delivered by the Assistant Minister for Planning, UNICEF's Country Director, and DFID's high-level representative from the UK Evaluation Office. The three-day event also helped to serve as a membership recruitment drive for ESK. Increase in members and partners will continue to add additional strength to ESK's evaluation advocacy work. The VOPE is currently in the process of formalizing its relationship with the MED, through an MOU.

### **Media advocacy in Egypt<sup>4</sup>**

The Egyptian Development Evaluation Association (EgyDEval) and EREN significantly target the media to promote a culture of evaluation in Egypt. EgyDEval runs discussion groups and advocacy workshops for national evaluators and the media. EREN's efforts include creating a Media Watch Group including hosting three workshops for media people from more than 16 media institutions/channels. In 2010, EREN in collaboration with PLAN International and the Faculty of Communication in Cairo University conducted a seminar on "Enhancing the Role of Media People in Utilizing Research and Disseminating Knowledge". Over forty media people and researchers participated in the seminar. In 2011 and 2012, two additional media seminars were conducted on "Development Aspects in Media Coverage" and on "Extending Partnership between Media People and Researchers." This led to a new partnership between the Press Syndicate and EREN that aims to strengthen the media watch group to monitor media performance and coverage of development issues.

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<sup>4</sup> Adapted from 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](http://www.mymande.org/voluntary_organizations_for_professional_evaluation). Additional information provided by Doha Abdelhamid, EvalMENA Board Member at IOCE.

### **Engaging social media and ICTs in Kenya<sup>5</sup>**

The use of social media in development engagement has become a necessary tool especially when engaging with the youth. The Evaluation Society of Kenya (ESK) has integrated elements of social media on its website ([www.esk.co.ke](http://www.esk.co.ke)) and is also making its presence felt on sites like Facebook and Twitter. With the increase in mobile phone ownership in Kenya, the use of this technology will not only enhance its communication but will also increase its reach.

### **Use of social media by EvalPartners to enhance networking and knowledge exchange**

Taking advantage of the power of new technology and social media, EvalPartners uses innovative methods of engagement and democratic participation to strengthen networks and knowledge sharing on development evaluation. Blogs, e-discussions, webinars, communities of practice and e-learning are conducted through [www.mymande.org](http://www.mymande.org). Other social media tools such as Facebook, Twitter and LinkedIn are also used to encourage communication and knowledge exchange between evaluation networks and development partners.

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