PURPOSE, CONTEXT, METHODOLOGY

EvalPartners was launched in 2012 as a collaborative initiative between the International Organization for Cooperation in Evaluation (IOCE) and the United Nations Children’s Fund (UNICEF).

This document includes a summary\(^1\) of the new **EvalPartners Strategic Plan 2023-2030**. It includes a) a summary of strengths that derived from a strategic analysis process; b) the vision, mission & principles for 2023-2030; c) Theory of Change and d) the four strategies that will inform the implementation of the EvalPartners Strategic Plan 2023-2030.

There were three stated purposes for the new Strategic Plan:

2. Strengthen and/or (re)engage actors within the partnership
3. Build a powerful strategy that is a key management tool and that captures, and leverages EvalPartners’ value added

The strategic approach of EvalPartners has evolved with the shift in the evaluation landscape and ecosystem. More institutions are leading evaluation at the national, regional and global levels, and more opportunities for evaluation capacity development emerged.

This raised the profile and opportunities for evaluation, yet also crowded the landscape.

In 2020, EvalPartners commissioned an **external evaluation** to evaluate progress to date and provide recommendations for future consideration. The EvalPartners Executive Committee (ExCom) generated a response to the Evaluation, which guided and was incorporated into the Strategic Planning process.

The EvalPartners Strategic Plan 2023-2030 was steered by a Strategic Planning Reference Group comprising the EvalPartners ExCom and representatives of all networks.

Consultation opportunities were provided in Spanish, French, Arabic and English.

Based on contemporary strategic planning principles, stakeholders participated through:

- A survey
- Focus group discussions and individual interviews
- SWOT analysis
- Inputs into online draft Theory of Change
- Influence mapping

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\(^1\) The full report is available for further reading from the EvalPartners Secretariat.
EVALPARTNERS KEY STRENGTHS

The strategic analysis process identified the following key points about EvalPartners:

EvalPartners is seen as a **sector leader that has been instrumental in supporting key initiatives** such as UN Resolution A/RES/69/237 on evaluation capacity development and the inclusion of country-led evaluation as a key mechanism for follow-up and review for the 2030 Agenda.

EvalPartners has a strong value as it provides the opportunity for anyone interested in evaluation to link into events and activities, across different countries, contexts and interests, as a neutral, non-affiliated and safe space to dialogue across different perspectives on key themes of interest.

EvalPartners is seen as a **dynamic, flexible network model to explore how to move from issues to solutions**. The practical support, such as for VOPE initiatives, conferences, and specific activities through the networks available through EvalPartners has been well-regarded. This is seen as a point of difference from sector institutions that focus only on dialogue and promotion of evaluation or that focus on their own evaluation development.

Although there is an increasing number of institutions engaged across the evaluation sector, EvalPartners is seen as distinct for its ability to be flexible. Another point of difference noted was that EvalPartners is not linked to any one institution but rather is able to work across the evaluation sector by working with diverse organizations and institutions as an enabler for both demand and supply of evaluation. Due to the strong relationship with VOPEs, EvalPartners is seen to be linked to the regional and national levels.

Even if there is some overlap in the aims and objectives of some institutions, this does not detract from EvalPartners, and actually **increases the opportunity for leadership and partnership across the sector**, reaffirming the potential value of EvalPartners.

VISION, MISSION & PRINCIPLES

EvalPartners’ **vision** for the 2023-2030 Strategic Plan reflects its leadership role and the potential for this role to be captured to maximise the contribution of the evaluation sector. The **mission** for EvalPartners for 2023-2030 reflects EvalPartners’ potential to **influence** the evaluation sector as a leader in contributing to strengthening the evaluation community and developing the evaluation ecosystem. EvalPartners **principles** were drawn from the EvalAgenda2020 and refined through the co-creation process.
THEORY OF CHANGE

An updated Theory of Change has been developed for the Strategic Plan 2023-2030 to assist with illustrating EvalPartners’ dynamism and strengths, to provide high-level strategic direction and to inform future adaptive planning and management.

<table>
<thead>
<tr>
<th>IMPACT</th>
<th>Evaluation contributes to a wiser, more equitable, and sustainable world</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECTOR OUTCOME</td>
<td>EvalPartners contributes to a stronger evaluation sector</td>
</tr>
<tr>
<td><strong>OUTCOMES</strong></td>
<td><strong>The evaluation sector is...</strong></td>
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<tr>
<td>The evaluation community is...</td>
<td>Progressive in raising priority global issues for the evaluation sector</td>
</tr>
<tr>
<td><strong>INTERMEDIATE OUTCOMES</strong></td>
<td><strong>Active in engaging internal and external actors on critical evaluation issues</strong></td>
</tr>
<tr>
<td><strong>OUTPUTS</strong></td>
<td><strong>Key priorities for the evaluation sector identified, prioritised and advocated for</strong></td>
</tr>
<tr>
<td><strong>Strategies 2023-2030</strong></td>
<td><strong>Strategy 1: EvalPartners leads on stimulating evaluation reach, recognition and use</strong></td>
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</tbody>
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EVALPARTNERS STRATEGIES 2023-2030

EvalPartners will pursue the following strategies with indicative key actions on areas of the sector that EvalPartners can influence. The strategies are inter-connected and mutually reinforcing, contributing towards achieving the outcomes.

Strategy 1: EvalPartners leads on stimulating evaluation reach, recognition and use

This strategy aims to advance the horizons of the current evaluation sector by identifying priority issues and opportunities to expand understanding of the value and potential of evaluation in diverse contexts. EvalPartners will embrace a leadership role including working with members of the evaluation sector to identify key priorities for development of the sector, particularly through the EvalAgenda 2030 to acknowledge and raise sector issues and help actualize new opportunities to strengthen the sector.

Strategy 2: EvalPartners connects diverse actors on evaluation priorities

This strategy aims to capitalize on and expand current mechanisms for inclusion based on the experiences of existing partners and volunteers to achieve an evaluation sector that is welcoming and open, that reflects diverse contexts, interests, experiences and approaches. This will assist with ensuring the broad relevance of EP activities in terms of languages, cultures, genders, and abilities; as well as connecting with other sectors (e.g. research, private sector, academe, statistics, management, governance, audit, etc.).

Strategy 3: EvalPartners collaborates on action to address evaluation priorities

This strategy aims to bring together actors and catalyse action in response to key evaluation priorities. This requires EvalPartners to support initiatives within specific EP initiatives and with partners to be responsive to emerging issues and engage in dynamic and innovative activities to respond to priorities.

Strategy 4: EvalPartners communicates on evaluation sector learning

This strategy aims to facilitate knowledge sharing and skills development towards credible and decision-relevant evaluation practice and systems. There are other actors that specialise in providing evaluation training and capacity building activities. EvalPartners’ role, as a global evaluation leader, is to communicate and facilitate these opportunities in line with the identified priorities in Strategy 1 and where there is demand generated by the sector. A focus on sharing evaluation knowledge and experiences will help to build a strong community of competent evaluators so that evaluations generated through increased demand and use are of a high quality, reinforcing the usefulness of evaluation.