



Talking points for media programmes/ interviews

1. Introduction:

Voluntary Organizations for Professional Evaluation (VOPE) are planning to promote and create awareness on evaluation through media. Media is a powerful vehicle to promote demand and use of evaluation. Written articles on print media, talk shows/ interviews on electronic media are some of the suggested ways for this. The purpose of this talking points is to provide guidance to VOPE in giving messages through media. In interviews key points from following can be highlighted depends on the purpose of the media intervention:

- The objectives, role and future plans of the VOPE and how it works together with global and regional VOPEs.
- Importance of nationally owned evaluation systems highlighting international commitments such as Paris declaration, Accra and Busan follow up meetings, Chiang Mai Declaration etc.
- National Evaluation Policy (please explain about the NEP if there is one exist in the country or explain the process for establishing NEP if planning to do so)
- Importance of engaging legislators/ policy makers in evaluation.
- Declaration of International Year of Evaluation 2015 and how it aims to strengthen enabling environment for evaluation.
- Way forward for strengthening demand and use of evaluation

Details about each point is given in next sections in this document. Further information of each section can be accessed through hyperlinked given. When talking points are used for talk shows and interviews, please feel free to add more information from the country context. VOPEs are welcome to adapt this note to own needs and share new developments with other VOPEs so that it can be improved gradually.

2. Role of VOPE:

VOPE play an important role in national evaluation capacity building.

Explain purpose and objectives of your VOPE and what has been implemented by the VOPE to promote evaluation culture in the country.

Explain VOPE's plans in strengthening evaluation culture in the country.

EvalPartners together with IOCE conducted a mapping exercise to identify existing VOPE around the globe. The [mapping found](#) a total 135 national level VOPEs in 110 countries and 23 VOPE at regional and international level.

Our VOPE is part of this big network with national, regional and global VOPEs so that international perspective and experience are linked in strengthening of national evaluation capacity in the country.

3. EvalPartners and IOCE:

[EvalPartners](#), the global movement to strengthen national evaluation capacities for equity-focused and gender-responsive evaluation systems, is a partnership initiative led by IOCE and UN Women.

EvalPartners aims to build and strengthen network of relationships between existing and emerging VOPEs in order to create a powerful global VOPEs community able to effectively influence policy makers, public opinion and other key stakeholders so that public policies are based on evidence, and incorporate considerations of equity and effectiveness.

The [International Organization for Cooperation in Evaluation](#) (IOCE) is an international partnership of national and regional evaluation associations that provides leadership in evaluation worldwide by encouraging demand for evaluation, and supporting organizational capacity for evaluation associations.

4. Chiang Mai Declaration:

EvalPartners [International Forum on Civil Society's Evaluation capacities](#) was held in Chiang Mai, Thailand in December 2012. The event brought together more than 80 representatives of VOPEs, donors organizations and governments that shared good practice and lessons learned by VOPEs and other stakeholders engaged in Evaluation Capacity Development (ECD).

The participants signed the EvalPartners [Chiang Mai Declaration](#) committing themselves to EvalPartners' objectives and principles.

5. Importance of Country Led Evaluation:

The [Paris Declaration on Aid Effectiveness](#) endorsed in 2005, and the Accra follow-up meeting, state that national ownership and leadership are overarching factors for ensuring good development outcomes. The implication for the evaluation function is fundamental.

The principle of ownership means that partner countries should own and lead their own country-led evaluation systems, while donors and international organizations should support sustainable national evaluation capacity development.

The recent Busan High-level forum re-affirmed the above principles, while recognizing that the international development arena has changed significantly.

Along the lines of the Busan's Partnership, CSOs can and should play a central role in advocating for transparency in the allocation and expenditure of public budget; accountability for the implementation of public policies; strengthening the demand for the use of evaluation to inform evidence-based policy making, and the capacities of qualified evaluators to produce credible and useful evaluations based on national and international evaluation standards.

6. National Evaluation Policies:

National Evaluation Policy is the key guiding document for evaluation in any country.

EvalPartners together with Parliamentarians Forum for Development Evaluation conducted "[Mapping Status of National Evaluation Policies](#)" a global study which found only 20 countries have legislated National Evaluation Policy.

Based on the mapping study, six country NEPs were selected as [case studies](#) and documented them for sharing and dissemination of best practices.

All stakeholders including VOPE, government, civil society, parliamentarians and other development partners can work together on country's NEP development process.

7. Engaging parliamentarians in evaluation:

Increasingly policy makers are engaged in advocating evaluation and in the use of evidence from evaluation in policy making.

In early 2013, a group of parliamentarians in South Asia initiated the [Parliamentarians Forum for Development Evaluation](#) which is the first ever formal parliamentarians network committed to evaluation. The Forum attended many international evaluation conferences promoting "Role of parliamentarians in evaluation".

In 2014, with support from several development partners, a group of parliamentarians in Africa initiated African Parliamentarians Network on Development Evaluation (APNODE) which also issued [Yaounde declaration](#) emphasizing parliamentarians' commitment for evaluation.

In April 2014, a group of women parliamentarians gathered at EvalMENA conference to promote evaluation culture through parliaments. In other regions also there are similar initiatives coming up.

8. Engaging the Citizenry in Evaluation

The public are gaining increased interest for development issues especially now when they are really feeling the heat when public resources are not managed prudently. Engaging them as stakeholders of M&E through media and especially the social media, may allow them to acquire interest in the subject and also put pressure on governments to embrace it.

This with particular recognition that citizens (especially the youth) and parliamentarians are using social media, globally. Also the print and electronic media M&E features days can be shared in the social media so that many of them read the papers and watch on TV during those periods for high impact. It is particularly a strategic opportunity for the VOPEs to develop a plan (including appropriate messages) of engaging the digital generation in the democratic process as M&E is not only a self-management but also a governance tool for promoting transparency and accountability.

9. International Year of Evaluation 2015:

Year 2015 was declared as the [International Year of Evaluation](#) (EvalYear) at the Third International Conference on National Evaluation Capacities organized in São Paulo, Brazil, 29 Sep-2 Oct 2013.

The aim of designating 2015 as the International Year of Evaluation is to advocate and promote evaluation and evidence-based policy making at international, regional, national and local levels.

2015 is the year when the Millennium Development Goals (MDGs) will be replaced by a new set of internationally agreed goals, the Sustainable Development Goals (SDG).

EvalPartners is planning to have Celebration of International Year of Evaluation 2015 to be held in a national parliament.

10. Global Evaluation Agenda 2016-2020:

EvalPartners is also planning a global consultative process to draft the Global Evaluation Agenda for 2016-2020 which will also be launched in 2015.

The Global Evaluation Agenda will serve as a guidance for mainstreaming evaluation in SDGs and national development goals.

The consultation will be done through virtual discussions, webinars, face to face meetings etc with evaluation professionals, development agencies, civil society and other partners.

The Global Evaluation Agenda will be drafted based on the outcome of the consultation and finalized together with all development partners.

11. Simple take home messages

What would be the outcome at the end of the media intervention? What messages would people take from the interview? Evaluation is a new area for many people, therefore in public addresses, it would be appropriate to give simple messages step by step, so that gradually awareness on evaluation is created.

If people understand one simple message in a public media intervention, that is a great achievement.

Following are some messages can be used in media interventions:

- i) Evaluation is not only about accountability, but also about learning.
- ii) Evaluation is not “Policing”, rather it’s a self-management and learning process.
- iii) Evaluation will ensure effective use of public funds and resources.
- iv) Evidence based policy formulation and implementation leads to sustainable development.
- v) Gaps/ failures identified through evidence based evaluation can help to improve development interventions significantly.
- vi) Political will is crucial in establishing evaluation culture at national level.

For further assistance and information regarding this, please contact;

Asia Pacific – Ada Ocampo, aocampo@unicef.org

Americas – Pablo Rodriguez-Bilella, pablo67@gmail.com

MENA and Europe – Ziad Moussa, ziadmoussa@yahoo.com

Africa – Jennifer Mutua, jennicrafke@yahoo.com