



Federal Ministry  
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# **Development Communication, Advocacy and Education: Tips and Tools for improving evaluation**

**Informal Experts' Workshop, Bonn, 19-20 March 2007**

at Universitätsclub  
Konviktstr 9, 53113 Bonn

Hosted by the German Ministry for Economic Co-operation and Development (BMZ)  
and the OECD Development Centre

(by invitation only)

## **Agenda**

Workshop participants are invited in their personal – not representative – capacities. The Chatham House Rule will apply.

DAY ONE: 19 March 2007

## How to Evaluate

08:30 - 09:00 Registration

09:00 - 09:30 Welcome and Introductory Presentation: **Hans Hammann**, BMZ and **Henri-Bernard Solignac Lecomte**, OECD Development Centre

### Session I. The Meaning and Practice of Government communication, development advocacy, awareness-raising and education

9:30 - 11:00

- What are the specificities of, and good practice in communication by government, development advocacy and education?
- Why evaluate these actions? What is good practice in evaluating communication by government, development advocacy and education?

Chair: **Henri-Bernard Solignac Lecomte** (OECD Development Centre)

Inputs from (15 min.): **Bert Pol**, Expert in Government Communication, Tabula Rasa; **Steve Tibbett**, Expert in Advocacy/Campaigning (MAKEPOVERTYHISTORY campaign coordinator); **Liam Wegimont**, Global Education Expert; and **Catrina McDiarmid** (NZAID).

11:00 - 11:30 Coffee

### Session II. The Uses and Abuses of Evaluation

11:30 - 13:00

- What is 'typical' bad practice in evaluating development communication, advocacy and education? How can these common pitfalls be overcome?
- Are expectations from evaluation too high/too low and who raises the bar of expectations?
- What are the criteria for good practice in evaluating development communication, advocacy and education?

Chair: **Steffen Beitz** (BMZ)

Inputs from: **Heiner Widdig** and **Daniel Voelker** (Neues Handeln, Cologne) and **Doug Bourn** (Institute of Education, University of London)

13:00 - 14:00 Lunch

### Breakout Groups. Practicing Evaluation

14:00 - 16:00

In three breakout groups supported by professional facilitators, participants will be led through a process of evaluation from identifying the evaluation question, to selecting indicators, to report writing. Participants will work with appropriate tools for each stage of the process.

#### Group A

Corporate/Government Communication

#### Group B

Advocacy/Awareness-raising

#### Group C

Development/Global Education

Each breakout group will subdivide so that both the project level and the programme-wide/system level perspectives are examined. The group work should help participants to:

- Identify and share existing good practice;
- Strengthen confidence in developing evaluation policy, practice and organisational change;
- Increase familiarity with practical evaluation tools.

16:00 - 16:30 Coffee

### Reporting from the Breakout Groups

16:30 - 17:30

In this participatory session the experience and discussions of each group will be discussed in order to reinforce the evaluation process and to share practical examples across groups.

Chair: **Annette Scheunpflug** (Friedrich-Alexander-Universität, Germany)

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19:00 Dinner and social event

**DAY TWO: 20 March 2007**  
**Getting Evaluation Right**

**Session III. In-depth presentation of good evaluations**

9:00 - 10:30

Three/four presentations, followed by discussion, by evaluators of a good evaluation of: (i) a project; (ii) a programme; and (iii) an evaluation that contributed to organisational learning.

Chair: **Jenny Da Rin** (AusAID)

Presentations (20 min. each): **Andy Martin**, Firetail Inc. (MAKEPOVERTYHISTORY Campaign), **Ann Lundqvist**, Gullers Grp (Swedish MDG Campaign), **Katri Kaarniala**, Ministry of Foreign Affairs, Finland (GENE Review of Finland).

10:30 - 11:00

**Coffee**

**Session IV. Breakout Groups: addressing specific challenges of evaluation**

11:00 - 11:50

In three breakout groups participants will present problems, and discuss solutions, to specific challenges that often provide a hurdle to policy makers and practitioners in deciding how and what to evaluate. Each group will cover all types of activities due to the cross-cutting nature of the challenges. Experts in 'Standards of Evaluation' will facilitate the groups.

The core business of participants is changing opinion, attitudes, awareness, knowledge, behaviour and mobilising people.

- Can values, perceptions, and feelings, be adequately factored into an evaluation?
- What is the optimum way to involve the direct beneficiaries of the activity and other stakeholders such as *inter alia* poor people, rich people and governments in developing countries?
- Can an evaluation be "low-cost"? What are the criteria for costing and financing an evaluation given very scarce resources?
- What to do when an evaluation is negative?

**Reporting from the Breakout Groups**

11:50 - 13:00

In this participatory session a panel of expert evaluators will discuss solutions for the challenges identified by the groups.

Chair: **Henny Helmich** (NCDO)

Panel: **Alexandra Caspari**, Universität des Saarlandes, Germany, **Brigitte Gaiffe**, ITECO Belgium, Communication Expert (tbc), **Michael Stephens**, Expert Public Engagement and Capacity Building, CCIC, Canada

13:00 - 14:00

**Lunch**

**Session V. Conclusions: what participants got from the workshop**

14:00 - 16:00

In this session participants will have space to reflect on the consequences of the workshop for their daily work, once back at the office, and what they need to do in order to strengthen evaluation and the quality of the programmes and projects in their Ministry/Development Cooperation Agency.

Chair: **Ulrich Nitschke** (InWent)

Closing comments: **Hans Hammann** (BMZ) and **Ida Mc Donnell** (OECD Development Centre).

16:00

**Departure Coffee**