

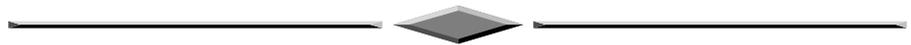


ROOM DOCUMENT 7

DAC Network on Development Evaluation

EVALUATING PUBLIC AWARENESS & DEVELOPMENT EDUCATION PROGRAMMES

The attached note has been prepared by the Development Centre for consideration at the 5th meeting of the DAC Network on Development Evaluation, 16 – 17 November 2006.



**5th meeting
16 – 17 November 2006**

Evaluating Public Awareness & Development Education Programmes: why it is important and how to do it

OECD Development Centre Informal Experts' Workshop

Bonn 12/13 or 19/20 March 2007

Hosted by BMZ

DRAFT CONCEPT NOTE

The OECD Development Centre has been coordinating the Informal Network of DAC Heads of Information and Communication since autumn 2004. One of its activities is to share experience and practice in evaluating communication, awareness raising and development education activities financed by DAC members. A survey of members' policy and practice in evaluating these activities was completed by the Centre in May 2006. It is evident that the aid effectiveness agenda is also changing the demands on communication and development education activities in terms of their effectiveness and impact.

The planned informal experts' workshop on the evaluation of awareness-raising and educational activities is timely because there is (i) greater pressure on information and development education units to demonstrate effectiveness through evaluation; (ii) demand from civil society and OECD governments for increased aid resources for public awareness raising activities; and (iii) the Centre's survey findings that evaluation practice in DAC members and the NGO's they finance generally has a weak evaluation base even if some experience in evaluation already exists in the area of development education. BMZ agreed to host this workshop as a contribution to the activities of the Informal Network of DAC Heads of Information. It may also be followed-up with a policy dialogue event in late 2007 on various policy and strategic dimensions. A decision on this depends on how the experts' workshop concludes.

The workshop will be hosted by BMZ, Germany. It will be prepared by Prof. Dr. Annette Scheunpflug and her team at Friedrich-Alexander-Universität, Erlangen-Nürnberg in cooperation with the OECD Development Centre and the BMZ, represented by Ida Mc Donnell and Steffen Beitz.

Objectives

The two-day workshop should introduce the subject of evaluation to beginners. In order to ensure informality, it will not aim to establish guidelines for evaluation. It will focus on **how** to evaluate in relation to the three categories of activities outlined above.

DAC Heads of Information and NGOs require capacity building, evaluation tools, and methodologies in three key categories of activities: (i) corporate/institutional communication; (ii) campaigning/advocacy/lobbying; and (iii) development education.

The objectives of the workshop include:

- To give an overview about the state of the art of evaluation in this and other development cooperation fields. An overview-paper prepared for the workshop, the Centre's survey and contribution from experts will serve this purpose.
- To propose and to explore tools of evaluation in the three mentioned fields
- To give space and opportunity to discuss issues surrounding the evaluation of public awareness and development education programmes
- To get an idea how to implement evaluation in different fields

Preliminary structure for the two-day meeting

Day I

Morning session: Present a clear overview and perspective on evaluation and the questions that donors want addressed in evaluations. Explain why evaluation has become so important and give working definitions of the various activities. It will aim to balance both theoretical and practical aspects of evaluation and will give direction to the two-day meeting.

Afternoon session: Practical break-out session with small groups working through each stage of developing an evaluation from the questions to be asked, indicators, tools, the report, sharing results and feeding them into future policies.

Day II

Morning session: Plenary and feedback from the evaluation exercise.
Identify Do's and Don'ts/lessons learnt for each stage in relation to the three categories of activities.

Afternoon session:

- Discuss practical steps on how to create a culture of evaluation where evaluation leads to learning for better policies and activities.
- Identify next steps/conclude