Oxfam study of MONITORING, EVALUATION AND LEARNING IN NGO ADVOCACY

Description

Tweet

Findings from Comparative Policy Advocacy MEL Review Project

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Executive Summary & Full text available as pdf

â??For organizations committed to social change, advocacy often figures as a crucial strategic element. How to assess effectiveness in advocacy is, therefore, important. The usefulness of Monitoring, Evaluation and Learning (MEL) in advocacy are subject to much current debate. Advocacy staff, MEL professionals, senior managers, the funding community, and stakeholders of all kinds are searching for ways to improve practices â?? and thus their odds of success â?? in complex and contested advocacy environments. This study considers what a selection of leading advocacy organizations are doing in practice. We set out to identify existing practice and emergent trends in advocacy-related MEL practice, to explore current challenges and innovations. The study presents perceptions of how MEL contributes to advocacy effectiveness, and reviews the resources and structures dedicated to MEL.

This inquiry was initiated, funded and managed by Oxfam America. The Overseas Development Institute (ODI) served an advisory role to the core project team, which included Gabrielle Watson of Oxfam America, and consultants Juliette Majot and Jim Coe. The following organizations participated in the inquiry:ActionAid International | Amnesty International | Bread for the World | CARE,USA |Greenpeace International | ONE | Oxfam America | Oxfam Great Britain | Sierra Clubâ?•

Contents

EXECUTIVE SUMMARY **3**
PURPOSE OF PAPER **10**
METHODOLOGY **11**
1 HOW 'MEL' IS UNDERSTOOD AND ORGANIZED **14**
BALANCING FORMAL AND INFORMAL PROCESSES 14
HOW MEL FUNCTIONS ARE STRUCTURED ACROSS ORGANIZATIONS 15
2 MEL SYSTEMS: CONTEXT, CONTINUITY & LEARNING MOMENTS **17**
MEL SYSTEMS FUNCTION ACROSS INTER-LINKING LEVELS 17
IMPORTANCE OF ORGANIZATIONAL CONTEXT AND CULTURE 17
THE NARRATIVE CONTINUITY THAT RUNS THROUGH MEL SYSTEMS 18
LEARNING MOMENTS 19
3 PERCEPTIONS OF VALUE, PURPOSE & QUALITY OF MEL **21**
OVERALL, A MIXED PICTURE 22
PERCEPTIONS OF VALUE AND BENEFIT DIFFER ACROSS ROLES 23
4 GATHERING, ANALYSING AND USING INFORMATION **26**
CONCERNS AROUND EASE OF USE 27
MOVING TOWARDS MORE CONSISTENT AND HIGHER QUALITY DATA 29
ENSURING THAT THE RIGHT PEOPLE PARTICIPATE 29
5 IMPORTANCE OF SENIOR MANAGEMENT SUPPORT **31**
6 BALANCING CENTRALIZATION AND DECENTRALIZATION **33**
7 ACCOUNTABILITIES **35**
FOCUS ON ACCOUNTABILITY IS TO FUNDERS 35
BALANCING LEARNING & ACCOUNTABILITY IN THEORY AND IN PRACTICE 37
8 DEFINING OUTCOMES AND ASSESSING INFLUENCE **41**
HOW ORGANIZATIONS TRACK CONTRIBUTIONS TOWARDS CHANGE 41
CHALLENGES IN CAPTURING PROCESSES OF CHANGE 46
TRENDS TOWARDS QUANTIFYING RESULTS 47
9 DOES MEL DRIVE EFFECTIVENESS? **49**
10 STRUCTURED ADVOCACY, FORMALIZED MEL **50**
PRINCIPLES GUIDING GOOD PRACTICE IN MEL **56**
SOME FUTURE DIRECTIONS **57**
APPENDIX: SURVEY DATA **58**

Category

1. Uncategorized

Tags

1. advocacy
2. ODI
3. Oxfam

Date
12/11/2026
Date Created
21/04/2013
Author
admin