

# Oxfam study of MONITORING, EVALUATION AND LEARNING IN NGO ADVOCACY

## Description

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Findings from Comparative Policy Advocacy MEL Review Project

by Jim Coe and Juliette Majot | February 2013. Oxfam and ODI

[Executive Summary](#) & [Full text](#) available as pdf

“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 “ and thus their odds of success “ 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 Club”

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

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