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?•

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Category

1. Uncategorized

Tags

1. advocacy
2. ODI
3. Oxfam

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