

International Call for Evaluation Stories

Evaluations that Make a Difference: Stories from around the world

Funding for this project is provided by [EvalPartners Innovation Challenge](#). The Innovation Challenge aims to identify innovative ideas to strengthen the demand for and use of evaluation.

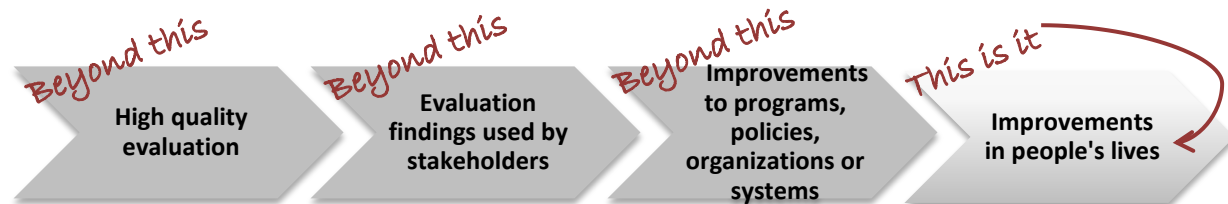
Did your evaluation influence people's lives in some way?

Send in a *Story Submission Form* by April 15, 2014 for a chance to have your evaluation profiled in an international collection of stories about evaluations that make a difference.

The collection will help evaluation users (e.g. governments and international organizations, NGOs and advocates) better understand how evaluation can truly be a force for positive change. It will also help evaluators gain insight into evaluation approaches that can influence use and impact.

What do we mean by evaluations that make a difference?

We are talking about evaluations that contribute to social betterment. Many evaluations have good (even innovative) methods, and good participation by important stakeholders. In some cases, those evaluations get used to inform decisions about programs and policies. We are seeking stories describing how evaluation has led to positive changes in people's lives or on the environment.



Example One: Program offering career counselling to unemployed youth

This evaluation highlighted the need to improve counsellor training and to expand the program to include community-based internships. Implementation of the recommendations resulted in a higher percentage of youth becoming employed. The story will focus on the impact of the new program on one participant.

Example Two: National agricultural policies

This evaluation illuminated how agricultural policies intended to improve crop yields were negatively impacting the income of subsistence farmers. Changes to the agricultural policies resulted in a 20% increase in income for the poorest of the poor and increased school enrollment among those farmers' children. The story will focus on how the policy changes impacted farming families in one region.

Why stories?

Stories are a powerful way to communicate information and ideas. They engage us emotionally and intellectually. Most writing about evaluation can be unpalatable, even inaccessible, to evaluation users. In contrast, we all intuitively understand and remember stories.

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Project timelines

- Story submission deadline – April 15th, 2014
- Selected submissions notified - June 2014
- Story development - June to November 2014
- Online publication and dissemination - **EvalYear 2015**

Story submission process

1. Download the *Story Submission Form* and choose those who will complete it.

We are particularly interested in the perspective of evaluation users (i.e., those who commission evaluations or who use the evaluation findings). The perspective of the evaluator is also important in telling the story of the evaluation, although their participation is optional.

2. Complete all sections of the *Story Submission Form*.

Pay attention to the:

- Definition and description of each criterion
- Relative weight of each criterion and what we will look for in awarding points

3. Send the completed form to evaluationstories@gmail.com by April 30, 2014.

4. Regional Story Review Teams will review and rate each submission. One to three submissions from each region will be invited to proceed to the story development phase.

The story development phase will require a total commitment of 5 – 10 hours per person between June and November, 2014. This will be an enjoyable and meaningful process and it's not necessary to be a skilled story writer. You will be asked to participate in one or more interviews about the evaluation, and to review the story prior to publication. We may also ask for photos to help bring the story to life.

Regional contacts

Europe	Ramon Crespo	ramon.crespo@areaq.net
Latin America & Caribbean	Pablo Rodriguez Bilella	pablo67@gmail.com
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Project Coordinator	Dayna Albert	evaluationstories@gmail.com

For more information or to get involved

- Visit the Evaluation Stories blog evaluationstories.wordpress.com
- Share the *Call for Stories* with colleagues and organizations
- Collaborate to complete an *Evaluation Story Submission Form*

Submission deadline: April 15th 2014 - Submit via email to: evaluationstories@gmail.com

International Call for Evaluation Stories Q & A

Who can participate?

Anyone who has used evaluation to improve programs, policies, organizations, and/or systems and can describe how the evaluation contributed to positive changes in people's lives or on the environment. Participation of the evaluation user is mandatory because their perspective on how the evaluation has made a difference is of greatest interest. Participation of the evaluator is optional, but will be helpful in completing Question #2.

Must the Story Submission Form be completed in English?

Based on available resources, we can accept submissions in English, French and Spanish. Stories will be published in language of submission and translated into English.

Do I need to be a good story writer to participate?

Not at all! Simply answer the four questions on the Story Submission Form. Submissions selected to move on to the story development phase will receive support to develop the final story.

What is the story development phase?

The story development phase is where the magic happens. Support will be provided via the Evaluation Stories Team to transform the responses on the Story Submission Form into an engaging story. Supports may include interviews, a story writing workshop, and/or editorial assistance from a professional writer.

What will the final stories look like?

Our goal is to produce short, engaging stories to illustrate how evaluations have made a difference to people's lives or to the environment. The format may vary from story to story, depending on the context. It may involve text, images, spoken words or other creative methods to convey the story in an engaging fashion.