Using **story** to communicate how evaluations make a difference
Where's the cake?

But does it *really* make a *difference*?
Evaluation Stories project:
International editorial board

- Rochelle (CES)
- Burt (EES)
- Soma (SLEvA)
- Pablo (ReLAC)
- Serge-Eric (AfrEA)
- Scott (AES)
Call for Stories


Want to get a head start? Download the ‘Call for Stories’ and ‘Story Submission Form’ below.

Call-For-Stories_EN
Convocatoria_Historias-de-Evaluacion
Appel_soumission-de-recits
Story Submission Form_EN
Formulario_Historias-de-Evaluacion
Formulaire_soumission-de-recits
Hello - Evaluation Stories Project
We ended up selecting 10 stories

Evaluation of the positive sisters project (The Netherlands)

Desarrollo Humano Oportunidades (Mexico)

Childbirth emergency phone (Papua New Guinea)

Chatting with my best friend (Nepal)

Reversed capacity building in Monitoring and Evaluation; Communities teaching the ‘experts’ (Kenya)

The industrial estates program (Sri Lanka)

Village mapping as a tool for progress assessment and development (Democratic Republic of Congo)

Improving targeting and distribution of subsidized rice in Indonesia (Indonesia)

Basic employability skills for disadvantaged youth (Kenya)

Patient wait-time guarantees in Aboriginal communities (Canada)
We defined difference as...
What is an evaluation that makes a difference?

- High quality evaluation
- Evaluation used by stakeholders
- Improvements to programs, organizations, policies
- Improvements in people’s lives
  This is it!!
Next Steps and Timelines

Pilot story development processes  
(October 2014)

Train volunteer story writers  
(November 2014)

Interview stakeholders and draft stories  
(February 2015)

Translate stories (English, Spanish, French)  
(March 2015)

Evaluate project and share lessons learned  
(April 2015)

Disseminate story collection during EvalYear 2015
There will be cake
Interactive activity:
Lets make some cake...
How do we **transform** a technical report that describes an excellent evaluation to a universally engaging story that demonstrates how and why the evaluation made a **difference**?
In trying to move from this to that...
Explore your evaluation story from **different angles** by telling your evaluation story to a **variety** of people...
Draw on what you already know about stories...
Have fun with it!