

Understand and engage stakeholders

Stakeholders are people with a stake in the evaluation, including primary intended users and others.

Understanding and taking into account the priorities and concerns of different stakeholders informs evaluation planning, communication strategies during and after the evaluation and supports the utilisation of evaluation findings.

The primary intended users – people who will be making decisions on the basis of the evaluation findings - are a key group of stakeholders. ([Identifying primary intended users](#) is its own important task).

Other stakeholders include people who will be affected by decisions made during or after the evaluation (program staff, program participants and beneficiaries) and secondary users of the evaluation findings. Evaluation findings are often of interest to policy makers and advocates for or against a particular course of action.

Different stakeholders can be engaged for different purposes and at different phases of evaluation planning and implementation. It may not be feasible or appropriate to engage all potential stakeholders.

Involving stakeholders during evaluation planning and implementation can add value by:

- providing perspectives on what will be considered a credible, high quality and useful evaluation
- contributing to the program logic and framing of key evaluation questions
- facilitating quality data collection
- helping to make sense of the data that has been collected
- increasing the utilization of the evaluation's findings by building knowledge about and support for the evaluation.

Engaging stakeholders is also important for managing risks especially when evaluating a contentious program or policy in which key stakeholders are known to have opposing views. It is important to understand different perspectives on what will be considered credible evidence of outcomes and impacts.

Methods

Understand stakeholders

- [Community scoping](#)

Community profiles are good for developing a more in-depth understanding of a community of interest.

- [Stakeholder mapping and analysis](#)

Stakeholders are individuals or organizations that will be affected in some significant way by the outcome of the evaluation process or that are affected by the performance of the intervention, or both.

Engage stakeholders

- [Community fairs](#)

A community fair is an event organised within the local community with the aim of providing information about a project and raising awareness of relevant issues.

- [Fishbowl technique](#)

The fish bowl activity is used to manage group discussion.

- [Formal meeting processes](#)

Studies have demonstrated that attendance at meetings and conferences, planning discussions within the project related to use of the program evaluation, and participation in data collection foster feelings of evaluation involvement among stakeholders (T

- [Informal meeting processes](#)

Informal meetings can simply be a conversation between an evaluator and a key stakeholder that is not conducted in a formal way.

- [Launch workshop](#)

A launch workshop is a meeting of key stakeholders to both assess and build readiness for evaluation.