
PARTNERING WITH
BETTEREVALUATION



BetterEvaluation is dedicated to improving how individuals and organisations plan, do, manage and use evaluation to enhance the decision-making and impact of government and non-government organisations around the world.

WHY BETTER EVALUATION MATTERS

Good evaluation produces credible, useful evidence that supports effective decision-making and improves results. Doing evaluation well builds persuasive narratives about how best to deliver public value.

Poor evaluation can lead to perverse outcomes: closing effective programs or continuing programs that increase inequity. Doing evaluation badly can directly affect individuals, organisations and communities, adding to their administrative burden, distracting from 'real' work, discouraging honest admission of problems and reducing opportunities to improve.

HOW WE WORK

We co-create, share and support information about doing, managing and using evaluation better.

- **Co-create** – We work collaboratively to produce new knowledge and knowledge products about evaluation. For example, we've partnered with
 - Evaluation experts and organisations from around the globe to document innovative practice and produce a series of Writeshop Case Studies and to document new approaches to evaluation, such as Outcome Harvesting and Monitoring and Evaluation for Impact Investing.
 - the Overseas Development Institute (ODI) to conduct field trials of impact evaluation through the Methods Lab
 - the International Development Research Centre (IDRC) to produce the step-by-step-Manager's Guide to Evaluation (in English and French) and the GeneraTOR tool to develop Terms of Reference for an evaluation.
- **Share** – We provide online access to a comprehensive range of monitoring and evaluation options. Our 'Rainbow Framework' guides the selection and use of an evaluation method and/or process to help practitioners find the best approach for their needs. We provide advice from experts and practitioners and an overview of the tasks involved in evaluation – from planning to conducting an evaluation – in multiple languages.
- **Support** – We undertake integrated projects to strengthen individual, organisational and/or national evaluation capacities combining blended learning, technical assistance, quality review and support for peer learning.

PARTNERING WITH **BETTEREVALUATION**



BetterEvaluation is an independent NGO and charity, with an outstanding track record in strengthening evaluation capacity and creating a credible and widely-used knowledge platform.

We want to partner with organisations seeking to improve the evaluation capacity and capability of their own organisation and/or their grantees and partners.

We offer two investment levels for your organisation to invest in improved decision-making and program outcomes:

- **Tier 1 (Financial) supporter** — an investment of **A\$50,000-99,000** a year
- **Tier 2 (Investment) partner** — from **A\$100,000** a year, with a customised activity package

GET IN TOUCH



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Your partnership contribution will support:

- **Our free, open access website (betterevaluation.org)**

Since its launch in 2012, the BetterEvaluation website has developed an unparalleled reputation for the credibility, clarity and usefulness of its guidance on evaluation. Our site is used around the globe in evaluation training courses (such as IPDET), and in local toolkits (eg across Government, place-based toolkit, public health toolkit) and guidance (eg Department of Finance).

Our open access site shares the latest evaluation knowledge with individuals, communities and organisations with limited financial resources.

- **Enhanced user experience**

We are developing a new website design to make it easier to find and access key resources, especially for those new to evaluation, and support interaction between users.

- **New content**

We will refresh the Rainbow Framework adding new evaluation methods, processes and tasks, more guidance on developing monitoring and evaluation systems, and adding more examples of practice. We will enhance our decision support for users to choose the right combinations of methods and processes for their program evaluation.

We plan to expand coverage in languages other than English, including translating materials and adding examples and resources available in other languages.

We will consult our partners about identifying priorities for content enhancement.

Tier 2 partnerships:

For our partners (Tier 2), an activity package will be negotiated that may include elements such as:

- **a customised landing page**
- **tailored versions of tools**
- **special events**
- **quality review** of evaluation plans, policies, reports or courses and learning material



BetterEvaluation

EXAMPLE RESOURCES

RAINBOW FRAMEWORK

There are many different methods and processes that can be used in monitoring and evaluation (M&E). The **BetterEvaluation Rainbow Framework** organises over 300 of these options in terms of the tasks that are often undertaken in M&E. The range of tasks are organised into seven colour-coded clusters that aim to make it easy for users to find what they need. Downloadable versions provide annotated lists of methods and options for each task.

Explore: www.betterevaluation.org/rainbow_framework



EVALUATION PRACTICE IN ABORIGINAL AND TORRES STRAIT ISLANDER SETTINGS

This project is supported by the Australian Government to allow the BetterEvaluation team to work with Aboriginal and Torres Strait Islander people to share and promote their evaluation methods and processes and facilitate their feedback and reviews on evaluations that have been conducted in their communities or regions. A clear ethical framework is guiding this work. Once complete, users will be able to find and read about examples of good practice that have been endorsed by specific communities through selecting them on an interactive map.

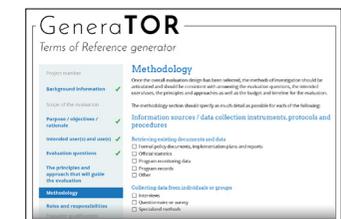
Explore: www.betterevaluation.org/indigenous_evaluation



THE MANAGER'S GUIDE TO EVALUATION

This guide, which includes the unique **GeneraTOR** tool, was created in partnership with the Canadian International Development Research Centre (IDRC). It fills a gap in evaluation guidance by tailoring advice specific to the needs of commissioners. The online guide is available to anyone, but IDRC staff are able to see additional hidden guidance that is specific to IDRC's practices. A key component of the guide is the interactive **GeneraTOR**, which aims to improve the quality of Terms of Reference documents (TORs) by walking users through a series of key questions and steps.

Explore: www.betterevaluation.org/managers_guide



BETTEREVALUATION PRINCIPLES



DO NO HARM

MAKE

Informed choices

Make informed choices about Monitoring and Evaluation (M & E) methods and processes to suit the particular situation – the nature of the intervention, the nature of the evaluation, the available resources and constraints.

IDENTIFY

Benefits and risks

Identify and address potential benefits and risks in the options available – especially for the most vulnerable.

LEARN FROM

Experiences

Learn from experiences in your own organisation and sector and from others currently and in the past.

REVIEW

Quality and impact

Systematically and regularly review the quality of M & E and its impact – especially on the most vulnerable – and take action to improve.

DO MAXIMUM GOOD

EMBED

Evaluative thinking and evidence

Embed evaluative thinking and use of evidence throughout planning and implementation, not only on completion of a project.

ACT

Strategically

Make strategic decisions about where to focus M & E efforts.

ADDRESS

Equity

Address equity issues in every step of the M & E process.

FOR THE TOOLBOX

ADVOCATE FOR

Full range of methods

Curate existing knowledge about the full range of M & E methods and processes, not advocating for any one method or process.

SUPPORT

Decision-making

Co-create new knowledge about which methods and processes suit particular situations and how to use them well.

PROVIDE TOOLS FOR

Understanding equity

Provide tools to understand the equity implications of decisions at each stage of M & E.

LOOK ACROSS

Boundaries

Draw on learnings from different organisations, sectors and disciplines.

FOR CAPACITY STRENGTHENING

START FROM

Local needs and priorities

Start from local needs and priorities and design learning around these.

IDENTIFY AND BUILD ON

Existing knowledge and strengths

Identify and build on local knowledge and existing strengths.

SUPPORT

Application and adaption

Support application and adaptation of new knowledge to people's own context and document emerging learnings.

RESPECT AND WORK WITHIN

Local culture

Learn about, respect and work appropriately within the local culture.

DESIGN FOR

Learning over time

Design activities so that learners are supported over time, rather than one-off events.

ESTABLISH

True partnerships

Establish true partnerships for mutual learning.