

EvaluVision: Facilitate utilization-focused evaluation using visual methods

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Today, we are going to talk about



An overview of
evaluation
facilitation and
visual thinking



Case studies: virtual
workshops in
Myanmar and
Bangladesh



Lessons learned:
evaluation validation
and planning

The problems of evaluation



Finely distilled?



Producing actionable management response?

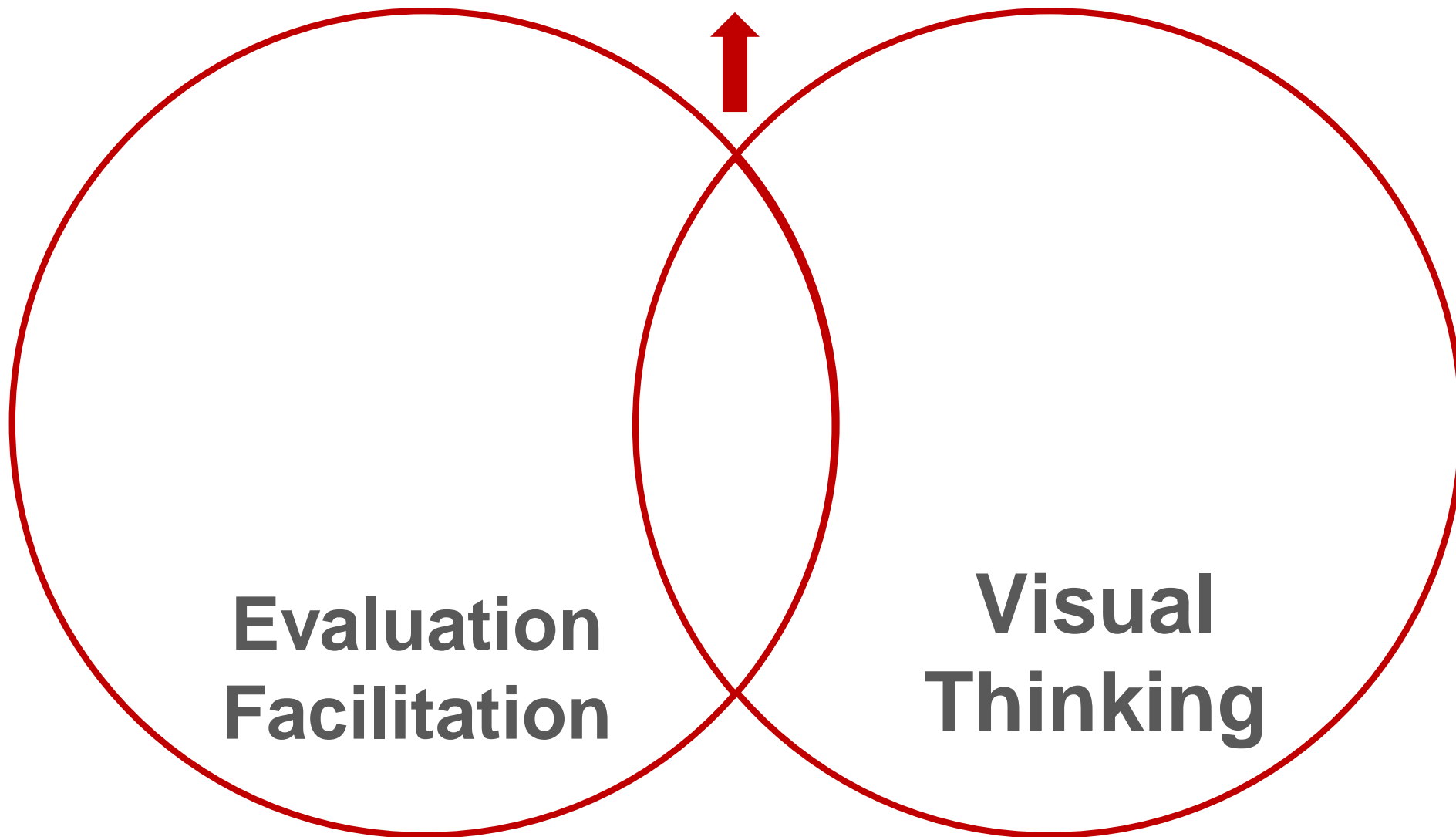


Easily digestible?



Widely disseminated?

EvaluVision



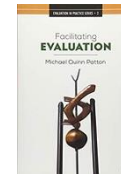
**Evaluation
Facilitation**

**Visual
Thinking**

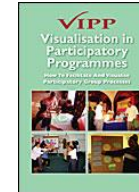
Evaluation Facilitation

Facilitated session means...

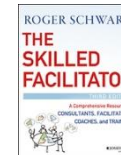
“a highly structured meeting in which the meeting leader (the facilitator) guides the participants through a series of pre-defined steps to arrive at a result that is created, understood and accepted by all participants.” (International Association of facilitators, Michael Wilkinson)



**Facilitating
Evaluation**
Michael Quinn Patton



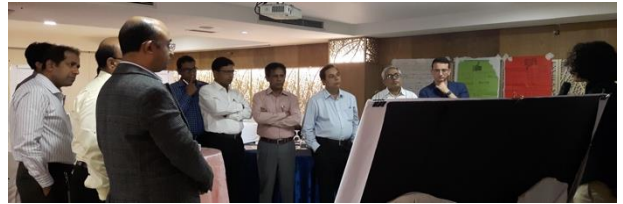
**Visualisation in
Participatory
Programmes**



**The Skilled
Facilitator**
Roger M. Schwarz

Online resource:

**Blog | [EvaluForward](#) [Why use facilitation in evaluation?](#)
Toolkit | [BetterEvaluation.org](#)**



Visual and cognitive science

“People learn and remember best through images, not through written or spoken words.”
(John Medina, a development molecular biologist)

Types of visualization and resources



Hand drawing

Pool of graphic recorders

- International Forum of Visual Practitioners
- Value Web



Infographic

Infographic software

- Piktochart
- Canva

Icons, pictogram

- The Noun Project
- Freepik
- Pictogram2.com



Data visualization

Dashboard software

- Tableau
- MS Power BI

Chart design

- Raw Graphs



Photos/
videos

Free stock photos

- Pexels
- Freepik

Visual Thinking

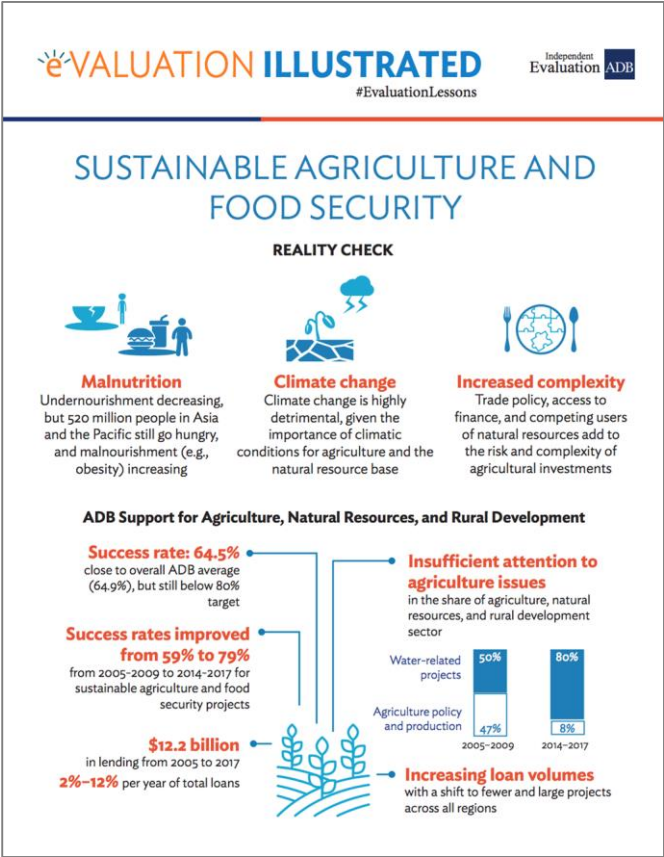
Examples of visualization methods for evaluation

Hand drawing



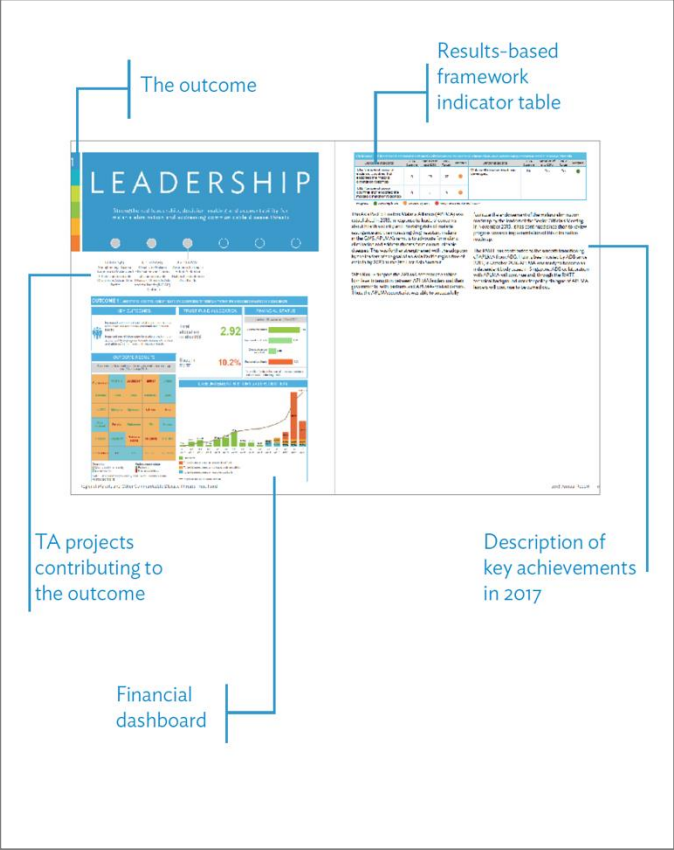
Kat Haugh, American Evaluation Association

Infographic



Keisuke Taketani, ADB Evaluation illustrated series

Data visualization



Rose Azcuna ADB Regional Malaria Trust Fund

Benefits of EvaluVision

Engagement and collaboration



Big Picture



Solution Focus



Communication



The Three Elements of **Evaluvision**

1

Evaluation facilitation

Evaluation is not just about methodology, but exchanging dialogues

2

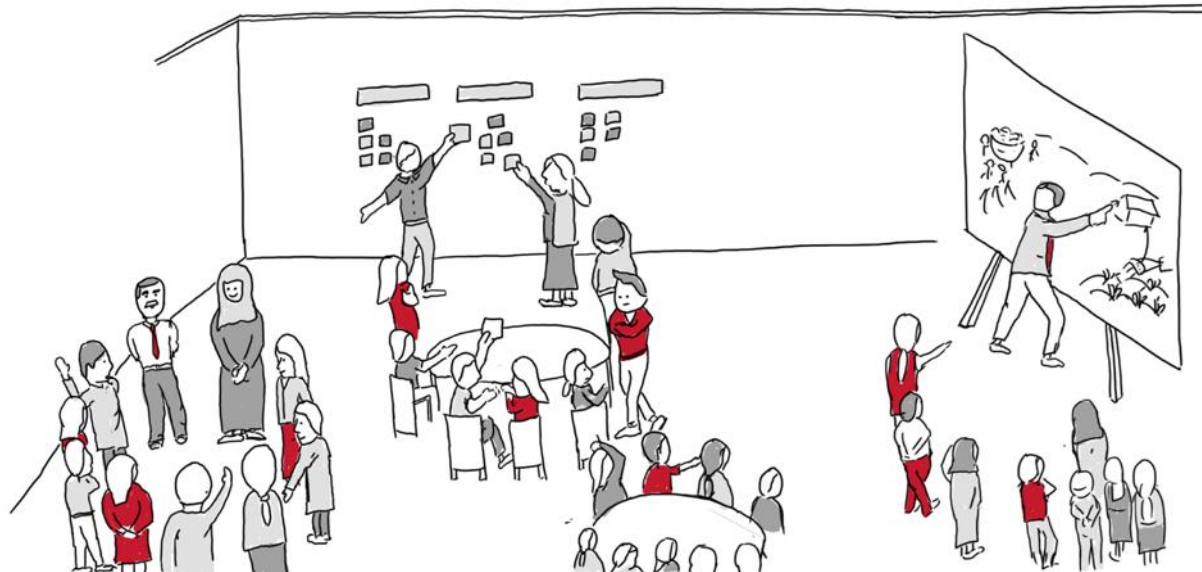
Future thinking

Recommendations has to link past with future

3

Use of graphic

Visual thinking is an effective cognitive tool



Cases of EvaluVision

Sri Lanka

Bangladesh

Myanmar





Sri Lanka

Final Evaluation of Addressing Climate Change Impacts on Marginalized Agricultural Communities Living in the Mahaweli River Basin of Sri Lanka from 2013 to 2020

Purpose

- Understand the key findings of evaluation through a presentation and a graphic summary
- Exchange opinions to validate the key findings and lessons learned among stakeholders
- Discuss to draft actionable and realistic recommendations, which leads to the next planning
- Discuss to plan actionable management response to improve the next project design

Participants

WFP, UNDP, Ministry of Environment and Water resources

Text

Drag and drop sticky notes, titles or text boxes to write down your ideas.

T I

3x3 STICKY NOTE

5x3 STICKY NOTE

CIRCLE STICKY NOTE

KT

CCAP evaluati...

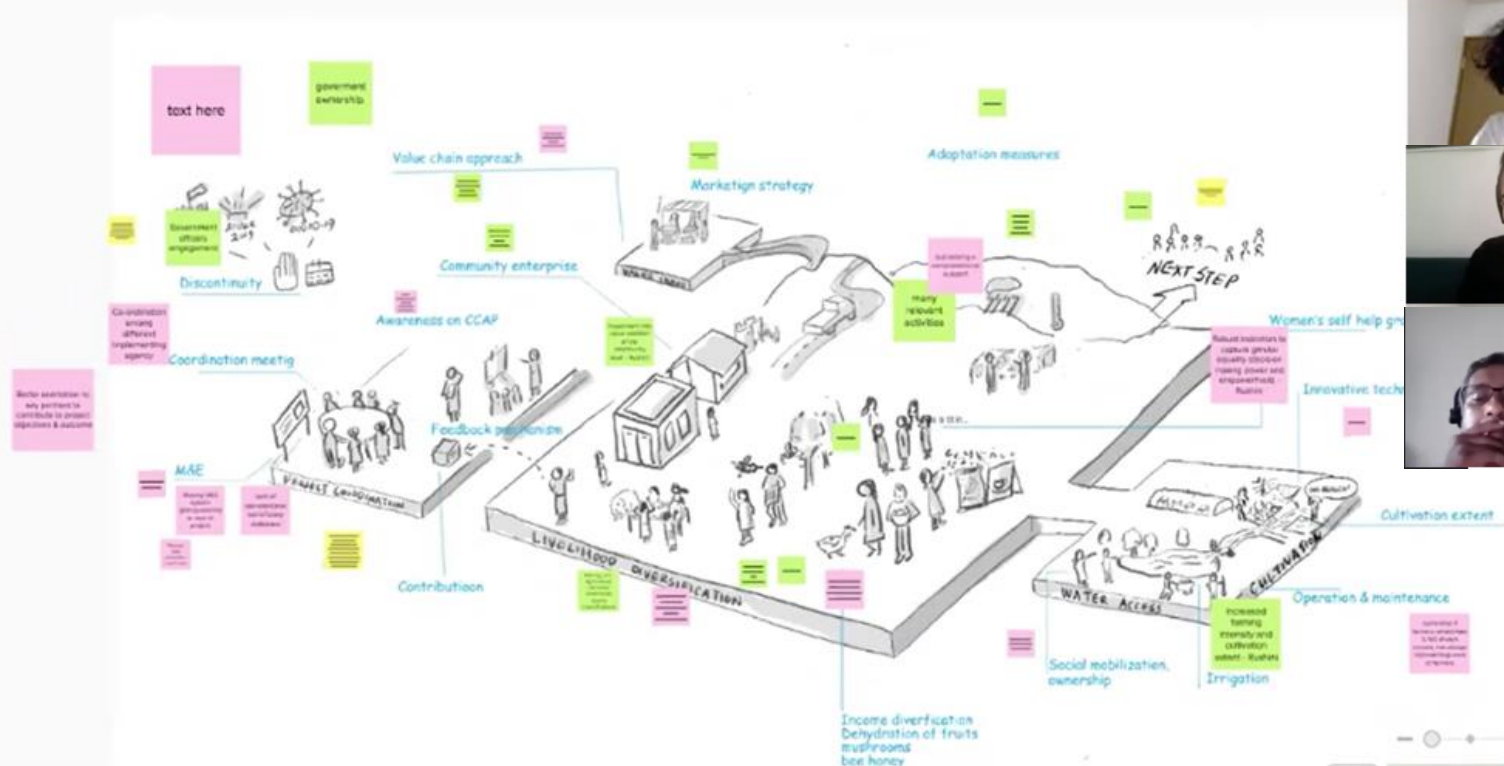
Facilitator

1 SHARE

What can be improved

What worked well

Additional comments



Bangladesh



Emergency Multi-Sector Rohingya Crisis Response Project

Component 2: Strengthening Community Resilience

Purpose

- Understand the current situation and project concept in the inception report
- Discuss potential scenarios (situation analysis)
- Move from the scenario stage to an action plan, executable in the present.

Participants

WFP staff regional office, sub-office, work from home

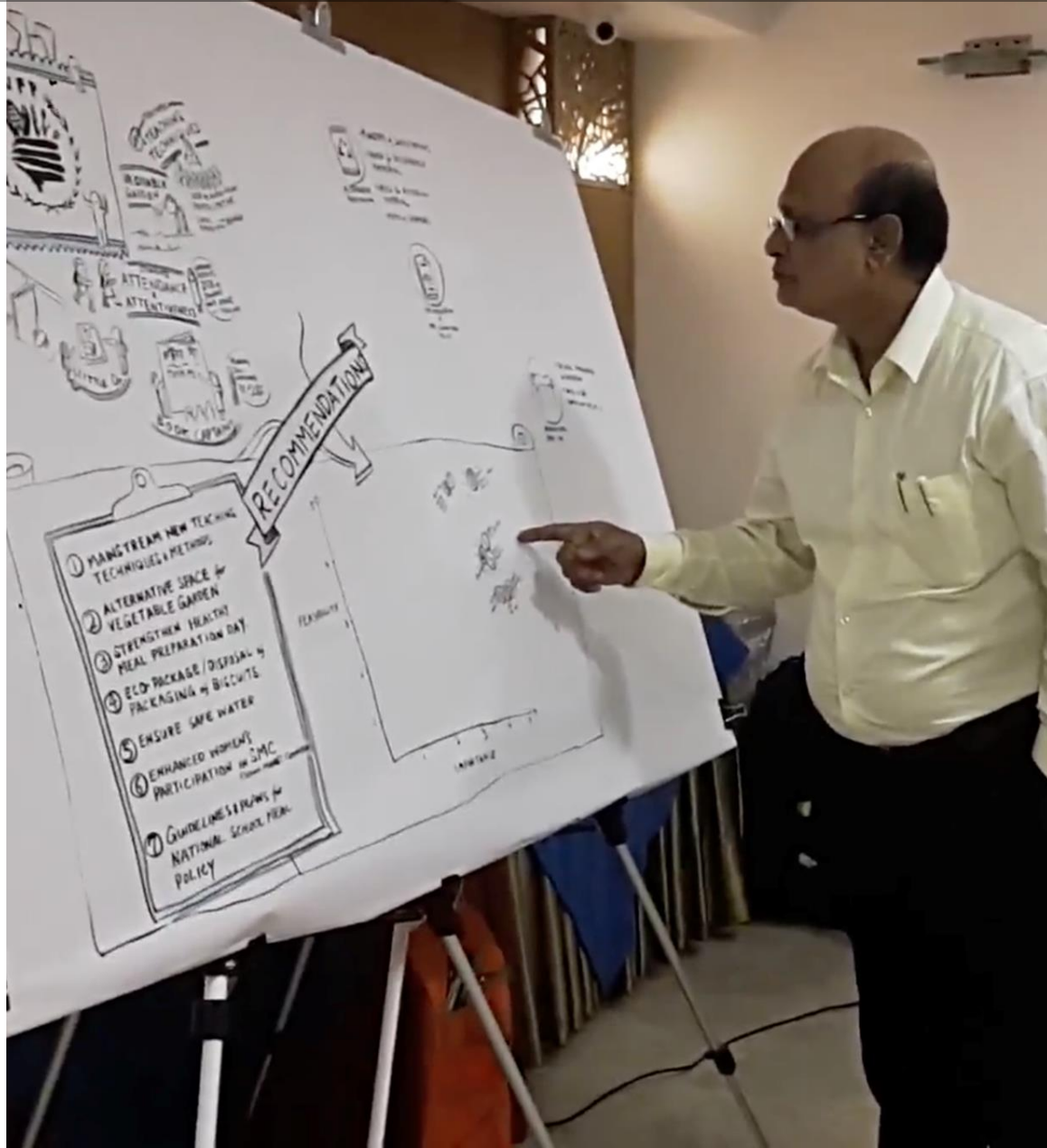
Feb 2020
AGREEMENT SIGNED

Jun 2020
KICK OFF PHASE 1
CASH
SEMI-PERMANENT ALLOWED

OCT 2020
PHASE 2



Bangladesh



Validation workshop of USDA McGovern-Dole International Food for Education and Child Nutrition Programme

1. Cox's Bazaar workshop

Purpose: To validate the midterm evaluation findings.

Participants: Local level officials, implementing partners, teachers, headmasters, school management committees and parents. A total of 33 participated.

2. Dhaka workshop

Purpose: to validate the findings from the evaluation and as well as having in depth discussion on its recommendations.

Participants: relevant officials from MoPME, DPE, and other relevant ministries including IMED, DAE, BIRTAN. A total of 21 participated.



Myanmar



Visual Thinking Evaluation Validation Workshop of Relief Food and Cash Assistance to Conflict-affected people in Kachin and Northern Shan

Purpose

- to understand the key findings of evaluation through a presentation and graphic summary
- discuss and validate the key findings
- identify and prioritize next steps which will feed into management response

Participants

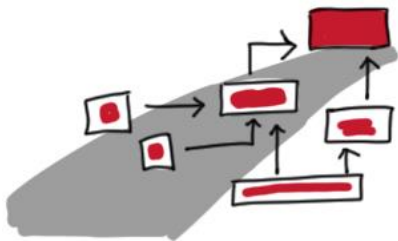
WFP staff Main office, sub-office, work from home

Lessons learned



Management response

- It is still difficult to produce quality management response for people, despite the validation workshop (more future thinking!)
- Preparatory work for drafting management response is needed and discuss it in-depth in the validation workshop.



Planning

- Online visual workshop prove to be effective communication: saving time, engaging dialogue, and building consensus
- Follow-up actions using the developed Theory of Change (ToC) and graphic image throughout the programme cycle

Building EvaluVision community of practice



Sharing the examples
of EvaluVision with
evaluation and
graphic facilitation
associations



Sharing resources
(EvaluVision toolkit)



Matching graphic
facilitators and
evaluators



EVALUVISION

HOW VISUAL THINKING IMPROVES EVALUATION USE AND INFLUENCE



On The Same Page

Evaluation is maximized when stakeholders fully utilize it. By combining visual thinking with the current text-based evaluation report, EvalUVision helps increase its utilization.

For beneficiaries and government officials, the workshop using inclusive approach provide opportunity for active participation in evaluation process.

For stakeholders who may not have the time to read a full report, a one-page summary with a graphic is a concise and efficient way of sharing the key message.

WHY EVALUVISION?

Information is...



Finely distilled.

In a society where we produce and access an overwhelming amount of information everyday, we need to employ new and better skills at sifting through all the data to get to the essentials.



Easily digestible.

Communications have become more visual and intuitive. Combining visuals with text results in a more comprehensible and engaging report.



Widely disseminated.

Community input is key to an evaluation. However, evaluation reports seldom reach community beneficiaries and officials. This gap in communication can be addressed with the visual thinking workshop methods presented in this book.



PARTICIPANTS

The ideal number of participants for EvaluVision is around 15 to 30 people. Beyond this number, it becomes difficult for every participants to see the graphic and discuss around it. If more number of people are to participate, either divide them and conduct more sessions, or arrange video camera and projector to display the graphic in bigger screen.

At the heart of EvaluVision is inclusiveness and engagement. As much as possible, it is recommended to maximize the diversity of participants from beneficiaries and stakeholder on the ground, national policy makers, donors, and WFP staff.



Beneficiaries



Implementing partners



Government officials



Development organizations



Donors



WFP staff

VENUE

Selection of venue sometimes underestimated its importance. One of the most effective way to ensure the participation from certain group is to organize the workshop at their place, or somewhere nearby. Community level workshop must take place at the heart of the community. On the contrary, when the venue is far from ministry, government officials might think twice to come and join.

EvaluVision prefers to have open and flexible space. Participants are expected to move around the room, form different groups, and gather around the boards and graphics. Natural lights is also important to keep the atmosphere energetic and uplifting.

