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| **TOOL SUMMARY: EVALUATION USE PLAN** |
| Purpose | This plan seeks to identify all the stakeholders that will use the evaluation findings, how they will use them, how they will be presented, and when the evaluation or project team must meet these needs.  |
| Information Sources | 1. M&E Plan Matrix
2. Evaluation TOR
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| Who | The evaluation Manager and the evaluation consultant should work together to complete the plan. |
| When | The plan should be completed before finalizing the Evaluation ToR and finalized with the selected evaluator before work on the evaluation begins. * It should be part of the Evaluation Work Plan, which will help ensure that the evaluator is aware of the responsibilities (s)he has for disseminating the findings of the evaluation report before the end of the evaluation
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| Recommendations | * It is recommended that all evaluations complete an Evaluation Use Plan
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| Tips | * The key stakeholders for this matrix should be the same or similar to those identified during both the project design taking into consideration the stakeholders’ participation in evaluation planning.
* As you develop and complete this matrix, it is very important to define a corresponding time table that takes into account:
* Key upcoming forums/events or decision-making that should be informed of the evaluation results
* Time available for country office/unit to develop/manage development of evaluation products given other deadlines/responsibilities
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| **Dissemination Strategy Matrix[[1]](#footnote-1)** |
| **Key Stakeholder Audience**  | **How will each stakeholder use the evaluation findings?** | **Relevant Format of Evaluation Results Needed to Ensure Use (Responsible Party)** | **Translation Needed (Responsible Party)**  | **Dissemination Event (Responsible Party)**  | **Timing/Venue**  |
| Includes donors, partners, project participants, LWR’s Lutheran constituents, local and national governments, etc.  | Each stakeholder will use the results in a different manner. Some results will be used to change community practices while other will be used for promotion of the project. The use will determine the format and presentation of the results | Community oral presentations, Power Points, technical profile, blog posts, executive summaries, hard copy vs soft copy, etc.  | Key languages to ensure maximum use. Particularly important if project participants speak a local dialect. | Workshops, press conferences, participant community meetings, government events, sector meetings, etc. | Exact dates of when the selected format will be presented to each stakeholder audience |
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1. The content of this matrix borrowed heavily from: UNIFEM Evaluation Unit. 2009. *Evaluation Guidance Note Series:* *Guidance Note on Developing an Evaluation Dissemination Strategy.*  United Nations Development Fund for Women (UNIFEM), New York, NY. P. 7. [↑](#footnote-ref-1)