

# Training Workshop

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### Monitoring, Evaluation and Learning for Campaign and Advocacy

Date: December 22-24, 2014

Venue: Podokhhep Manobik Unnoyan Kendra, Shyamoli, Dhaka

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#### **Introduction:**

A two and half days Learning training was held at Podokhhep Manobik Unnoyan Kendra, Shyamoli, Dhaka organized by Oxfam, CSRL from December 22-24, 2014 and ended with sharing of experiences of participants. More than twenty five participants came from diversified areas and many remote places of Bangladesh. They were from different NGOs-- SBC, Jago Nari, COAST Trust, ALO, IDEA, Prochesta, AVAS, PESD, USS, GSK, CDS, ISDA, Sharee, MSP, MUK, Prantojon and AFNAN.

The objectives of the training were as follows:

1. To review of MEL framework and practice in campaign/advocacy at Oxfam and partner level.
2. To learn about good practice for monitoring and learning management.
3. To agree upon to follow some tools and steps for further improvement of MEL in campaign.

The main contents of the training were following:

- Oxfam's basic MEL framework
- Most significant change tool
- MEL for social media
- Learning management
- Campaign evaluation

#### **Day-01 (Time:2:30 PM, 22<sup>th</sup> December 2014)**

**Session:** Ice breaking and Introduction

**Facilitator:** Monisha Biswash, Oxfam GB

The two-day' training started with an ice breaking session to help the participants to know each other well. In the ice breaking session each of the participants was asked to choose a partner among the participants. Then participants were asked to share his/her remarkable achievements with the partner. After that, the facilitator formed four groups and the groups were requested to make a theme song on

their expectation from the training workshop. After finishing the group performance all participants were requested to introduce with own self with others. Then the facilitator shared the objectives and session plan of the training workshop.

**Session: Oxfam's Basic MEL framework**

**Facilitator:** Anna, Oxfam Navib

The session on Oxfam's Basic MEL framework Anna emphasized that before starting monitoring, evaluation and learning (MEL), we should have MEL plan and Oxfam always follow its prescribed format. Oxfam follow six steps to assess progress of a campaign. These are:

- Articulate theory of changes
- Identify indicators
- Collect data
- Analysis data, review and process
- Evaluate campaign and
- Communicate results and learning

**Theory of change:** A theory of change describe the changes in the lives of women and men living in poverty that was seek and the changes our campaign will contribute to make this happen. This is often represented through a 'logic model' or impact chain, a simple diagram depicting visually the theory of change including the overall impact on the lives of changes and outcomes of the work.

**Identify indicators:** It means to set indicators and moments that helps to assess the progress. Set SMART indictors or proxy indicators or outcomes areas. The indicators can be qualitative or quantitative.

**Data Collection:** For each key outcome campaign teams should develop a data collection plan which sets out what type of data needed, how and when it will be collected, who will be responsible and how it will be used. The data should be qualitative & quantitative; and collect minimum amount of information.

**Analysis data review and progress:** The heart of MEL system is the learning that comes from reflection and analysis of what is working or not and why. All learning moments focus on achievements, new external development and campaign tactics or strategy.

**Evaluation:** Mid –course and final evaluations provide useful objective view of effectiveness and outcomes.

**Communicate results and learning:** Use MEL findings to share with allies and other teams and replicate success and learn from losses. Findings share with donors and supporters to celebrate wins, build confidence and boost engagement.

After Anna's presentation started group work. Previously formed four group were requested to present a) what challenges they are facing? b) How they overcome and c) what are their learning and best practices? in the training. The session was ended by presenting four groups' presentation.

## **Day-02 (Time: 9:00 AM-5:00 PM, 23<sup>th</sup> December 2014)**

**Session:** Most significant change tool

**Facilitator:** Kalipada Sarker, Managing Director, Hope Foundation.

At this session facilitator shared the steps of monitoring system that give us the most significant changes of the work. In this system, stuffs/participants can identify their progress and do it by own. The steps are following:

1. To focus/identify the changes of project's progress, stuffs and beneficiaries;
2. Considering the organization's mission and vision, there would have common agreement like, what type of changes we are going to monitor.
3. Time duration should be 6 months or 1 year.
4. Need to form a monitoring team. External actor can be included to the team.
5. The monitoring team will give reports (case stories) on most significant changes by monthly, bi-monthly or three monthly bases and submit to the project. The reports (case stories) must have most significant changes, whose changes are being done, when and where.
6. After getting reports (case stories), the reports (case stories) will be reviewed by a formed group.
7. After that the reports will be reviewed by senior team and they will give their comments on it.
8. Before sending reports to head office, any of from senior team go to beneficiaries and verify the changes and gives suggestions.
9. Some of senior management team will selected the most significant changes from the selected reports and give their opinions/clarifications. There also have a feedback from the project.
10. After six months, any of from senior management team will go to the field and follow up the most significant changes and give a report.
11. After one year, There will be arranged a mass gathering and share the changes and seeking their opinions.

At the session there was discussion about the results/effectiveness and challenges of the monitoring. He also shared 'how to write a good case story and what are the indicators to monitor progress. After his presentation, each participant was requested to write a case story from their working experience. Each case story was reviewed by five groups. The groups selected 5 best stories by following above steps. After that, one story was selected as best story by the senior management team by assessing the most significant changes, monitoring tools and results.

## **Day-03 (Time: 9:00 AM-5:00 PM, 24<sup>th</sup> December 2014)**

The day was begun by recapping previous day's session. After that formed four groups and asked for identifying monitoring tools for different campaign program.

**Session:** Social media and MEL

**Facilitator:** Monisha Biswash, Oxfam GB

At the session, the facilitator discussed about 'how use digital media for campaign', 'why use social media for campaign' and 'why MEL for social media? MEL helps to use digital media for maximum impact. We can also know about how we monitor digital media use, draw conclusions and learn to use

these tools that can make a genuine difference. Not only need to know how we use it but how to maximize its impact. And it needs to be strategic.

**Session:** Campaign evaluation

**Facilitator:** Nazly, Oxfam GB

In this the discussion was about 'what is evaluation', 'what are the advocacy evaluation's methods' are and 'why we need evaluation'? Common advocacy evaluations methods are following:

**Stakeholder surveys or interviews:** Print, telephone or online questioning that gathers advocacy stakeholder perspectives or feedback.

**Case studies:** Facilitated descriptions and analysis of individual advocacy strategies and results.

**Focus groups:** Facilitated discussions with advocacy stakeholders (usually about 8-10 per groups) to obtain their reactions, opinions or ideas.

**Media tracking:** Counts of an issue's coverage in the print, broadcast, or electronic media.

**Media content or framing analysis:** Qualitative analysis of how the media write about and frame issues of interest.

**Participant observation:** Evaluator participation in advocacy meeting or events to gain firsthand experience and data.

**Policy tracker:** Monitoring of an issues or bill's progress in the policy progress.

**Public polling:** Interviews (usually by telephone) with a random sample of advocacy stakeholders to gather data on their knowledge, attitudes or behaviors.

It is mentioned that evaluation is needed to support internal learning and external accountability. To determine the degree to which campaigns are achieving their objectives over time as planned. It is also needed to analyze the reasons behind the achievement of objectives.

**Session:** Learning management

**Facilitator:** Nazly, Oxfam GB

In this session, facilitator discussed about the importance of learning and how best learning could be managed. Knowledge/learning management is all about getting the right knowledge to the right person at the right time. Learning management is the process of capturing, distributing and effectively using knowledge/learning.

Why importance

- purposeful, concrete and action oriented
- making the best use of knowledge
- Capture learning and make available, to be used by others in the organization.

The facilitator also shared the learning tools in the session. Most importantly we should attentive about – how we manage our learning, what are the challenges and how can be improved.

After the morning session formed group were requested to make monitoring tools to assess campaign/advocacy's progress. And then they were requested to make a TOR for evaluator who will

evaluate project/campaign. The session was ended by evaluating a two and half day training workshop by the participants.

### **Oxfam in Bangladesh**

Oxfam has been present in Bangladesh for 42 years, and has been extending assistance to its people through various other organizations as early as 1954.

Oxfam played commendable role during the War of Liberation in 1971 providing food, shelter and medicine to millions of displaced people. Its milestone publication “The Testimony of Sixty” also helped draw international attention about the humanitarian disaster in Bangladesh as caused by the war during that time and since then has continued its efforts to support Bangladesh’s people through natural disasters and numerous poverty alleviation initiatives. Oxfam was awarded Friends of Liberation War in March 2012 by the Government of Bangladesh acknowledging the contribution in 1971.

Under our one program approach, Oxfam aims to create an environment containing empowered, resilient communities where women and men contribute jointly to good governance and leadership across Bangladesh.

### **Campaign for Sustainable Rural Livelihoods (CSRL)**

Campaign for Sustainable Rural Livelihoods (CSRL) is an alliance of more than 200 local-national-international development and civil society led organizations. Formed in September 2007, CSRL aims to ensure sustainable rural livelihoods in Bangladesh by focusing on agriculture, climate change and trade.

A series of consultations with women, farmers, laborers, and underprivileged people as well as with several NGOs from the grassroots to the capital, led to CSRL. Besides performing at local and national level, this alliance is now also playing a significant role at the international level for protecting the public interest of Bangladesh.

### **Report prepared by**

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