

AOTEAROA NEW ZEALAND EVALUATION ASSOCIATION (ANZEA) 2012 CONFERENCE



Evaluation in the real world:
Relationships, roles,
responsibilities and results

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EVALUATION



**POWERFUL TOOL FOR THE
PRACTICE OF
DEMOCRACY**

IN ORDER TO SUCCEED:

Quality evaluation and proper
utilization of results
are important



THEREFORE

Consolidation of democratic principles in a society and promotion of effective social policy and services will benefit from a greater and better use of evaluation in government and private sector contexts.



TEN YEARS AGO:

In a country with recent history of democratic practice, the BRAZILIAN MONITORING & EVALUATION NETWORK (BMEN) was created as part of international cooperation for promotion and development of evaluation stimulated by UN organisations such as UNICEF initially as a network of individuals within institutions



CONFIDENCE in

EVALUATION

as a means to promote values for improvement of democracy - transparency, reflection, critical thinking, participation and debate - was the reason behind the creation of BMEN.



MISSION STATEMENT

“To develop and enhance culture and practice of public interest evaluation within Brazilian society”.

Within a theoretical framework networks do not have boundaries or limits for debate.



HOWEVER

Cultural and historical factors
can create boundaries and
pose significant limits on
discussions among evaluation
participants (evaluation stakeholders)



2006 - 2008

- In the period 2006 to 2008 there was a break in the activities related to the network due to limitations of time and commitments among members of the network, besides other constraints.



2008: Network reactivated.

Main characteristics and new advances are:

- Theoretical & methodological plurality
- 3,125 members - individuals and institutions
- Representatives from the 27 States of Brazil and 6% from other countries
- Accessibility from 693 cities in Brazil
- 143,000 visits from 119 countries and territories



Roles of the BMEN

- To disseminate knowledge and information
- To promote interaction and interchange of experiences with: International Organization for Cooperative in Evaluation/IOCE; Latin America and Caribe Monitoring and Evaluation Network/RELAC; and American Evaluation Association/AEA
- To support building capacity (events, courses, workshops)
- To support demand
- To support public sector in the formulation of policies



M&E in Brazil: how are we doing?

- Formative and summative evaluations still promoted on a incipient scale
- Evaluation seen as an accountability activity instead of learning mechanism
- Some evaluations aim to legitimate policies instead of improving service performance
- Weak institutional foundation



Supply of services related to M&E in Brazil

- Experienced specialists are difficult to find
- Evaluation still not recognized as a professional activity
- Insufficient graduate courses on evaluation
- Poor quality evaluation
- Methodological gaps



Demand for services related to M&E in Brazil

- International organizations playing an induction role
- Difficulties in hiring external services in evaluation



M&E in Brazil: developments

- Increasing pressure from civil society, especially media
- Developing capacity and putting together a latent community of practice – increasing interest in M&E in Brazil (Brazilian Evaluation Agency)
- Brazilian M&E Network: 3 annual seminars, a national magazine, discussion groups, dissemination of knowledge and information
- (<http://redebrasileirademea.ning.com>)



In summary...

Collectively constructing an evaluation policy prevents misunderstanding, conflicts, and avoids inappropriate use of results, in other words, it avoids evaluation pain. Moreover, evaluation culture emerges from the positive impact of the evaluation process, which must respect the values of the community or society involved. In this sense, our recommendation for those who practice, study or make decisions in relation to evaluation, and even more to the evaluatees, is:

Evaluation culture, policy and practice should work together.



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- **Girl from Ipanema**

- Tall and tan and young and lovely, the girl from Ipanema goes walking

And when she passes, each one she passes goes - ah

When she walks, she's like a samba that swings so cool and sways so gentle

That when she passes, each one she passes goes - aah (Ooh) but I watch her so sadly, how can I tell her I love her

Yes I would give my heart gladly,

But each day, when she walks to the sea

She looks straight ahead, not at me

Tall, and tan, and young, and lovely, the girl from Ipanema goes walking

And when she passes, I smile - but she doesn't see

