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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. The Dissemination Strategy Matrix can also be used for other technical documents that describe a project or a specific aspect of a project. |
| Information Sources | **Information the project team should have before starting the Evaluation Use Plan:**   * M&E Plan Matrix * Evaluation TOR |
| Who | The evaluation manager and the evaluator 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. |
| Requirements | All projects should complete an Evaluation Use Plan |
| Tips | * The key stakeholders for this matrix should be similar to those identified during the project design. * As you 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, and   + Time available for country office staff to develop/manage development of evaluation products given other responsibilities. |

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| **Dissemination Strategy Matrix[[1]](#footnote-1)** | | | | | |
| **Key Stakeholder Audience** | **How will each stakeholder use the evaluation/document findings?** | **Relevant Format of Key Findings 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 information in a different manner. Some information 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 information. | 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)