



# STRAND CONCEPT NOTE

## 2017 AfrEA Conference

*Evaluation of the Sustainable Development Goals (SDGs):  
Opportunities and Challenges for Africa*

March 27-31 March, 2017

Kampala, Uganda

The African Evaluation Association (AfrEA) wishes to engage previous, existing and potential Strand sponsors to promote ownership and secure funding for the 8<sup>th</sup> AfrEA International Conference to be held in Kampala, Uganda in March 2017.

## CONFERENCE AT A GLANCE



<b>What:</b>	8 <sup>th</sup> AfrEA International Conference
<b>When:</b>	27-31 March 2017
<b>Where:</b>	Munyonyo Commonwealth Resort, Kampala, Uganda
<b>Theme:</b>	Evaluation of the Sustainable Development Goals (SDGs): Opportunities and Challenges for Africa
<b>Co-hosts:</b>	Uganda Evaluation Association and Office of the Prime Minister of Uganda

## CONFERENCE OBJECTIVES

The 2017 Conference aims to promote exchange between researchers, academia, emerging evaluators and practitioners on demand and supply of credible evaluative evidence in support of the SDGs in Africa. It will also build capacity to design, manage and use evaluations to help Governments achieve their national and international development agendas, particularly around the SDGs and the Africa2063 Agenda.

The direct objectives include, to:

- Strengthen VOPEs to work with national Governments to advance the evaluation agenda
- Provide space for sharing experiences to enhance national evaluation capacities
- Showcase the use of evaluative evidence in Africa
- Contribute to the development of emerging evaluators

## CONFERENCE FORMAT

The conference will take on the format of two-day pre-conference workshops and three-day conference sessions (including keynote speakers, parallel sessions, panel discussions, Strands comprising workshops, papers, roundtables and poster sessions).

Papers will be reviewed by the scientific committee under the leadership of the AfrEA Editor in Chief. The conference agenda will give the full list of parallel sessions offered to participants.

The conference will be organised into plenary and Strand breakaway sessions. The plenary sessions will have keynote speakers that will be identified from prominent evaluation experts, Governments and funding partners. The Strands will be structured around some of the 17 SDGs. The final format and title of the Strands will be influenced by the Strand partners.

The conference organisation distinguishes partnerships at three levels: an institutional partnership that targets the institutions for technical and financial support, a technical partnership that targets international expertise and an operational partnership.

## STRAND SPONSORSHIP

This section discusses the possibilities of partnering with AfrEA on leading a Strand during the 2017 AfrEA International Conference.

The event offers Strand sponsors an opportunity to share new approaches and ideas as well as practical tools for development evaluation, build capacity amongst African evaluators, and establish new relationships with a wide pool of evaluation professionals.

### What is expected of a Strand manager?

By leading a Strand, sponsors commit to take ownership thereof, and accept the responsibility for capacity building and skills transfer within the specific Strand of interest. A Strand may be co-sponsored by two or three partners.

Some of the expectations of taking ownership of a Strand include but are not limited to the following:

- Encourage staff and partners in Africa to attend and contribute to the Strand through submitting and presenting conference papers
- Review and select abstracts, and make recommendations to the authors as to the type of presentations (paper, panel, poster, round table, etc.)
- Ensure that papers and posters follow AfrEA guidelines
- Mentor presenters who have submitted papers within your Strand to enhance the quality of the presentation
- Build capacity inside the sponsored Strand through training, skills transfer and distribution of strategic books, materials and guidelines
- Identify, secure and brief Session Chairs
- If appropriate, provide:
  - Keynote speaker(s)
  - Professional workshops
  - Strand reception
  - Other inputs
- Network with other institutions to strengthen the promotion of the Strand and conference prior to the event
- Lead keynote addresses, panel discussions, presenters, posters and workshops within the sponsored Strand
- Take brand- and marketing ownership of the Strand through logos, marketing collateral, brochures and banners

- Post and share Conference news within the Strand during the 2017 AfrEA Conference in line with social media guidelines
- Continue post-conference public conversation and awareness about Strand discussions

AfrEA also welcomes financial support or funding for the specific strand of interest, specifically related to the following:

- Sponsor participants within the Strand (flights, conference fees, professional development workshops and accommodations/per diem expenses)
- Support awards for VOPEs or for individual evaluators
- Fund a particular event (Keynote speakers, receptions, gala dinner, etc.)
- Contribute to key elements of the conference (communications, dissemination, logistics, etc.)

**25+**  
Strand sponsors and partners at the 7<sup>th</sup> AfrEA Conference



## Monetary guidelines

We often receive the question of the estimated costs involved in sponsoring a Strand. To provide a clear projection, we broke it down in three sponsorship options:

### 1. Direct monetary support

Direct funding of the 8<sup>th</sup> AfrEA International Conference will be used towards the overall organisation and implementation of the conference, including the costs of securing the venue and covering expenses such as printing, telecoms, transport, food and beverages etc.

To give a basis for comparison, during the 7<sup>th</sup> AfrEA International Conference in Yaoundé, Cameroon, AfrEA received up to US\$50 000 in donor support per strand. Two or three sponsors can come together to manage a strand.

### 2. Conference attendance and logistics

Many emerging and/or professional evaluators do not have the financial means to attend the conference, despite having their paper selected by the Organisers. AfrEA therefore welcomes participants' direct financial sponsorship within a specific Strand, to cover flights, conference fees, accommodation and transport, per diems, lunch and visa expenses. Below is an estimated budget per region:

This category also includes the costs of sponsoring an accredited workshop presenter and keynote speakers related to your Strand.

Ugandan delegates	US\$820
East African delegates	US\$2350
Southern African delegates	US\$2400
West African delegates	US\$3700
North African delegates	US\$3000
Central Africa	US\$3300
Other	US\$4000

*Please note:*

- Strand sponsors are not exempted from paying conference registration fees
- Keynote speakers do not have to pay conference fees
- Workshop presenters can attend other workshops free of charge during the 2.5-days prior to the start of the conference, but has to pay the full conference registration fees
- Workshop presenters will not be remunerated for presenting a workshop

### 3. **Pro Bono support through strand coordination, organisation and capacity building**

Several stakeholders, including consultancies, VOPEs, NGOs, think tanks etc., have shown interest in supporting the Conference through non-financial means.

To provide a better estimation of the time it will take to support the conference through people resources, we also provide Strand support down in terms of level of effort (LOE). The estimated LOE required to provide support the 8<sup>th</sup> AfrEA International Conference is 72-90 hours.

## Which Strands have been identified?

AfrEA has identified 21 potential strands for the 2017 Conference.

1. The role of governments in evaluating SDGs
2. Partnerships for evaluating SDGs (North/South, South/South)
3. The role of the Auditor General in the audit of SDGs performance
4. Evaluating Resilience and Poverty Alleviation
5. Evaluating Health
6. Evaluating Education
7. Evaluating Climate Change
8. Evaluating Agriculture
9. Youth and Emerging Evaluators
10. Gender Equality and Equity Focused
11. Parliamentarians for African Evaluation Evaluations
12. Leveraging capacity building knowledge for development results
13. Professionalization in evaluation
14. Impact Evaluation
15. Evaluation in fragile and conflict states
16. Made in Africa Evaluation
17. Evaluating Sustainable Cities
18. Evaluating Financial Inclusion
19. Promoting VOPES and the EvalAgenda
20. Innovation in Evaluation
21. Technology in African Evaluation
22. New Forces in Development: The Private Sector, Innovative Finance, and Impact investing

## I'm interested in leading a strand. Whom can I contact?

A dedicated Strand sub-committee steers the Strand process. If you are interested to engage with AfrEA on any matters related to Strand sponsorship, please contact:



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## ABOUT AfrEA

AfrEA was founded in 1999 in response to a growing demand for information sharing, advocacy, and advanced evaluation capacity building in Africa. With the Secretariat in Accra, Ghana, AfrEA serves as an umbrella body for 33 national Voluntary Organisations for Professional Evaluation (VOPEs) in Africa, 658 individual members and six institutional members.

AfrEA aims to:

- Support evaluations that contribute to real and sustained development in Africa
- Promote Africa-rooted and Africa-led evaluation through sharing African evaluation perspectives
- Encourage the development and documentation of high quality evaluation practice and theory
- Support the establishment and growth of national evaluation associations or VOPEs
- Facilitate capacity building, networking and sharing of evaluation theories, techniques and tools among evaluators, policymakers, researchers and development specialists

In addition, AfrEA aims to empower members to influence national M&E policy in their respective states and represent Africa on the global stage of M&E.

## AfrEA Membership

AfrEA's membership comprises various VOPES across the continent. Since its inception in 1999, AfrEA has supported and promoted the establishment of African VOPEs. From six VOPES in the 1990's, to approximately 33 current members, AfrEA's membership and influence has grown substantially in the last decade. The organisation also provides support to individual M&E consultants, and builds relationships with development organisations who acts as institutional members.

## Previous AfrEA Conferences



One of the pivotal roles that AfrEA plays in international evaluation is hosting the AfrEA Biennial International Conference.

The most recent conference, the 7<sup>th</sup> AfrEA Conference in Yaoundé, Cameroon attracted 500+ delegates from over 50 countries.

During the previous seven conferences, participants submitted and presented high-level paper and poster presentations, chaired panels, and facilitated professional development workshops.

The AfrEA conference acts as the foundation for promoting and advocating AfrEA's "Made in Africa" approach, and allows knowledge sharing, collaboration and networking with a range of international organisations and individuals.

Below is a summary of AfrEA's previous conferences

CONFERENCE	VENUE	ATTENDANCE
AfrEA Inaugural Conference, 1999	United Nations Compound - Gigiri, Nairobi, Kenya	<ul style="list-style-type: none"> <li>• AfrEA Inaugural Conference</li> <li>• 300 evaluators from 35 countries</li> <li>• 80 papers presented covering all major areas of evaluation research</li> <li>• Training by Michael Quinn Patton</li> <li>• Six national networks became the core network for follow-ups</li> <li>• Field-testing the first draft of the African Evaluation Guidelines</li> </ul>
2 <sup>nd</sup> AfrEA International Conference, 2002	Nairobi, Kenya	<ul style="list-style-type: none"> <li>• 350 evaluators attended, including 20 Directors of Government Statistics Offices</li> <li>• 90 papers presented in 12 Strands</li> <li>• African Evaluation Guidelines endorsed as working document</li> <li>• 14 leaders of national M&amp;E networks met with donors to plan future meetings</li> <li>• The AfrEA conference became a sustainable continental entity, rather than a one-off event</li> </ul>
3 <sup>rd</sup> AfrEA International Conference, 2004	Cape Town, South Africa	<ul style="list-style-type: none"> <li>• 482 people from 56 countries</li> <li>• Theme: <i>Africa Matters, Evaluation Matters – joining forces for Democracy, Governance and Development</i></li> <li>• Fourteen strands, including M&amp;E for Good Governance</li> <li>• 250 participants attended the 10 pre-conference professional development workshops</li> </ul>
4 <sup>th</sup> AfrEA International Conference, 2007	Niamey, Niger	<ul style="list-style-type: none"> <li>• 573 participants from 57 countries (85% from Africa) attended</li> <li>• Theme: <i>Evaluating Development, Developing Evaluation: A Pathway to Africa's future</i></li> <li>• Five parallel sessions and a number of special panel sessions over three days</li> <li>• First Francophone event</li> <li>• 69% Francophone and 17% from government</li> </ul>
5 <sup>th</sup> AfrEA International Conference, 2009	Cairo, Egypt	<ul style="list-style-type: none"> <li>• 700 participants from a wide range of industries and countries</li> <li>• Partnership with Network of Networks on Impact Evaluation (NONIE) and the International Initiative on Impact Evaluation (3ie)</li> <li>• Theme: <i>Perspectives on Impact Evaluation: Approaches to Assessing Development Effectiveness</i></li> </ul>
6 <sup>th</sup> AfrEA International Conference, 2012	Accra, Ghana	<ul style="list-style-type: none"> <li>• 362 participants attended</li> <li>• Opened by Vice President of Ghana</li> <li>• Theme: <i>Rights &amp; Responsibility in Development Evaluation</i>. The conference aimed to place humans</li> </ul>



		<p><i>and human agency at the heart and centre of development practice and development evaluation</i></p> <ul style="list-style-type: none"> <li>• 21 workshops, 58 papers and 33 panels and roundtables</li> </ul>
7 <sup>th</sup> AfrEA Conference, 2014	Yaoundé, Cameroon	<ul style="list-style-type: none"> <li>• 500 participants from more than 50 countries</li> <li>• Theme: <i>Evaluation for Development: From analysis to Impact</i></li> <li>• Engaging governments in evaluation important theme</li> <li>• Successful 'Parliamentarians Forum' held over several days to advance nationally led evaluation policy, structures and processes to support effective development results</li> </ul>

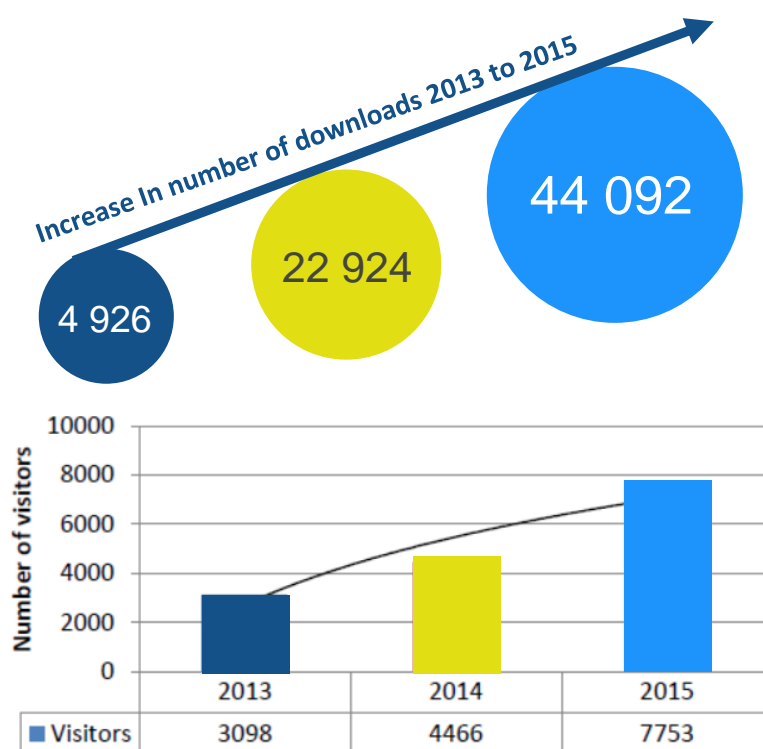
## The African Evaluation Journal (AEJ)

The African Evaluation Journal (AEJ) is one of AfrEA's major successes.

To date, the AEJ has seen **four editions** in print: an inaugural edition, a Conference edition, which included the best papers of the 7<sup>th</sup> AfrEA Conference, a special edition focussed on public health and an issue published by the South African Department of Planning Monitoring and Evaluation (DPME) on the evolution of evaluation in South Africa.

CLEAR Anglophone Africa is putting together a special edition to be published by February 2017 with the theme, 'Evaluation Capacity Development: Strategies, Designs, Procedures & Methods Made in Africa'. Well-received papers from the 8<sup>th</sup> AfrEA Conference may be selected for a second AEJ special conference edition.

Statistics indicate that the Journal's visitors are mainly from the African continent. The Health issue alone at 14 502 downloads since its launch in October 2015.



# 14 502 downloads

for AEJ Vol 3, no 2 (2015):  
*Health Evaluation in Africa*

Strand abstracts will be forwarded to the Strand managers for review, assessment and mentorship. The best presentations within the various Strands will be published in the African Evaluation Journal as well as on the AfrEA website.