

**2017 ANNUAL EVALUATION CONFERENCE**  
10-11 MAY 2017  
HOLIDAY INN REGENT'S PARK, LONDON



# GLOBAL INNOVATIONS IN MEASUREMENT AND EVALUATION

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# CHOOSING THE INNOVATIONS



- Interviews with expert stakeholders from around the world
- Input from advisory group and project partners

How different approaches contribute to better evaluation by:

- overcoming previous barriers to good evaluation practice, eg through new technologies or skills
- providing more meaningful or robust data
- using data to support decision-making, learning and improving practice
- increasing equality between users, service deliverers and funders, offering new contexts for collaboration that improve the utility of data

# EIGHT TRENDS IDENTIFIED



- User centric evaluation
- Shared measurement and evaluation
- Theory based evaluation
- Impact management
- Data linkage
- Big data
- Remote sensing
- Data visualisation

# USER CENTRIC EVALUATION

- Involving service users meaningfully in evaluation
- Adds legitimacy to evaluation, demonstrates accountability to users (not just funders)
- New tools and technology are making this easier (eg text analytics)
- Examples: Oxfam's Humanitarian Informal Feedback, LIFT



# SHARED MEASUREMENT AND EVALUATION

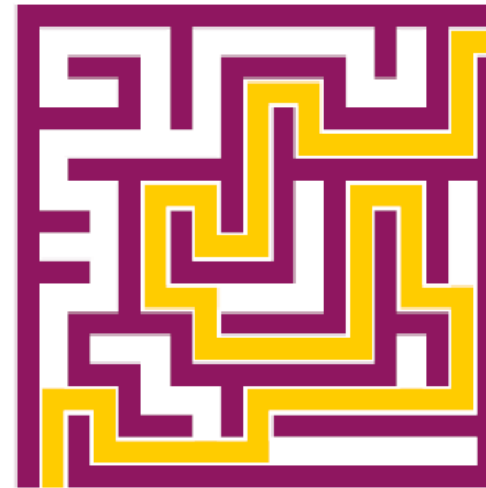


- Organisations working collectively to measure their own and their combined impact
- Can be driven by interest in systems change and collective impact initiatives
- Includes building shared measurement approaches, benchmarking and pooling findings
- Examples: JET framework, SafeLives, 3ie's Evidence Gap Maps, PCOC



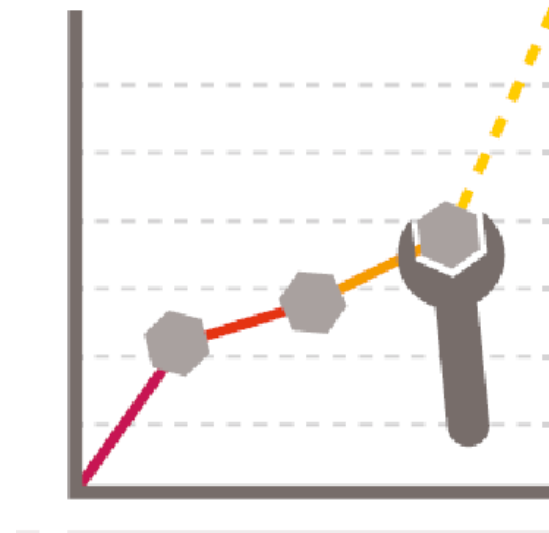
# THEORY-BASED EVALUATION

- Testing not only *if* a programme works, but understanding *why* it works (or not)
- Typically starts with a theory of change
- Realist evaluation focuses on the interaction of contexts and mechanisms to generate outcomes
- Helps us understand what conditions are needed to replicate a programme successfully
- Examples: BCURE (DfID)



# IMPACT MANAGEMENT

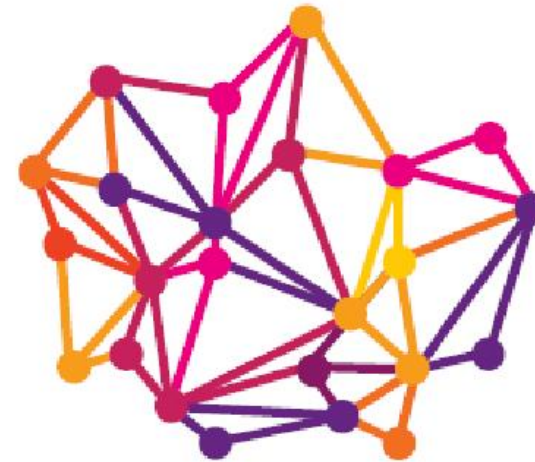
- Integrating impact assessment into strategy and performance management
- Regular collection and analysis of data
- Acting on evaluation findings during the life cycle of the intervention
- Rapid survey methods (eg mobile) can help
- Examples: Acumen Lean Data





# DATA LINKAGE

- Bringing together different but relevant data from several organisations about a (group of) users
- Creates a richer picture of users' needs, outcomes and contexts
- Often involves data from public services
- Examples: Troubled Families programme evaluation, Justice Data Lab, Blackpool Better Start



# BIG DATA

- Data generated as a by-product of digital transactions and interactions
- Often unstructured and constantly changing
- Technology and analytical techniques (eg machine learning, predictive analytics) are getting better at spotting patterns and making predictions
- Examples: Flowminder, UN Global Pulse



# REMOTE SENSING

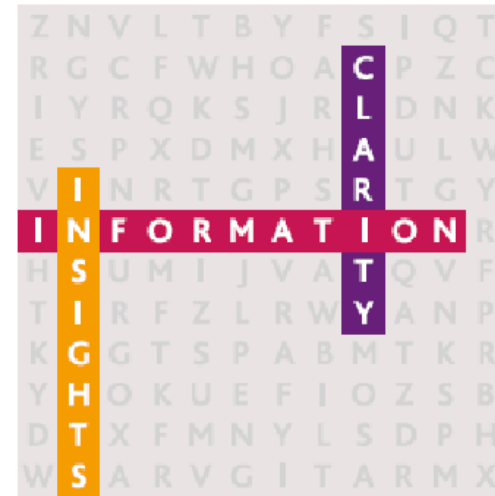
- Uses technology to remotely gather information that could not be (easily) collected conventionally
- Eg, information from isolated or disparate locations
- Accurate, real time data
- Examples: Clean Cook-stoves, WellDone International, Global Environmental Facility



# DATA VISUALISATION



- Can make it easier to spot trends and be used as a tool for analysis
- Helps communicate complex findings and make information more accessible to audiences
- New tools are making this much easier
- Examples: Centre for Cities Data Tool, Trussel Trust Mapping Hunger

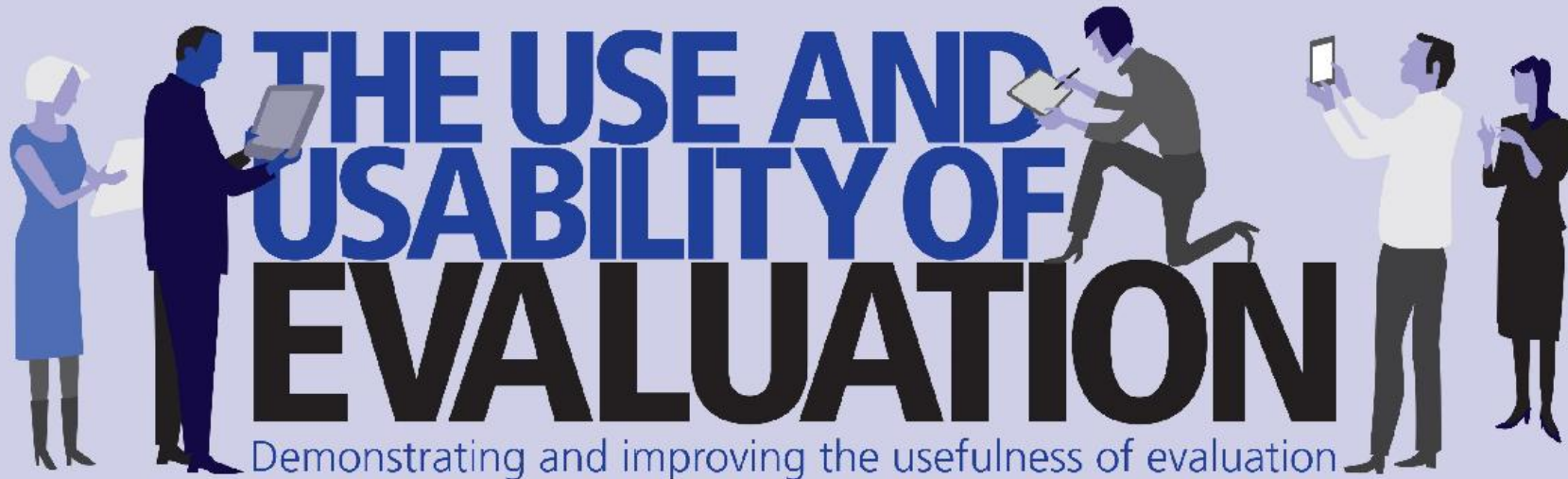




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