

#9 MONITORING, EVALUATION AND LEARNING IN NGO ADVOCACY. FINDINGS FROM COMPARATIVE POLICY ADVOCACY MEL REVIEW PROJECT

OXFAM AMERICA

Document, study, 2013

Topic for advocacy Advocacy

<https://www.oxfamamerica.org/static/media/files/mel-in-ngo-advocacy-full-report.pdf>

Description of the good example

The study was initiated, funded and managed by Oxfam America. In September 2012, Oxfam America initiated a learning inquiry focusing on monitoring, evaluation and learning (MEL) approaches to advocacy and describes what a selection of leading advocacy organisations are doing. It identifies existing practices and trends in advocacy-related MEL (Monitoring, Evaluation and Learning in NGO Advocacy) practices to explore current challenges and innovations. The document presents perceptions of how MEL contributes to advocacy effectiveness, and reviews the resources and structures dedicated to MEL.

Target - Who can best use this example or document?

Policy makers, National and local governments, NGOs, senior managers.

**All information in this entry is sourced from the link above and contact mentioned in the document.*

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

The study shows how important it is to widen the impact of the project, especially the dissemination and exploitation of the project results. It is also a compilation of good practices of the advocacy done by leading advocacy organizations such as Greenpeace, Amnesty International etc.

Learning points - What can we learn from it?

This document gives you more insight of the MEL structure and functions across organisations, how organisations track contributions towards change, and which trends are in the areas of advocacy planning and MEL are among organisations. How to send out your message and what is the importance of monitoring, evaluation and learning process of advocacy.

Further information

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