

## Evidence Matters: promoting evidence as a powerful tool to accelerate progress towards the SDGs

### What is the EvalPartners Evidence Matters program?

The Evidence Matters program is a Flagship Program under the global EvalPartners initiative, designed to raise the profile of evaluation and evidence through three key objectives:

- Broadening the base of “uses” and “users” of evaluation
- Maximizing innovation to evaluate the SDGs
- Increasing demand for evaluation

### What is the aim of the Evidence Matters campaign?

The Evidence Matters campaign focusses on three key objectives where participation from network partners and stakeholders support us to achieve tangible outcomes. The Evidence Matters campaign aims to:

1. Renew the commitment to a Global Evaluation Agenda building on EvalAgenda2020
2. Support the adoption of a new United Nations Resolution on country-led Evaluation of the Sustainable Development Goals (SDGs) by influencing the High-Level Political Forum and the UN General Assembly
3. Document and share the use of evaluative evidence to inform the implementation of EvalAgenda 2030

EvalPartners will convene the global evaluation community at the Fourth Global Evaluation Forum in 2021 to share and commit to these objectives.

### How can I participate in the Evidence Matters campaign during my upcoming event?

#### At the Event

1. Mention the campaign in welcoming remarks, a keynote address or event session
2. Encourage the use of the campaign hashtag – **#EvidenceMatters** – during the event (the Evidence Matters social media volunteers can create co-visibility of the event on social media)
3. Invite delegates to become an Evidence Champion (Sign up as an Evidence Champion [here](#))

#### In Event Communication

1. Encourage delegates to visit the campaign microsite: [www.evalpartners.org/evidencematters](http://www.evalpartners.org/evidencematters)
2. Create awareness about the evidence stories initiative under the campaign and invite delegates to read and share evidence stories. You can find some submission guidelines [here](#), while a collection of evidence stories can be read [at this portal](#)
3. Ask delegates to share an evidence statement by answering the question: *Why Evidence Matters in the acceleration of SDGs and the 2030 EvalAgenda* tagging colleagues on social media and using the hashtag #EvidenceMatters
4. Post an event blog about the importance of using evidence, using the hashtag #EvidenceMatters

#EvidenceMatters is an initiative by the EvalPartners family and its networks



Campaign hashtag: #EvidenceMatters

For more information scan the QR code on the left or visit [www.evalpartners.org/evidencematters](http://www.evalpartners.org/evidencematters)



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