



EPISODE 14

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PRACTICAL TIPS

- ✎ **Embrace data and use it.** As everything moves to digital platforms, data is becoming increasingly accessible. Projects often use smartphones, tablets, or computers to register beneficiaries and monitor project activities. Digital advancement is a goldmine for evaluators, if the systems are well thought through. The data is usually there, ready to be collected and used, but we need to take that extra step. In practice, this often means hiring a skilled monitoring specialist who can ensure that all the data is collected and made available.
- ✎ **Let's build the future together.** Researchers in academia, evaluators, and practitioners often follow parallel paths, each doing their own thing. We come together to evaluate a specific intervention, share conclusions, and give recommendations, but our interactions usually end there. We only meet again when a new project is already designed or implemented, often too late to influence how interventions can be improved. This pattern has persisted for decades. We are making some progress, but we can and must do more. We must collaborate early in project design, as we can help identify the most impactful approaches and provide guidance on how to tailor projects to their specific context and target beneficiaries.
- ✎ **Make lessons and recommendations widely accessible.** To truly build the future together, we must ensure that the valuable lessons and recommendations from evaluations don't stay with just a few individuals involved in the process. We need to create processes and platforms that automatically feed evaluation insights into what we call institutional memory, and help shape the interventions of tomorrow.