

An impacts planning, assessment, reporting and learning system (IPARL) for CEPA



CEPA IPARL Approach

- Emphasizes continuous learning and course correction
- Utilization focused
- Integrates multiple evaluation purposes
- Integrates multiple types of evaluation data
- Ties evaluation to strategy
- Links together a range of activities

CEPA IPARL Components

1. Clearly articulated and elaborated CEPA-wide strategy (Theory of Change)
2. Clearly articulated global and national level strategies for CEPA partners (Theories of Action)
3. An integrated assessment framework aligned with CEPA, global and national level strategies
4. Public and donor reporting
5. Learning and improvement activities
6. Constituency Voice and Feedback

CEPA Theory of Change and CEPA Partners' Theories of Action

Clearly articulates:

- Bottlenecks in achieving CEPA's core objectives
- Outputs and outcomes
- Partner activities needed to achieve these outputs and outcomes
- How activities lead to outputs and outcomes

Integrated Assessment Approach: M&E and IE

- Based on the premise that internal M&E along with external impact evaluation are mutually reinforcing and should be linked
- Promotes utilization by linking impact evaluation and M&E activities with strategy
- Allows for monitoring and evaluation at multiple levels: campaign, regional and national
- Includes
 - A set of baseline data at the Global and Country levels
 - A set of Global and County level KPIs and score cards (output and outcome)
 - Data collection and monitoring procedures and capacity building
 - Periodic evaluation – including impact evaluation

Public and Donor Reporting

- Promotes transparency and accountability to a range of key stakeholders not just donors
- Ensures that findings can be debated, verified or refuted in the public domain
- Stakeholder feedback to public reports contributes to learning and course correction
- Publically available learnings from the Campaign can inform future initiatives

Learning and Improvement Activities

- Structured activities that create space to analyze results in order for CEPA and its CEPA partners to learn and course-correct in real time
- Lessons learned shared across partners at both the global, regional and national levels to scale-up success and overcome challenges
- Activities are used as a planning input to future programs and investment as a way to maximize impact
- Example activities include:
 - Review and discussion of monitoring reports, scorecards, and data
 - Policymaker Ratings
 - Intense Period Debriefs

6. Constituency Voice and Feedback

- Structured feedback from primary constituents on their experience with the campaign
- Provides data from the bottom upwards for learning and improvement
- Feeds into evaluation, course correction and reporting
- Empowers primary constituents by providing an opportunity for voice