Many social development projects involve service delivery to poor and marginalised people. These projects may be relatively easy to measure. CSOs are often involved in other kinds of approaches, such as advocacy, capacity building and mobilisation. The type of monitoring and evaluation needed for these approaches can be very different to the type needed to monitor and evaluate service delivery projects.

Many social development projects involve the delivery of services to poor and marginalised people. Service delivery is perhaps the most straightforward development approach to measure. This usually involves at the very least:

- recording what is being delivered;
- assessing how well it is being delivered;
- identifying who is accessing the services; and
- assessing resulting changes in their lives.

Of these, the first three may be relatively straightforward. However, assessing changes in peoples’ lives, and working out how much of this is due to a social development project, is not always easy. Nonetheless, there is a lot of guidance available to social development practitioners, covering how to monitor and evaluate service delivery work. And there are often industry standard tools and indicators that can be used in sectors of work such as health, education, and agricultural extension.

CSOs may also be involved in a variety of other different approaches. These include advocacy, capacity building and mobilisation. The type of monitoring and evaluation (M&E) needed for these approaches can be very different from the type needed to monitor and evaluate service delivery projects. This area of the M&E Universe describes how M&E processes need to be adapted to support different approaches.

The development approaches covered in the M&E Universe are as follows:

### Advocacy

CSOs are increasingly becoming involved in advocacy and campaigning work, sometimes described as policy influencing. Six papers are dedicated to the M&E of advocacy. These are as follows:

- The core paper on *M&E of advocacy* is designed as an introductory paper. It describes the different kinds of advocacy work conducted by CSOs, and outlines some of the different types of changes that can result from this work. It also lists some of the many M&E challenges that are unique to advocacy work. It concludes by describing the main purposes of M&E for advocacy work, and outlines how the quality of an advocacy M&E approach can be judged.

- The paper *M&E systems for advocacy work* covers some of the main elements of an M&E system (or approach) for an advocacy intervention. It primarily focuses on where M&E processes for advocacy interventions differ from those required in other kinds of social development project.

- The paper on *Monitoring advocacy activities* provides examples of indicators, questions and progress markers used to monitor different kinds of advocacy activities.

- The complementary paper on *Contribution to advocacy outcomes* looks at how to conduct M&E in the opposite direction – first identifying a change or set of changes, and then working backwards to try and identify the contribution of a CSO or advocacy intervention.

- The short paper on *M&E of advocacy portfolios* describes some different methods that can be used to monitor and evaluate a range of different advocacy interventions around a theme, or geographical area.

- The final paper *M&E tools for advocacy work* lists some of the different tools and methodologies that can be used to monitor and evaluate advocacy work.

### Capacity development

A set of papers around the theme of capacity development will be released in Autumn 2020. These include papers on:

- M&E of capacity development
- M&E tools for capacity development
- Monitoring a capacity development portfolio
- M&E of training
- M&E of partnerships
- M&E of networking

### Other areas

A set of further papers is due to be released early in 2021. These include:

- M&E of mobilisation
- M&E of research
- M&E of pilot studies
- M&E of added-value work
- M&E of humanitarian programmes
Further reading and resources

The papers dealing with the M&E of advocacy can be accessed by clicking on the links below

- M&E of advocacy
- M&E systems for advocacy work
- Monitoring advocacy activities
- Contribution to advocacy outcomes
- M&E of advocacy portfolios
- M&E tools for advocacy work

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INTRAC

INTRAC is a specialist capacity building institution for organisations involved in international relief and development. Since 1992, INTRAC has contributed significantly to the body of knowledge on monitoring and evaluation. Our approach to M&E is practical and founded on core principles. We encourage appropriate M&E, based on understanding what works in different contexts, and we work with people to develop their own M&E approaches and tools, based on their needs.

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