

# Overview of Community-Based Evaluation: Evaluating SDGs for Local Impact

Building Community-Based Evaluation Capacity to  
Advance Sustainable Development Goals





May 5 - National Day of Awareness for Missing and Murdered Indigenous Women and Girls

For more: <https://www.mmiwg-ffada.ca/final-report/>





1. The webinar is recorded and will be posted online at <https://www.eval4localizingsdgs.ca/>



2. The recording will show the active speaker, however, please feel free to turn off your camera



3. The chat will not be recorded or shared

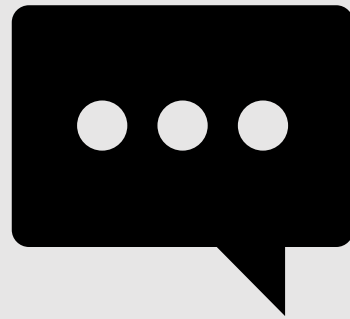


4. Please turn your microphone off



5. For tech questions, reach out to Madeline ("For Tech or Questions")

# Introductions



<https://native-land.ca/>

# Today's aims:



## **WHAT**

Understand the basics of community-based evaluation



## **WHY**

Understand why community-based evaluation is important



## **HOW**

Identify how community-based evaluation can be a helpful approach to localizing SDGs

# Register:

- Webinar 1: Overview of Community-Based Evaluation: Evaluating SDGs for Local Impact
- [Webinar 2 \(April 22, 2022\): Laying the Foundation in Community-Based Evaluation: Evaluating SDGs for Local Impact](#)
- [Webinar 3 \(April 29, 2022\): Planning your Evaluation, Data Gathering and Analysis in Community-Based Evaluation: Evaluating SDGs for Local Impact](#)
- [Webinar 4 \(May 6, 2022\): Acting on Findings in Community-Based Evaluation: Evaluating SDGs for Local Impact](#)



## Evaluating SDGs for Local Impact

Building Community-Based Evaluation Capacity to Advance Sustainable Development Goals



# Why this project?

1. An opportunity to engage stakeholders in reflective practice when working to eliminate violence and promote peaceful and equitable societies
2. An opportunity to build community-based evaluation capacity of organizations involved in advancing the Sustainable Development Goals (SDGs) with a focus on peace, gender equality and education
3. This project supports the implementation of Canada's agenda for achieving the SDGs by 2030



## Advancing Canada's 2030 Agenda

The sustainable development goals are a universal call to action to end poverty, protect and care for the planet and ensure that all people enjoy peace and prosperity, adopted by the UN in 2015.



**How might community-based evaluation support the 2030 agenda?**



# Localizing the SDGs for reflective, community-led practice: A Bottom-up approach



A call for actions to:

- Achieve gender equality;
- Empower all women and girls

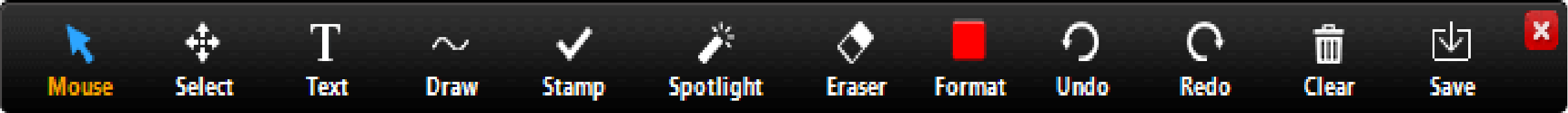
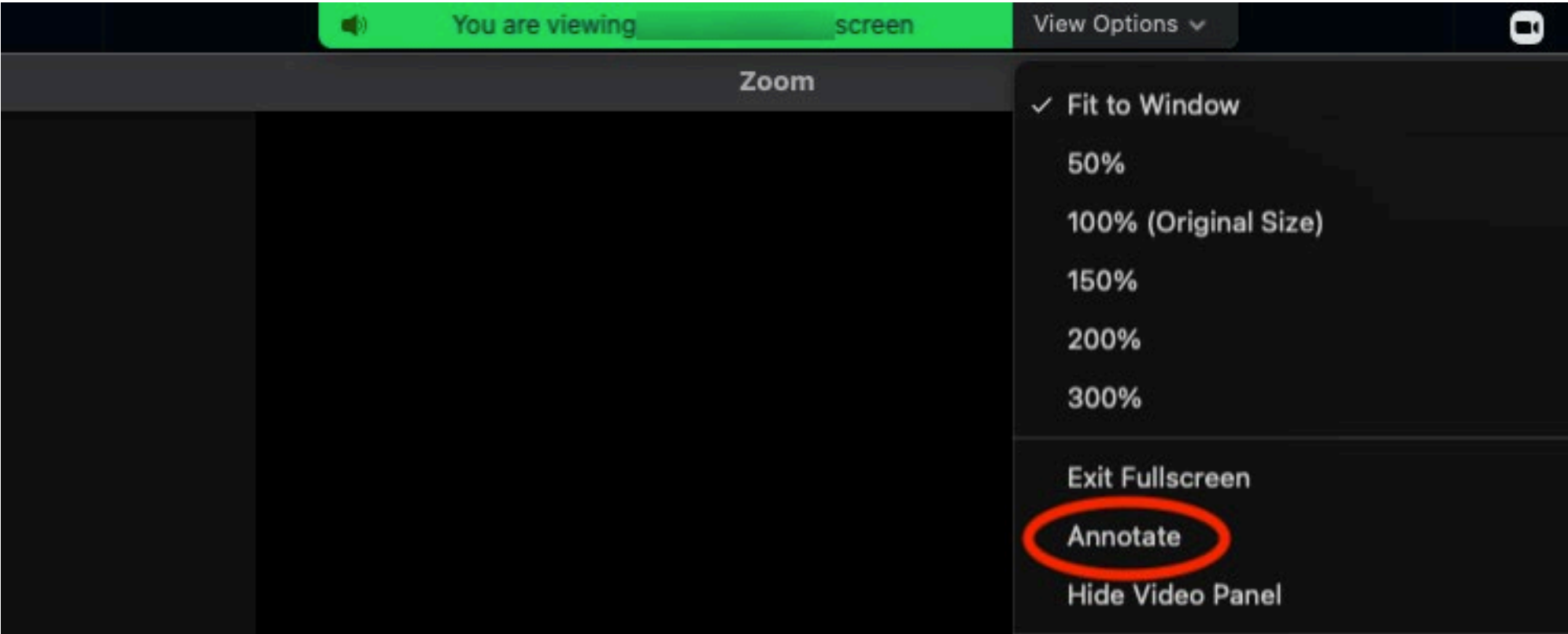
A call for actions to:

- Promote peaceful and inclusive societies for sustainable development;
- Provide access to justice for all and build effective, accountable and inclusive institutions at all levels

A call for actions to:

- Ensure inclusive and equitable quality education;
- Promote lifelong learning opportunities for all

# How to annotate





As a global framework, SDGs present some challenges:



- SDGs may not address the political, historical, and cultural contexts of local community-based initiatives and priorities.
- Difficult to gather evidence about impacts that are aligned with local goals or priorities.
- By focusing exclusively on outcomes, important process considerations can be overlooked.
- Local actors may have to shift their programs to access funding aligned with the global agenda.

# Localizing SDGs



Raise awareness of the SDGs by engaging and building relationships with local communities



Identify meaningful indicators that resonate with the local community's needs and resources



Align existing local plans and programs with global goals



Consult on local priorities to develop a shared vision



Invite diverse voices to lead, offering support to communities and individuals to enable participation and ensure sustainability

## 10 A GUIDE FOR ADVANCING THE SUSTAINABLE DEVELOPMENT GOALS IN YOUR COMMUNITY



Schnurr, Laura. *10 - A Guide for Advancing the Sustainable Development Goals in your Community*. Tamarack Institute. Retrieved from <https://www.tamarackcommunity.ca/library/ten-guide-sdgs-2021>



# Your Turn

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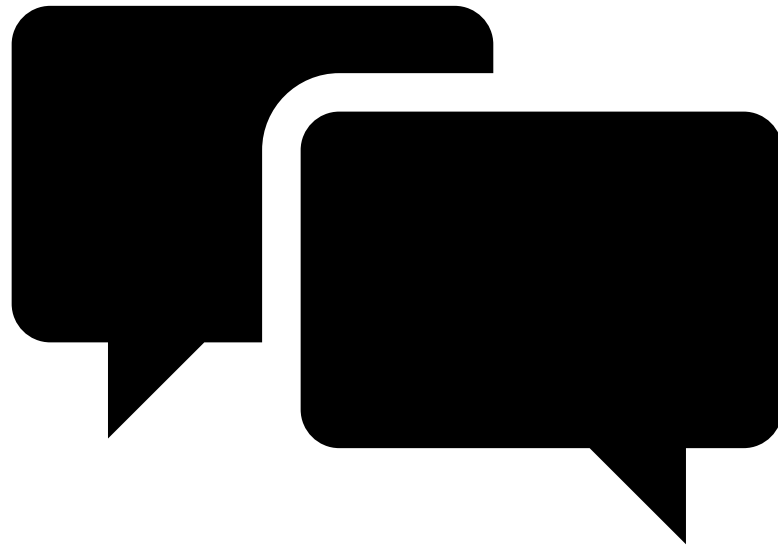
What do you think are the challenges of localizing the sustainable development goals?





# WHAT IS COMMUNITY-BASED EVALUATION?

What comes to mind when you hear the word “evaluation”? Type into chat





# Evaluation

Evaluation is an organized and systematic approach to collecting information about activities and outcomes that helps to improve an intervention and describe/assesses its accomplishments.

# Evaluation always makes programs better

STRONGLY  
AGREE  
(1)



STRONGLY  
DISAGREE  
(10)

# Two general approaches to evaluation



**Expert-Based**

**Community-Based**

One person/group has expertise that is prescribed

The collective has different kinds of expertise that is emergent

# Hallmarks of community-based evaluation

## EVALUATION THAT STRIVES TO BE...

Stakeholder-  
Driven

Ensure that the evaluation is practically relevant to stakeholders and is driven by the program's unique theory of change

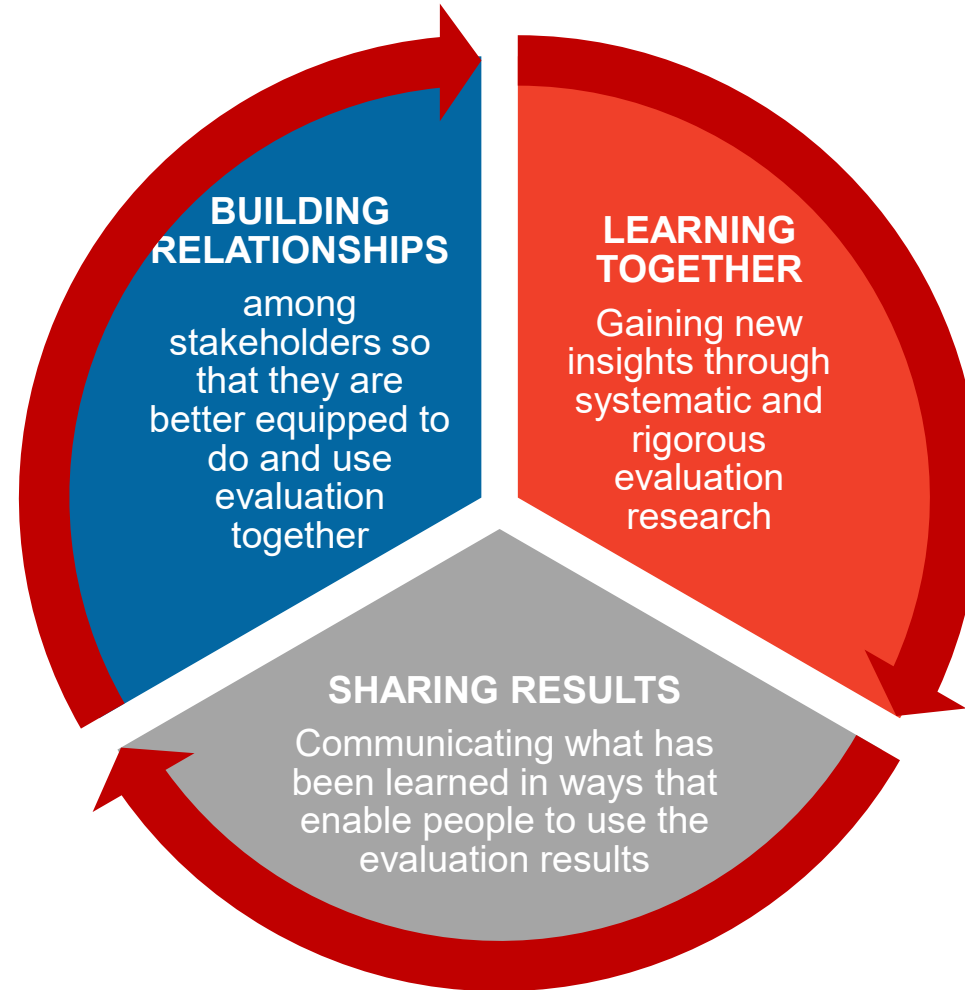
Participatory

Program stakeholders and researchers equitably share control of the evaluation agenda through active and reciprocal involvement in the evaluation design, implementation and dissemination

Action-  
Oriented

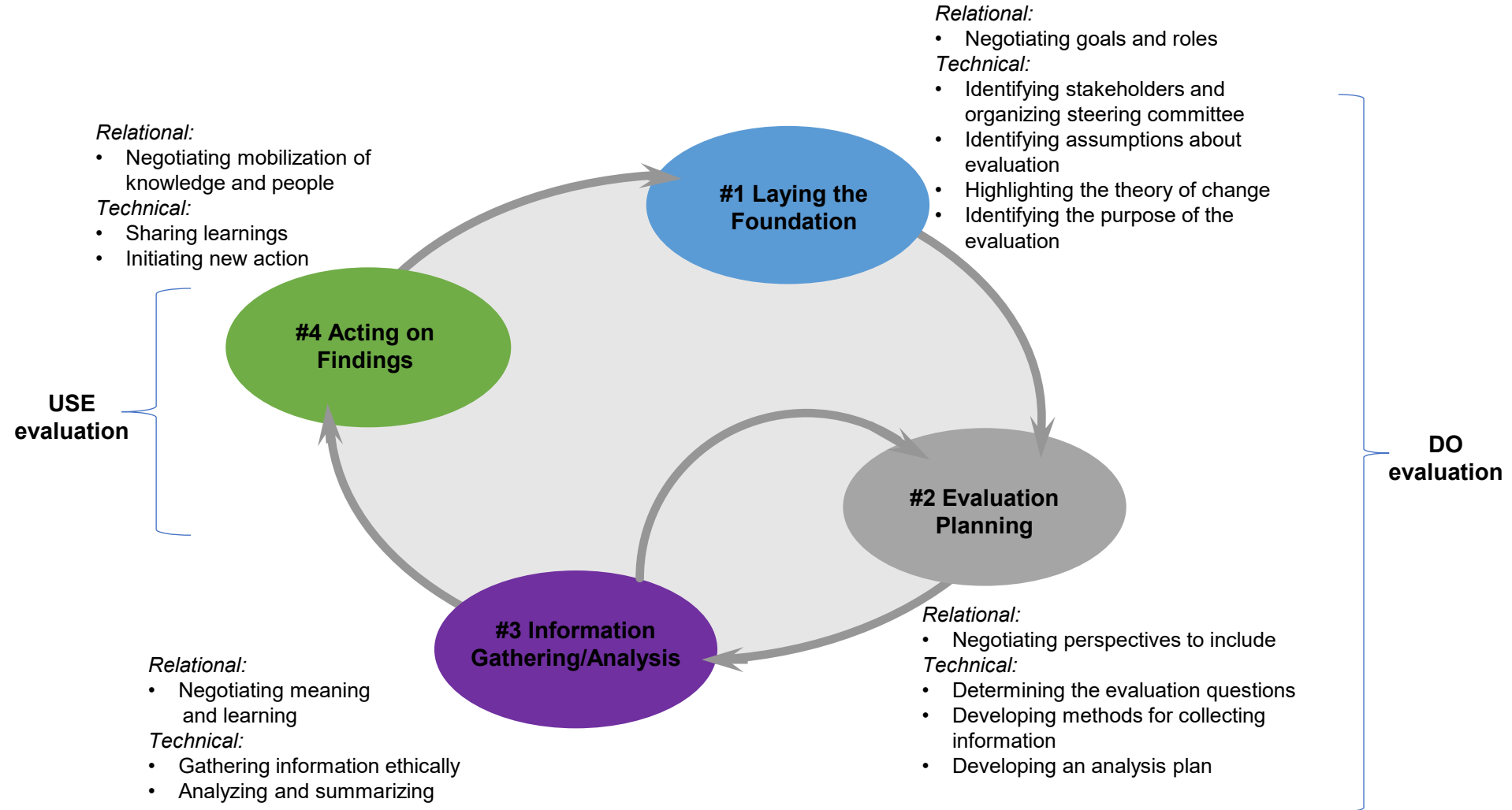
The evaluation process and results are useful to stakeholders in making improvements to the program and contribute to communities where everyone is supported and belongs

# Three goals of community-based evaluation



Participation levels may vary throughout a project

# Four phases of community-based evaluation



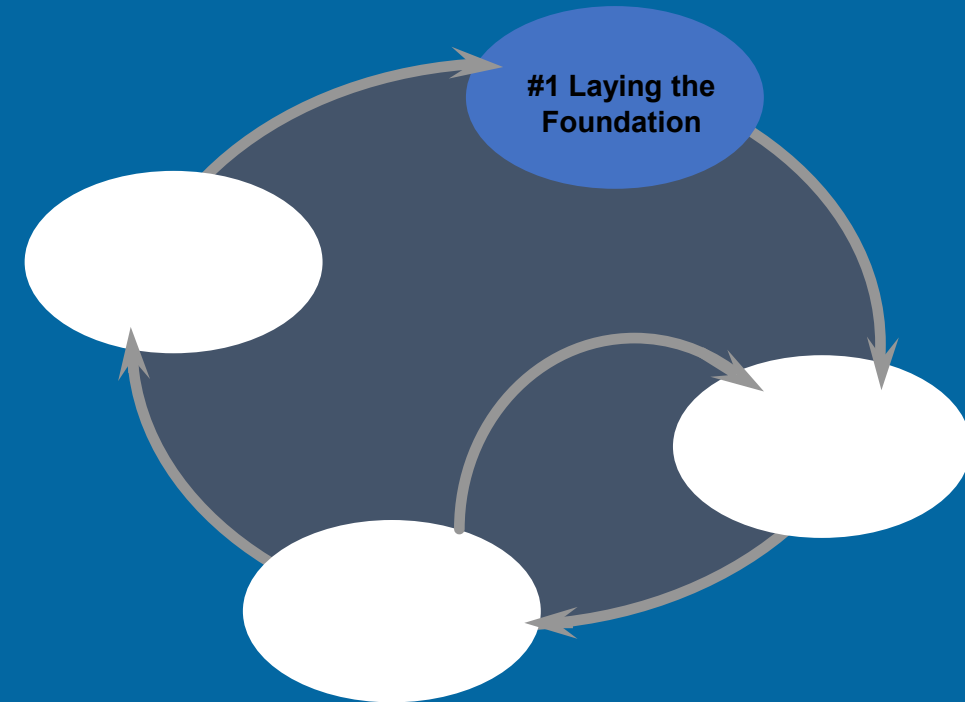
# A community-based approach to evaluation

“...involves active participation of stakeholders, those whose lives are affected by the issue being studied, in all phases of research for the purpose of producing useful results to make positive changes.”

Nelson, Ochocka, Griffin & Lord, 1998, p.12

## Webinar 2 (April 22, 2022): Laying the Foundation in Community-Based Evaluation: Evaluating SDGs for Local Impact

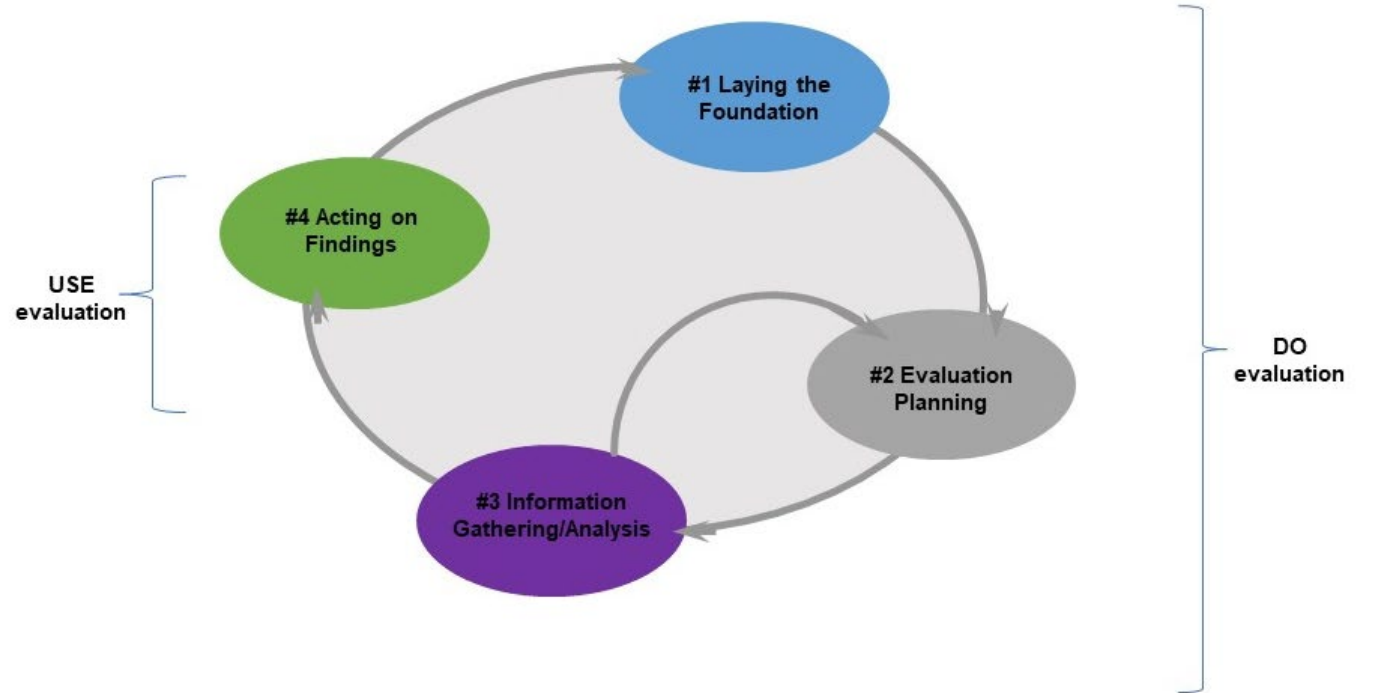
- ✓ Identify stakeholders, organize steering committee, and build trusting relationships
- ✓ Identify assumptions about evaluation and expectations
- ✓ Highlight the theory of change
- ✓ Identify the purpose of the evaluation





# Your Turn...

How do you think community-based evaluation can address the challenges of localizing SDGs?





## Evaluating SDGs for Local Impact

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# To learn more...

- Register, watch and listen to recorded webinars
- Download slide decks
- Download and complete a community-based evaluation workbook
- <https://www.eval4localizingsdgs.ca/>

# Evaluating for Local Impact

## SUSTAINABLE DEVELOPMENT GOALS



# Customized Support



## The Centre for Community Based Research

- Partner with us when implementing your community-based evaluation project, writing your proposal, or developing your evaluation framework
- Find additional support through customized training, coaching and mentoring in community-based research and evaluation.

[general@communitybasedresearch.ca](mailto:general@communitybasedresearch.ca)

<https://www.eval4localizingsdgs.com/customized-support>



## Conrad Grebel University College

- Explore partnership opportunities with the diverse mix of researchers, practitioners, entrepreneurs, artists, and students who make up the Kindred Credit Union Centre for Peace Advancement
- Find additional support for a new initiative seeking to enhance peace and justice locally or globally through the Grebel Peace Incubator

[cpa.communications@uwaterloo.ca](mailto:cpa.communications@uwaterloo.ca)



**Thank you for  
your  
participation!**

We look forward to continuing the conversation **Friday, April 22**, at 12:00pm ET *Laying the Foundation in Community-Based Evaluation: Evaluating SDGs for Local impact*



# References

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