



Training

Evaluating Advocacy and Public Affairs: Challenges, Methodologies and Solutions

Thursday 4 March 2021, 12.00-13.30

Trainer: Glenn O'Neill, Owl RE

Virtual Venue

Increasingly, organisations are using advocacy to bring about policy and practice change in a wide variety of areas, from public health to the environment. However, there are specific challenges in being able to evaluate the contribution of advocacy to any progress seen.

This training will present an overview of the challenges faced, assess various methodologies and the possible solutions that exist to evaluate advocacy and public affairs initiatives, irrespective of location.

About Glenn O'Neil

Dr. Glenn O'Neil is the founder of evaluation consultancy Owl RE, based in Geneva, and has a broad range of experience covering some 100 evaluations, research and communication projects for International Organisations, governments, companies and NGOs in over 50 countries. Past clients have included Oxfam, MSF, Caritas, Nestlé, Council of Europe and EU agencies. Glenn holds a PhD in evaluation methodology from the London School of Economics and a Master's in communication management from the University of Lugano, Switzerland.

This training is free for ECPA members and a fee of 100 euros will be asked to non-members.

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