



As part of the global activities for the International Evaluation Year 2015, The Israeli Association for Program Evaluation (IAPE) held its 13th annual conference. The theme this year was Advocacy for Evaluation. The one day conference took place at the Mandel Center for Leadership in the Negev, in Beer Sheva Israel, on March 2, 2015.

In Israel , evaluators come from a variety of disciplines and are engaged in learning what works and why, and how to promote good policy and programming by the government and its agencies, as well as other organizations and civil society bodies.

We opened with an inspiring talk by Eliad Shruga - Chairman of the Movement for Quality Government in Israel. For 25 years Mr. Shruga has been advocating successfully for improvements in government and society. This was followed by a video lecture by Rakesh Mohan, director of the Office of Performance Evaluations, in the state of Idaho and a staunch advocate for evaluation. After the video lecture, we communicated with Mr. Mohan by Skype (even though it was 3:00 am in Idaho) for a scintillating discussion of the main ways to conduct advocacy.

After a coffee break we continued with talks by advocates in different fields, Allan Barkat - founder and director of Dualis, an NGO that seeks to make a positive social impact by building and investing in social businesses that train and employ disadvantaged populations, Prof. Jack Habib - director of the Myers-JDC-Brookdale Institute, an advocate for evaluation use, and Dr. Haia Jumshy – director of the Shahaf and Oren Foundations that advocate for and support community building. All three speakers are experienced and successful advocates for their respective causes.

The day ended with workshops for planning advocacy efforts based on the UNICEF Advocacy Toolkit and additional future actions of the Israeli Association for Program Evaluation. We invite those interested to visit the website of the Association in three languages - Arabic, English and Hebrew.

www.iape.org.il



Dr. Barbara Rosenstein, chairperson, IAPE

Video lecture by Rakesh Mohan, Director, Office of Performance Evaluations, Idaho



Working group on Advocacy for Evaluation