

Evidence Stories video guidelines

Evaluation often speaks in the abstract and in intangible terms, yet usually the real focus is about something far more concrete: a migrating farmer who seeks to supplement his livelihood in a neighbouring country; a young mother in a refugee camp; a girl with the dream of becoming a doctor.

The purpose of the EvalPartners #EvidenceMatters flagship program is to break through the acronyms and technical speak and get to the **heart** of how evidence can improve peoples' lives.

To achieve this, we want to know about *your* experience of using evidence.

Tell us in a 1-2 minutes why #EvidenceMatters to YOU!

Here are a few guidelines:

- You can use your mobile phone to record your message (please record in horizontal/ landscape format ensuring that the phone captures your portrait at eye level – not from the bottom up or top down – and that you're positioned in the full frame of the camera viewer)
- You can choose any setting that shows more about the **context** in which you work as an evaluator (in the field, your home office, or your office at work)
- Tell us in a few sentences why #EvidenceMatters in **your context** and WHY it's critical that we promote evidence in a post-truth era
- Use **any language** to record your message – the more diverse, the better!
- When sharing your video on social media tag @EvalPartners and the EvalNetworks (@Eval_Youth @FeministEval @EVALSDGs #EvalIndigenous @eval_gpf) and use the #EvidenceMatters hashtag

We will identify specific time frames for the posting of evidence story videos, announced prior with detailed communication to all stakeholders. It will usually be during EvalPartners and other key stakeholder events. Also keep an eye out on social media.

For more information, send your requests to coordinator@evalpartners.org