MDIF Monitoring and Evaluation in Context



Monitoring and Evaluation: Purpose & Audience

	Purpose	Audience
Monitoring	Accountability and Management	Internal: Organization's management unit
		External: Investors and/ or funders
Evaluation	Learning ———	Internal: Organization's strategy unit
		External: Peers, industry groups, think tanks and academics

Monitoring and Evaluation: Values

Monitoring	Evaluation
Closeness to the process	Distance from the process
Methodology should scale	Results should scale
Measurement is based on established practices	Measurement is fit to the specific evaluation question
Context agnostic	Context specific

Monitoring and Evaluation: **Examples**

	General Example	MDIF Example
Monitoring	How many mosquito nets did we distribute in 2016?	How many unique individuals did the news sites in our portfolio reach in 2016?
Evaluation	Are mosquito nets the most efficient strategy to reduce malaria in this country?	Did our client's news coverage have an impact on the election in this country?

Monitoring and Evaluation: MDIF Strategy

