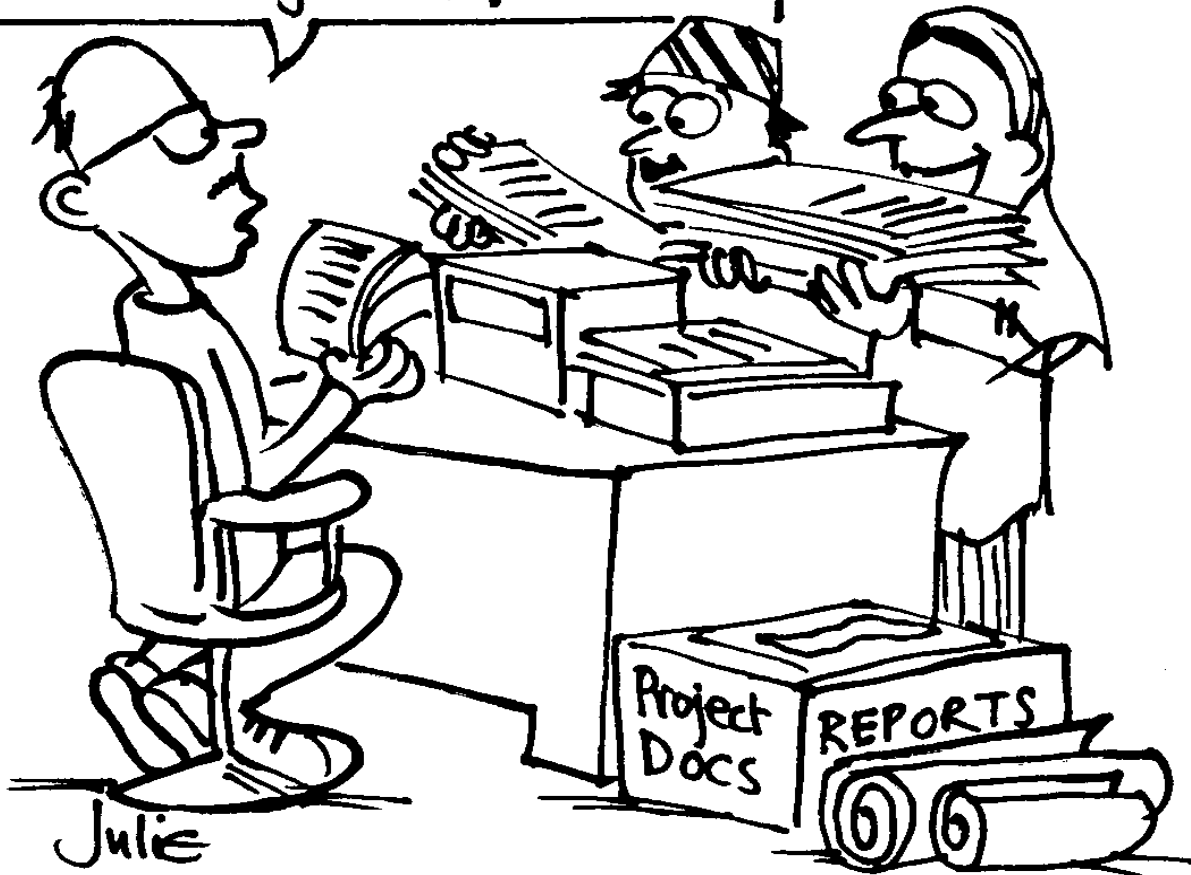


Who owns the knowledge?

**An equitable approach to evaluation at the
grass roots level.**

Dr. John Donnelly

I wouldn't have asked for
so much information
if I'd known I was supposed
to actually use it!



Who owns the knowledge?

“...the first act of power people can take in managing their own lives is ‘speaking the world’, naming their experiences in their own words under conditions where their stories are listened to and respected by others.”

Friere & Macedo (in Labonte, Feather and Hills, 1999, p3).

Did the evaluation add value?

There should be something for everyone from an evaluation:

Donor/commissioner of the evaluation

Project implementing organisation

Target Community - partners (at best),
beneficiaries (most often)

The value added by the evaluation will depend on the use made of the knowledge generated!

Using a strength based approach in highly participatory evaluation

What have been the positive outcomes for the three interested parties – intended or otherwise?

‘What is’ as distinct to ‘what was intended’ (they may be the same).

‘What is’ - the reality for local people

‘What was intended’ - the concern of implementers and donors.

Participatory tools which can be used in community level evaluations:

Appreciative Inquiry (AI) informed focus groups

Pocket Charts (PC)

Ten Seed Technique (TST)

Focus groups using indicative questions

Four Ds

- Discover
- Dream
- Design
- Do (Destiny/Deliver)

Public

Personal

Flexible



Pocket Chart

Pocket Chart

- **Anonymous**
- **User friendly**
- **Personal**
- **Disaggregated – age, sex, status**



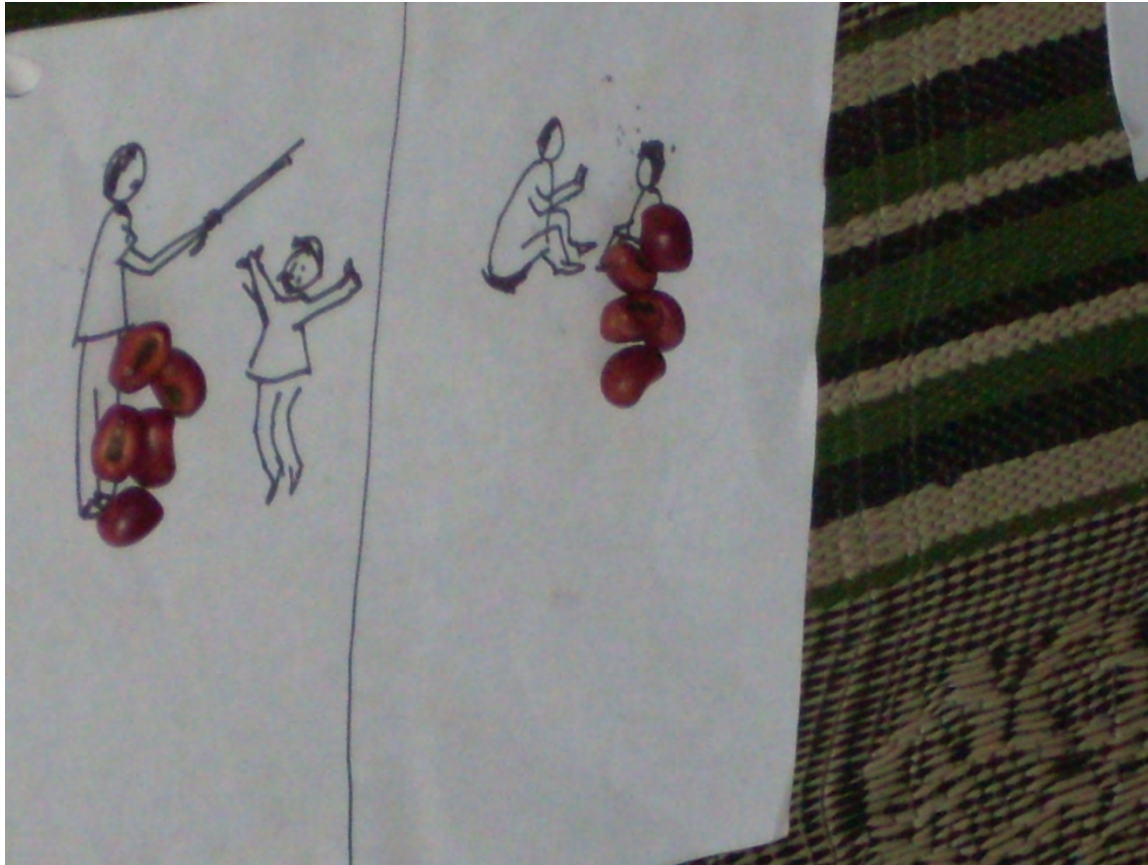
Ten Seed Technique

Ten Seed Technique

- Public
- Non-personal/communal
- Based on consensus



Ten Seed Technique



50/50

Three tools combined:

- **Maximise participation**
- **Transparent**
- **Can present a previously unseen picture of the community**
- **All knowledge is left behind – and only taken away with permission**
- **Provide triangulation in analysis – discrepancies can be enlightening**
- **A degree of quantification**



THE TEAM ALWAYS ENSURES THAT EXCLUDED GROUPS
ARE IN ATTENDANCE AT MEETINGS...

Community level value

- **Ownership of the information generated at the evaluation site**
- **A (new) awareness of the community in which they live**
- **Highlights the relevant and the lived**
- **Sustainability of project outcomes is enhanced**

Implementing organisation value

- **Data can be compared with previously collected data – baseline, monitoring**
- **A basis for decision making regarding future projects**
- **Sustainability of project outcomes is enhanced**

Donor/commissioning agency value

- **Were funds provided beneficial to those targeted?**
- **Inform future funding strategies based on outcomes rather than needs**
- **Data is more specifically related to issues targeted in PDD rather than prescribed outcomes**
- **Sustainability of project outcomes is enhanced**

So what's different with this approach?

- **All who want to be involved can be involved**
- **Ensures equal access to the relevant local knowledge for all stakeholders in the evaluation**
- **All knowledge generated at the site is known to all present before it leaves the community**

Don't surveys of statistically derived representatives of communities do the same?

No!

- **Surveys can be intimidating**
- **They are open to the possible surveyor bias**
- **Knowledge is gained from individuals**
- **Knowledge is appropriated by others**
- **Knowledge is taken away to be analysed before the community is aware of it all - lack of transparency**

**Who owns the knowledge? - an equitable approach
to evaluation at the grass roots level.**

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