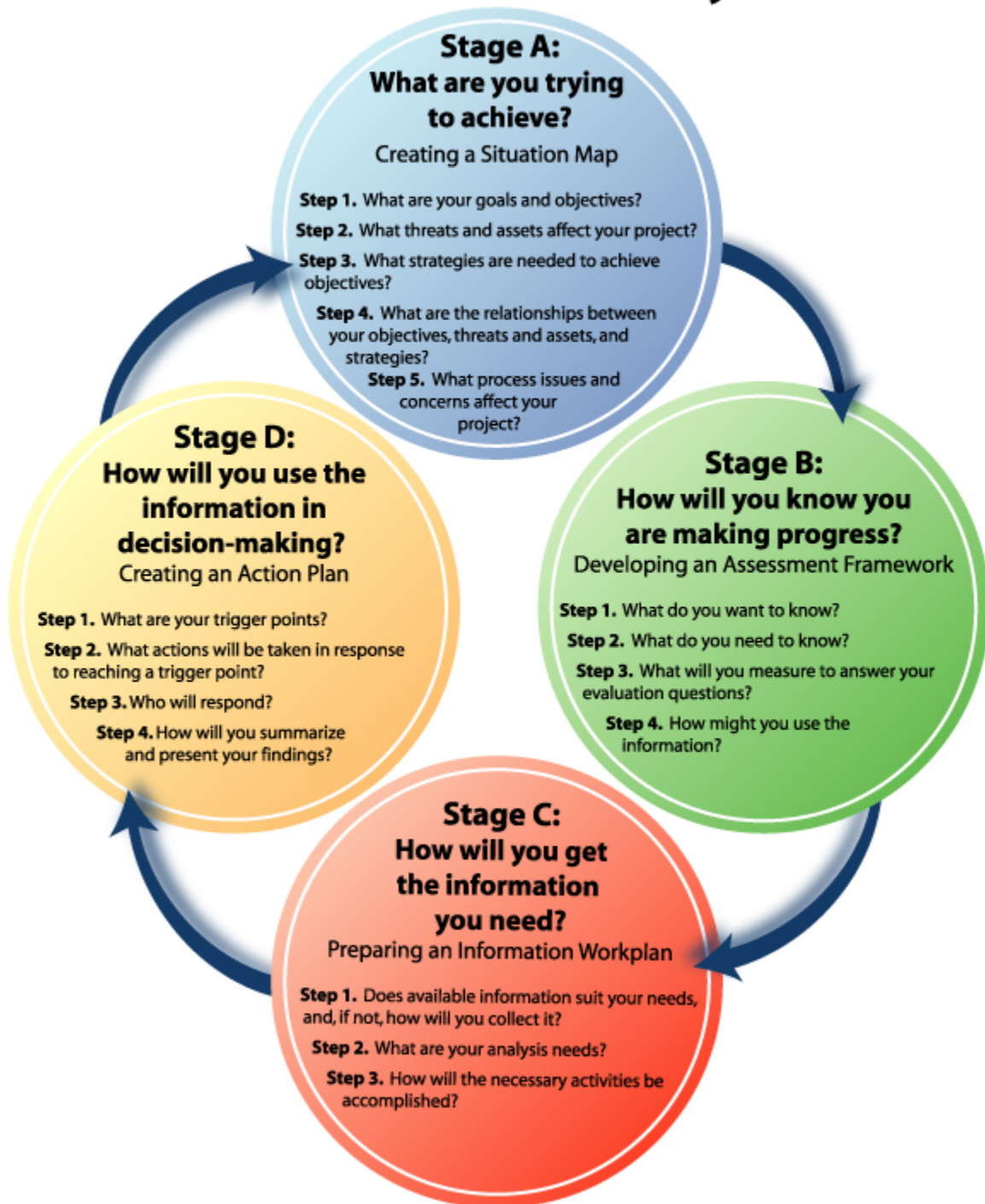


# The Evaluation Cycle



## ***What is the EMI Evaluation Cycle?***

In **Stage A**, you get a clear picture of your project's situation and define project success on multiple levels by addressing:

- What are the ecological, social and economic *goals* and *objectives* of my project? What do we aim to achieve or change?
- What are the *threats* and *assets* affecting my project? What is preventing progress and what is moving us forward?
- What are the *strategies* and *activities* of the project? What are our on-the-ground approaches and how are we implementing them?
- How do our strategies minimize threats and/or capitalize on assets to move us closer to our goals and objectives? That is, what is the *connected story* behind what we are doing and aiming to achieve within a complex system?
- What *organizational process issues*, such as leadership or communication, affect our project's progress?

In **Stage B**, you use the situation map you created in Stage A to lay out a framework for measuring progress on multiple levels by answering:

- What do we want to know? That is, what *evaluation questions* do we want to ask about the impact, implementation or approach of our project or about the situation in which we work?
- What do we need to know? What are our *evaluation priorities*?
- What *indicators* will we measure and what will we *compare* these measures against to answer our questions and assess progress?
- How might you *use this information* to affect decision-making or communicate with stakeholders?

In **Stage C**, you prepare for the logistics of undertaking your evaluation plan. This includes thinking about:

- Where will *data* come from? Is it already available or will we collect it, and if so, how?
- How will we need to *process* or *analyze* the data to give us a clear answer to our evaluation question?
- *Who will be responsible* for these activities?

In **Stage D**, you consider ways to tie the evaluation back to decision-making by answering:

- What will be our *trigger points*? At what level, amount or rate of change of an indicator will we change course or reconsider our strategies?
- What possible *actions* might we take if a trigger point is reached?

