

Ministry of Foreign and European Affairs, Directorate for Development
Cooperation and Humanitarian Affairs, Luxembourg

EVALUATION – Objectif Tiers Monde: Sensitization and education for sustainable development

Executive summary

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The evaluation was conducted by South Research. The Ministry publishes below a summary of the main results of this exercise. Observations, assessments and recommendations expressed in this document represent the views of the evaluators and do not necessarily reflect those of the Ministry.

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EXECUTIVE SUMMARY

This executive summary presents the main findings of the evaluation of the work of the non-governmental organisation (NGO) Objectif Tiers Monde in the field of education for sustainable development and sensitization (ESD / Sensi). This evaluation was commissioned by the Ministry of Foreign and European Affaires of the Grand Duchy of Luxembourg (MAEE) in the framework of the evaluation of four NGO's carried out by -South Research. The evaluation discusses relevance, effectiveness and sustainability, and builds on a documentary review, interviews (individual and in group) and an online survey.

The work on ESD / Sensi of OTM focuses on different fields: the organisation works with primary and secondary schools for specific activities or for longer collaborations, organises activities destined for a larger audience, and publishes a newsletter and brochure to inform its readers on its initiatives in Haiti as well as on issues related to social and economic development. OTM is also actively involved in a number of collaborations with other NGO's in the ESD / SENSI sector in Luxembourg. The choice of the fields, the activities developed for primary and secondary schools and the collaborations with other NGO's are all very relevant. With respect to reaching a wider audience, however, the evaluation has shown that the main approach (the organisation of a festival) was less relevant.

As there is no monitoring system, it is very difficult to evaluate the effectiveness of the interventions, in particular with respect to any changes the latter may have contributed. The online survey has suggested that the activities as well as the publications are appreciated for their informative content. The activities have contributed to a better understanding of the situation in Haiti, and the readers of the different publications appreciate the development of the themes that are addressed. The diversity of these themes, however, as well as their motivation character, could be approved.

Factors that contribute favourably to the effectiveness of the work in the field of ESD / Sensi of OTM are the creativity and enthusiasm of the coordinator, as well as a good collaboration with its volunteers, even though this aspect also entails some challenges. Issues to address include the management of the work, and more in particular the monitoring of activities and their results, as well as the development of activities that allow to reach a wider audience, or an audience that hasn't already been sensitized to the question of sustainable development. The monitoring of the activities and results is also an important point to follow-up on with respect to the sustainability of the interventions.

The current context, with a more heightened attention to subjects such as climate change and the involvement of young people entail an important momentum for any work on ESD / Sensi. In order to make the most of this momentum and to strengthen the work of OTM in this field, the following recommendations are suggested:

- **Systematize the approach**

This means that first of all, a strategy should be developed that includes an identification and analyses of stakeholders and of potential partners, and the development of a program. In the same way, and with respect to developing a better understanding of the results of the work of OTM among its target audiences, it is important to develop a monitoring and evaluation system, as this would allow to adapt, reorient or develop certain activities, which would increase the effectiveness. The organisation should develop clear objectives for different stakeholders, a planning per group of stakeholders, and indicators that allow to monitor. OTM could also orient its work along a continuum consisting of 1) a process of informing and sensitizing, 2) encouraging stakeholders to develop their understanding and to form an opinion, and 3) encouraging stakeholders to act and to make commitments. This approach would likely increase the effectiveness of the work of OTM.