2024

youth in evaluation WEEK

#Eval4Action

8-12 July 2024

Communications pack

Version: 10 May 2024

About this pack

This pack includes resources to promote Youth in Evaluation week 2024!

1. **Overview**
2. **Branding guide**
3. **Master narrative**
4. **Social media**
5. **Design assets**

1. **Overview**

Objectives	**Theme:** Upholding Youth in Evaluation standards	**Global programme**
• To advance Youth in Evaluation standards integration within the evaluation community	**Sub-themes:**	• 50 events, 50% led by youth
• To recognize Youth in Evaluation champions based on self-reporting on the standards, & cross fertilize lessons	1. Leadership and accountability 2. Practice 3. Advocacy and capacity building 4. Knowledge management and communication 5. Human resources 6. Financial resources	• Strong regional distribution, with a focus on Global South • Nearly 40% of the events are in languages, other than English
Read the concept note		See the full programme

Timeline & ideas to advance engagement

Event announcements: Start now!

Advocate for the uptake of Youth in Evaluation manifesto & standards

Key promotions period: 24 June - 7 July

Amplify your favorite event including all global events, join the countdown to start of the week

Youth in Evaluation week: 8- 12 July

Spotlight the inauguration & champions awards (8 July) & the EvalYouth concluding roundtable (12 July)

Post event advocacy for Youth in Evaluation: 13 July onwards

Continue advocacy for uptake and self-reporting on the Youth in Evaluation standards

2. Branding guide

Logo

8-12 July 2024

Download the logos

Upholding Youth in Evaluation standards

8-12 July 2024

Upholding Youth in Evaluation standards

8-12 July 2024

Branding DOs and DON'Ts

- **Do** use the logo only as provided
- **Do not** distort or crop the logos
- **Do not** change the colors
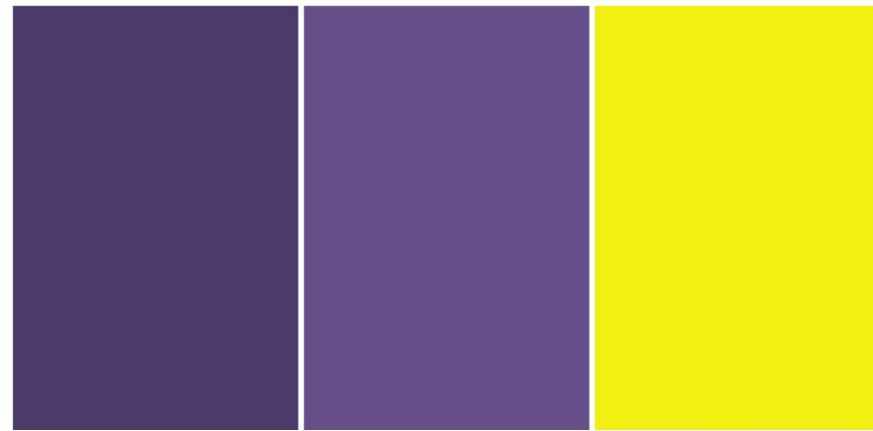- **Do not** translate the logo

Fonts

When creating custom visuals using the Youth in Evaluation week logo, use Open Sans for text.

Color palette

Primary colors of the palette are:
- **YiE purple (#4C3A6A)**
- **YiE navy (#4564A5)**

Use **YiE yellow (#F2F013)** as an accent color.

#4C3A6A
RGB   76, 58, 106

#675089
RGB   103, 80, 137

#F2F013
RGB   242, 240, 19

#4564A5
RGB   69, 100, 165

#EDEDED
RGB   237, 237, 237

3. Master narrative

Use this text to write articles, blogs, newsletter features, press releases. Be creative!

The second annual Youth in Evaluation week 2024 (8-12 July) unites young and senior evaluation professionals worldwide. This intergenerational event drives greater commitment and action towards meaningful youth engagement in evaluation, aligning with the UN Summit of the Future 2024. It includes about 50 virtual, in-person, and hybrid events, in ten languages, across all regions.

Following the launch of the Youth in Evaluation manifesto and standards, Youth in Evaluation week 2024 focuses on advancing the uptake of the standards across the evaluation community. The five-day event will also recognize Youth in Evaluation champions based on self-reporting on the standards.

Join this unique opportunity to strengthen intergenerational solidarity in evaluation.

Visit eval4action.org to learn more and get involved.

#Eval4Action

4. Social media

Hashtag: #Eval4Action

#Eval4Action handles: @unfpa_eval, @Eval_Youth, @eval_gpf

Youth in Evaluation week webpage: eval4action.org/youthinevalweek24

SEE! Sample messages for X (formerly Twitter)

5. Design assets

All designs assets are available in the Eval4Action trello board. Continue to check back for new content that will be added regularly.

Content
- Logo cards
- Save the date cards
- Social media banners
- Zoom background

Coming soon!
- GIFs
- Countdown cards
- Slogan cards
- Infographics
- Translated assets (Fr, Sp, Ar & more)

Contact information

Reach out to contact@eval4action.org with any questions!