

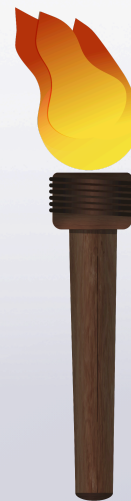


In partnership with



# #EvalTorch

Ignite the future of evaluation



## Frequently asked questions

### 1. What is #EvalTorch?

#EvalTorch is both a symbol and a call to action, uniting the global evaluation community to build a future where evaluation contributes to a more just and sustainable world. #EvalTorch celebrates the significant progress the evaluation field has made thus far, and now seeks to drive further advancements in influential and transformative evaluation by harnessing the energy and innovation of young people and leveraging new technologies.

#EvalTorch's remarkable journey began in 2015 with the International Year of Evaluation, spanning over 70 countries and 92 events. Now a decade later, #EvalTorch is reigniting its global travels in February 2025, ready to inspire a collective vision for the future of evaluation.

## 2. Why is #EvalTorch relevant?

#EvalTorch acts as a unifying emblem, celebrating past accomplishments within the evaluation community while sparking excitement for the future of evaluation, aligned with the vision of the United Nations [Pact for the Future](#). As #EvalTorch travels the globe in 2025 and beyond, it will showcase collaboration at global, regional, and national levels, demonstrating a shared commitment to adapting evaluation and making it fit-for-purpose to better address current and future global challenges and opportunities.

## 3. What is the connection of #EvalTorch to the Summit for the Future of Evaluation?

#EvalTorch symbolizes the progress made and the ongoing work in evaluation, and ignites action and shared vision for its future. Starting in 2025, #EvalTorch will travel the globe, appearing at numerous conferences and events to galvanize this movement. It will also serve as a central and dynamic element of the [Summit for the Future of Evaluation](#), acting as a focal point for deliberations on making evaluation future-fit.

## 4. Why should partner organizations feature #EvalTorch?

By featuring #EvalTorch at a key advocacy event, partner organizations have a unique opportunity to lead, participate and shape the global dialogue on the future of evaluation. It provides partners with a prominent platform to contribute to this high-visibility movement. It's an opportunity to showcase an organization's commitment to advancing evaluation, fostering collaboration among senior evaluation professionals and youth, and ultimately driving transformative change through influential and innovative evaluation practices. By featuring #EvalTorch, partners become integral to a global conversation shaping evaluation's future.

## 5. How will #EvalTorch engage the global evaluation community?

#EvalTorch's global movement will be fueled by both a physical and digital torch. The **physical #EvalTorch** will journey across the globe, hosted by partners worldwide at key conferences and events, before, during, and after the Summit for the Future of *Evaluation*. Each stop will symbolize the global evaluation community's shared future vision for transformative evaluation.



A complementary **digital #EvalTorch** will amplify this journey, engaging a wider audience through online platforms, social media, and digital events, ensuring global participation in the movement.

## 6. How can partners feature #EvalTorch and join the movement?

Partner organizations can feature #EvalTorch at their events (in-person, online, or hybrid). Featuring or hosting #EvalTorch involves organizing a dedicated session around #EvalTorch's symbolism and call to action, showcasing the physical or digital torch at the event, promoting the initiative and the Summit for the Future of *Evaluation*. Organizations interested in featuring #EvalTorch at their event can reach out to [contact@eval4action.org](mailto:contact@eval4action.org) to express their interest and coordinate logistics.

Partners are encouraged to leverage their digital channels, including social media and websites, to amplify the #EvalTorch movement and engage a wider audience. Please also refer to the #EvalTorch communication resources below.

### #EvalTorch communication resources

- **Hashtags:** #EvalTorch, #Eval4Action
- [Webpage](#) with a tentative #EvalTorch schedule
- [Brand guide](#)
- Customize [social media messages](#) for your channels. Visual templates are available in the brand guide. See [Trello](#) for ready-to-use cards.
- [Download](#) the virtual background or [customize](#) it with your own logos.
- [Standard text](#) for #EvalTorch for use on websites, blogs, newsletters and other platforms.
- All assets are also available on the Eval4Action [Trello](#) board.