



Evidence to Action

26th – 30th September, 2022 | Kampala, Uganda



“Adapting Innovative Evaluation Practices for Evidence-Based Decision Making During and Beyond Covid-19 Pandemic”

Conference Sponsorship

Nations across the world must mobilize efforts and provide leadership in the generation and utilization of evidence. This is critical to assess outcomes and impacts of development interventions and programs, capture the progress, success, and failures of sustainable development interventions, inform all stakeholders for effective decisions making, strategic planning and risk management, provide accountability to its citizens and to contribute to the broader knowledge and learning in the field of sustainable development. This type of leadership calls for high-level responsibility and accountability from stakeholders to make decisions and develop policy and action based on well-informed evidence supported by irrefutable facts and data. Increasingly, global leadership is embracing the new concept of responsibility and accountability in terms of evidence generation in support of policy making and development action.

Against this background, the International Centre for Evaluation and Development (ICED), Makerere University, the Uganda Evaluation Association, Feed the Future Innovation Lab for Market, Risk and Resilience (MRR Innovation Lab), The Campbell Collaboration, Agriculture Technology Adoption Initiative (ATAI), the Institute of Statistical, Social and Economic Research (ISSER), Global Development Network (GDN) and other partners is organizing the 5th Evidence to Action Conference and Exhibition (E2A) in Kampala, Uganda from 26th – 30th September, 2022. With the theme “Adapting Innovative Evaluation Practices for Evidence-Based Decision Making During and Beyond Covid-19 Pandemic.” The conference aims to nurture the use of evidence-based policy decision-making and action in Africa, especially in the drive towards the realization of Agenda 2063 and Agenda 2030 goals within the disruptions of the Covid-19 pandemic. The generation and use of evidence-based and relevant policies to support development will lead to individual dignity and wellbeing, flourishing societies, and a planet Earth that is a thriving home for all.

Central Themes:

These central themes are cross cutting to address responsibilities and accountabilities:

1. Communication
2. Innovation and Technology
3. Framework for Evidence Value Chain
4. Tools and Instruments for Evidence Based Generation and Use

Sectors:

The Conference will address emerging issues within the following sectors:

1. Agriculture and Food Systems in sub-Saharan Africa
2. Public health and Development
3. Climate Change and Environment
4. Agriculture Risk, Index Insurance and Risk Mitigation
5. Private Sector in Development
6. Innovative Finance, Credit and Savings for Smallholders
7. Systematic Review and Impact Evaluation for policy making
8. Gender equality and Youth empowerment in driving Africa's development
9. National and Local Governance and Accountability

Conference Objectives:

- To generate innovative insights to support recovery plans in the face of the Covid-19 disruption, using evidence and evaluation.
- To enhance opportunities for researchers and evaluators to contribute to demand-driven research and evaluation activities in the context of Africa.

- To emphasize the importance of contextualized knowledge and local public debate and ownership
- To provide a platform that integrates and optimizes cutting edge innovation, research, and evaluation findings through collaborative and shared learning to promote policy making and sustainable program development.
- To examine approaches for infusing evidence into policy making and sustainable program development.

Why participate?

- Opportunity to network with 400+ researchers and evaluation experts.
- Opportunity to interact with policy-makers from across the continent.
- Opportunity to provide thought leadership and contribute to policy recommendations on various themes.
- Opportunity to develop new strategic partnerships.
- Opportunity to strategically position your institutional brand to an international audience.

Partnership opportunities:

There are several ways in which organizations can support the Conferences:

- Provide direct financial support to the Conference Secretariat to facilitate the organization of the Conference.
- Contribute to the outcome from the event — a “Call to Action” that is expected to influence policy formulation and decision-making within the continent.
- Convene side events or breakout sessions or side events linked to the overall Conference theme and sub-themes.
- Participate in the Conference as an exhibitor to show-case your institution's activities.

- Sponsor high level speakers and technical experts to address the event.
- Sponsor delegates or special interest groups (such as delegates from around the African continent) to attend the Conference.
- Support the cocktail as an opportunity for participants to network

Sponsorship Opportunities & Benefits

Platinum Sponsor - US\$20,000

- Guaranteed opportunity to host a full day side event.
- Five-minute organization video in line with the Conference theme played to Conference delegates and uploaded on the Conference Website.
- Complimentary registration for up to 5 participants to the Conference
- Opportunity to lead and provide inputs into a major panel
- Recognition as the platinum sponsor in the Conference programme and website
- Institution's logo on Conference website homepage
- Complimentary exhibition booth
- Opportunity to provide give-a-ways to Conference delegates
- VIP access at the main opening session
- Full access to media attending the conference

Gold Sponsor - US\$10,000

- Guaranteed opportunity to host a half-day side event
- Complimentary registration for up to 3 participants to the Conference
- Opportunity to provide inputs into a major panel
- Complimentary exhibition booth
- VIP access at the main opening session
- Recognition as a gold sponsor in the Conference in the programme and website
- Institutional logo on Conference website homepage
- Opportunity to provide give-a-ways to Conference delegates
- Full access to media attending the Conference

Silver Sponsor - US\$5,000

- Complimentary registration for up to 3 participants to the Conference
- Complimentary exhibition table
- Recognition as a silver sponsor in the Conference in the programme
- Company logo on Conference homepage and sponsor banner
- Branding opportunities at the Conference venue (to be discussed inter-party)

Bronze Sponsor - US\$3,000

- Complimentary exhibition table
- Complimentary registration for up to 2 participants to the Conference
- Company logo on Conference homepage and sponsor banner
- Recognition as a bronze sponsor in the Conference venue and in the program/brochure

Supporting Sponsor - Below US\$2,000

- Complimentary exhibition table
- Complimentary registration for up to 2 participants to the Conference
- Company profile and logo in the Conference Program
- Company logo on Conference homepage and sponsor banner
- Recognition as a supporting sponsor in the Conference venue and in the program/brochure

Other Sponsorship Opportunities

Cocktail Sponsor - US\$5,000

- Opportunity to address delegates attending the event
- Exhibition booth
- Recognition as a silver sponsor in the Conference in the programme
- Institutional logo on Conference website homepage
- Company logo on Conference homepage and sponsor banner
- Branding opportunities at the Gala Dinner venue (to be discussed inter-party)
- Guaranteed keynote speaker opportunity

Lunch Sponsor - US\$5,000

- Opportunity to address delegates attending the event
- Exhibition table
- Recognition as a sponsor in the Conference in the conference program
- Company logo on Conference homepage and sponsor banner
- Branding opportunities at the lunch venue (to be discussed inter-party)

Exhibition booth hire - US\$300

- Attendance by all Conference VIPs and delegates
- Company logo on Conference homepage
- Listing as an exhibitor in Conference programme

Contribution in kind

Non-cash sponsorship in the form of uptake of specific conference implements. Examples of this includes, but is not limited to:

- Provision of printed material for the conference (branded/unbranded folders), conference agenda/program, name tags, visibility materials (conference banners)
- Sponsorship for conference meals (in part or whole)
- Sponsorship for media announcements and/or briefs
- Provision of exhibition implements (tents, tables, screens, pin up boards, etc)
- Registration Fee for Delegates to attend
- Any other aspects on the budget.

About ICED

The International Centre for Evaluation and Development (ICED) is the first Africa-based international think-tank that combines research and innovation with extensive practical experience in evaluation for development in Africa.

Based on the extensive experience of its founders, ICED identified the need in Africa for new thinking and opportunities to experiment within its own evolving contexts and cultures, drawing on fresh ways of doing and knowing from around the world, especially through evaluation. If evaluation's remarkable potential is properly used, it is a powerful instrument in the hands of government and citizens.

For more information, please contact:

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