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## Europe Region

World Association  
of Girl Guides  
and Girl Scouts

Association mondiale  
des Guides et des  
Eclaireuses

Asociación  
Mundial de las  
Guías Scouts

19 December 2012

To:

International Commissioner of Europe Region WAGGGS Member Organizations

Dear Friends,

### Evaluation of the Europe Region WAGGGS Operational Plan

Being this a crucial year of evaluation and planning, the Europe Committee WAGGGS has decided to carry on a thorough evaluation process to review the achievements, results and learning from the previous (2009-2011) and current operational plan (2012-2014).

As many of you have heard at the International Commissioners' Forum at the beginning of December, the Joint Committee has also decided to carry on an evaluation of the Joint Work. The two evaluation processes are going to be independent from each other.

Both assignments have been commissioned to [The Social Investment Consultancy](#), in order to maximize the investment of human resources and time. However, in order to guarantee the key parameters of objectivity and neutrality, the Evaluation of the Europe Region WAGGGS Operational Plan is being led by Ms. Yuki Lo while the Evaluation of Joint Work is being led by Ms. Rachel Linn.

The Social Investment Consultancy is an international consulting firm using the latest models of social enterprise, revenue generation, impact investment and venture philanthropy to help businesses, charities and philanthropists maximize their social impact.

The consultants have been identified on the basis of key selection criteria and out of a short list of possible candidates. We believe that the consulting agency identified can ensure an impartial and professional assessment process. You can read more about the Consultant profile's here: <http://www.tsiconsultancy.com/who-we-are/team/yuki-lo/>. More information about the selection process is available upon request at the Europe Office WAGGGS.

We expect this evaluation process to help us in replying to the key questions below (amongst others):

- How effectively the 2012-2014 operational plan has incorporated learning achievements from the previous plan?
- What are the results achieved so far of our work on the 2012-2014 operational plan?
- How have these results added value to the development of Member Organizations (MOs) and the region as a whole?
- How effectively and efficiently did we allocate resources in delivering our work? How was the return on investment?
- What learning is there about what works, what doesn't, why and how in adding value?

We are also keen to ensure that the evaluation approach and process are in line with the ethical code of the Europe Region WAGGGS.

We believe this process is going to strengthen our reporting and strategic planning processes in the perspective of the forthcoming European Guide Conference and exchanges with you all. We also expect this objective evaluation to facilitate the succession to the next planning cycle starting after the European Guide Conference next August.

Previous evaluation exercises carried on by the Europe Region (e.g. online questionnaire, last October) will complement the set of knowledge supporting this process.

We are very keen to ensure that the strategy and operations of the Region builds on the learning and achievements of this triennium; we have already identified positive signals of a strengthened and more effective cooperation with many MOs, and we are willing to ensure that the Region keeps moving forward and becomes more and more a key point of reference with clear and specific expertise and role to share with all Member Organizations.

We shall keep you updated on the progress of this piece of work, which we expect to be finalized by the end of March 2013. For any further questions and comments please do not hesitate to contact Paola Cervo at [paola@europe.wagggsworld.org](mailto:paola@europe.wagggsworld.org).

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Lara', with a long horizontal stroke extending to the right.

Lara Tonna  
Chair  
Europe Committee WAGGGS