Guideline 36: Monitoring and evaluation are important not just for assessing impact, but equally for reflecting on strategies, unpacking successes and failures, and planning for future approaches.

There are several reasons why M&E processes are useful. They allow you to:

1. Understand progress.
2. Assess resource allocation.
3. Reflect on direct and indirect impact.
4. Know what can be replicated and what should be avoided or changed.
5. Consider the unintended consequences.
6. Identify multiple levels of impact.

More tangibly, an M&E process gives you time to ask whether:

1. The initial goals set have been realised.
2. The judgment set a good precedent.
3. New laws and policies are going to be created.
4. There is better public engagement on the issues.
5. People better understand their digital rights.
6. People have been empowered through this process.
7. You are working with new partners.
8. You established meaningful relationships with the media.