European Commission

ENGAGING YOUR AUDIENCE

Creative Communications for Evaluation Dissemination

International Cooperation and Development

THE STUDY

This report captures the result of a **study on the current practices of dissemination of the evaluation results** of international development and co-operation interventions within the EC/DG DEVCO & non-EU institutions. It was conducted in the first semester of 2020 to examine and document how knowledge generated from evaluation is being translated and disseminated to a wide variety of stakeholders to ensure 'evaluations influence change', in line with DG DEVCO's Evaluation Policy (Evaluation Matters, 2014).

Related to this, the study captures examples of good dissemination practice and provides recommendations which could help to **improve future evaluation dissemination activities**.

The study was conducted by the **Evaluation Support Service (ESS)** of **DG DEVCO**, formed in 2017 as an external Technical Assistance facility to promote a culture of accountability and learning through robust evaluations at DEVCO and EU Delegations.

Please visit the **EU Capacity4Dev website** for more information and resources on this topic.

THE STUDY

This study was conducted in two phases:

▶ Examples of good practices and lessons learnt were gathered and
▶ Simple how-to-guidelines to support Evaluation Managers and the wider evaluation community in disseminating the evaluation results were developed.

Methods included the following:

▶ Literature review on dissemination, knowledge translation and brokering, EU strategic documents and reports from other non-EU institutions.
▶ Online mapping of knowledge products to identify existing evaluation dissemination channels and products.
▶ Online survey and interviews with the EU Evaluation Managers and representatives of 12 non-EU institutions and NGOs to gather detailed insights into the resources and management processes.

From the materials collected, the ESS developed five 'How-to' guidelines for disseminating evaluation results and published these on Capacity4Dev, to improve and support evaluation dissemination practice. The following pages comprise short and interactive versions of the guidelines. For the full and printable versions of the guidelines please refer to the Capacity4Dev website.

THE STUDY

The study found some good examples of translation of evaluation knowledge into reporting formats. The 17 institutions consulted most commonly made use of video (71%), followed by evaluation infographics (59%), evaluation briefs (53%), "creative" reports (47%), blogs (41%), podcasts (35%), and webinars (29%).

The authors identified the following factors as conducive to a practice of creative dissemination of evaluation results:

▶ A **culture of learning and knowledge** within the organisation, stimulating the sharing of lessons learnt from evaluations.

▶ The **dedication of resources** (the required expertise (both in-house and external), budget, and time).

▶ A **planning** process that includes creative dissemination, allowing for the reservation of resources, but also for the integration of the dissemination process into the evaluation methodology and logistics (e.g. by recording sounds and images during the data collection process).

▶ And in line with this: **terms of reference** that include the dissemination of results, adapted to the intended audience.
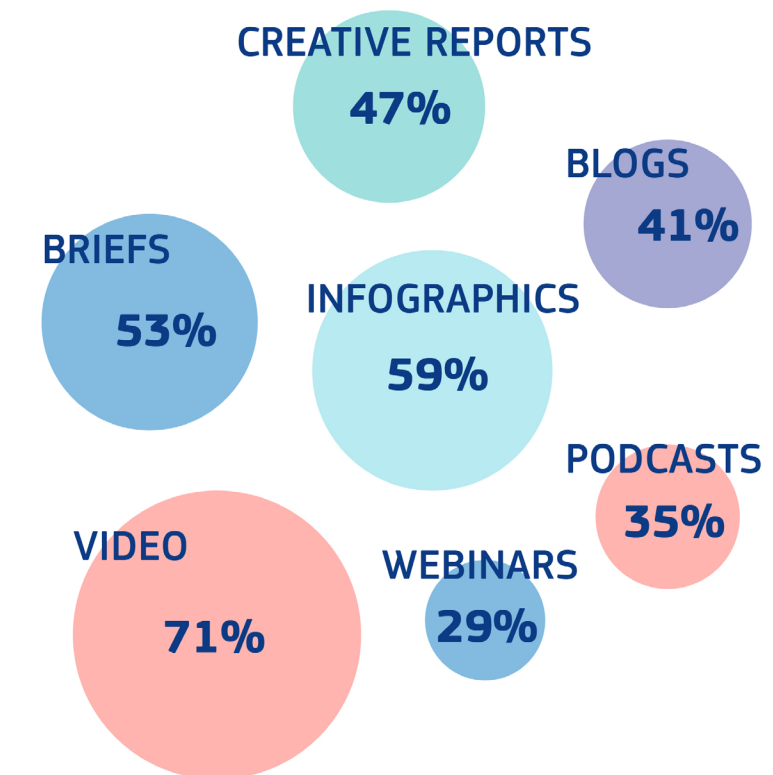

Figure 1: Use of creative communication products for dissemination of evaluation

SELECTING PRODUCTS

1.

Browse the products
- Evaluation videos
- Evaluation briefs
- Evaluation infographics
- Evaluation podcasts
- Evaluation blogs
- Other

2.

Choose your target audience
- Who is your target audience?
- What format is best to reach your audience?

3.

Define key message/s
- What do you want to communicate?
- How do you want the evaluation results to be used?

4.

Choose your product/s
- Which format is the most suitable overall?
- Will you have more than one product?

5.

Resources
- Consider how long it takes to develop each product
- Consider additional technical skills required
- Think about potential costs involved

6.

Create
- Follow the tips provided in the 'How-to' guidelines
- Remember to share your ideas with colleagues for feedback

SELECTING PRODUCTS

KEY CHARACTERISTICS TO CONSIDER WHEN CHOSING YOUR DISSEMINATION PRODUCT

COMPARE

CHARACTERISTICS	VIDEO	PODCASTS	INFO-GRAPHICS	BRIEFS	BLOGS
Visual	✓		✓	✓	✓
Audio	✓	✓			
Convey Key messages quickly	✓	✓	✓	✓	✓
Amplify voices of stakeholders	✓	✓	✓	✓	✓
Reach a wider audience base	✓	✓	✓	✓	✓
Non-technical language	✓	✓	✓	✓	✓

SELECTING PRODUCTS

KEY CHARACTERISTICS TO CONSIDER WHEN CHOSING YOUR DISSEMINATION PRODUCT

CHARACTERISTICS	VIDEO	PODCASTS	INFO-GRAPHICS	BRIEFS	BLOGS
Time required	1-12 weeks	1 week	2 weeks (av.)	Variable	1-2 weeks
Expertise	In-house/ video expert	In-house/ comms expert	In-house/ comms expert	In-house/ comms expert	In-house/ comms expert
Length	3-15'	3-30'	2-4 pages	2-4 pages	1-1,500 words
Cost	€2-15,000	€600 (av.)	Max. €2,500	Max. €1,000	In-house prod.

VIDEO

WHY A VIDEO?

Videos provide a great way of engaging your audience visually, conveying key messages faster, amplifying voices & faces of stakeholders, and reaching a wider audience base. Represent an overview of evaluation results in a visual format.

WHO IS IT FOR?

Target audiences could include: government officials, the public in Europe/Global, evaluators/technical experts, EU Delegation staff, different EU institutions, civil society, implementing partners, academia, research think tanks.

WHERE TO MAKE IT?

Videos can be produced locally, with local support, and with remote interviews as relevant. Consider including budget for local communications capacity in the evaluation ToR.
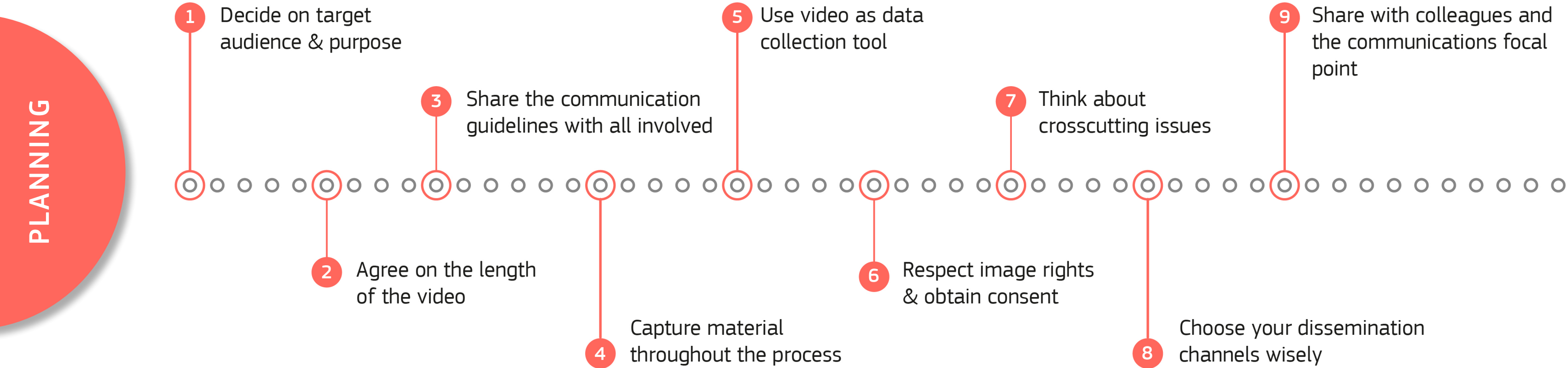
HOW MUCH TIME?

The production time of a video is relatively short and can either take days or a few weeks.

It all depends on the scope and length of the video, the key messages the video wants to convey and to whom.

HOW MUCH MONEY?

The study found that the average cost to produce one video is around 9000€. However, the cost depends on the length and quality of the video you are making. Please find some examples and their associated costs below.

WHERE TO START?

Have a read through the Communication and visibility manual for European external action (2018). Look out for existing templates or create your own.

Need inspiration? Have a look at some useful resources and examples from the wider evaluation community in the next pages.

VIDEO

TIPS TO GUIDE YOUR EVALUATION VIDEO CREATION

1. Decide on target audience & purpose

2. Agree on the length of the video

3. Share the communication guidelines with all involved

4. Capture material throughout the process

5. Use video as data collection tool

6. Respect image rights & obtain consent

7. Think about crosscutting issues

8. Choose your dissemination channels wisely

9. Share with colleagues and the communications focal point

VIDEO

EU DELEGATION TO CÔTE D'IVOIRE

L'UE soutient le transport routier

- **Description:** evaluation of the Road Preservation Project in Côte d'Ivoire
- **Cost of production:** €15.000
- **Duration:** two versions (3' 15')
- **Time of production:** 3 months
- **Produced by:** contractor and local expertise

INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT

Strategy & Programme Evaluations

- **Description:** highlights from Nicaragua Country Strategy and Programme Evaluation
- **Cost of production:** produced in-house
- **Duration:** 5'38''
- **Time of production:** depending on scope and video length
- **Produced by:** IFAD headquarters

AFRICAN DEVELOPMENT BANK

AfDB support to Agricultural Value Chain Development

- **Description:** this video is about IDEV's evaluation of AfDB's support for agricultural value chains development in Africa
- **Cost of production:** +/- €10.000
- **Duration:** 12'22''
- **Time of production:** 3 weeks
- **Produced by:** internally

VIDEO

GLOBAL ENVIRONMENT FACILITY

Biodiversity Evaluation 2018 (India)

▶ **Description:** the results of the evaluation of GEF Biodiversity Mainstreaming Program in India highlighting the challenges

▶ **Cost of production:** in-house

▶ **Duration:** 3'

▶ **Time of production:** in-house

▶ **Produced by:** some internally, some by professionals

▶ **Language:** English

WORLD FOOD PROGRAMME

Corporate Emergency Response in Northeast Nigeria (2016-2018)

▶ **Description:** improve performance and provide insights to WFP's Nigeria country office

▶ **Cost of production:** 2000 $

▶ **Duration:** 4'

▶ **Time of production:** 8 days

▶ **Produced by:** local expertise and headquarters

▶ **Language:** English

INSIGHTSHARE

Women's Economic Empowerment – UN Women

▶ **Description:** analysis of, and conclusions about the six videos recorded by rural women in Moldova

▶ **Cost of production:** about €5.500

▶ **Duration:** 6'

▶ **Time of production:** in-house

▶ **Produced by:** InsightShare and led by evaluators Impact Ready

▶ **Language:** English

VIDEO

VIDEOS FOR REPORTING

This **blog** describes how you can use video to communicate your evaluation findings.

VALUE ADDED OF VIDEOS

In this **blog**, the added-value of video is discussed; from conceptualization, co-design and production through to the editing and dissemination phases. The lessons learnt can help to guide future video projects.

EVALUATION LEARNING VIDEOS

This **blog** discusses the use of video as an evaluation learning tool, the author reflects on the filming of an evaluation project conducted in the Philippines and the key factors which enabled the success of the video.

PARTICIPATORY VIDEO

InsightShare have produced several communications about the power of Participatory Video as a tool to engage communities and stakeholders in evaluation, and collect data from the perspective of beneficiaries.

▸ Blog
▸ Journal Article
▸ Participatory Video Most Significant Change (PVMSC) guide

Photo by Jacob Owen on Unsplash

PODCASTS

WHY A PODCAST?

Podcasts enable you to convey **key messages** quickly and directly, **amplify voices** of participants, stakeholders and evaluation experts, reach a wider audience base and **personalize the evaluation 'story telling'** with special effects/music.

WHO IS IT FOR?

Target audiences could include: the wider public in Europe, in the partner countries and beyond, different EU institutions, civil society, academia, research, think tanks and media.

WHERE TO MAKE IT?

Podcasts can be produced **from any location**. You just need to ensure that you have a **recording device** to hand. If remote interviews are required, you will also need access to internet and an online platform which has an option to record e.g. Skype/Zoom/Gotomeeting/Webex.

HOW MUCH TIME?

The production time of a podcast is usually relatively short – it takes around **one week** provided you can dedicate the required time for editing. This does depend on the scope and length of the podcast, the key messages which you want to convey and to whom.

HOW MUCH MONEY?

In general, the production of a podcast can be **included in the cost of the evaluation,** with very little additional budget. This is provided that you can access and use free tools such as: free audio recording tools, a PC or mobile or headphones, free audio editing software such as Audacity, GarageBand, Anchor & Music Maker, free music/sound effects, free podcast host.
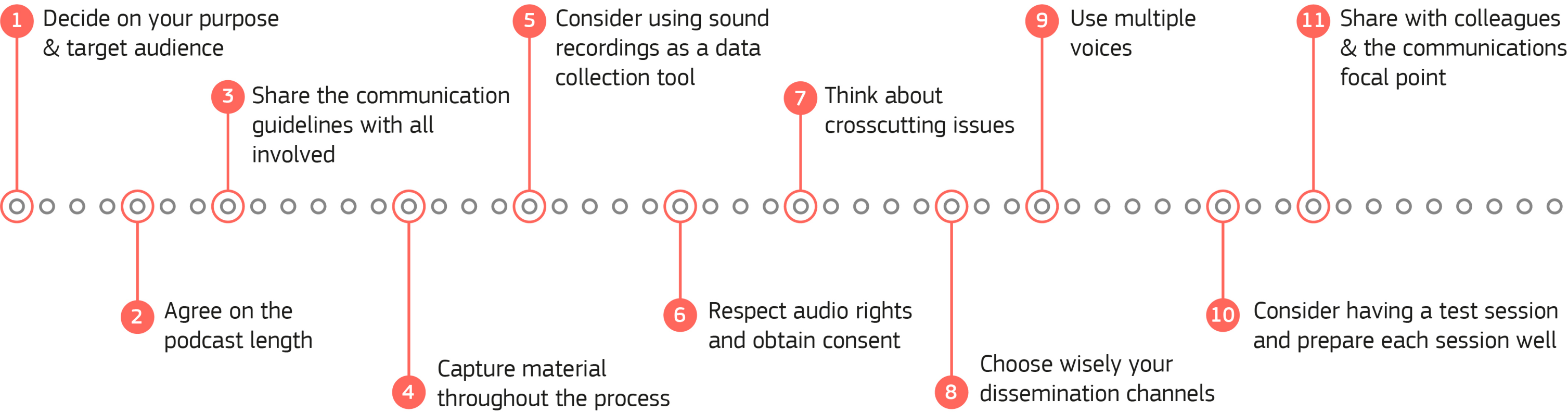
WHERE TO START?

Have a read through the [Communication and visibility manual for European external action](#) (2018). Look out for existing templates or create your own.

Need inspiration? Have a look at these useful [resources](#) from the wider evaluation community.

# PODCASTS

TIPS TO GUIDE YOUR EVALUATION PODCAST CREATION

1 Decide on your purpose & target audience

2 Agree on the podcast length

3 Share the communication guidelines with all involved

4 Capture material throughout the process

5 Consider using sound recordings as a data collection tool

6 Respect audio rights and obtain consent

7 Think about crosscutting issues

8 Choose wisely your dissemination channels

9 Use multiple voices

10 Consider having a test session and prepare each session well

11 Share with colleagues & the communications focal point

PODCASTS

INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT

ROOTS

- **Description:** series which aims to highlight the impact of IFAD-funded projects around the world
- **Cost of production:** free
- **Duration:** between 3'20'' – 5'
- **Time of production:** varied
- **Produced by:** IOE evaluators
- **Language/s:** multiple
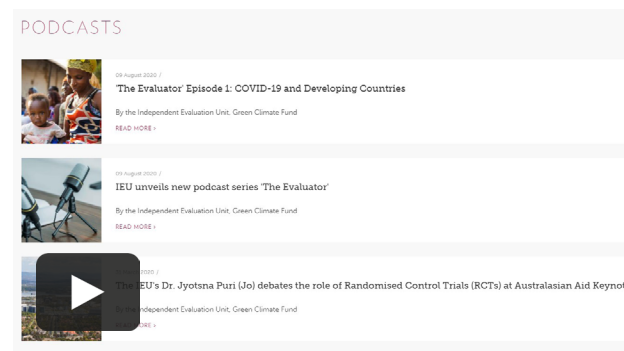
GREEN CLIMATE FUND

Indepent Evaluation Unit (IEU)

- **Description:** series used as tool to share curated lectures and speakers from workshops
- **Cost of production:** free
- **Duration:** between 25' – 1'30''
- **Time of production:** 1 week
- **Produced by:** GCF headquarters
- **Language:** English
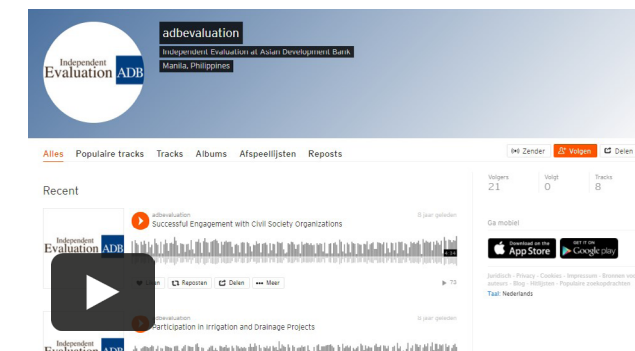
Asian Development Bank

Independent Evaluation Department (IED)

- **Description:** series to share insights about the evaluations and the lessons learnt
- **Cost of production:** free
- **Duration:** between 3'30'' – 4'30''
- **Time of production:** varied
- **Produced by:** IED headquarters
- **Language:** English

# PODCASTS

Y CARE INTERNATIONAL

Stitching up poverty

Description: series examines
the impact of a project aimed at
educating women in rural villages

- **Production cost:** £550 / episode
- **Duration:** around 12'
- **Time of production:** 1 week
- **Produced by:** evaluation team &
consultant
- **Language:** English

PODCAST: HIGHLIGHTS OF OXFAM'S IMPACT EVALUATION OF CASH FOR WORK ACTIVITIES IN THE ZA'ATARI CAMP IN JORDAN

Simone Lombardini, Franziska Mager, Teshome Mekonnen and Nour Ali

📅 FEBRUARY 10TH, 2020 / 🔖 LIVELIHOODS, 🔖 REAL GEEK, 🔖 REFUGEES AND IDPS
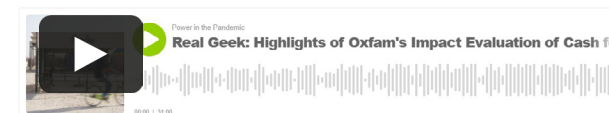
OXFAM

Impact evaluation of cash for work

- **Description:** evidence and
learning from the impact
evaluation in the Za'atari camp
- **Production cost:** in-house
production
- **Duration:** 30'
- **Time of production:** 1 week
- **Produced by:** Oxfam GB HQ
- **Language:** English

OVERSEAS DEVELOPMENT INSTITUTE

When disasters and conflict collide

- **Description:** series explores
how conflict increases people's
vulnerability to disasters and
what we can do to change this
- **Production cost:**free
- **Duration:** between 24' – 32'
- **Time of production:** varied
- **Produced by:** ODI headquarters
- **Language:** English

PODCASTS

PODCASTS

- This **blog** describes how to write podcast intros and outros which captivate your audience. There are also useful links for voice-talent options, royalty-free music options and sound effects.
- This **blog** includes useful links for podcast editing software, tips on how to choose the best microphone and it also guides you through the recording and editing process.
- This **blog** includes advice on choosing a name, show and episode format, cover art creation, intro & outro music, equipment selection, audio recording & editing, submission to Apple Podcasts (iTunes) and promotion tips

A CHECKLIST TO ENSURE OPTIMUM SOUND QUALITY

- ☐ **Wear headphones!** This will prevent the sound of the speakers being picked up and re-recorded.
- ☐ **Microphone** – A headset is better but ultimately you want a microphone that can be an optimum distance from the speaker's mouth, so they are speaking directly into it but not overly close.
- ☐ **Room** – Try to record the audio/sound in a quiet room with no air con, windows shut, soft furnishings to absorb sound and avoid echoey rooms if possible.
- ☐ **Laptop** – If using a laptop to record the audio/sound remember to take it off charge as this can create a background buzz.
- ☐ **No moving around!** Avoid the microphone rubbing on a t-shirt/face and waving arms or tapping the table out of shear excitement for making brilliant points!
- ☐ **Internet connection** – Ensure that all background applications which require the use of the internet are shut down to enable the best connection possible with no interference. Plugging the laptop to an Ethernet cable is better than using WiFi.
- ☐ **Do a test!** It is always good practice to do a microphone/recording test prior to calling in.

INFOGRAPHICS

WHY AN INFOGRAPHIC?

Infographics provide a great way of **engaging** your audience visually. They convey key messages faster, reach a **wider audience** base, represent an **overview** of evaluation results in an illustrative format and **combine data and graphic art** in a powerful and captivating way.

WHO IS IT FOR?

Target audiences could include: the wider public in Europe, in partner countries and beyond, different EU institutions, civil society and media.

WHERE TO MAKE IT?

Evaluation infographics can be produced either **locally or by consultants** at their headquarters.

HOW MUCH TIME?

The average production time of an evaluation infographic is relatively short – usually taking around **two weeks**.

However, it all depends on the scope and quantity of key messages which you want to convey.

HOW MUCH MONEY?

The average cost to produce one Infographic is around **1500 €.** Note that the cost depends on the scope and the quality of the infographic you are making and whether there in-house resources and capacity are available to produce it. There are free online tools available, such as **Canva**, **Piktochart** and **Visme**.
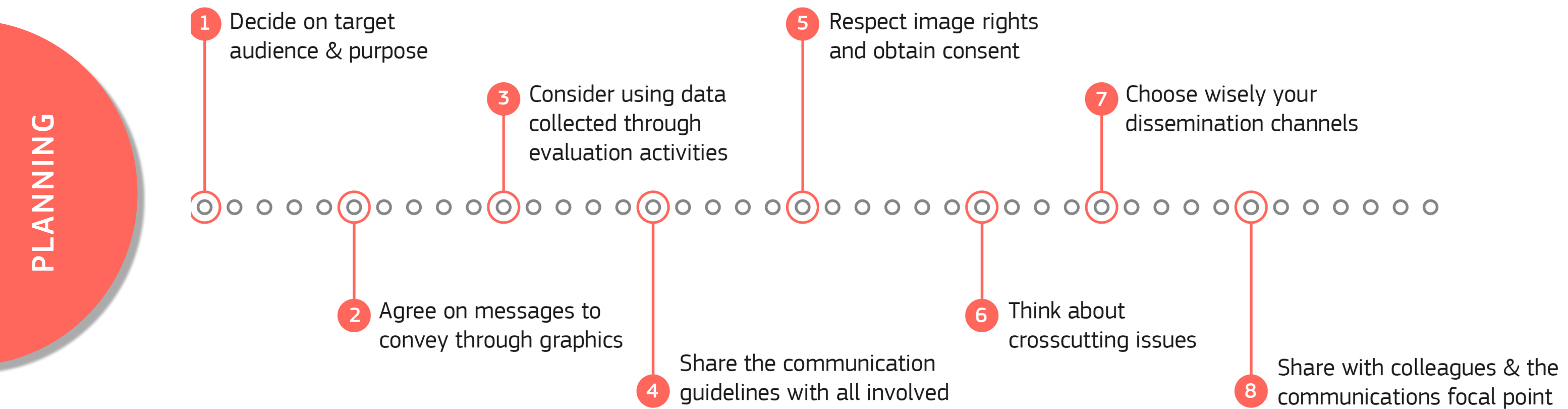
WHERE TO START?

Look out for **existing templates** – almost all of the institutions contacted for the study use an infographic template – or create your own.

Consider including budget for local communications capacity in the evaluation ToR.

INFOGRAPHICS

PLANNING

1 Decide on target audience & purpose

2 Agree on messages to convey through graphics

3 Consider using data collected through evaluation activities

4 Share the communication guidelines with all involved

5 Respect image rights and obtain consent

6 Think about crosscutting issues

7 Choose wisely your dissemination channels

8 Share with colleagues & the communications focal point

INFOGRAPHICS

DG DEVCO

*Evaluation of the EU's Regional Development Cooperation*

▸ **Description:** this infographic provides key lessons and recommendations to improve and inform future regional cooperation.

▸ **Cost of production:** €1.500

▸ **Time of production:** 3 days

▸ **Produced by:** graphic designer

▸ **Language:** English
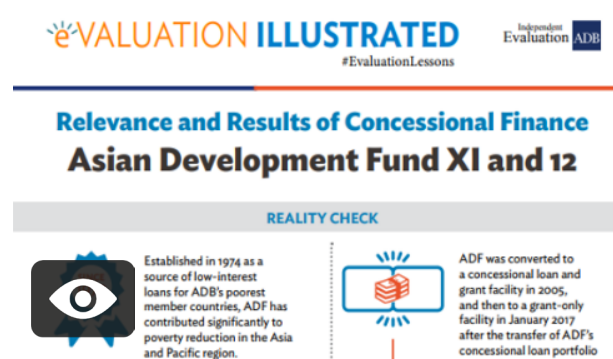
African Development Bank

Relevance and Results of Concessional Finance

▸ **Description:** evaluation to assess the relevance and result of concessional finance.

▸ **Cost of production:** between $1000 to 2000

▸ **Time of production:** varied

▸ **Produced by:** headquarters

▸ **Language:** English
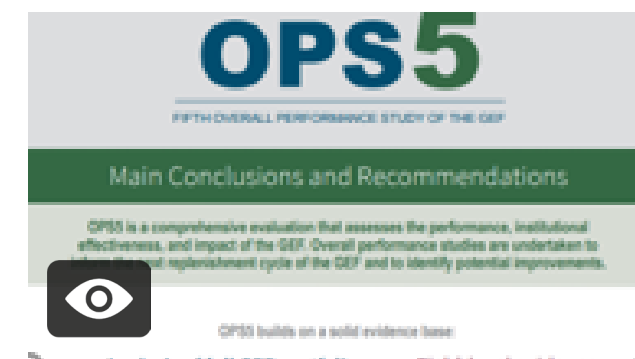
Global Environment Facility Independent Evaluation Office

Fifth Overall Performance Study

▸ **Description:** a comprehensive evaluation that assesses the performance, institutional effectiveness, and impact.

▸ **Cost of production:** not available

▸ **Time of production:** 5 days

▸ **Produced by:** headquarters
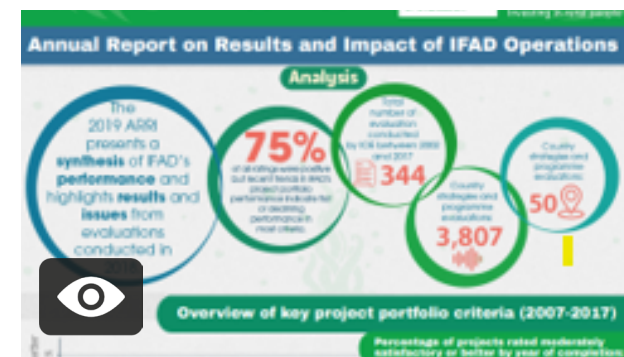
▸ **Language:** English

INFOGRAPHICS

UNFPA

*Mid-Term Evaluation of the UNFPA Supplies Programme (2013-2020)*

- ▸ **Description:** successes of the programme and highlights areas for improvement.
- ▸ **Cost of production:** 2500 $
- ▸ **Time of production:** 30 (with report and brief)
- ▸ **Produced by:** local consultant
- ▸ **Language:** English

INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT

Annual Report on Results and Impact

- ▸ **Description:** results and impact of operations including strengths, areas for improvement, key findings and recommendations to improve programme practice.
- ▸ **Cost of production:** not available
- ▸ **Time of production:** 6 days
- ▸ **Produced by:** headquarters
- ▸ **Language:** English
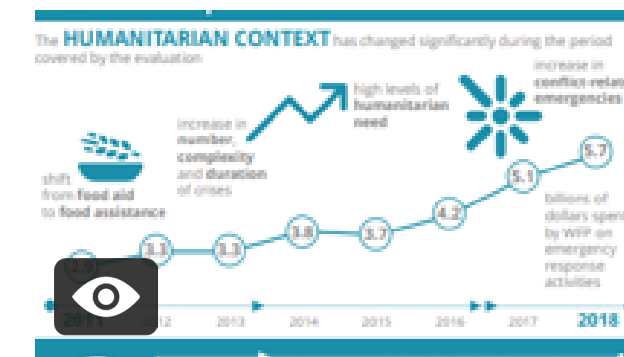
World Food Program

Strategic Evaluation of WFP's Capacity to Respond to Emergencies

- ▸ **Description:** a summary of the strategic evaluation of WFP's capacity to respond to emergencies.
- ▸ **Cost of production:** not available
- ▸ **Time of production:** 5 days
- ▸ **Produced by:** headquarters
- ▸ **Language:** English

INFOGRAPHICS

INFOGRAPHIC PLANNING

▶ This **blog** describes how you can create your own infographics in under an hour.

▶ In this **blog** you can read how to make your evaluation results go viral through producing infographics.

▶ This **blog** describes five steps for translating evaluation findings into infographics.

▶ This **digital toolkit** provides an introduction to data visualizations to help better communicate research findings including how to present your data, basic design concepts, and tools that can help improve workflow although it is not specific to evaluations it can be adapted.

▶ In this **blog** you can read about how to use infographic icons.

▶ This **blog** contains some design ideas to engage readers.

▶ This **handout** provides a list of do's and don'ts for data visualization.

DATA VISUALIZATION

In this blog **Visme** have presented 25 of the best data visualizations produced in 2019. A great source of inspiration!

FREE ONLINE COURSES

There are several courses online which can be accessed to improve your data visualization and infographic skills:

▶ **The power of infographics in research dissemination** – The Open University (course duration =7 hours)

▶ **Design and make infographics** – Coursera (course duration = 14 hours)

BRIEFS

WHY AN EVALUATION BRIEF?

Evaluation briefs enable you to provide your audience with a summary of your key messages in a short and concise format. It engages your audience visually and you reach a wider audience base through the use of non-technical language.

WHO IS IT FOR?

Target audiences could include: evaluators/technical experts, different EU institutions, civil society, academia, research think tanks

WHERE TO MAKE IT?

Evaluation briefs can be produced by the evaluation teams, the evaluation manager or program/project manager, based on the evaluation findings.

HOW MUCH TIME?

The production time of an evaluation brief can take anywhere between a few days to several weeks. It all depends on the scope and length of the brief, the key messages you want it to convey and to whom.

According to our survey, the average time to produce an evaluation brief is 2 weeks, depending on the complexity of findings.

HOW MUCH MONEY?

The average cost to produce one evaluation brief is no more than 1000€.

However, the cost depends on the length and quality of the evaluation brief you are making. Please find some examples and their associated costs below.
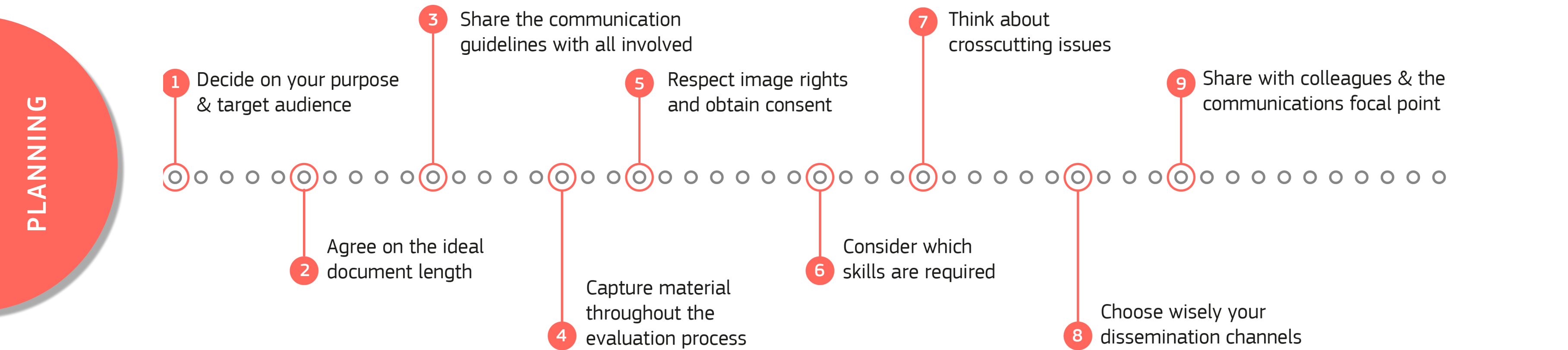
WHERE TO START?

To start with, have a read through the Communication and visibility manual for European external action (2018). Look out for existing templates or create your own.

Consider including budget for this additional communications capacity in the evaluation ToR.

BRIEFS

## TIPS TO GUIDE YOUR EVALUATION BRIEF CREATION

PLANNING

1 Decide on your purpose & target audience

2 Agree on the ideal document length

3 Share the communication guidelines with all involved

4 Capture material throughout the evaluation process

5 Respect image rights and obtain consent

6 Consider which skills are required

7 Think about crosscutting issues

8 Choose wisely your dissemination channels

9 Share with colleagues & the communications focal point

BRIEFS

EUROPEAN UNION–DG DEVCO

*External Evaluation of European Union's Cooperation with Myanmar*

- ▶ **Description:** evaluation scope, key findings, the methodological approach, conclusions and recommendations to inform future cooperation.
- ▶ **Cost:** €1.500
- ▶ **Length:** 3 pages
- ▶ **Time of production:** 3 days
- ▶ **Produced by:** graphic designer
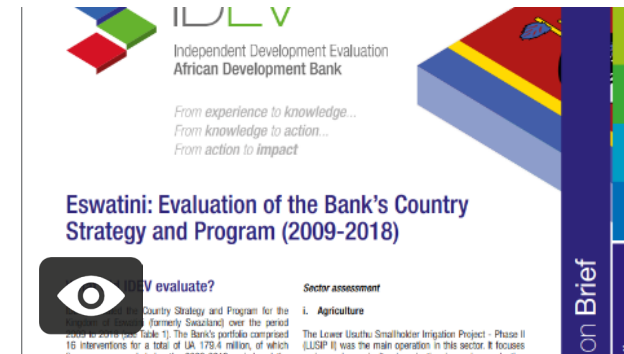
African Development Bank

Eswatini: Evaluation of the Bank's country strategy program

- ▶ **Description:** evaluation scope, the methodological approach, key findings, recommendations as well as the management response to the evaluation.
- ▶ **Cost:** €400
- ▶ **Length:** 4 pages
- ▶ **Time of production:** 6 weeks
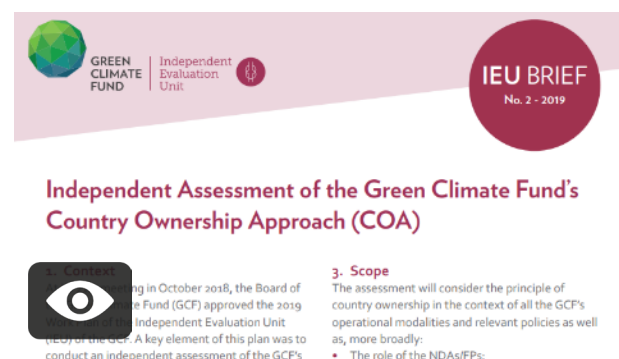- ▶ **Produced by:** IDEV headquarters
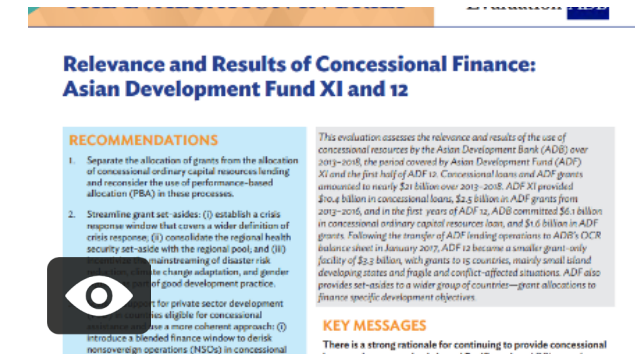
Asian Development Bank

Relevance and Results of Concessional Finance

- ▶ **Description:** key learnings from an evaluation report about concessional finance.
- ▶ **Cost:** around $1000
- ▶ **Length:** 2 pages
- ▶ **Time of production:** 3-5 days
- ▶ **Produced by:** IED headquarters
- ▶ **Language:** English

BRIEFS

GREEN CLIMATE FUND

Country Ownership Approach (COA)

- ▸ **Description:** a summary of the context, the scope of the assessment, the methodological approach and the country visits which are planned.
- ▸ **Cost:** free – in-house production
- ▸ **Length:** 2 pages
- ▸ **Produced by:** GCF headquarters
- ▸ **Language:** English

Global Environment Facility

IEO BRIEF OPS6: Sixth Comprehensive Evaluation

- ▸ **Description:** background context, key findings and recommendations for the GEF to improve their practice.
- ▸ **Cost:** Free – in-house production
- ▸ **Length:** 4 pages
- ▸ **Produced by:** evaluation task team leader
- ▸ **Language:** English

Int. Fund for Agricultural Development

Bringing financial services closer

- ▸ **Description:** presents some images taken in country which help to make the document appealing to the reader.
- ▸ **Cost:** free – in-house production
- ▸ **Length:** 2 pages
- ▸ **Time of production:** 5 days
- ▸ **Produced by:** IFAD headquarters
- ▸ **Language:** English

BRIEFS

MORE EXAMPLES

▶ 3ie produce Impact Evaluation briefs to provide plain language overviews of project interventions, impact evaluation, main findings and recommendations from 3ie-funded studies published in their report series

▶ You can also see examples of evaluation briefs produced by the UNDP, UNICEF, the Millenium Challenge Corporation, SIDA and Oxfam

DESIGN GUIDANCE

▶ This blog describes how to use infographic icons

▶ This blog provides some design ideas to engage readers

▶ This handout provides a list of do's and don'ts of data visualization

EVALUATION BRIEF PLANNING

This video explains how to write summary documents (NB: it is not specific to evaluations but the guidance is still relevant and can be adapted).

7
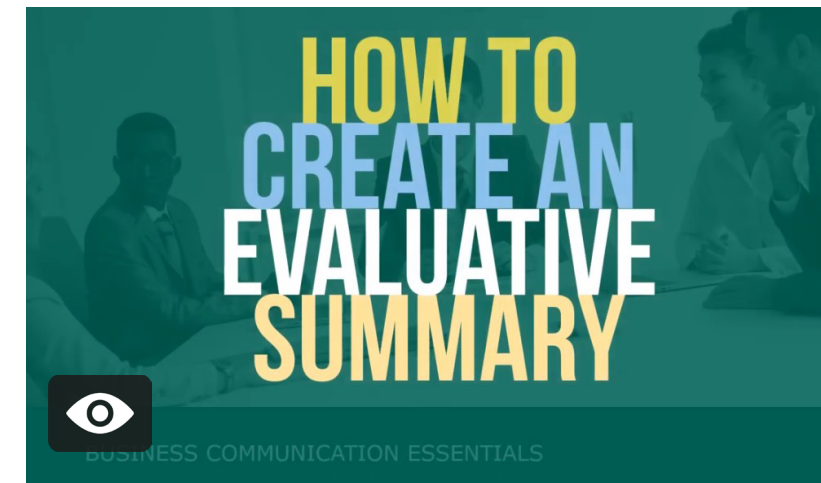
BLOGS

WHY A BLOG?

Blogs provide a great way of **engaging** your audience and encouraging your audience to read the full report. They also enable you to convey key messages faster, reach a wider audience base, provide a summary of the evaluation results in a **non-formal** way and present **different perspectives**.

WHO IS IT FOR?

Target audiences could include: evaluators/technical experts, different EU institutions, print and electronic media

WHERE TO MAKE IT?

Evaluation blogs can be written locally by evaluation **teams** or at **headquarters**.

HOW MUCH TIME?

The average production time of an evaluation blog is give or take **one week** (including time to incorporate feedback), depending on the scope and quantity of key messages which you want to convey. However, a blog written by several people it is likely to take longer than a blog written by one person.

HOW MUCH MONEY?

The study found that the average cost to produce one blog is normally **free** as it is produced internally.

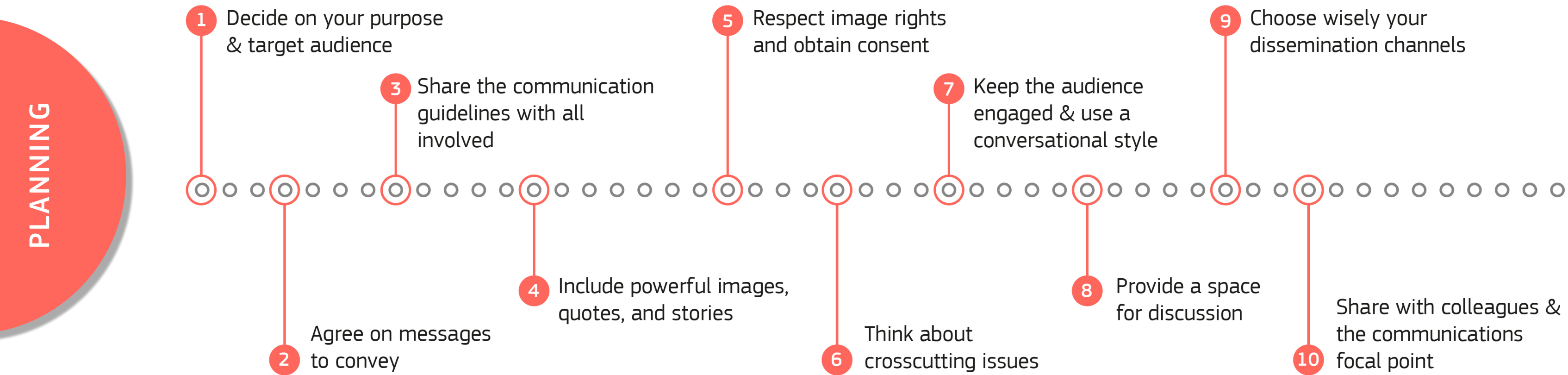Please find some examples and their associated costs below.

WHERE TO START?

To start with, have a read through the **Communication and visibility manual for European external action** (2018). Look out for existing templates or create your own.

Consider including budget for this additional communications capacity in the evaluation ToR.

BLOGS

TIPS TO GUIDE YOUR EVALUATION BLOG CREATION

PLANNING

1 Decide on your purpose & target audience

2 Agree on messages to convey

3 Share the communication guidelines with all involved

4 Include powerful images, quotes, and stories

5 Respect image rights and obtain consent

6 Think about crosscutting issues

7 Keep the audience engaged & use a conversational style

8 Provide a space for discussion

9 Choose wisely your dissemination channels

10 Share with colleagues & the communications focal point

BLOGS

DG DEVCO/ESS

Evaluation from Space

- ▶ **Description:** how satellite data can be used for remote evaluations with an example of a UNOPS rural electrification project in Sierra Leone.
- ▶ **Cost:** free
- ▶ **Time of production:** 2 days
- ▶ **Produced by:** DEVCO ESS team & GEF IEO

Green Climate Fund

Country ownership in times of international assistance

- ▶ **Description:** showcase of the findings. It was featured in The Korea Herald, which is the biggest English language daily newspaper in the country
- ▶ **Cost:** free
- ▶ **Time of production:** 4 weeks
- ▶ **Produced by:** headquarters
- ▶ **Language:** English

IEG World Bank Group

Creating markets: A special challenge for low-income countries

- ▶ **Description:** how tight government fiscal positions in low-income countries justify the search for private sector solutions
- ▶ **Cost:** free
- ▶ **Time of production:** not available
- ▶ **Produced by:** internally
- ▶ **Language:** English

BLOGS

INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT

Value Chain approaches

▶ **Description:** practical insights into how value chains can be improved.
▶ **Cost:** free
▶ **Time of production:** 4 days
▶ **Produced by:** IOE IFAD
▶ **Language:** English

EVALFORWARD

Young People in Agriculture – What lessons can we draw?

▶ **Description:** learning from a recent discussion with the EvalForward community on the growing disconnect between youth and the agriculture sector
▶ **Cost:** free
▶ **Time of production:** not available
▶ **Produced by:** EvalForward
▶ **Language:** English

GEF INDEPENDENT EVALUATION OFFICE

Evaluating Environmental Peacebuilding

▶ **Description:** written/developed to promote evaluation findings, conclusions, lessons learnt, issues or recommendations
▶ **Cost:** free
▶ **Time of production:** 3 hours
▶ **Produced by:** GEF IEO staff and Eval-Earth community members
▶ **Language:** English

BLOGS

EVALUATION BLOG EXAMPLES

▸ The BetterEvaluation blog – sharing information on global evaluation practices and programs.

▸ The Genuine Evaluation blog series includes posts on evaluation practices and strategies

▸ EvalCentral – a mix of blog posts from the global evaluation community.

▸ The RAND blog series features expert commentary and informed analysis on the latest world news, as well as research highlights on different policy issues.

▸ Oxfam's Real Geek blog series - includes learning discussions based on practical implementation of research and evaluation tools.

BLOG PLANNING

▸ This website page describes 5 tips to help you create an effective blog.

▸ This guide describes how to start a successful blog.

FREE ONLINE COURSES

▸ Blogging Basics – The Open University (course duration =23 minutes)

▸ 10 Free blogging tools that will make you a better blogger– Udemy (course duration =32 minutes)

▸ Design Your Own Blog – Learn how to update your blog layout, increase the functionality of your blog, create beautiful graphics and more! – BASS (course duration = 7 Day course)

BLOG WRITING TIPS

☐ A blog should be conversational; imagine an audience outside the development or evaluation sector. It provides an opportunity to represent a personal view on a topic so phrases like 'I believe' are appropriate.

☐ Use key words and headings, links, and images to break the text. Bullet points help to list details in a concise way.

☐ Invite readers to provide comments or questions at the end of a blog post.