



SESSION 10

Debrief on ESS webinar and

**Dissemination phase:
Communicating your evaluation
findings and recommendations**

Dissemination: Session Outline

Evaluation tools:

- Key stages of dissemination and feedback
- What is the status of evaluation dissemination in INTPA?
- Innovative practices in evaluation dissemination: the virtual tour
- Steps in preparing your dissemination strategy

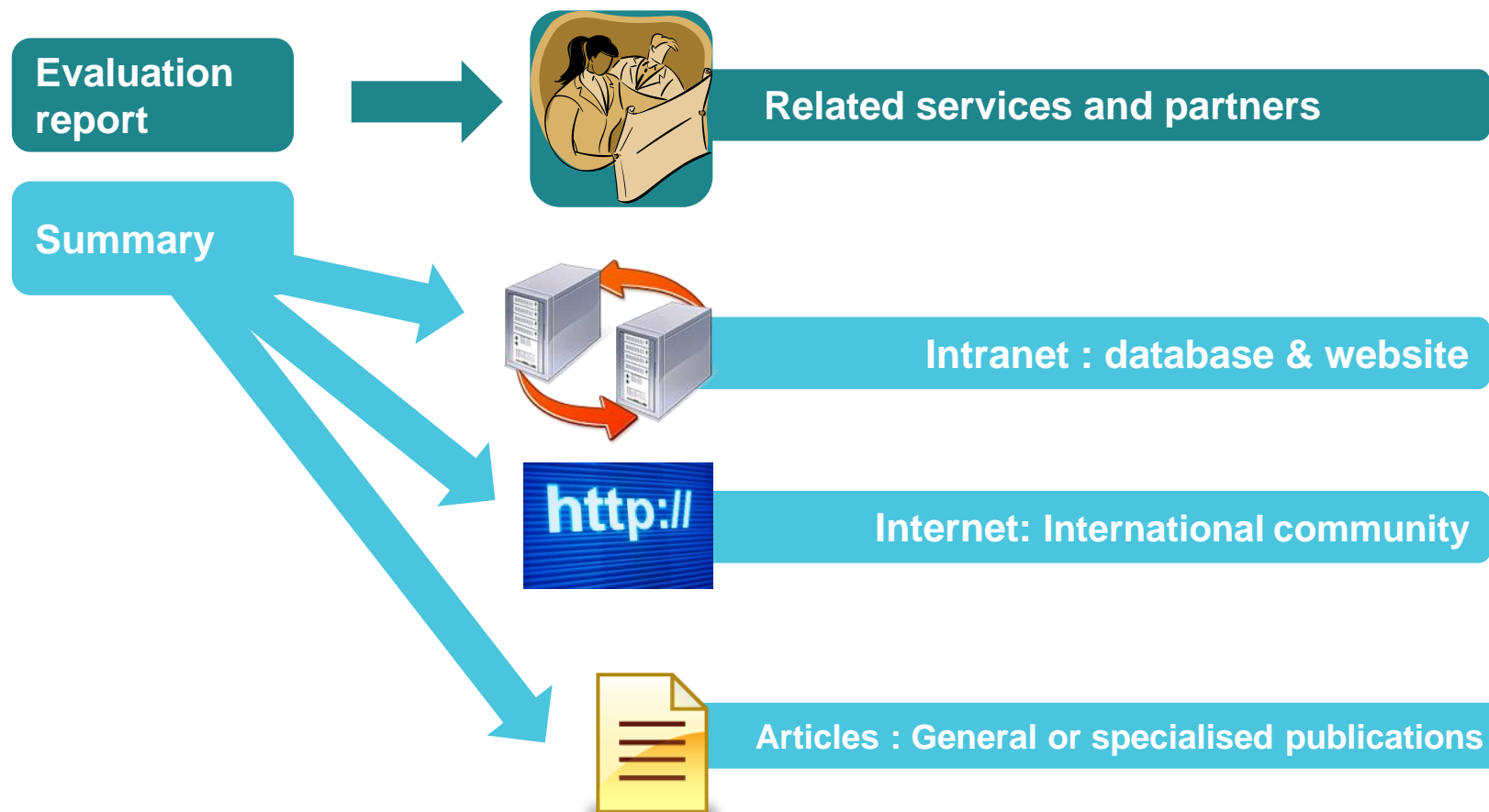




Key stages of dissemination and feedback



Classical channels



Factors hampering the dissemination & feedback process

- The **uptake** of evaluation results is **often hampered by the way evaluation reports are presented**
 - ✓ The **executive** summary is a **standard requirement** but it is **not suitable for non-specialists**
 - ✓ More **innovative formats** can be **used focusing on specific user groups and purposes**

Target an appropriate dissemination & feedback process

- First of all, **think about the audience!**
- **Think about dissemination at the beginning** of the evaluation (gather video material during the field phase to include in a video brief)
- **Foresee a budget for dissemination** if needed (seminar, website, video)
- **Use existing communication channels** if available to avoid duplicating systems (especially for websites)
- **Be innovative** - an evaluation which only ends up on a shelf is a waste of resources



Some alternative ways to disseminate evaluations

- **Summary sheet as a stand-alone document**
- **Findings table** with a simple **rating system** highlighting **strengths** and **weaknesses**
- **Scorecards** or **dashboards** with key data, quotes, and findings
- **Interactive web-pages** including maps
- **Photo stories**
- **Blogs for interactive discussions** during and after the evaluation and for follow-up on recommendations
- **Multi-media video report**



Go beyond the ppt presentation...

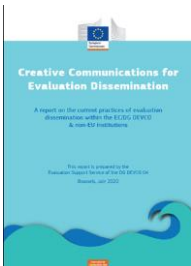
- Presentation sessions of the synthesis of the evaluation report are often
 - Too standardised
 - Not detailed or targeted enough to speak to each type of audience
 - Relying on a one way communication based on Ppt
 - Leave barely room for a few questions
- Why not using a more participatory setting?
 - Adaptable to long or short formats
 - Possibly tailored to different audience/ users
 - Ideal to improve understanding and ownership over the evaluation conclusions and recommendations
 - Perfect meet up point for starting a change dynamic if using an action-oriented workshop format





What is the status of evaluation dissemination in INTPA?

The ESS 2020 Evaluation Dissemination Report

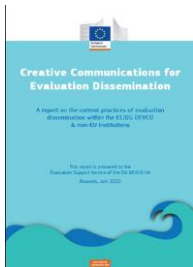


Have you downloaded the ESS 2020 Evaluation Dissemination Report yet? If not, visit this webpage:

https://europa.eu/capacity4dev/evaluation_guidelines/wiki/disseminating-evaluations



Innovative practices in evaluation dissemination: the virtual tour



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Innovative evaluation dissemination products: Comparative order of magnitude


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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.





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Steps in preparing your dissemination strategy

Conclusion on dissemination

Communicating and disseminating your evaluation results?

- Evaluation is informed and driven by all Stakeholders' (SHs) needs and experiences
- Evaluation has a clear purpose and scope

Knowledge Transfer



- SHs are aware of evaluation findings
- Decisions & public opinions are made based on evidence

Conclusion on dissemination

HOME

SELECTING PRODUCTS

1.



Browse the products

- ▶ Evaluation videos
- ▶ Evaluation briefs
- ▶ Evaluation infographics
- ▶ Evaluation podcasts
- ▶ Evaluation blogs
- ▶ Other

3.



Define key message/s

- ▶ What do you want to communicate?
- ▶ How do you want the evaluation results to be used?

5.



Resources

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

2.



Choose your target audience

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

4.



Choose your product/s

- ▶ Which format is the most suitable overall?
- ▶ Will you have more than one product?

6.



Create

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

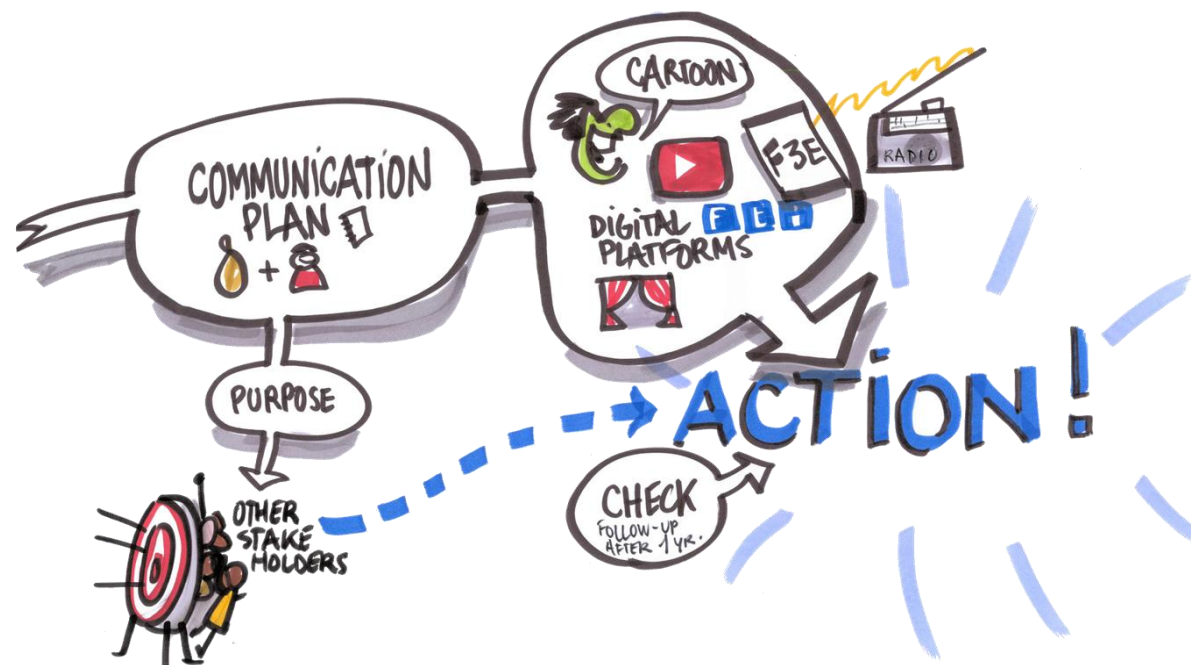
STEPS

STEPS

COMPARE-A

COMPARE-B

Dissemination is key to action... and change !





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