



European
Commission

Creative Communications for Evaluation Dissemination

How-to Guide: **Brief**



This How-to Guide is prepared by the
Evaluation Support Service of the DG DEVCO 04

Brussels, July 2020

INTRODUCTION

Evaluation brief is a way to share key findings through an attractive 2-4 page summary. The DEVCO/ESS study to understand the different ways in which evaluation results are communicated reveals that 9 out of the 18 institutions consulted use briefs to disseminate their evaluations. They are relatively easy to make and do not require important budget or preparation. Critical, though, is to make sure you provide enough context and adapt the language for your audience to understand the summary. These guidelines support your work with practical tips, examples, and references to additional resources to communicate the learning from your evaluation.

WHY A BRIEF?

Evaluation briefs enable you to provide your audience with a summary of your key messages in a short and concise format. It also enables you to:

- ▶ highlight the most important learning from the evaluation
- ▶ engage your audience visually – with eye catching graphics, icons and fonts
- ▶ Reach a wider audience base through the use of non-technical language
- ▶ Link to the full evaluation report for reader who would like to delve into more detail.

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 anywhere by the evaluation teams, the evaluation manager or program/project manager.

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.

NB: Production time is likely to be longer if you choose to include data visualizations/graphics which have not already been created.

HOW MUCH MONEY?

The study found that the average cost to produce one evaluation brief is around €1000.

However, the cost depends on the complexity and quality of the evaluation brief you are making. Please find some examples and their associated costs below.

WHERE TO START?

Have a read through the [Communication & Visibility Manual for European External Action \(2018\)](#), look out for existing templates or create your own.

Need inspiration? Have a look at the useful resources from the wider evaluation community on [page 5](#).

TIPS TO GUIDE YOUR EVALUATION BRIEF PLANNING

- 1 Decide on target audience & purpose**

Who do you want to see the evaluation brief? What do you want to communicate? How do you want the evaluation results to be used?
- 2 Agree on the document length**

Find the right balance between keeping your audience engaged and conveying your key messages. Most briefs have a length of 2-4 pages.
- 3 Share the communications guidelines**

Share [EC Communication & Visibility Manual](#) with the evaluation team and consultants involved in the brief production; they are bound to abide by the rules described in the manual, including branding, disclaimers, visual identity, approval etc.
- 4 Consider the required skills**

When drafting the ToR, consider which specific skills are needed for your brief: e.g. the ability to simplify and translate complex messages or to produce graphics/data visualizations using the evaluations results.
- 5 Capture material throughout the process**

You can invite photographers to join some of the evaluation activities to gather images which can be used in your evaluation brief.
- 6 Respect image rights and obtain consent**

If images identify a person consent forms are needed. Ensure that photographers are aware of the need to request and obtain consent before publication and include this provision in the evaluation ToR.
- 7 Think about crosscutting issues**

Cross-cutting issues such as gender, climate change and human rights addressed in your evaluation should also be mentioned in your brief. Ensure a balanced gender representation – avoid gender biases and let the brief reflect the sensitivity approaches used in the evaluation.
- 8 Choose your dissemination channels**

There are various online platforms such as [EuropeAid YouTube account](#), [website](#), and other social media channels where your evaluation brief can be shared. Choose the right channel for your target audience and make sure that you are aware of processes to follow for each channel.
- 9 You are not alone!**

Share your idea(s) and briefs with colleagues and the Communications focal point if you work in EU Delegations. Contact the Communication Unit of DG DEVCO and The Evaluation Support Service for more advice and publishing on the [Cap4Dev web site](#).

EVALUATION BRIEF - EXAMPLES



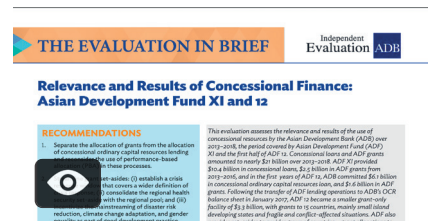
European Union-DG DEVCO
External Evaluation of European Union's Cooperation with Myanmar

Description: Brief of the evaluation of the EU's cooperation with Myanmar. A user-friendly layout helps to make this document easy to read.
Length: 3 pages
Cost: €1,500
Production time: 3 days
Produced by: graphic designer
Language: English



African Development Bank
Eswatini: Evaluation of the Bank's country strategy program (2009-2018)

Description: Findings from an evaluation of 14 projects. Includes the management response and various graphic elements.
Length: 4 pages
Cost: €400
Production time: 6 weeks
Produced by: IDEV headquarters
Language: English



Asian Development Bank
Relevance and Results of Concessional Finance: Asian Development Fund XI and XII

Description: Well presented key learnings from an evaluation about concessional finance, presenting recommendations, key messages and challenges.
Length: 2 pages
Cost: \$1,000
Production time: 3-5 days
Produced by: IED headquarters
Language: English



Green Climate Fund
Country Ownership Approach (COA)

Description: a summary of the GCF's plan to assess its Country Ownership Approach, comprising sections on context, scope, methodology and planned country visits.
Length: 2 pages
Cost: Produced in-house
Production time: Produced in-house
Produced by: GCF headquarters
Language: English



Global Environment Facility
IEO BRIEF OPS6: Sixth Comprehensive Evaluation of the GEF

Description: overview of the findings from GEF's periodic comprehensive evaluation. It includes background, context, key findings, and recommendations.
Length: 4 pages
Cost: Produced in-house
Production time: Produced in-house
Produced by: Evaluation task team leader
Language: English



International Fund for Agricultural Development
Bringing financial services closer to rural populations in Sierra Leone (2019)

Description: Brief of IFAD's Sierra Leone country strategy and programme evaluation, comprising images taken in country, which help to make the document appealing to the reader.
Length: 2 pages
Cost: Produced in-house
Production time: 5 days
Produced by: IFAD headquarters
Language: English

EXAMPLES

ADDITIONAL RESOURCES ON EVALUATION BRIEFS

1

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).

2

More examples

- ▶ 3ie produces [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 [Millennium Challenge Corporation](#), [SIDA](#) and [Oxfam](#).

3

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 dos and don'ts of data visualization

READ ON



Icons are a great way to enhance the legibility and attractiveness of your brief, but you need to know how to use them. See this [blog](#) for tips.

Find more guidance on disseminating evaluation results [here](#).

Design by Saskia Brand ([lotusillustrations.nl](#)).