Creative Communications for Evaluation Dissemination

How-to Guide:

Infographics

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

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INTRODUCTION

Infographics provide an increasingly popular way of sharing your evaluation findings. The DEVCO/ESS study to understand the different ways in which evaluation results are communicated reveals that 11 out of the 18 institutions consulted use infographics to disseminate their evaluations. Infographics are relatively low cost and do not require particular planning at the start of the evaluation process. What they do require is the definition of clear key messages that convey a story. These guidelines provide you with practical tips, examples, and references to additional resources to communicate the learning from your evaluation.

WHY AN INFOGRAPHIC?

Infographics provide a great way of engaging your audience visually. This enables you to:

▶ Convey key messages faster
▶ Reach a wider audience base
▶ Represent an overview of evaluation results in an illustrative format – the combination of data and graphic art is a powerful and captivating way to present your information

WHO IS IT FOR?

Target audiences could include:

▶ The wider public in Europe, in partner countries and beyond
▶ Different EU institutions
▶ Evaluators/technical experts
▶ Civil Society
▶ 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 study found that the average cost to produce one Infographic is around €1,500.

Note that the cost depends on the scope and the quality of the infographic you are making and whether necessary capacity is available in-house or needs to be hired. Consider including budget for local communications capacity in the evaluation ToR.

There are free online tools available which can reduce production costs such as Canva, Piktochart and Visme.

WHERE TO START?

To start with, have a read through the Communication and Visibility Manual for European External Action (2018) or look out for existing templates (widely used by the institutions contacted for the study) 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 INFOGRAPHIC PLANNING

1

Decide on purpose & target audience

Who do you want to see the evaluation infographic? What do you want to communicate? How do you want the evaluation results to be used?

2

Define messages that tell a story

Remember that your infographic needs to be eye-catching as well as clear. Do not overload it with too much text and make sure the figures tell a story.

3

Consider using evaluation data

Data captured during the evaluation fieldwork and/or project monitoring or ROM can be translated into visuals for your infographic. Look at tools such as PowerBI and Tableau.

4

Share the communications guidelines

The EC Communication and Visibility Manual is to be shared with the evaluation team and any consultants involved in the infographic production; they are bound to abide by the rules described in the manual, including branding, disclaimers, visual identity, approval etc..

5

Respect image rights and obtain consent

If any image used to produce the infographic identifies a person, or any other recognizable attributes consent forms should be obtained from the person concerned. Ensure that infographic designers are aware of the need to request and obtain consent and include this provision in the evaluation ToR.

6

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 infographic. Ensure a balanced gender representation – avoid gender biases and let the infographic reflect the sensitivity approaches used in the evaluation.

7

Choose your dissemination channels

There are various online platforms such as EuropeAid YouTube account, website, and other social media channels where your evaluation infographic 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.

8

You are not alone!

Share your idea(s) and infographic 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 Capacity4Dev website.

PLANNING

EVALUATION INFOGRAPHICS - EXAMPLES

European Union - DG DEVCO

Evaluation of the EU's Regional Development Cooperation with Latin America (2009-2017)

Description: Key lessons & recommendations from an independent evaluation of the European Union (EU) regional development cooperation with Latin America in 2009-2017.

Cost: €1,500

Production time: 3 days

Produced by: Graphic designer

Language: English

African Development Bank

Relevance and Results of Concessional Finance – Asian development Fund XI

Description: Overview of an evaluation to assess the relevance and result of concessional finance. It presents the challenges which were faced and recommendations to overcome them in the future.

Cost: $1,000 to 2,000

Production time: Variable

Produced by: Headquarters

Language: English

GEF – Independent Evaluation Office

Fifth Overall Performance Study of the GEF (OPS5)

Description: Overview of a comprehensive evaluation assessing the performance, institutional effectiveness, and impact of the GEF. The results aim to inform the next cycle of the GEF and to identify potential improvements.

Cost: Produced in-house

Production time: 5 days

Produced by: Headquarters

Language: English

IFAD

Annual Report on Results and Impact of IFAD Operations

Description: Overview of IFAD's 2019 Annual Report on Results and Impact of Operations including strengths, areas for improvement, key findings and recommendations to programme practice.

Cost::Produced in-house

Production time: 6 days

Produced by: Headquarters

Language: English

UNFPA

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

Description: A colourful representation of the main findings from UNFPA's Mid-Term Evaluation of the Supplies Programme. It presents successes of the programme and highlights areas for improvement.

Cost: $2,500

Production time: 30 days (with report and brief)

Produced by: Local consultant

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. It presents how the Humanitarian context has changed, an overview of the evaluation respondents, conclusions and recommendations.

Cost: Produced in-house

Production time: 5 days

Produced by: Headquarters

Language: English

ADDITIONAL RESOURCES ON EVALUATION VIDEOS

1 **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 5 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 Dos and Don'ts for Data visualization

2 **Data visualization**

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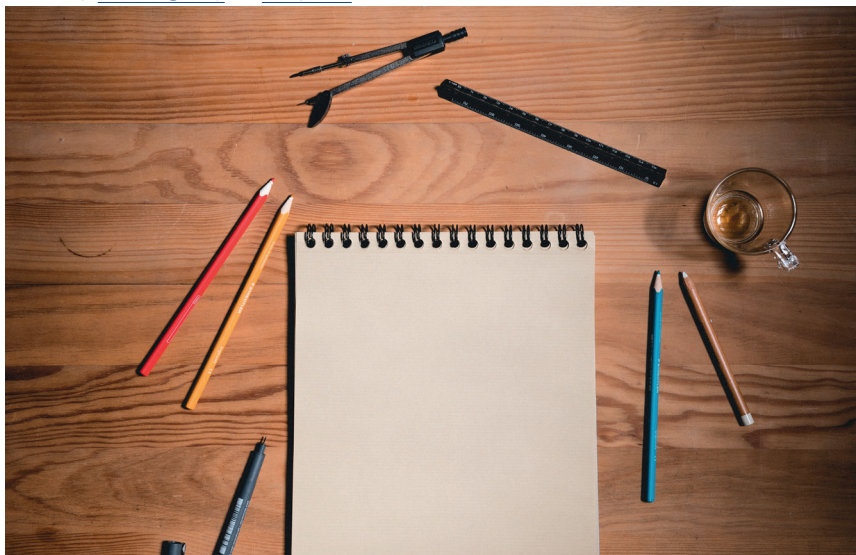
3 **Free online courses**

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)

READ ON

Sketching is always a great start to sort your ideas – it helps you to focus on your message without being distracted by technology.

Find more guidance on disseminating evaluation results here.

Design by Saskia Brand (lotusillustrations.nl).