



# Creative Communications for Evaluation Dissemination

## How-to Guide: **Video**



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

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# INTRODUCTION

Video is an engaging way of sharing your evaluation findings. The DEVCO/ESS study to understand the different ways in which evaluation results are communicated reveals that 12 out of the 17 institutions consulted use video to disseminate their evaluations. It requires preparation in terms of budgeting and planning, as well as in terms of reflecting on the story you want to tell. Whose story will it be? Is it an account of programme success or an evaluative journey? These guidelines provide you with practical tips, examples, and references to additional resources to communicate the learning from your evaluation.

## WHY VIDEO?

Video provides a great way of engaging your audience visually. It enables you to:

- ▶ Convey key messages faster
- ▶ Amplify voices & faces of stakeholders
- ▶ Reach 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 colleagues
- ▶ Different EU institutions
- ▶ Civil Society
- ▶ Implementing partners
- ▶ Academia
- ▶ Research Think Tanks

## WHERE TO MAKE IT?

Videos are usually produced locally with remote interviews as relevant.

- ▶ Videos can be produced with local support.
- ▶ 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.

NB: Production time is likely to be longer if you choose to include images/video content collected over the entire evaluation cycle.

## 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 & 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 VIDEO PLANNING

- 1 Decide on target audience & purpose**

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

Find the right balance between keeping your audience engaged and conveying your key messages. Most videos have a length of 3-5 minutes.
- 3 Share the communications guidelines**

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

You can invite video producers/photographers to join some of the evaluation activities to gather images and footage and to work on defining the key messages together.
- 5 Video as data collection tool**

Making video part of the fieldwork enables dissemination earlier in the evaluation cycle and allows for editing time. [Data collection methods](#) include participatory videos and video diaries.
- 6 Respect image rights and obtain consent**

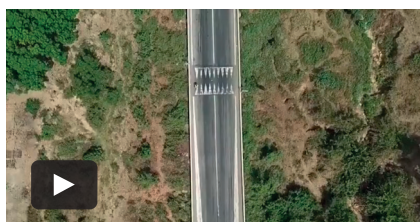
If images or footage identify a person, their voice or other recognizable attributes consent forms are needed. Ensure that video producers/photographers are aware of the need to request and obtain consent before publication and include this provision in the evaluation ToR.
- 7 Think about crosscutting issues**

Cross-cutting issues such as gender, climate change and human rights addressed in your evaluation should also be mentioned in your video. Ensure a balanced gender representation – avoid gender biases and let the video 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 video 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 videos 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 VIDEO – EXAMPLES



### EU Delegation to Côte d'Ivoire

*L'UE soutient le transport routier en Côte d'Ivoire*

**Description:** This video is about an evaluation of the Road Preservation Project in Côte d'Ivoire

**Duration:** 2 versions (3' and 15')

**Cost:** €15.000

**Production time:** +/- 3 months

**Produced by:** Contractor & local expertise

**Language:** French



### International Fund for Agricultural Development

*Strategy and Programme Evaluations*

**Description:** Highlights from IFAD's 2017 Nicaragua Country Strategy and Programme Evaluation for the preparation of the next phase.

**Duration:** 5'38"

**Cost:** Produced in-house

**Production time:** Depending on scope and video length.

**Produced by:** IFAD headquarters

**Language:** English



### African Development Bank

*AfDB support to Agricultural Value Chain Development: lessons for the feed Africa Strategy*

**Description:** This video is about IDEV's evaluation of AfDB's support for agricultural value chains development in Africa.

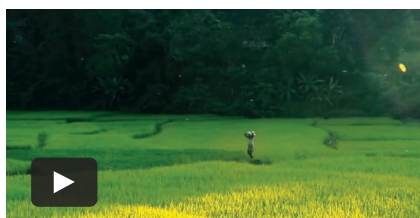
**Duration:** 12'22"

**Cost:** +/- €10.000

**Production time:** 3 weeks

**Produced by:** Internally

**Language:** English



### Global Environment Facility

*Biodiversity Evaluation 2018 (India)*

**Description:** The video presents the results of the evaluation of GEF Biodiversity Mainstreaming Program in India highlighting the challenges.

**Duration:** 3'

**Cost:** Produced in-house

**Production time:** Produced in-house

**Produced by:** Some videos are prepared internally (footage and minimal editing by evaluation task team leaders); some are done with the help of professional video-editors

**Language:** English



### World Food Programme

*Corporate Emergency Response in Northeast Nigeria (2016-2018)*

**Description:** Together with improving WFP performance, this video report aims to provide insights to WFP's Nigeria country office as it starts to implement its first country strategic plan, covering the period 2019–2022.

**Duration:** 4'

**Cost:** 2000 \$

**Production time:** 8 days

**Produced by:** local expertise & headquarters

**Language:** English



### InsightShare

*Women's Economic Empowerment – UN Women*

**Description:** As part of an external evaluation of the Women's Economic Empowerment, global portfolio of UN Women, this video analyses and provides conclusions about the six videos recorded by rural women in Moldova, alongside local civil servants.

**Duration:** 6'

**Cost:** about €5.500

**Production time:** 2 weeks

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

**Language:** English



## ADDITIONAL RESOURCES ON EVALUATION VIDEOS

1

### Videos for reporting

This [blog](#) describes how you can use video to communicate your evaluation findings.

2

### 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.

3

### 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.

4

### 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.

- ▶ [Journal Article](#)
- ▶ [Participatory Video Most Significant Change \(PVMSC\) Guide](#)

READ ON

Photo by [Jacob Owen](#) on [Unsplash](#)



A simple hand-held device like a GoPro or even a mobile phone can be enough recording equipment and works very well for participatory video.

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

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