



European
Commission

How-to Guide: **Disseminating Evaluation**

Effectively communicating evaluation findings promotes better understanding of results, ensures their utilisation by stakeholders, and upholds transparency and accountability. This guide equips you to tailor evaluation insights to your audience, making them clearer, accessible, and impactful.

Prepared by the evaluation services
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Brussels, July 2025

Purpose of this How-to Guide: This guide provides evaluation managers with various strategies for effectively disseminating evaluation findings. By aligning with best practices, it enhances the impact and utilisation of evaluations. This guide offers practical tips, examples, and references to additional resources to effectively communicate evaluation insights to diverse stakeholders through seminars, and the most suitable knowledge products.

Target audience: This guide is specifically prepared for evaluation managers who are drafting their evaluation Terms of Reference (ToR) under the FWC SEA 2023 – Lot 16. Additionally, other evaluation stakeholders, including the M&E focal points, partners, and the evaluation teams, and their communications experts could also benefit from the guidance provided.

How to use this How-to Guide: We suggest that you navigate through the key points provided in this document alongside the Lot 16 – Specific Terms of Reference templates with guidance available on the [SEA FWC SharePoint page, Section 2.2](#)).

You can read this document sequentially from start to finish for a thorough overview, especially if you have not yet chosen a dissemination product for your evaluation. Alternatively, you can utilise the interactive buttons to navigate directly to specific topics or guidance. For instance, if you are particularly interested in infographics, simply click on the corresponding button to access that section immediately. If you are still undecided, the ‘Selecting Products’ button will guide you through making informed choices based on your needs, objectives and available resources.

INTRODUCTION

The EC Evaluation Policy, as outlined in “Evaluation Matters”, underscores the critical importance of effectively disseminating evaluation findings and recommendations. It emphasises that dissemination is not a mere afterthought but an essential component of the entire evaluation process.

Disseminating evaluation results allows evaluation managers to enhance the utility and impact of evaluations, promoting informed decision-making and transformative change. This process requires selecting suitable knowledge products and communication channels that meet the audience’s needs, ensuring accessibility and actionability. Early and systematic dissemination planning fosters a shared understanding amongst evaluation managers and contractors, maximizing the evaluations’ influence on policy and practice while promoting transparency, accountability, and continuous learning.

Based on the 2020 INTPA/ESS [study of evaluation dissemination practices](#), this guide offers examples of how evaluation-generated knowledge is shared with diverse stakeholders, ensuring evaluations effectively influence change in line with the EC Evaluation Policy (Evaluation Matters). The study found that the most popular dissemination products at different evaluation offices around the world include videos, infographics, briefs, creative reports, blogs, podcasts, and seminars, and hence we have included them all in this guide.

The study further reveals that to maximize the effectiveness of your dissemination efforts, it is essential to identify your target audience and their preferred communication channels. You should begin planning these activities while drafting the ToRs for your evaluation and provide detailed information to help contractors submit effective plans that ensure clear and actionable communication of findings and recommendations.

Additionally, create concise and easily digestible materials for busy key decision-makers. Start your evaluation dissemination by making your report accessible to stakeholders, EU taxpayers, partner countries, and the public through your DG or Delegation webpages and the [OECD DAC Evaluation Resource Centre \(DEReC\)](#), as long as it is safe enough to do so. This guide highlights various dissemination products that can accompany your evaluation report, increasing engagement and conveying key messages quickly to capture the attention of busy readers.

“Dissemination of evaluation results is an integral part of the evaluation process. The evaluation manager, in coordination with the key users, systematically prepares for each evaluation a plan for communication and follow-up. It covers the audience (key users and stakeholders), the communication channels (i.e.: email, PCM platform, Capacity 4 Dev web platform, social media, seminars, ...) and the reporting formats (i.e.: summary, management brief, video, ...).” ([EC Evaluation Matters, 2014](#))

SELECTING PRODUCTS

What are the different Dissemination Products

Below is a brief description of the dissemination products while a detailed analysis together with the lessons and how-to-guides are available in the next chapters of the guide.

		CHARACTERISTICS					
		Visual	Audio	Convey Key messages quickly	Amplify voices of stakeholders	Reach a wider audience base	Non-technical language
	INFOGRAPHICS Offer a cost-effective, visual method for communicating evaluation results.	✓		✓	✓	✓	✓
	BRIEFS Provide a succinct summary of evaluation insights, making them accessible to less technical audiences. They can also be adapted for press releases or media posts.	✓		✓	✓	✓	✓
	VIDEOS Are a popular way to share evaluation findings, engaging audiences with visuals and voices of key stakeholders.	✓	✓	✓	✓	✓	✓
	PODCASTS Offer an innovative way to share lessons learned through audio presentations, requiring fewer technical skills than videos.		✓	✓	✓	✓	✓
	BLOGS Written by evaluators or commissioners, share insights and promote findings in an informal style, targeting specific online audiences.	✓		✓	✓	✓	✓
	SEMINAR Whether online, in-person, or hybrid, are essential for presenting evaluation findings and engaging stakeholders, enhancing the impact of the evaluation.	✓	✓		✓		

Selecting your Dissemination Products

(a) Key considerations for selecting the dissemination products

The following table provides a concise overview of the key features of various dissemination products, along with an estimate of the resources needed for their creation. This information is designed to help you make informed decisions about which dissemination products best align with both your needs and those of your audience, while also fitting within your available resources. Remember, you have the flexibility to choose multiple options in tandem with Evaluation Seminars. Although Evaluation Seminars are not included in the table due to their variable costs—which can fluctuate based on factors such as location, format (online, in-person, or hybrid), number of attendees, venue, and the involvement of facilitators and speakers—they remain a valuable dissemination method. For detailed guidance on organizing Evaluation seminars and exploring additional dissemination products, please refer to the subsequent pages of this guide.

		CHARACTERISTICS			
		Time required	Expertise	Length	Cost
	INFOGRAPHICS Offer a cost-effective, visual method for communicating evaluation results.	2 weeks (av.)	In-house/ comms expert	2 - 4 pages	Max. €2,500
	BRIEFS Provide a succinct summary of evaluation insights, making them accessible to less technical audiences. They can also be adapted for press releases or media posts.	Variable	In-house/ comms expert	2 - 4 pages	Max. €1,000
	VIDEOS Are a popular way to share evaluation findings, engaging audiences with visuals and voices of key stakeholders.	1-12 weeks	In-house/ video expert	3 - 8 minutes	€2,000 - 15,000
	PODCASTS Offer an innovative way to share lessons learned through audio presentations, requiring fewer technical skills than videos.	1 week	In-house/ comms expert	10 - 20 minutes	€600 (av.)
	BLOGS Written by evaluators or commissioners, share insights and promote findings in an informal style, targeting specific online audiences.	1-2 weeks	In-house/ comms expert	1,000 to 2,000 words	In-house prod.
	SEMINAR Whether online, in-person, or hybrid, are essential for presenting evaluation findings and engaging stakeholders, enhancing the impact of the evaluation.	2-4 weeks	Evaluation teams/ Translators	Half or full day, hybrid, in person or online	Variable depending on the location, type, etc.

(b) Key steps for selecting the dissemination products

Below are the key steps to follow when selecting the right dissemination product for your evaluation:

01

Browse the products

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



02

Choose your target audience

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



03

Define key message/s

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



04

Choose your product/s

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



05

Resources

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



06

Create

- > Follow the tips provided in the “How-to” guidelines
- > Remember to share your ideas with colleagues for feedback



CHOOSING CHANNELS

What are the different Dissemination Products

Various communication channels can be utilised to disseminate evaluation results. Here are some of the most popular ones:



Your DG, Service, or Delegation website: These websites can be used to publish the final evaluation report, and any dissemination products.

Social Media (in coordination with your communications focal points):



LinkedIn: Engage with your delegation, INTPA, ENEST, MENA, and FPI's account or relevant LinkedIn groups focusing on evaluation and thematic areas of interest. You can also use your personal accounts to reshare or reshare with some of the key findings or recommendations from the report.



YouTube: This platform is perfect for sharing video content. Collaborate with your communication focal points to utilise your delegation's YouTube channel, or the channels of INTPA, ENEST, MENA, and FPI. When uploading videos, ensure compliance with the "Communicating and Raising EU Visibility: Guidance for European External Action (2022)." This includes adhering to GDPR requirements, securing pre-existing rights such as artist licenses for music, image licenses, and obtaining signed consent forms. Additionally, ensure that there is a disclaimer from the evaluation team confirming that the video is their work and serves as a dissemination product of the evaluation report.



Facebook: Leverage your delegation, INTPA, ENEST, MENA, and FPI accounts (if available).



X (former Twitter): If available, use your delegation, INTPA, ENEST, MENA, and/or FPI's accounts. Additionally, you can use your personal account to further distribute dissemination products and the evaluation report, provided it is in the public domain and accessible via a web link.



Instagram: Use your delegation, INTPA, ENEST, MENA, and FPI accounts (if available).



Dedicated Evaluation-Specific Websites: Many bilateral and multilateral agencies have dedicated evaluation websites, serving as unified platforms for sharing evaluation news and findings. Although INTPA, ENEST, MENA, and FPI do not currently have this option, but there is a great push to publish your evaluation reports to make them available for public. You can also request partner agencies to upload your evaluation report and dissemination materials if you have collaborated with them.

Organisation	LinkedIn	YouTube	Facebook	X (Twitter)	Websites
World Bank					
IFAD					
Asian Development Bank					
African Development Bank					

Organisation	LinkedIn	YouTube	Facebook	X (Twitter)	Websites
Global Environment Facility					
UNEG					
UNFPA					
UNDP					
Deval (Germany)					
DFID ICAI (UK)					
Evaluation Cooperation Group (ECG)					
OECD					



Radio and TV: Radio and TV serve as powerful channels for disseminating evaluation findings to a broad audience, particularly radios in rural and remote communities where it plays a crucial role as primary information sources, such as in some parts of Sub-Saharan Africa and Southern Asia. Despite their potential, these media are often underutilised for evaluation dissemination, possibly due to the limited control evaluation commissioners have over them. Collaborating with your Communications Focal Point or relevant teams can help identify opportunities to promote evaluation findings through these channels. Podcasts can be effectively aired on radio, while videos are well-suited for TV broadcasts. Organising dedicated radio shows to discuss evaluation findings and recommendations can further enhance reach and impact. Notably, only a few non-EU institutions have reported success in sharing evaluation results via radio and newspapers, highlighting the untapped potential of these platforms. While no specific cases were found regarding the use of Community Radios broadcasts to share evaluation findings, in some contexts they remain an effective means for communication, interaction and participatory planning; this was the case for instance in Colombia, where radio broadcasts were used as a way to support the peace building process¹. (Casanova et al, 2019).



National and Local Newspapers: Engage with national and local newspapers to reach a diverse audience. Articles or press releases summarising key findings and recommendations can be published, increasing visibility and impact across different demographics. Establishing relationships with journalists who specialise in your thematic areas can further enhance dissemination efforts. Your Infographics, and Evaluation Briefs are excellent sources for creating relevant and powerful articles or press releases for the newspapers.

1. Weblink for the report on Community radio and peace building in Colombia. Communication, interaction and participatory planning for the post-conflict can be accessed here: https://www.researchgate.net/publication/335677181_Community_radio_and_peace_building_in_Colombia_Communication_interaction_and_participatory_planning_for_the_post-conflict/references

1. HOW TO GUIDE ON INFOGRAPHICS

These guidelines provide practical tips, illustrative examples, and references to available re-sources, empowering you to effectively communicate the insights from your evaluations. By utilising various dissemination methods, you can enhance the visibility and impact of your evaluation results, reach a broader audience, and foster greater engagement.

Infographics are a popular method for sharing evaluation findings. They are cost-effective and don't necessitate extensive planning at the beginning of the evaluation process. However, crafting clear key messages that tell a compelling story is essential. These guidelines offer practical tips, examples, and references to additional resources to help you effectively communicate the insights from your evaluation through infographics.

Why an infographic?

Infographics are an effective tool for visually engaging your audience, offering several benefits:

- Convey key messages faster.
- Reach wider audience base.
- Represent an overview of evaluation results in an illustrative format by combining data with graphic art, making the information both powerful and captivating.
- Links readers to the full evaluation report to delve into more details at their convenience.

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.

Who should produce it?

Evaluation infographics can be produced in-house or by the evaluation team.

It is preferable for the evaluation team to create them as they may understand and present the findings better in the infographics.

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 1,500 €.

Note that the cost depends on the scope and the quality of the infographic you are making and whether required capacity is available in-house or needs to be hired.

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

Note: we recommend specifying in the ToRs whether the dissemination products are produced internally or by the evaluation teams.

Who should produce it?

- To start with, have a read through the [Communicating and raising EU visibility: Guidance for European External Action \(2022\)](#) or look out for existing templates – or create your own.
- Need inspiration? Have a look at the useful resources from the wider evaluation community presented on [page 10](#).

Tips to guide your Evaluation Infographic

- 1 > **Decide on purpose & target audience** – What do you want to communicate? How do you want the evaluation results to be used? And by whom?
- 2 > **Define message(s) 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.
- 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 your organisations' communications guidelines** – The [EC Communicating and raising EU visibility Guidance](#) 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.
- 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 infographics reflect the sensitivity approaches used in the evaluation.
- 7 > **Choose your dissemination channels wisely** – There are various online platforms such as your respective DG and Delegation webpages, YouTube accounts, and social media channels where your evaluation infographic can be shared. However, the most appropriate place to share it depends on your agreed target audience. It is good practice to brainstorm the different channels during the early stages of the evaluation to ensure that you are aware of processes to follow for each channel.
- 8 > **You are not alone!** Share your idea(s) and your videos with fellow colleagues and your Communications focal point if you are working in EU Delegations. You can also contact the Communication Unit of your respective DGs, Communication focal point in your Delegation, and the Evaluation Helpdesk for advice, and to publish it on different platforms, including the Capacity4Dev website to inspire stakeholders within and outside the EC - For the [Capacity 4Dev website](#).

Evaluation Infographic – Examples

More examples of Infographics from the EU can be found on the Capacity4Dev website [HERE](#).



DG INTPA

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

Description: Overview of results from an independent, evidence-based evaluation of the European Union (EU) regional development cooperation with Latin America in 2009-2017. It aims at providing key lessons and recommendations to improve and inform future regional cooperation.



DG NEAR

Evaluation of Social Entrepreneurship Initiatives to Enhance Social Cohesion (2023)

Description: Overview of an ex-post evaluation to assess the enabling environment and policy and legislative framework for social entrepreneurship in Jordan. It presents key findings and recommendations for future programming in the area.



DG INTPA

Evaluation of the EU State Building Contracts (2012-2018)

Description: The infographic summarizes the European Union's State Building Contracts (SBCs), an aid instrument mobilized in 23 countries from 2012-2018. It provides a visual representation of the support provided, structured on 5 key points, including recommendations.

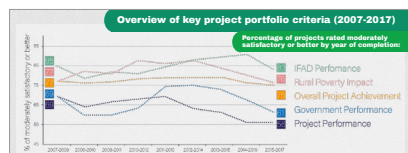
Cost: 1500 €

Production time: 3 days

Produced by: Graphic designer

Language: English

Link: See the infographic [here](#)



International Fund for Agricultural Development

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 improve programme practice.

Cost: Produced in-house

Production time: 6 days

Produced by: Headquarters

Language: English

Link: See the infographic [here](#)

Cost: NA

Production time: Variable

Produced by: Evaluation Team

Language: English (also available in Arabic)

Link: See the infographic [here](#)



UNFPA

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

Description: 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: 2500 \$

Production time: 5 days

Produced by: Local consultant

Language: English

Link: See the infographic [here](#)

Cost: NA

Production time: Produced in-house

Produced by: Graphic designer

Language: English

Link: See the infographic [here](#)



DG INTPA

Evaluation of the International Fine Cocoa Innovation Centre (IFCIC) Project

Description: The infographic is organised around key elements of the intervention, including development challenges in the Caribbean cocoa sector, the approach and overall results. It emphasises funding contributions, project successes such as new business startups, and visually represents results across five points, offering recommendations for sustainable industry growth.

Cost: NA

Production time: 3 days

Produced by: Graphic designer

Language: English

Link: See the infographic [here](#)

Infographics Resources



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.
- > In this [blog](#) you can read about how to use infographic icons.
- > This [blog](#) contains some design ideas to engage readers.



Data visualization examples

In this [blog](#) Visme have presented 25 of the best data visualizations produced in 2025. 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).

2. HOW TO GUIDE ON BRIEFS

These guidelines provide practical tips, illustrative examples, and references to available resources, empowering you to effectively communicate the insights from your evaluations. By utilising various dissemination methods, you can enhance the visibility and impact of your evaluation results, reach a broader audience, and foster greater engagement.

An evaluation brief offers an engaging way to present key findings in a concise 2–4-page summary. Evaluation briefs are relatively straightforward to create and don't demand significant budgeting or preparation. However, it is crucial to provide sufficient context and tailor the language to ensure your audience comprehends the details provided. These guidelines offer practical tips, examples, and references to additional resources to effectively communicate the insights from your evaluation.

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 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 using non-technical language.
- Links readers to the full evaluation report to delve into more details at their convenience.

Who is it for?

Target audiences could include:

- Evaluators/technical experts.
- Different EU institutions.
- Civil Society.
- Academia, Research Think Tanks.

Who should produce 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.

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 visualisations/graphics which have not already been created.

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.

Note: we recommend specifying in the ToRs whether the dissemination products are produced in-house or by the evaluation teams.

Where to start?

- Have a read through the [Communicating and raising EU visibility: Guidance for External Action \(2022\)](#).
- Look out for existing templates or create your own.
- Need inspiration? Have a look at the useful resources from the wider evaluation community presented on [page 13](#).
- Consider including the budget for this additional communications capacity in the evaluation ToR.

Tips to guide your Evaluation Brief planning

- 1** > **Decide on target audience & purpose** – What do you want to communicate and to whom? How do you want the evaluation results to be used?
- 2** > **Agree on the ideal document length** – Find the right balance between keeping your audience engaged and conveying your key messages.
NB: Evaluation briefs can have different lengths – mostly between 2 and 5 pages.
- 3** > **Share the communications guidelines** – The [EC Communicating and raising EU visibility Guidance \(2022\)](#) is to be shared with the evaluation team and any consultants involved in the production of the Evaluation brief; 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 visualisations using the evaluations results. If required, you can ask in your ToR something along the lines of: “The evaluation team must have at least [x] previous experience(s) in communicating and disseminating evaluation results to a variety of audiences using different dissemination products and platforms, including social media”.
- 5** > **Capture material throughout the process** – You can ask the evaluation team to take some good photos during the evaluation activities which can be used in the evaluation brief.
- 6** > **Respect image rights and obtain consent** – If images identify a person, consent forms are needed. Ensure that brief designers are aware of the need to request and obtain consent.
- 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 in terms of gender/conflict/climate/human rights sensitivity.
- 8** > **Choose your dissemination channels wisely** – Select appropriate online platforms for sharing your evaluation brief, such as your DG or Delegation webpages, YouTube, and other social media channels. Be familiar with the specific processes required for each channel. Ensure the briefs highlight transferable lessons learned whenever possible.
- 9** > **You are not alone!** Share your idea(s) and your draft papers with fellow colleagues and your Communications focal point if you work in EU Delegations. You can also contact the Communication Unit of your DG for more advice and the evaluation helpdesk to publish it on the Capacity4Dev platform to inspire colleagues.

Evaluation Briefs – Examples

More examples of Evaluation Briefs from the EU can be found on the Capacity4Dev website [HERE](#).



DG INTPA

Project for Economic and Social Reconstruction in Urban Areas, PRESU

Description: Summary of PRESU: A phased initiative for infrastructure rehabilitation, social cohesion, and



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



Asian Development Bank

Relevance and Results of Concessional Finance: Asian Development Fund XI and 12

Description: Well presented key learnings from an evaluation about concessional finance, presenting

urban planning in Bangui, funded by the Békou Trust Fund, highlighting key achievements and lessons learned.

Cost: NA

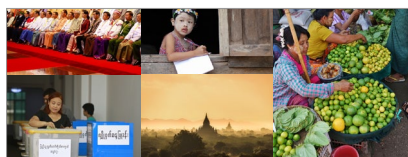
Length: 3 pages

Production time: NA

Produced by: Contractor

Language: English

Link: See the document [here](#)



European Commission

External Evaluation of European Union's Cooperation with Myanmar

Description: This is an Evaluation Brief of the EU's Cooperation with Myanmar. A user-friendly layout helps to make this document easy to read.

Cost: 1500 €

Length: 3 pages

Production time: 3 days

Produced by: Graphic designer

Language: English

Link: See the document [here](#)

graphic elements.

Cost: 400 €

Length: 4 pages

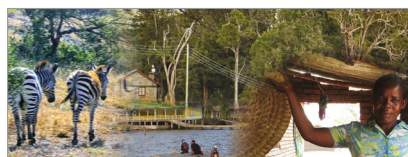
Production time: 6 weeks

Produced by: IDEV headquarters

Language: English

Link: See the document [here](#)

See other IDEV Evaluation Briefs [here](#)



Global Environment Facility

IEO BRIEF

OP56: 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.

Cost: Produced in-house

Length: 4 pages

Production time: Produced in-house

Produced by: Evaluation task team leader

Language: English

Link: See the document [here](#)

See other IEO Evaluation briefs [here](#)

recommendations, key messages and challenges.

Cost: 1000 \$

Length: 1 page

Production time: 3-5 days

Produced by: IED headquarters

Language: English

Link: See the document [here](#)



DG INTA

Capacity Building Program for Primary and Secondary Education in Iraq

Description: The brief outlines the "Capacity Building Program for Primary and Secondary Education in Iraq," funded by the EU, which aimed to improve education quality and institutional capacity amidst Iraq's challenging context. It highlights in a three-column format the program's effectiveness, adaptive management, gender equity, and social inclusion.

Cost: NA

Length: 2 pages

Production time: 4 days

Produced by: Contractor

Language: English

Link: See the document [here](#)

Additional Resources on Evaluation Briefs



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).



Design guidance

> This [blog](#) describes how to use infographic icons.

> This [blog](#) provides some design ideas to engage readers.



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](#), [IFAD](#), and [Oxfam](#).

3. HOW TO GUIDE ON VIDEOS

These guidelines provide practical tips, illustrative examples, and references to available re-sources, empowering you to effectively communicate the insights from your evaluations. By utilis-ing various dissemination methods, you can enhance the visibility and impact of your evaluation results, reach a broader audience, and foster greater engagement.

A short 3 to 5 minutes video, supported by visuals such as maps, photos of the sights, screenshots, videos of stakeholders, and scripts, is an engaging way of sharing your evaluation findings, offering a dynamic way to engage audiences visually. Videos can convey complex information in an accessible and engaging manner. However, successful video production necessitates careful planning and budgeting. It is essential to clearly define the narrative—whether it showcases an intervention's success or tell the story of an evaluative process. Consideration must be given to whose perspectives are highlighted, ensuring that the video resonates with its intended audience. These guidelines are designed to equip you with practical tips, illustrative examples, and references to further resources, enabling you to effectively communicate the insights gleaned from your evaluations. By leveraging the power of video, you can enhance the visibility and impact of your evaluation results, reaching a broader audience and fostering greater engagement.

Why a video?

Videos provide a great way of engaging your audience visually, they enable you to:

- Convey key messages faster.
- Amplify voices & faces of participants & 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.

Who should produce it?

Videos are usually produced locally with remote interviews as relevant.

- Videos can be produced with local support.
- Consider including the budget for local communications capacity in the evaluation ToR.

How much time?

The production time of a video 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 2020 INTPA/ESS study found that the average cost to produce a 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.

Note: we recommend specifying in the ToRs whether the dissemination products are produced in-house or by the evaluation teams.

Where to start?

To start, have a read through the [Communicating and raising EU visibility: Guidance for external actions](#) (2022). This includes adhering to GDPR requirements, securing pre-existing rights such as image and artist licenses, and obtaining signed consent forms.

Check the useful resources from the wider evaluation community on [page 17](#).

Tips to guide your video planning

- 1 > **Decide on target audience & purpose** – Consider who would see the evaluation video? What should be communicated? How do you want the evaluation results to be used?
- 2 > **Agree on the video length** – Find the right balance between keeping the key audience engaged and conveying the key messages.
NB: Videos can have different duration times – many of the videos produced by the institutions who took part in our survey are between 3 and 5 minutes in length.
- 3 > **Share your organisations' communications guidelines** – The EC Communication and Visibility Manual is to be shared with the evaluation team and any experts involved in the video production; they are bound to abide by the rules described in the manual, including branding, disclaimers, visual identity, approval etc. You can find the link here: [Communicating and raising EU visibility: Guidance for external actions \(2022\)](#).
- 4 > **Capture material throughout the whole evaluation process** – Expert video producers/photographers could be invited to join some of the evaluation activities to gather images and footage and to work on defining the key messages together.
- 5 > **Consider using video as a data collection tool** – During the implementation stage of an evaluation the use of videos can be incorporated into the fieldwork - this enables dissemination outputs to be produced earlier in the evaluation cycle and allows more time to edit the content before it is shared externally. Examples of [data collection methods](#) include participatory videos and video diaries.
- 6 > **Respect image rights and obtain consent** – If any image or footage identifies a person, their voice or any other recognizable attributes consent forms should be obtained from the person concerned. Ensure that video producers/photographers are aware of the need to request and obtain consent.
- 7 > **Think about crosscutting issues** – Cross-cutting issues such as gender, climate change and human rights addressed in the evaluation should also be mentioned in the video. Ensure a balanced gender representation – avoid any gender bias and let the video reflect the sensitivity approaches used in the evaluation.
- 8 > **Choose your dissemination channels wisely** – There are various online platforms such as your respective DGs or Delegation webpages, YouTube account, and other social media channels where your evaluation video can be shared. However, the most appropriate place to share it depends on your agreed target audience. It is good practice to brainstorm the different channels during the early stages of video planning to ensure that you are aware of processes to follow for each channel.
- 9 > **Remember you are not alone!** Share your ideas and your videos with fellow colleagues and your Communications focal point if you are working in EU Delegations. You can also contact the Communication Unit of your respective DG for more advice and the Evaluation Helpdesk to publish it on the Capacity4Dev platform to inspire colleagues.

Evaluation Video - Examples

More examples of dissemination videos from the EU Capacity4Dev website can be found [HERE](#).



DG INTPA

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.

Cost: 15.000 €

Duration: two versions (3' and 15')

Production time: About 3 months

Produced by: Contractor and local expertise

Language: French

Link: Watch the video [here](#)



DG INTPA

Evaluation of EU state building contracts (2012-2018)

Description: This video illustrates an intervention focused on the EU State Building Contracts, assessing their role in reinforcing Partner Countries' governments following economic or natural shocks and in situations of fragility.

Cost: NA

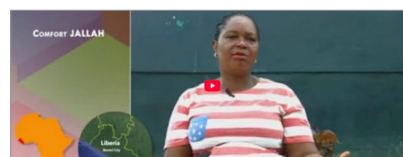
Duration: 1'55"

Production time: NA

Produced by: Contractor

Language: English

Link: Watch the video [here](#)



African Development Bank

Evaluation of 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.

Cost: About 10.000 €

Duration: 12'22"

Production time: 3 weeks

Produced by: Internally

Language: English

Link: Watch the video [here](#)



DG INTPA

Final Evaluation of CSF (Civil Society Fund Programme) III

Description: This video highlights the third phase of the Civil Society Fund Programme, implemented by the EU delegation to Ethiopia from 2018 to 2023. The program aimed to enhance citizen and Civil Society Organisation (CSO) participation in Ethiopia's development and democratization process. It features interviews with stakeholders and beneficiaries.

Cost: About 3.000 €

Production time: NA

Produced by: Contractor

Language: English

Link: Watch the video [here](#)



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.

Cost: Produced in-house

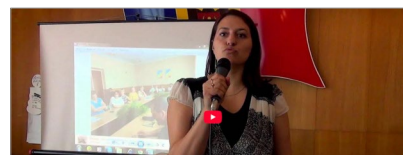
Duration: 3'

Production time: Produced in-house

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

Language: English

Link: watch the video [here](#)



InsightShare

Women's Economic Empowerment – UN Women

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

Cost: About 5.500 €

Duration: 6'

Production time: 2 weeks

Produced by: InsightShare and led by evaluators Impact Ready

Language: English

Link: Watch the video [here](#)

Evaluation Videos Reading Resources



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, from conceptualization, co-design, production, through editing and dissemination is discussed as well as lessons learnt which 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.

- > Journal [Article](#).
- > Participatory Video Most Significant Change (PVMSC) [Guide](#).

4. HOW TO GUIDE ON PODCASTS

These guidelines provide practical tips, illustrative examples, and references to available re-sources, empowering you to effectively communicate the insights from your evaluations. By utilising various dissemination methods, you can enhance the visibility and impact of your evaluation results, reach a broader audience, and foster greater engagement.

Podcasts are an increasingly popular way to communicate evaluation results. Podcasts can be engaging; they are easy to share and provide convenient access to knowledge. These guidelines provide you with practical tips, examples, and references to resources to get you started on your evaluation podcasts.

Why a podcast?

Podcasts provide a great way of engaging your audience and presenting information in an audible format. This enables you to:

- Convey key messages quickly and directly.
- Amplify voices of participants, stakeholders and evaluation experts.
- Reach a wider audience base.
- 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.
- Media.

Who should produce it?

- Podcasts can be produced from any location, provided you have a recording device and, in case of remote interviews, access to internet and an online platform with recording options (e.g., Skype/Zoom/Teams/WebEx).
- The technical skills to make a podcast can easily be mastered.

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. While editing time depends on the scope and length of the podcast, with a bit of practice a 20-minute podcast can be fully edited in 1.5 days.

How much money?

The production of a podcast need not be expensive, if you use a PC or phone for recording, do your own editing, and access free tools such as:

- Audio editing softwares such as Audacity, GarageBand, Anchor & Music Maker
- Music/sound effects from Youtube’s Audio library, Free Music Archive.

Hosting can also be free on your organizational website or at Sticher or Apple podcasts.

Note: we recommend specifying in the ToRs whether the dissemination products are produced internally or by the evaluation teams.

Where to start?

- Have a read through the [Communicating and raising EU visibility: Guidance for European External Action \(2022\)](#).
- Look out for existing templates for a podcast script or create your own.
- Need inspiration? Have a look at the useful resources from the wider evaluation community on [page 21](#).

Tips to guide your Podcast

- 1 > **Decide on your purpose and target audience** – What do you want to communicate? Who do you want to listen to your evaluation podcast? How do you want the evaluation results to be used?
- 2 > **Agree on the podcast length** – Find the right balance between keeping your audience engaged and conveying key messages – the ideal duration time is no longer than 20 minutes.
- 3 > **Share your organisations' communications guidelines** – [The EC Communicating and raising EU visibility: Guidance for external actions](#) is to be shared with the evaluation team and any consultants involved in the podcast production; they are bound to abide by the rules described in the manual, including branding, disclaimers, visual identity, approval etc.
- 4 > **Record sound while collecting data** – Incorporating audio recordings into the fieldwork enables dissemination outputs to be shared earlier in the evaluation cycle and allows more time to edit the content before it is shared externally. Examples include audio recordings of interviews/FGDs.
- 5 > **Capture material throughout the evaluation** – Ask the evaluation team to capture sound recordings/ interviews during different evaluation activities (with consent from participants) which can be incorporated into the podcast towards the end of the process.
- 6 > **Respect image rights and obtain consent** – If images identify a person, consent forms are needed. Ensure that podcast producers/evaluation team are aware of the need to request and obtain consent before publication.
- 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 podcast. Ensure a balanced gender representation, avoid gender biases and let the podcast reflect the sensitivity approaches used in the evaluation.
- 8 > **Choose your dissemination channels** – There are various online platforms such as [SiriusXM](#), [Apple](#), [Spotify](#), [Anchor](#), your respective DG or Delegation webpages as well as social media channels where your podcast can be shared. However, the most appropriate place to share it depends on your agreed target audience. It is good practice to brainstorm the different channels during the early stages of podcast planning to ensure that you are aware of processes to follow for each channel.
- 9 > **Remember you are not alone!** Share your idea(s) and your podcasts with fellow colleagues and your Communications focal point if you are working in EU Delegations. You can also contact the Communication Unit of your respective DG for more advice and the evaluation helpdesk to publish it on the Capacity 4Dev platform to inspire colleagues.

Evaluation Podcasts - Examples

More examples of dissemination videos from the EU Capacity4Dev website can be found [HERE](#).



International Fund for Agricultural Development *ROOTS*

Description: Series on the impact of IFAD-funded projects around the world, including personal stories and emphasis on the importance of evaluations.

Cost: Produced in-house

Duration: Between 3'20" and 5'

Production time: About 3 months

Produced by: IOE evaluators

Language: Multiple languages

Series: Yes – Roots

Link: Listen to the podcast [here](#)



Green Climate Fund *Independent Evaluation Unit (IEU)*

Description: Showcasing the work of the GCF to a global audience, through curated lectures and speakers from workshops and events related to climate, development, and evaluations.

Cost: Produced in-house

Duration: Between 25' and 1'30"

Production time: 1 week

Produced by: GCF Headquarters

Language: English

Series: Yes

Link: Listen to the podcast [here](#)



Asian Development Bank *Independent Evaluation Department (IED)*

Description: Series to share insights about the evaluations and lessons learnt. Topics include project sustainability, the importance of communication, and successful engagement with CSOs.

Cost: Produced in-house

Duration: Between 3'30" and 4'30"

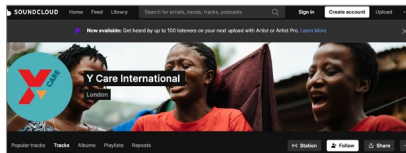
Production time: Varied

Produced by: IED Headquarters

Language: English

Series: Yes – 8 episodes

Link: Listen to the podcast [here](#)



Y CARE International *Stitching up Poverty*

Description: Series examining the impact of a project aimed at educating women and girls in rural villages in Sindh province in Pakistan, made up of stories collected from the region using [Sprockler](#) tool.

Cost: 550 £ per episode with use of free tools

Duration: Around 12'

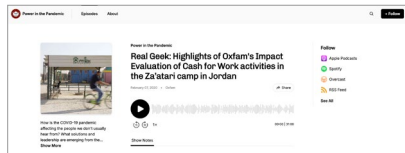
Production time: 1 week

Produced by: Evaluation team & Consultant

Language: English

Series: Yes – 5 episodes

Link: Listen to the podcasts [here](#)



Oxfam *Highlights of Oxfam's Impact Evaluation of Cash for Work activities in the Za'atari camp in Jordan*

Description: Evidence and learning from the impact of Cash for Work interventions in the Za'atari camp in Jordan, comprising evaluation findings and recommendations.

Cost: Produced in-house using skype and in-house editing software

Duration: 30'

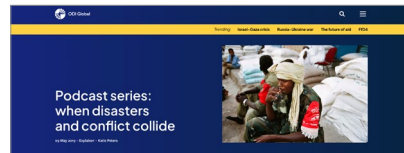
Production time: 1 week

Produced by: Oxfam GB Headquarters

Language: English

Series: Yes – Oxfam in Depth/Real Geek Series

Link: Listen to the podcast [here](#)



Overseas Development Institute *When Disasters and Conflict Collide*

Description: Series exploring how policies and programmes can best respond to conflict fragile and conflict affected contexts, borne from a two-year research project with GIZ.

Cost: Produced in-house using free tools

Duration: Between 24' and 32'

Production time: Varied

Produced by: ODI headquarters

Language: English

Series: Yes – 3 episodes

Link: Listen to the podcast [here](#)

Evaluation Videos Reading Resources



Blogs

- > 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.

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. Sometimes a little bit above or below your mouth is better to avoid the direct force of the breathing and popping of the "B" and "P" sounds.
- > **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!** Ensure that the speaker avoids the microphone rubbing on their t-shirt/face and waving their arms/banging or tapping the table out of sheer excitement for making brilliant points!
- > **Internet connection** – If using the internet ensure that all background applications which require the use of the internet are shut down on the laptop/computer 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.

TIPS

BE PREPARED: Sharing the questions you would like to use in the podcast recording in advance can help to guide the conversation. Use a semi-guided loose script so that the podcast sounds natural rather than over-rehearsed. The views represented need to remain impartial.

HAVE A TEST SESSION: It is advisable to make sure you set time aside to check the sound quality of your recording equipment and internet connection if this is relevant. To ensure optimum sound quality when recording use the checklist above.

USE MULTIPLE VOICES: Consider including multiple voices (2-4) to keep the listeners interested. Including voices from external institutions can also help to demonstrate authenticity.

5. HOW TO GUIDE ON BLOGS

These guidelines provide practical tips, illustrative examples, and references to available resources, empowering you to effectively communicate the insights from your evaluations. By utilising various dissemination methods, you can enhance the visibility and impact of your evaluation results, reach a broader audience, and foster greater engagement.

A blog provides an accessible and user-friendly platform to share your evaluation results. You can highlight overall findings or delve into specific aspects like key learnings, recommendations, or experiences with different methods and tools. These insights can entice your audience to explore the full report. While blogs don't demand extensive budgeting and planning, there are essential writing principles to follow. These guidelines equip you with practical tips, examples, and references to additional resources to help you start crafting effective evaluation 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.
- Present images from the report e.g. interesting graphs.
- Present different perspectives e.g. a blog can provide views from different stakeholders of the evaluation process.

Who is it for?

Target audiences could include:

- Evaluators/technical experts.
- Different EU institutions.
- Print and electronic Media.

Who should produce 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 relatively short – usually taking around one week (including time to incorporate feedback). However, it all depends on the scope and quantity of key messages which you want to convey. Also, if it is a blog written by multiple people it is likely to take longer than a blog written by one person.

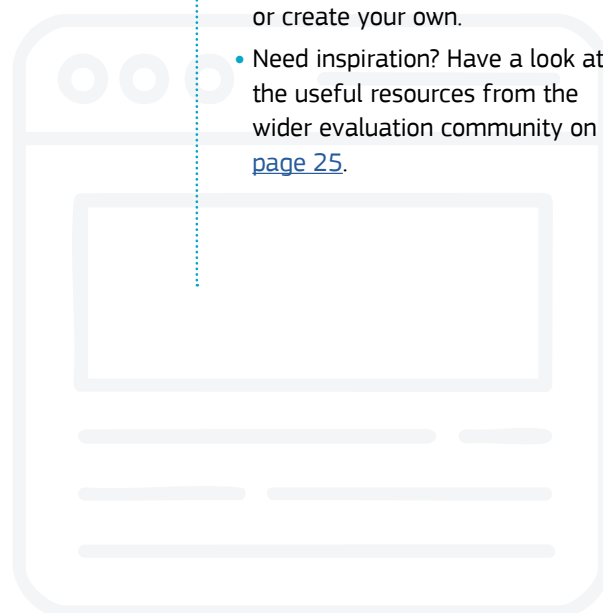
How much money?

Blogs are often produced in-house and are normally free of cost.

For the evaluation teams, the cost depends on the scope and the quality of the blog produced and whether there is a need to hire an additional consultant.

Where to start?

- Have a read through the [Communicating and raising visibility: Guidance for External Action \(2022\)](#).
- 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 25](#).



Tips to guide your Evaluation Blog

- 1 > **Decide on target audience & purpose** – What do you want to communicate and to whom? How do you want the evaluation results to be used?
- 2 > **Agree messages to convey** – Remember that your blog needs to grab the reader's attention as well as covering the key points you need to communicate. Blogs usually focus on a particular topic, rather than trying to highlight all the evaluation findings in one go. It is good practice to summarise what you are going to talk about in the first paragraph and encourage the reader to read the rest of the post.
- 3 > **Share the communications guidelines** – The 2022 [Communicating and EU visibility guidance](#) 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.
- 4 > **Include powerful images, quotes and stories** – A strong image, an interesting quote or story can make a big impact on the reader and provide a moving way to illustrate your key points.
- 5 > **Respect image rights and obtain consent** – If images identify a person, consent forms are needed. Ensure that blog writers are aware of the need to request and obtain consent.
- 6 > **Writing style** – Remember that a blog should be conversational; imagine you are talking to somebody who does not work in the development or evaluation sector. Use short paragraphs and sentences and avoid technical words. A blog also provides an opportunity to present a personal view on a topic so phrases like 'I believe' are more appropriate rather than referring to the organisation you work for.
- 7 > **Keep the audience engaged** – It is important to remember that most people scan online content rather than reading it closely – the use of key words and phrases, links and images is key. Using headings can help to break sections up and help readers to scan the blog easily. Bullet points can be used to list key details in a brief and concise way. Links to further information can also be included via hyperlinks to avoid repeating information unnecessarily.
- 8 > **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 blog. Ensure a balanced gender representation, avoiding any gender biases and let the blog reflect the sensitivity approaches used for the evaluation.
- 9 > **Provide a space for discussion** – Inviting readers to provide comments or questions at the end of a blog post is a great way to initiate conversations and hear from the wider evaluation community. A blog is a great way of raising questions and admitting confusion about the topic being covered.
- 10 > **Choose your dissemination channels wisely** – There are various online platforms such as your DG, and Delegation webpages and social media channels where your evaluation blog can be shared. However, the most appropriate place to share it depends on your agreed target audience. It is good practice to brainstorm the different channels during the early stages of video planning to ensure that you are aware of processes to follow for each channel.
- 11 > **You are not alone!** Share your idea(s) and blogs with fellow colleagues and your Communications focal point if you are working in EU Delegations. You can also contact the Communication Unit of your respective DG for more advice and evaluation helpdesk to publish it on the Capacity4Dev platform to inspire colleagues.

Evaluation Blog - Examples



DG INTPA/ESS

Evaluation from Space

Description: This blog presents examples of how satellite data can be used for remote evaluations with an example of a UNOPS rural electrification project in Sierra Leone. It was written with the intention of providing the wider evaluation community with a useful resource to overcome the access related challenges due to the COVID-19 pandemic.

Cost: Produced in-house

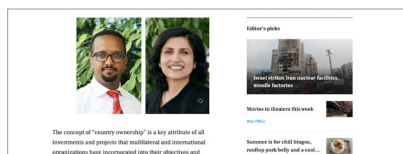
Production time: 2 days

Produced by: INTPA ESS team as part of EvalCrisis initiative and the Global Environment Facility, Independent Evaluation Office

Language: English

Link: See the blog [here](#)

Series: See the full series [here](#)



Green Climate Fund

Country ownership in times of international assistance

Description: This blog was written to showcase the findings of the IEU's evaluation on the GCF's Country Ownership Approach (COA). It was featured in The Korea Herald, which is the biggest English language daily newspaper in the country.

Cost: Produced in-house

Production time: 2 weeks + additional 2 weeks to publish in news outlets)

Produced by: Headquarters

Language: English

Link: See the blog [here](#)



IEG World Bank Group

Creating markets: A special challenge for low-income countries

Description: This blog describes how tight government fiscal positions in low-income countries justify the search for private sector solutions to support much needed investments- but the enabling environment in these countries must improve first to attract the private sector. Blog within the 'Creating Markets' series use findings from relevant IEG evaluations to provide lessons of experience and key takeaways regarding the World Bank Group's Creating Markets concept.

Cost: Produced in-house

Production time: Unknown

Produced by: IEG, The World Bank Group

Language: English

Link: See the blog [here](#)

Series: See the full series [here](#)



International Fund for Agricultural Development

Value Chain approaches: reaching the very poor

Description: This blog provides some practical insights into how value chains can be improved. IFAD's IOE is part of EvalForward, a Community of Practice on Evaluation for Food Security, Agriculture and Rural Development. As part of their collaboration, they provide posts on their work and recent evaluation developments for publication on their blog.

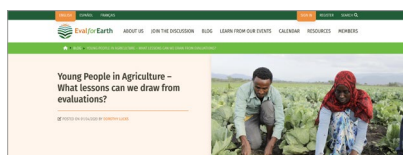
Cost: Produced in-house

Production time: 4 days

Produced by: IOE IFAD

Language: English

Link: See the blog [here](#)



EvalForward

Young People in Agriculture - What lessons can we draw from evaluations?

Description: This blog presents the learning from a recent discussion with the EvalForward community on the growing disconnect between youth and the agriculture sector. It includes experiences of working with youth in agriculture, the challenges they face and lessons from evaluations of related projects.

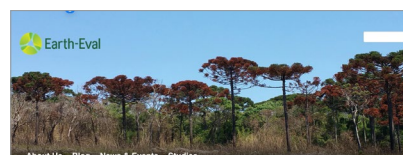
Cost: Produced in-house

Production time: Unknown

Produced by: EvalForward

Language: English

Link: See the blog [here](#)



GEF Independent Evaluation Office

Evaluating Environmental Peacebuilding: Difficult but Necessary

Description: The blogs published on the Earth-Eval website are written/ developed to promote evaluation findings, conclusions, lessons learnt, issues or recommendations.

Cost: Produced in-house

Production time: 3 hours

Produced by: GEF IEO staff and Eval-Earth community members

Language: English

Link: See the blog [here](#)

Additional Resources on Evaluation Blogs



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

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

- > [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).



Evaluation blog examples

You can have also look at the following blog series for some more inspiration:

- > The [BetterEvaluation](#) blog – sharing information on global evaluation practices and programs.
- > [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.

6. HOW TO GUIDE ON SEMINAR

Purpose of this How-to Guide for Seminar: This guide is designed to assist in planning and conducting an effective evaluation dissemination seminar. It aims to provide practical tips, illustrative examples, and references to resources that will help you engage stakeholders, communicate evaluation insights effectively, and amplify the impact of your evaluation findings. By utilising various dissemination methods outlined in this guide, you can enhance the visibility of your evaluation results, reach a broader audience, and foster greater engagement and learning amongst all relevant stakeholders.

Target audience: This guide is intended for evaluation managers and stakeholders involved in planning and executing evaluation dissemination seminars. It is particularly useful for those responsible for engaging key audiences, including partner government officials, evaluators and technical experts, EU Delegation colleagues, other EU institutions, academia, research think tanks, media, civil society organizations, other donors, and international bodies, as well as the wider public in Europe, partner countries, and beyond. The guide equips these audiences with the knowledge and tools needed to effectively share and discuss evaluation findings, fostering an environment of informed decision-making and actionable insights.

How to Use this How-to Guide: To make the most of this guide, navigate through the key points and recommendations alongside the Terms of Reference (ToR) if you are in the planning phase of your evaluation. If you are reviewing it towards the end of your evaluation, consider both the ToR and the Inception Report together with this guide to ensure the guidance aligns with your objectives and expectations for the evaluation dissemination seminar. Utilise related templates and resources to support the planning and execution of your seminar.

Introduction

An Evaluation Dissemination Seminar is one of the most important steps in the dissemination phase, serving as a pivotal platform where evaluation findings are communicated to and discussed with key stakeholders. Whether conducted online or in-person, these seminars provide a unique opportunity to engage stakeholders on important topics and suggestions that come out of the evaluation process. The location of the event, whether in the concerned country or elsewhere, depends on the subject of the evaluation and the stakeholders involved. By effectively organising and conducting these seminars, you can significantly increase the impact of the evaluation process, and its outputs.

In a seminar, you can share findings from the evaluation as a whole or specific aspects such as key learning, recommendations, or the experience of using different methods and tools. Investing sufficient time and resources to share the evaluation findings appropriately will help to maximise the usefulness of the learning captured by the evaluation and increase the impact of the evaluation process. Evaluation seminars require some preparation in terms of budgeting and planning.

This guide provides you with practical tips, illustrative examples, and references to additional resources, empowering you to communicate your evaluation insights effectively. By utilising a variety of dissemination methods outlined in this guide, you can enhance the visibility and impact of your evaluation results, reach a broader audience, and foster greater engagement. These guidelines are designed to equip you with the necessary tools to ensure your evaluation findings are shared in a manner that is both impactful and informative, ultimately contributing to informed decision-making and the promotion of positive change.

Why an evaluation seminar?

An evaluation seminar is a great way to engage your audience. It also enables you to:

- Transmit the key messages of the evaluation to relevant audiences concerned by the evaluated intervention (feedback).
- Report to the authorities and institutions concerned and reinforce the democratic use of evaluations (accountability).
- Promote and facilitate knowledge transfer at all levels (learning).
- Influence opinions throughout society at large (promoting change).
- Discuss the conclusions of the evaluation in an easy, accessible way, providing an opportunity to discuss these first-hand with the stakeholders.
- Direct the audience to the full evaluation report or other evaluation knowledge products, such as blogs, podcasts, and briefs if they would like to delve into more detail.
- Increase interest and ownership of the evaluation findings amongst key stakeholders.
- Cater to different learning styles with the use of visual, audio, and interactive formats.

Why an evaluation seminar?

Seminar participants could include:

- Partner government officials.
- Evaluators/technical experts.
- EU Delegation colleagues.
- Commission services interested, affected or impacted by the conclusions and recommendations.
- Other EU institutions.
- Academia, Research Think Tanks & Media (external experts).
- Other donors.
- Civil Society.
- The wider public in Europe, in partner countries and beyond.

Who should be involved?

Dissemination activities typically involve cooperation between:

- The evaluation manager.
- The evaluation team (if this is specifically mentioned in the Terms of Reference).
- Members of the reference group (It is the responsibility of the evaluation manager/s to assign tasks and responsibilities appropriately).

How much money?

Note that the cost of holding an evaluation seminar in the partner country or elsewhere depends on a variety of factors, that may include:

In person (face to face) evaluation seminar:

- Venue and refreshments (depending on the number of participants).
- Fees and other costs for invited expert(s) (not part of the evaluation team).
- Staff time required for planning purposes.
- Handouts, evaluation briefs/ summaries.
- Interpretation/translation fees.

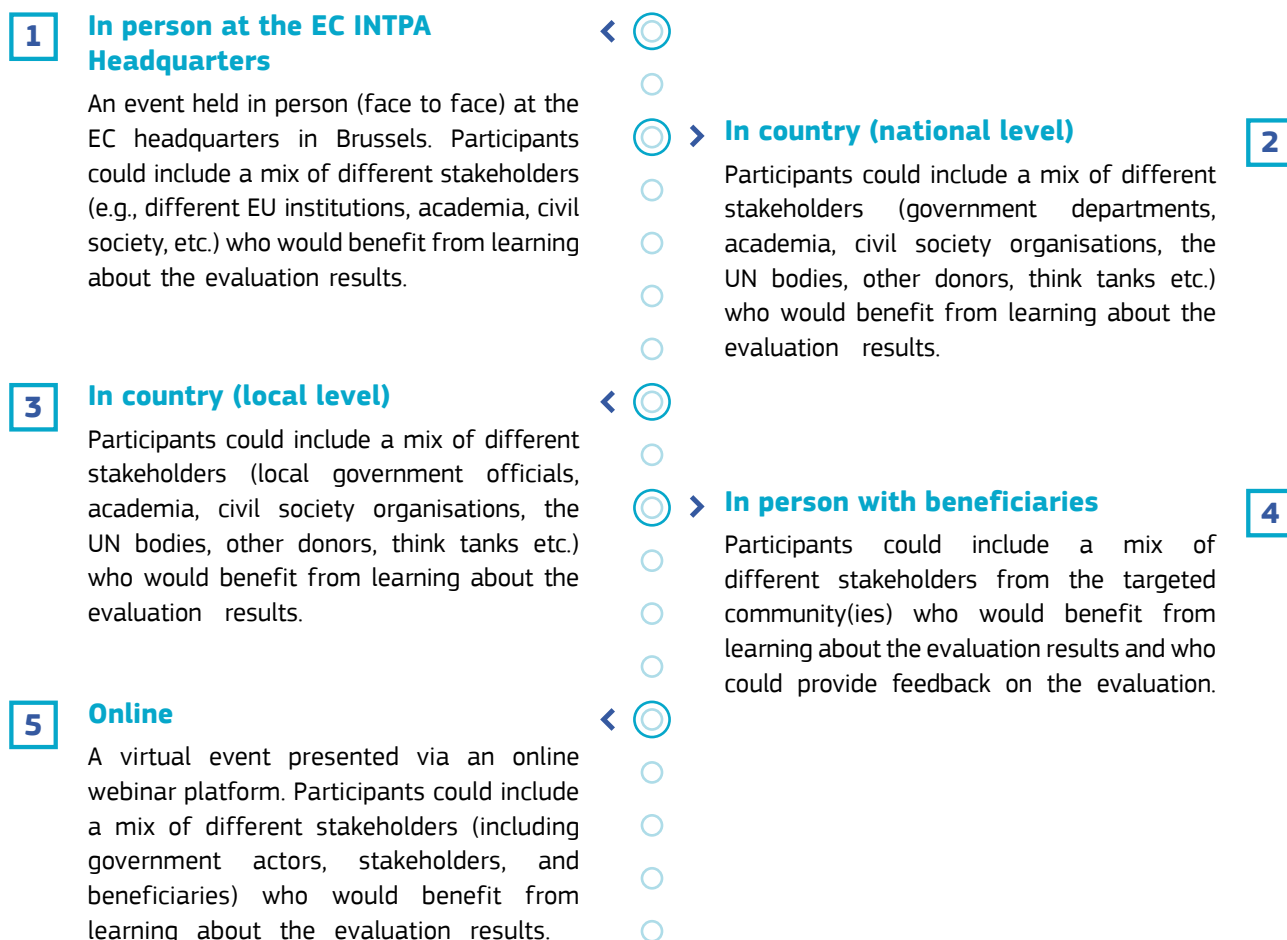
Online evaluation seminar:

- Online webinar platform license/ fee (dependent on the number of anticipated participants and required tools).
- Fees if there is an external moderator(s).
- Fees for invited expert(s) who is not part of the evaluation team.
- Staff time required for planning purposes.
- Handouts, evaluation briefs/ summaries.
- Interpreter/ translation fees.

How much time?

The duration of an evaluation seminar will depend on several factors, including the content, number of participants, whether it is online or in person but typically would run for between 0.5 and 1 day. Similarly, the time required for planning an evaluation seminar needs to be factored in. Check the section below on 'Tips to Guide an Evaluation Seminar' and think through the various steps in detail while constructing the ToR with the evaluation reference group, and during the Inception Stage of the evaluation with the evaluation team.

Types of Evaluation Dissemination Seminars



Inclusion in the Evaluation ToR

- > All details related to evaluation dissemination activities (including everything mentioned in this guide and other dissemination products) should be detailed in the evaluation ToR.
- > These dissemination details need to be considered in the inception phase of the evaluation to ensure there is sufficient budget and feasible plans.

Tips to guide your Evaluation Seminar planning

- 1 > Decide on target audience & purpose** – The critical first steps are deciding what you want to communicate, how you want the evaluation results to be used and who you want to attend the seminar. Prioritize the most important stakeholders to communicate with and at what level (operational/strategic):
 - > **Identify some key objectives** – Start by asking yourself what you want to achieve. You might want to share your findings with a wide audience to raise awareness of issues covered by the evaluation or to encourage project stakeholder engagement, participation, and feedback. This first strategic step will guide how you define the rest of your activities.
 - > **Map your target audience** – Decide who you want your evaluation results to reach, for which purposes, and what their general characteristics might be. Having a deeper understanding of your audience can impact the success of the event. Who will be most engaged with your evaluation findings? Who might find it most valuable? What message do you want them to take away? Get to know your target audience, their needs and expectations, as well as their preferred communication channels and align your messages for the seminar accordingly.

- > **Define the key messages** – Think from the audience perspective – what might they want or need to hear and learn about. Choosing the medium and format of your communication strongly depends on your communication objectives, i.e., what you want to achieve.
- > **Respect diversity** – Assess how the key messages are framed, and if the chosen format and content is appropriate to all targeted audiences. The evaluation findings should reach all people who might be affected by them. Ensure inclusivity by creating messages that reflect and respect diversity in terms of gender, demography, and ability. Overcoming geographic barriers is also important, as well as the consideration of differences in time zones and the other commitments that potential participants might have.



The key messages could cover:

- > **The evaluated intervention** – Who implemented it, when and with what resources? What were the outputs, objectives, and rationale? What was the intervention logic?
- > **The evaluation** – Who decided on the evaluation and why? Who conducted the evaluation and who is responsible for the conclusions? Which part of the intervention was evaluated, and which questions were asked?
- > **Messages resulting from the evaluation** – A few particularly important messages from the point of view of the people participating in the seminar (key data, findings, conclusions, transferable lessons and/or recommendations).
- > **Strengths and weaknesses of the messages** – Explanation of the methodology employed and reasons for which a particular message is valid or fragile. Recommendations for using fragile messages, [The Evaluation Handbook \(2025\), Chapter 2, Dissemination Phase](#).

- 2 > **Ensure sufficient time for preparation** – The planning required for an evaluation dissemination seminar can take anywhere between a few days to several weeks/months. Factors influencing the time required include the key messages you want to convey, to whom and how. Consider the following questions:
 - > Does content need to be created especially? e.g., PowerPoint presentation.
 - > Would you like to distribute other evaluation knowledge products, such as infographics, evaluation briefs, etc., produced as a part of your evaluation exercise.
 - > Are any specialist skills required? e.g., interpretation, design, facilitation skills.
 - > How many participants will attend? The larger the audience, the more resources will be required.
 - > Will the seminar be held in-person or online? The logistics required vary for both options.
 - > How long will the seminar be? – Find the right balance between keeping your audience engaged and conveying your key messages. A short presentation (10 to 20 minutes) is enough for the main points, but more time needs to be left for questions (20-40 minutes). A maximum session of 1 - 1.5 hours is suggested to ensure the audience stays engaged.
- 3 > **Provide sufficient details about budgeting the seminar in your ToR** – It is essential to provide comprehensive budget details in your evaluation ToRs to enable contractors to accurately assess costs and propose effective strategies in their bids. Specify who will organise the event and indicate whether it will be held in-person, remotely, or in a hybrid format, as each option carries different cost implications. For face-to-face or hybrid seminars, include costs for the participation of relevant evaluation team experts, including at least the team leader and another expert, as well as expenses for an interpreter or translation fees and a moderator. Additionally, account for the printing and transportation of dissemination products, such as infographics or evaluation briefs, along with rental fees for a suitable venue and the provision of conference equipment. If the seminar is hybrid, ensure to mention the need for an online platform that facilitates interaction between remote and in-person participants. Lastly, outline catering costs, which should cover warm and soft beverages and biscuits for coffee and tea breaks during the seminar. By providing this level of detail in the ToRs, contractors will be better equipped to propose accurate budgets that cover all necessary elements effectively.

- 4 > **Find suitable dates (consider time differences and public holidays)** – Understanding the potential constraints of your audience is important. Public holidays should be avoided where possible and time zone differences should be taken into consideration to ensure maximum attendance from your identified audience. You may find that you will need to conduct more than one seminar to ensure that people from different time zones are able to attend.
- 5 > **Consider the required skills to conduct the evaluation seminar** – Depending on the purpose and target audience, you may require specific skills which should be considered when deciding who will be involved with what, for example:
 - > Good presentation and facilitation skills will be essential.
 - > The ability to simplify and translate complex messages may be required.
 - > The capacity to produce graphics/data visualizations using the evaluations results.
 - > Logistic skills to organize an in-person event and manage advertising and registration.
 - > Competence in using IT presentation devices e.g., Whiteboard, microphone etc.
 - > Proficiency in using online webinar platforms and functions such as screenshare, polls, chat, breakout rooms and translation if conducting the seminar online.

NB: Consider including budget for additional technical capacity in the evaluation ToR.
- 6 > **Remember you are not alone!** Share your idea(s) and your draft plans with colleagues and work with your Communications focal point if you are working in an EU Delegation. Other options include the Communication Unit of your DG to seek further guidance on best practices and to scope potential technical support options during the planning phase and on the day of the seminar.
- 7 > **Think about the audience experience** – A seminar provides a great opportunity to engage your audience in various ways. Consider the following:
 - > Everyone has different learning styles; therefore, a range of mediums can be incorporated – visual infographics and facts/figures/images to illustrate key points, short audio or video clips, and interactive activities such as polls and time for questions can be very effective additions.
 - > You can try to make the audience feel welcome from the offset – start the session with a round of quick introductions before delving into the presentation of findings. If conducting the seminar online the audience can be asked to introduce themselves in the chat function. Music can also help to lighten the mood in the first few minutes as participants arrive.
 - > If possible – ensure that there is a balanced gender representation between presenters.
 - > Ensure that the level of language is adapted to your audience e.g., without technical jargon for a mixed audience and more technical language for an audience of experts.
- 8 > **Choose your dissemination channels wisely** – There are various platforms such as your DG, or Delegation webpage, the EU Capacity4Dev website and other social media channels where the details about your evaluation seminar can be shared. The most appropriate place to share it depends on your agreed target audience. It is good practice to brainstorm the different channels during the early stages of planning to ensure that you are aware of the processes to follow for each channel. Leverage any relevant existing networks to help amplify messages.
- 9 > **Consider recording the session for future use** – Depending on the nature of the evaluation, it could be a good idea to record the dissemination seminar. This will enable you to share the findings with those who are not able to attend, and it will help ensure that dissemination goes beyond the seminar and the time when the evaluation is released. Ideally, the findings of the evaluation (and InfoPoint recording of the seminar) should be published on the Capacity 4Dev platform or externally if appropriate and tagged correctly so that they can be found at a later stage. **NB:** You will need to first check that your audience is happy to be recorded (online or in person). You also need to bear in mind that recording the session might impact the engagement of the seminar participants.

- 10** > **Evaluate the seminar** – Before closing the seminar, ask your participants for feedback regarding how they experienced the seminar; What did they learn? What was the best part of the seminar? What was the least interesting part? Be selective with your questions – don't ask too many but do ask what is most useful for you to learn which approaches to sharing learning are most effective. You can also record the number of participants, views of the page, downloads of any document links shared and the number of times the seminar was mentioned in other documents to gauge how successful the dissemination was.

Additional Resources



Evaluation Dissemination and Use

- > The Evaluation Matters, Section 10 on 'Ensuring Evaluations Influence Change. This section explains why evaluation dissemination, and knowledge translation, and its follow up and use is important (https://international-partnerships.ec.europa.eu/system/files/2019-09/evaluation-matters_en.pdf).
- > The [EC "Better Regulations", Toolbox-50](#).
- > [EvalCrisis Blog-09](#) on Dissemination.
- > [INTPA Evaluation Handbook, Section 2.6, Dissemination Phase](#).

If you would like to receive specific support or advice on your evaluation, please contact the Evaluation Help Desk at:

DG INTPA: INTPA-EVALUATION-SUPPORT@EC.EUROPA.EU

DG ENEST: ENEST-PERFORMANCE@EC.EUROPA.EU cc: EVALUATION-SUPPORT@MELDEA.EU

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