COMMUNICATING EVALUATIONS

The experience of the Independent Office of Evaluation of IFAD

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Communication approach

- **First-order questions:**

  - **To whom** do we communicate?
  - **Why** do we want to communicate with them?
  - **What** do we want to communicate to them?

- **Second-order questions:**

  - **How** can we best communicate with them?
  - **What needs to be done** to communicate in those ways?
  - **By whom**?
  - **When**?

Communication objective ⟹ **Communication approach**

Communication in the evaluation cycle at IFAD

- Core learning partnership

- Approach paper & evaluation framework

- Preparatory mission & inception workshop

- Main mission

- In-house & in-country workshops

- Agreement at completion point & Management response

- Launching evaluation documents

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The IOE Evaluation Communication Unit

- Publishing process (editorial QA)

- Graphic realization (Profiles, Insights, booklets, covers, workshop material)

- Dissemination (website, social media)

- Communication focal point for in-house and international events (media relations, press releases)

- Development of new tools & products

- Upgrade and manage IOE website and databases (evaluation ratings, consultants)

- Information provision & evaluation knowledge sharing (evaluation@ifad.org)

Events
http://www.ifad.org/evaluation/events/index.htm

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Main products

Evaluation reports

ARRI

Corporate-level

Impact

Country programme

Synthesis

Project

Other publications

A partnership for better results (IOE-SDC)

Ten years independent evaluation booklet

Overview booklet of a corporate-level evaluation

IOE brochure

Newsletter

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Main products (2)

Profiles and insights

- **Profiles** - summary of the evaluation report, focusing on 3 or 4 key recommendations from the evaluation.

- **Insights** - focus on ONE key learning issue emerging from the evaluation.

www.ifad.org/evaluation/public_html/eksyst/doc/profile/index.htm

www.ifad.org/evaluation/public_html/eksyst/doc/insight/index.htm

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Innovative products

Videos

2014 ARRI highlights

Bolivia Country Programme Evaluation

Perspectives of beneficiaries on the contributions of the projects supported by IFAD and their vision for achieving more in the future
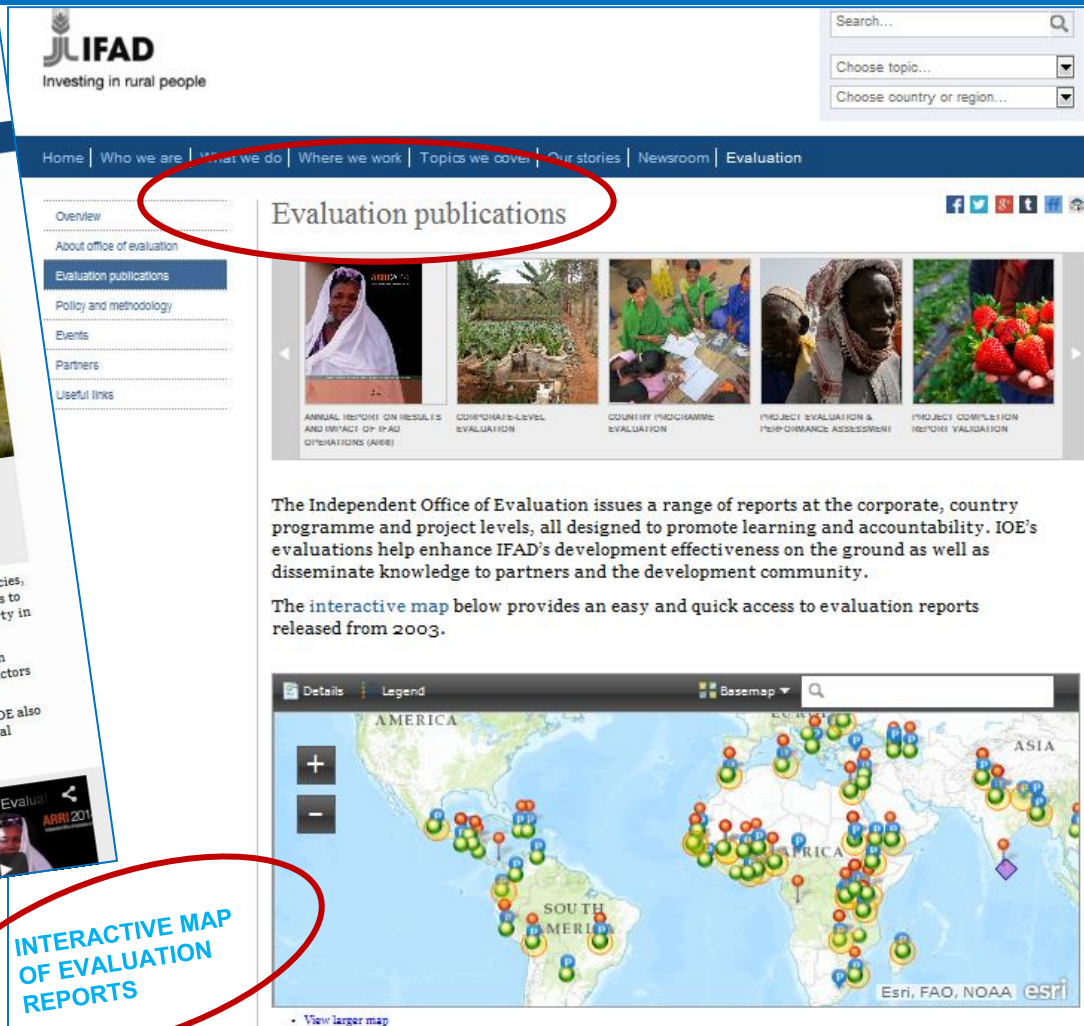
WEAVING A BETTER FUTURE

Visual sheets

7

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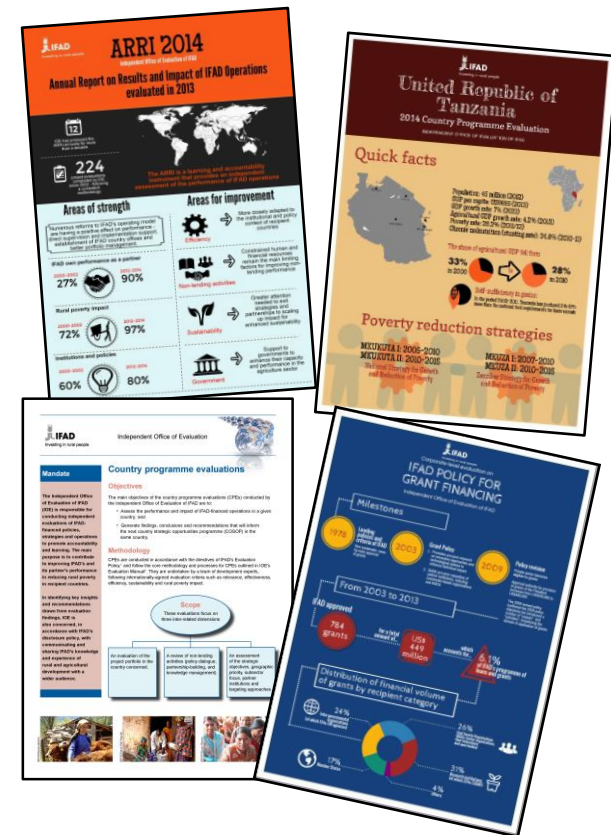
Website and knowledge sharing tools

IOE WEBSITE

INTERACTIVE MAP OF EVALUATION REPORTS

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Lessons learned

➲ Evaluations are more visible and more appealing

➲ Broader and more diverse audience reached through different classes of products

➲ Additional in-country feedback loop - agreement at completion point

➲ Feedback loop more active; tracking follow-up to recommendations done through established institutional mechanisms (PRISMA)

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