COMMUNICATING EVALUATIONS

The experience of the Independent Office of Evaluation of IFAD
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 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
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
Main products

Evaluation reports

Other publications

ARRI
Corporate-level
Impact
Country programme
Synthesis
Project

A partnership for better results (IOE-SDC)

Overview booklet of a corporate-level evaluation

Ten years independent evaluation booklet

IOE brochure
Newsletter

IOE brochure
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.


Innovative products

Videos

2014 ARRI highlights

www.youtube.com/watch?feature=player_embedded&v=3xwL5s-IkP8

Bolivia Country Programme Evaluation

Weaving a Better Future

Beneficiaries’ Perspectives

www.youtube.com/watch?feature=player_embedded&v=Gn609JvN6VA

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
Website and knowledge sharing tools

The Independent Office of Evaluation (IOE) produces evaluations of IFAD-financed policies, programmes and operations to improve accountability and learning. The main purpose is to strengthen and operationalize accountability and performance in all IFAD’s activities reported to IFAD by the 48 countries where it is implementing projects.

IOE’s independent evaluations assess the impact of IFAD-funded activities and give an indication of expected and actual achievements - to tell “as is”, “as could” and “as should” – and analyse factors affecting performance.

Based on the key strengths and weaknesses identified from evaluation findings, IOE also communicates and shares IFAD’s knowledge and experience in agriculture and rural development with a wider audience.

The interactive map below provides an easy and quick access to evaluation reports released from 2003.
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)