



Unlocking Value: Using Communication Strategies and Approaches to Increase Evaluation Use

9th July, 2024

Overview

As part of the *series of webinars on good practices for evaluation use*, the **UNEG Working Group on Evaluation Use** organized a webinar on communication strategies and practices to increase evaluation use. Katia Sediakina-Rivière shared the good practices and lessons learned in communicating evaluations at UNESCO, while Janet Murawski and Vanessa Klemm presented the key parameters of the new strategic communication plan for the ILO Evaluation Office and the assessment of communication practices that informed it.

Speakers

- **Katia Sediakina Rivière**, Principal Evaluation Specialist (UNESCO)
- **Janette Murawski**, Communications and Knowledge Management Officer (ILO)
- **Vanessa Klemm**, Communications and Knowledge Management Intern (ILO)

[LINK TO RECORDING](#)

COMMUNICATION STRATEGIES AND PRACTICES TO PROMOTE LEARNING AND EVALUATION USE

Stakeholder engagement for effective to communication

- Collect **feedback from target audiences** to shape communication strategies and tailor communication products and channels to their preferences and needs.
- **Communicate preliminary findings** (i.e. through debriefings, workshops or presentations) to foster ownership, support timely decision-making and learning, and prevent inaccuracies in the final evaluation products. The iterative process also allows for feedback from stakeholders and for testing and refining the evaluation communication strategy.

Collaboration and communication skills development

- Explore opportunities for **collaboration with internal and external partners** to increase audience reach. This includes leveraging internal capacity and structures (i.e. communications department) and capitalizing on global platforms or events related to the subject of the evaluation, especially when resources are limited.
- Build the **communication skills** of evaluation managers and evaluators through dedicated training to optimize the use of resources.

Strategic planning of communication

- Develop a **strategic evaluation communication plan** to provide an organizational framework supporting the use of evaluation findings and ensuring alignment and impact of communication efforts.
- Align a communication plan with **organizational policies and strategies** related to evaluation, advocacy, communication and knowledge management to ensure coherence and relevance of approaches and channels used for dissemination.
- Communication should **start from the outset of an evaluation**, with stakeholder mapping to identify target audiences and the development of communication plans specifying communication products, channels and timelines for dissemination.

Tailored and diversified communication

- Explore using more **interactive methods in workshops** and presentations, such as polls and surveys to engage stakeholders more effectively.
- **Tailor communication products** to the needs and preferences of target audiences and align messages with organizational goals.
- Use **visually appealing formats**, such as infographics, briefs and videos, and explore new and innovative formats, such as drama scripts, podcasts and screensaver graphics.

The webinar concluded with a [Q&A session](#) during which the participants discussed various aspects of communication and evaluation, such as budgeting for communication products, capacity needs for communication, measurement of evaluation use beyond social media analytics, and strategies to avoid misuse.