



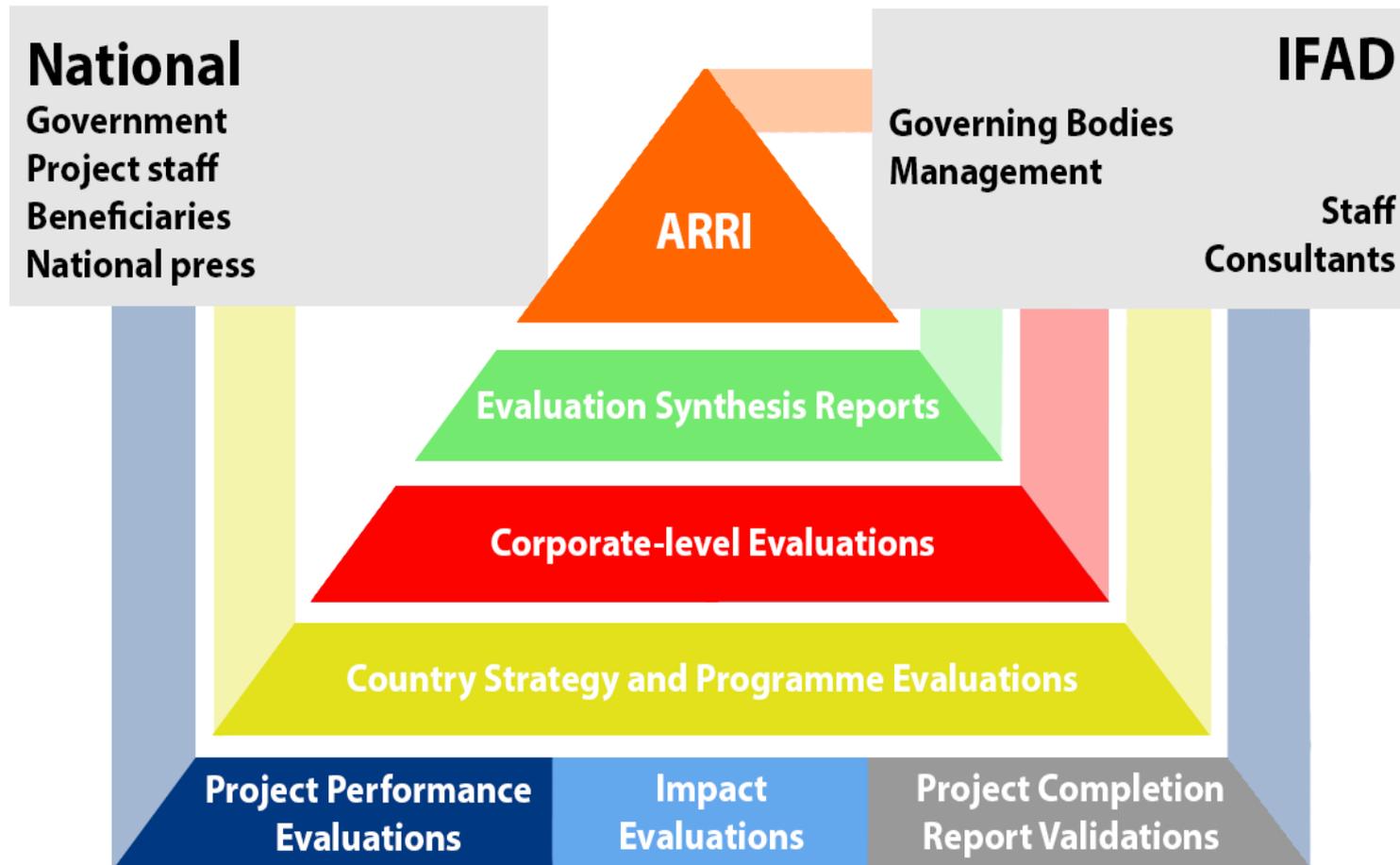
Enhancing evaluation use & outreach

Evaluation syntheses & communication at IFAD

Johanna Pennarz, Lead Evaluation Officer, Independent Office of Evaluation (IOE)

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Architecture of IOE evaluation products



Why evaluation synthesis?

- **Knowledge product** - to enhance the general understanding of a particular topic
- To promote **learning**, collective reflection and improve development effectiveness
- To highlight **strategic implications** of findings, raise strategic issues for further consideration by management and governing bodies
- To facilitate wider use of **evaluation findings**
- To contribute to **decision-making** processes
- Effective when there is limited resources or time

Source: Independent Office of Evaluation of IFAD. Evaluation Manual. 2015.

Evaluation synthesis methodology

- Define objective and scope
- Screen long list of evaluations
- Identify sample of evaluations for review
- Codify and extract data for analysis
- Synthesize data
- Prepare case studies
- Integrate evaluation-based lessons from other organizations
- Draft and present report



Evaluation synthesis factsheet

Challenges and limitations

- Limited coverage of chosen topic; topic not consistently covered in evaluations
- Primarily desk-based review; findings mainly from secondary resources
- Context difficult to capture; requires additional research
- Strategic interest and learning often forward oriented; requires recent evidence
- Time lag – evidence from closed operations; effects of recent policies and strategies not visible

Examples of evaluation syntheses

Country-level Policy Dialogue



Scaling Up



Gender



Access to Markets



Environment and Natural Resource Management



South-South Cooperation



Pastoral



Indigenous Peoples



Rural Youth



Middle-income Countries



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, UNEG database)
- Information & evaluation knowledge-sharing (evaluation@ifad.org)



IOE products

Evaluation reports

Project completion report validation

Project Completion Report Validation	
Project Completion Report Validation	
1. Basic project data	
Project Name	
Project ID	
Project Start Date	
Project End Date	
Project Status	
Project Type	
Project Sector	
Project Location	
Project Lead	
Project Sponsor	
Project Budget	
Project Progress	
Project Risks	
Project Lessons	
Project Impact	
Project Sustainability	
Project Evaluation	
Project Validation	



Project performance

Impact



Country strategy and programme



Evaluation Synthesis



Corporate-level



ARRI

Evaluation briefs

- **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.



IOE products (2)

Visual tools



Fact sheets

Videos



Infographics

Quarterly newsletter



Communicating evaluations

- **Learning workshops** are organized as a final step in the evaluation process. In-house workshops and international conferences can be followed via webstream.
- **Social media.** The engagement in social media is an important component of disseminating evaluation findings and promoting learning.
- **Innovative products.** Factsheets, infographics, insights, overviews, podcasts and videos (including whiteboard style)
- **Webinars.** IOE organizes webinars to share evaluation experiences and learning.

Learning workshops

Country strategy and programme evaluation: national workshop

Corporate-level evaluation: In-house, sometimes in-country workshops

Impact evaluation: in-house and national workshop

Evaluation synthesis report: In-house learning workshop

Annual Report on Results and Impact of IFAD Operations: In-house learning workshop



Learning workshops' announcements and material are posted on the IOE website and disseminated through social media. During national workshops, press conferences and/ or interviews with IFAD delegation are organized

Social media

IOE experiments with social media demonstrate that there exists an audience at the country-level interested in the outcomes of evaluations as much as there exists an audience at the global level.



The posts gather significant engagement on Twitter, which can be measured through likes and re-tweets.



IOE launched its dedicated YouTube channel in 2016.



Facebook posts are done through the IFAD corporate account



Innovative products and webinars

Innovative products

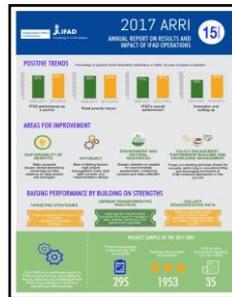


Fact sheets



Insights

Infographics



Overviews



Videos



Podcasts



Webinars

Most recent webinar held 25 Oct 2017 on “What works for gender equality and women’s empowerment - a conceptual framework for evaluating transformational change”. Full recording available on IOE website, under “Events”.

