



UNEG

United Nations Evaluation Group

UNEG Webinar on Communication and Evaluation Use

Tuesday 8 November, 9.30 am EST



CHALLENGE: GO FROM HERE...



...TO THERE!



CHALLENGE → EVALUATION UNDER UTILIZATION

How to get senior decision makers to:

- 1. pay attention to evaluation content, and***
- 2. use it to improve the impact on the lives of the people?***



THINGS TO CONSIDER

- 1) Evaluation is a technical process within a political environment**
- 2) Evaluation competes with several priorities within a very heavy workload of busy decision-makers**

How can effective communications help break through and stand out?

HIGH PRIORITY

ENABLERS OF EVALUATION USE- UNEG STUDY

- 1. Adopting a participatory approach**
- 2. Building buy-in**
- 3. Developing few well focused recommendations**
- 4. Being independent & sensitive to context**
- 5. Systematically following up**
- 6. Ensuring transparency**

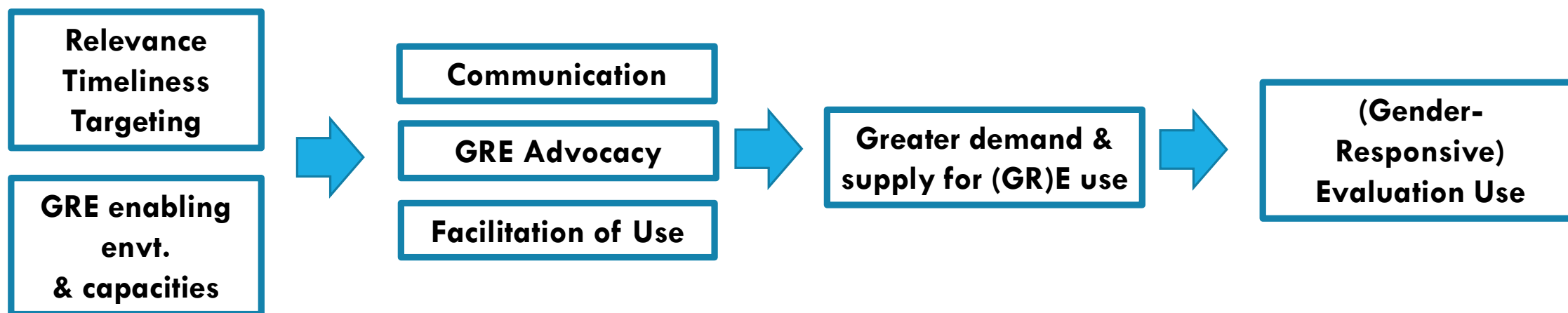
**HOW CAN COMMUNICATIONS IMPROVE
ENGAGEMENT WITH EVALUATION USERS, AND
EVENTUALLY INCREASE EVALUATION USE?**

**HOW CAN EVALUATORS IMPROVE
COMMUNICATIONS TO INCREASE EVALUATION
USE?**

Develop a Communications Strategy

Impact: Evidence produced by IEO informs a more impactful UN Women for greater change in the lives of the people it serves

- Evaluation is fully used within UN Women in support of organizational accountability and learning
- Gender responsive evaluation use makes a change in the lives of those that were left behind



HOW TO MOVE AUDIENCES UP THE “LADDER OF ENGAGEMENT, FOCUS ON SUPPORTERS AND ADVOCATES



Examples: Up the ladder of engagement

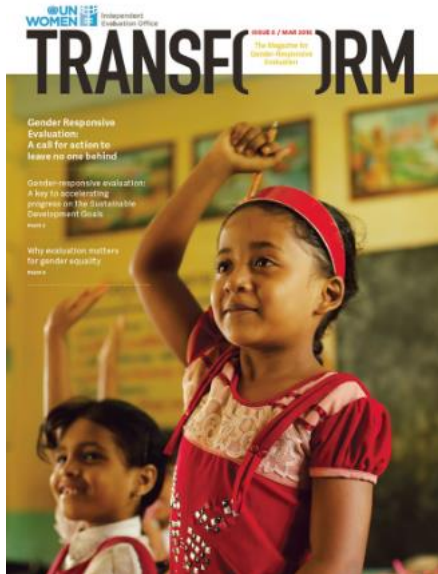
From observer to supporter: A UN staff member opens an email with a link the IEO Handbook on How to Manage Gender-Responsive Evaluation, and forwards it to a colleague in the field.

From supporter to advocate: A program manager at the International Rescue Committee who retweets from [@unwomenEval](#) **actively seeks materials** on IEO website about gender responsive evaluations, then **advocates** to IRC board members that IRC uses IEO's handbook.

COMMUNICATIONS STRATEGY GUIDING PRINCIPLES:

- **User-focused, people-centered**
- **Guided, coordinated & supported communication efforts across IEO**
- **Incorporated into all aspects of IEO's work**
- **Be a communicator on behalf of the IEO's mandate**
- **Consistent branding & aligned with UN Women's mandate**
-

WHAT ARE SOME STRATEGIES AND TACTICS TO MAKE EVALUATION RESULTS MORE ACCESSIBLE AND USER-FRIENDLY?



UN Women IEO @unwomenEval · Oct 24

#GlobalGoals include targets on #genderequality & human rights- how should we evaluate these? Read our new guidance: ow.ly/i4yl305ttzo



STRATEGY: **PUSH OUT** KEY EVALUATION- RELATED MESSAGES, **DRAW IN** ATTENTION, ENGAGEMENT

Communication Channels and Products (Tactics):

- Website- UN Women Independent Evaluation Office
- TRANSFORM- The magazine for gender-responsive evaluation (Print, online)
- Social media: [@unwomenEval](https://twitter.com/unwomenEval) on Twitter
- Announcement messages- email listservs
- Evaluation briefs (Print, online)
- Webinars
- Newsletters, event summary emailers
- NEW- Video!

STRATEGY: PUSH OUT

TACTIC: TWITTER



UN Women IEO
@unwomenEval

In #UN coordination for #genderequality, participation is key for ownership. More insights from Transform 7: ow.ly/IV7O305n500

UN Women has been most successful when it has taken a participatory and consultative approach to engaging other UN entities



UN Women IEO @unwomenEval · Sep 2

#Evaluations found these 3 drivers of sustainability for #genderequality: ow.ly/4bNU303HF82

3 drivers of sustainability for gender equality & women's empowerment



- Participatory design process
- High-level political support
- Securing national financial commitments

UN Women IEO
Independent Evaluation Office



UN Women IEO
@unwomenEval

#SDGs bring together 5P's: People, Planet, Prosperity, Peace & Partnership. #SDG5 & #SDG10 call to leave no one behind- @msegone #EES2016

STRATEGY: DRAW IN

TACTIC: TWITTER



UN Women IEO @unwomenEval · Oct 3

To improve @UN_Women, we synthesized findings from 49 #evaluations. Read the highlights: ow.ly/Kllv304NMOa

The main priorities identified to enhance positive internal factors within UN Women



1

ADDRESSING ORGANIZATIONAL STRUCTURES THAT ENTRENCH FRAGMENTED APPROACHES



2

FOCUSING THEMATIC PORTFOLIOS



3

VETTING AND DEVELOPING THE CAPACITY OF PARTNERS



4

ENGAGING IN LONGER TERM COMMITMENTS TO PARTNERS AND ISSUES



5

FOCUSING OPERATIONAL ACTIVITIES TO BUILD SYNERGIES



6

POSITIONING UN WOMEN AS A KNOWLEDGE BROKER WITH KNOWLEDGE MANAGEMENT AS A KEY STRATEGY



UN Women IEO

@unwomenEval

Reflecting on performance helps make @UN_Women better than the sum of its parts. More: ow.ly/w4dE303HE2Z



WHAT CAN WE LEARN FROM UN WOMEN EVALUATIONS?

A meta-analysis of evaluations managed by UN Women in 2014 and 2015

TRANSFORM – The magazine for gender-responsive evaluation – Issue 4, September 2015

UN Women regularly evaluates its own work to enhance accountability, inform decision-making and contribute to learning on the best ways to achieve gender equality while strengthening the capacity of United Nations agencies and governments in designing, managing and using gender-responsive evaluations.

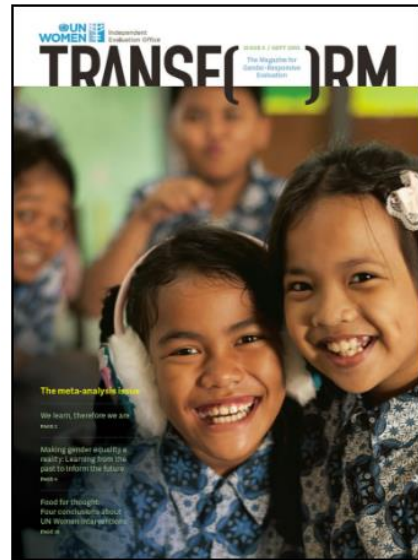
To enhance effective communication of evaluation results, UN Women's [Independent Evaluation Office](#) developed *TRANSFORM – The magazine for gender-responsive evaluation*.

TRANSFORM aims to make more accessible good practices and lessons learned on what works for gender equality as identified by corporate evaluations managed by the Independent Evaluation Office, as well as in managing gender responsive evaluations. *TRANSFORM* features not only UN Women corporate evaluations and meta-analysis, but also issues specifically dedicated to gender-responsive evaluation.

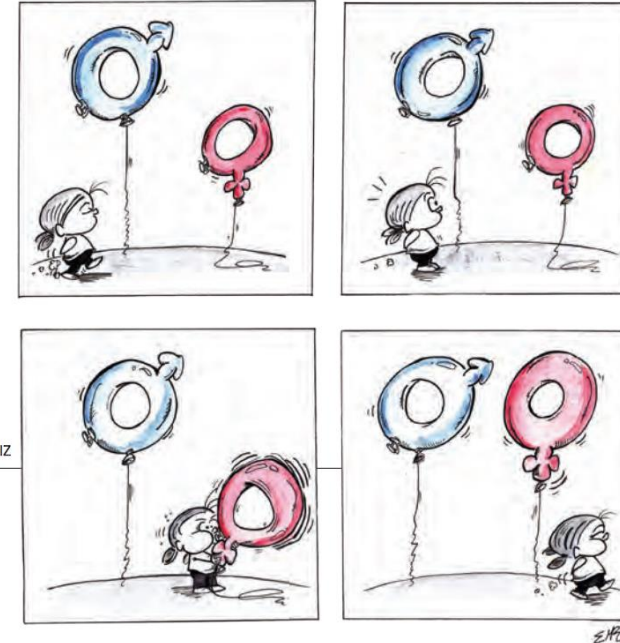
What can we learn from [21 evaluations managed by UN Women in 2014](#)? What are the good practices and lessons learned to achieve gender equality? Issue 4 of *TRANSFORM* synthesizes the key learning from UN Women evaluations, and presents them in a user-friendly manner.

View online/download

- [PDF version](#) (5.6MB)
- [View online or on your mobile device](#)



Effectiveness



EMILIO MORALEZ RUIZ

INSIGHT 3
Achieving gender equality requires long-term investments and flexible programming

INSIGHT 6
Reducing reliance on short-term contracts for staff will enhance UN Women's capability to deliver high-quality technical support

INSIGHT 7
Include explicit strategies to engage men as champions of women's empowerment

Evaluation



No one left behind: Why gender-responsive evaluation matters for the SDGs. Evaluation can help us achieve greater gender equality in a new development agenda. Here's how. [more ►](#)

UN Women regularly evaluates its own work to enhance accountability, inform decision-making and contribute to learning on the best ways to achieve women's empowerment and gender equality. We do this by supporting normative processes related to gender equality, implementing operational work at the field level and leading gender equality coordination work within the United Nations.

The evaluation function in UN Women focuses on achieving results in four areas:

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In this section

- Governance and policy
- Corporate evaluations
- Decentralized evaluations
- UN coherence
- Strengthening national capacities
- Resources and tools
- News

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Tweets by @unwomenEval



Tweets by @unwomenEval



Links



Featured publications:



UN Women IEO Website: A work in progress

**HOW DO WE KNOW THAT COMMUNICATION
ACTIVITIES PRECIPITATE A DESIRED CHANGE?**

**WHAT METRICS AND TOOLS ARE AVAILABLE TO
MEASURE THE EFFECTIVENESS OF
COMMUNICATIONS ACTIVITIES?**

Tools/Metrics available

Communications Product/ Channel	Measurements
Social media	Platform analytics (Facebook Insights, Twitter Analytics)
Transform, Evaluation briefs	Download numbers, page views
Email announcements	Open rates, clickthrough rates (third party software like Constant Contact or Mail Chimp)
UN Women IEO Website traffic and behavior	Google Analytics

METRICS CASE STUDY: UN WOMEN IEO WEBSITE

Pageviews

5.12%

19,842 vs 18,875



Pages / Session

16.30%

3.55 vs 3.05



Avg. Session Duration

35.14%

00:03:22 vs 00:02:30



Bounce Rate

-8.35%

57.64% vs 62.89%



What does this mean?

- 1) Website use has increased
- 2) People are spending more time when they visit the page
- 3) People are looking at more pages per visit
- 4) Fewer people are clicking away quickly

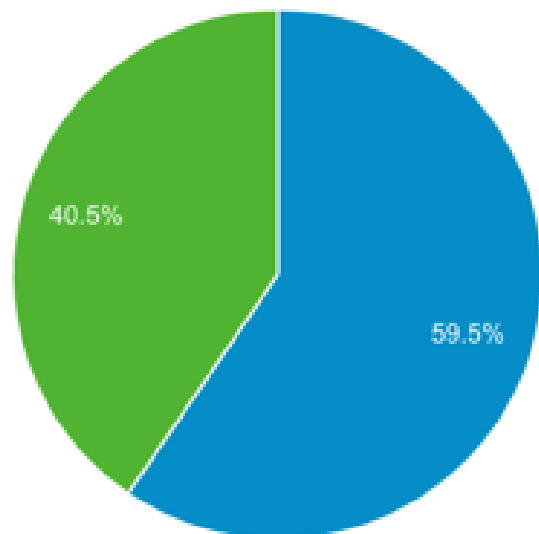
Google Analytics

Comparative analysis:

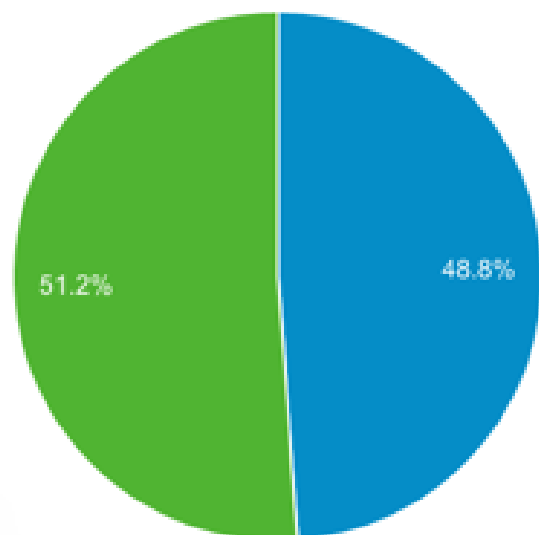
Percent change (September) 2014/2015 to 2015/2016

■ Returning Visitor ■ New Visitor

Sep 1, 2015 - Aug 31, 2016



Sep 1, 2014 - Aug 31, 2015



Proof we are moving audiences “up the ladder of engagement”

More users are returning to the website (increasing user engagement)

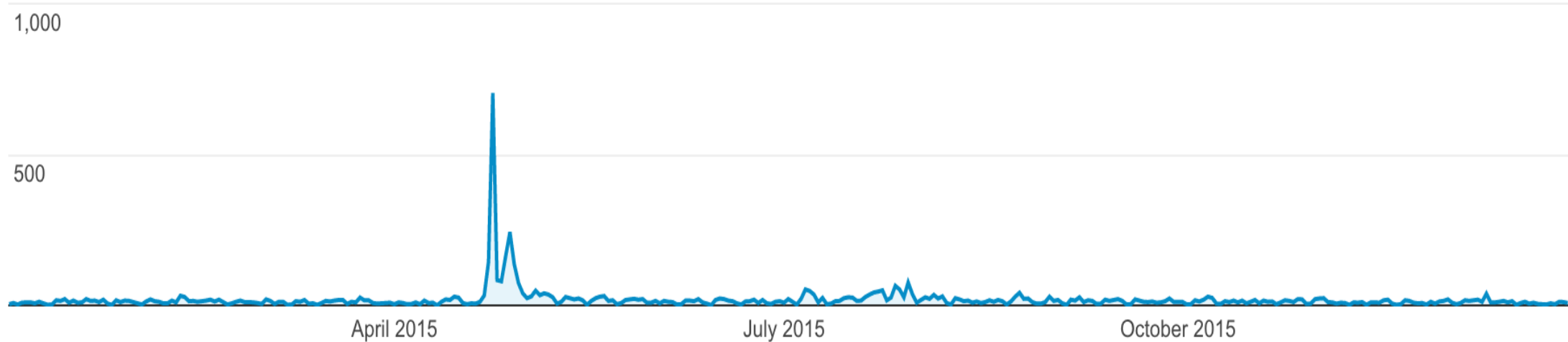
Google Analytics comparative analysis:
Percent change (September) 2014/2015 to 2015/2016

WHAT KIND OF EVALUATION **CONTENT** HELPS
BUILD AUDIENCES AND MOVE RELEVANT
STAKEHOLDERS “UP THE LADDER OF
ENGAGEMENT”?

“Content is King” - Bill Gates

Good content, not flashy packaging, should drive communications choices

● Sessions



Google Analytics, UN Women IEO website traffic, 2015

“CONTENT IS KING”



UN Women IEO @unwomenEval · 24 Apr 2015

Can [#evaluation](#) drive change toward [#genderequality](#)? New handbook launches today! ow.ly/M4IUH [#EvalYear](#)

Can evaluation drive change toward gender equality?

New handbook launching today from the UN Women Independent Evaluation Office

[#EvalYear](#)



“CONTENT IS KING”

Success with a new format- Video

This video was viewed more than **78%** of the videos on the UN Women YouTube page.

(Metrics affected by video content, language, promotion, and other elements)



Evaluation can help us achieve greater gender equality in a new development agenda. Here's how.



UN Women

Subscribe

15,167

1,141 views

+ Add to ➔ Share ... More

👍 20 💬 0

CHALLENGES

Areas for improvement:

- Attribution vs. contribution
- Engagement of external audience
- Resources - communications activities require time and expertise
- Value of communications & prioritization
- Some inherent needs competitions - evaluation aims for specific, detailed information, while making information accessible requires concise communication

MOVING FORWARD, CROSS-LEARNING

➤ GEF and World Bank perspectives on

How can communications improve engagement with evaluation users, and eventually increase evaluation use?