



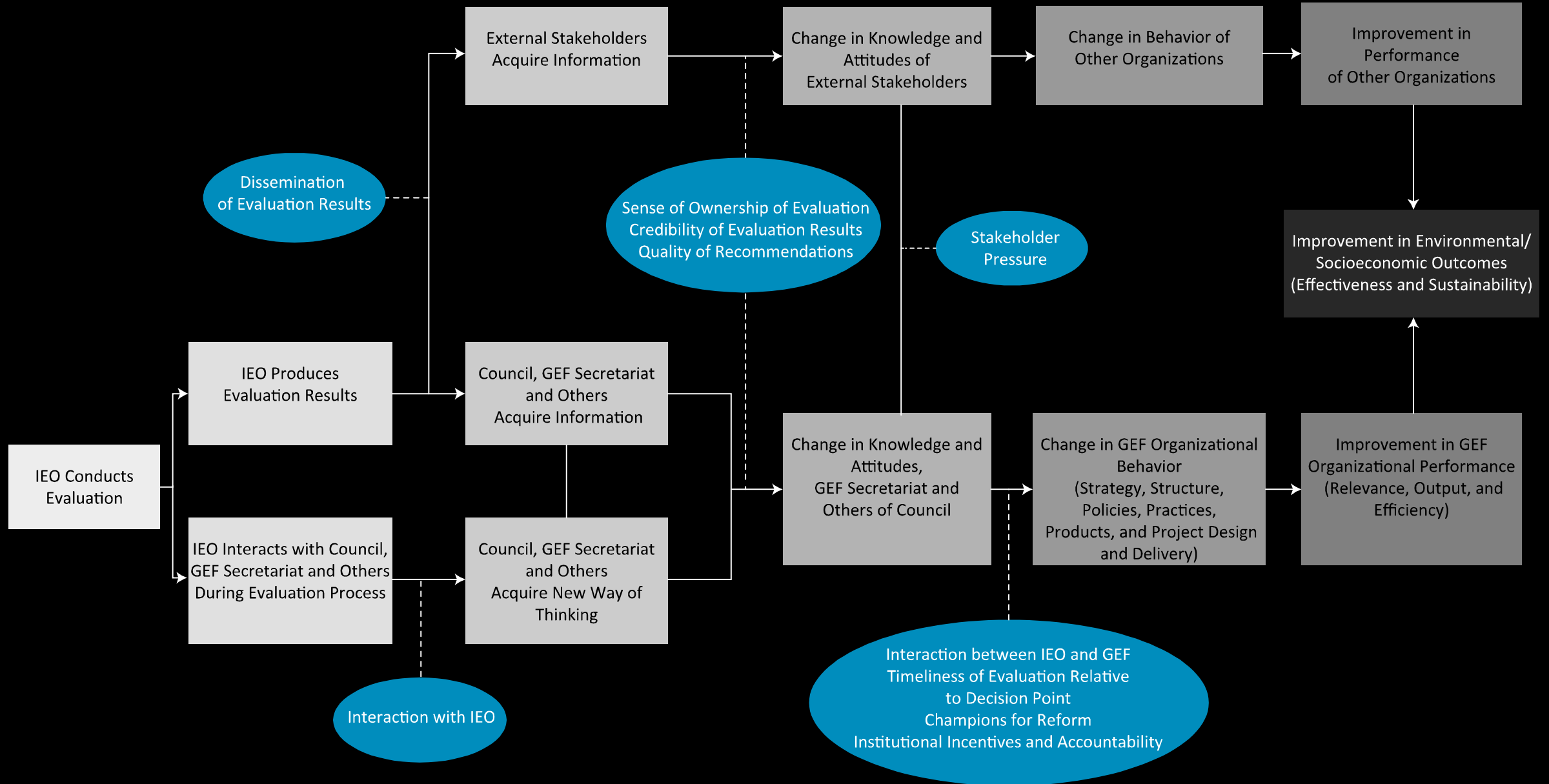
Independent  
Evaluation Office  
GLOBAL ENVIRONMENT FACILITY

# Enhancing global environmental benefits through excellence in evaluation

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# Theory of Change: When the Stars Align...



## BEFORE

Work Program  
Approach Paper

Create awareness

Define expectations on scope  
and usefulness

Agree on roles

## DURING

Data Collection and Analysis of  
Preliminary Findings

Methodologies

Validate findings

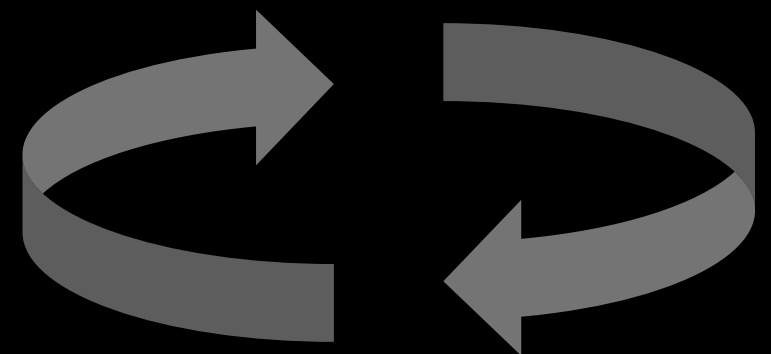
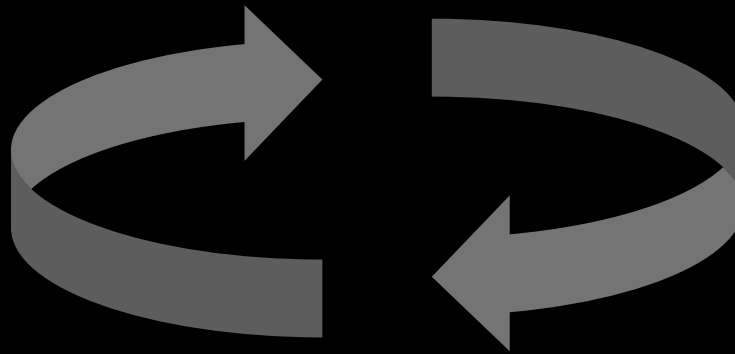
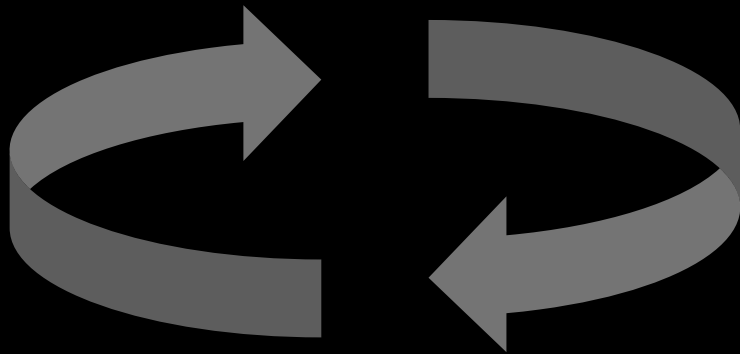
Discuss recommendations

## AFTER

Final Report  
Communication products

Disseminate findings

Discuss the application of methods  
and approaches developed



# COMMUNICATION & THE EVALUATION CYCLE

# Communication channels

Evaluation methods

interviews, cell phone, data and maps

Website

Events (live and online)

Social media (Twitter, YouTube)

Products (reports, highlights, video, presentations, infographics)

Newsletter

# Communication through engagement

## GEF Partnership Stakeholders



## Senior Decision-Makers



# Communication is embedded in evaluation

Rapid Impact  
Evaluation





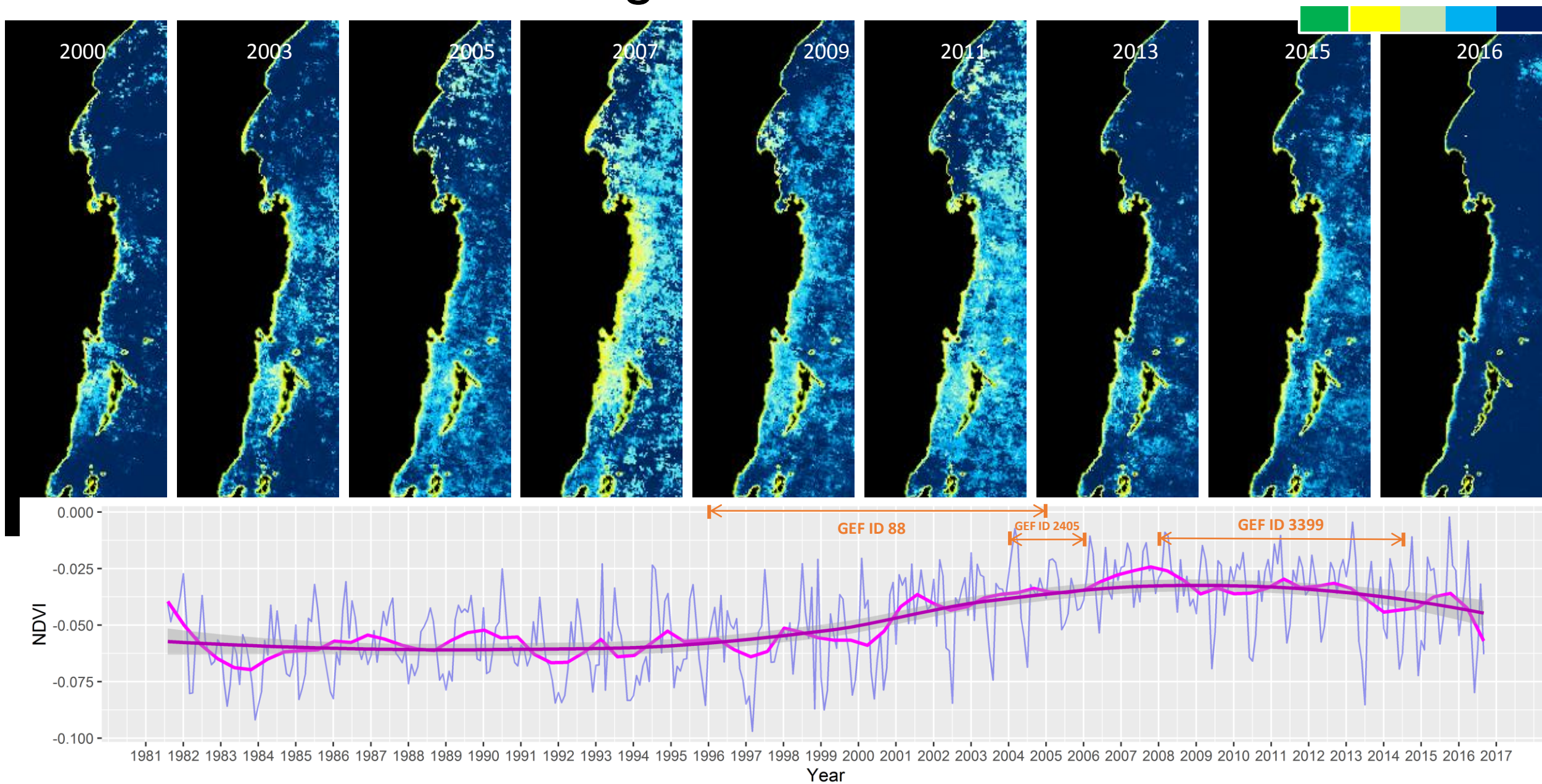
# Communication embedded in evaluation

A photograph showing two men sitting on a bench made of horizontal bamboo poles. The man on the left is wearing a maroon and grey patterned polo shirt and grey trousers, looking towards the other man. The man on the right is wearing a light green button-down shirt and khaki trousers, holding a black smartphone in his hands. They are outdoors, with a background of trees and foliage. A semi-transparent dark banner is at the top, and a semi-transparent dark banner is at the bottom.

Cell phone technology to connect with beneficiaries

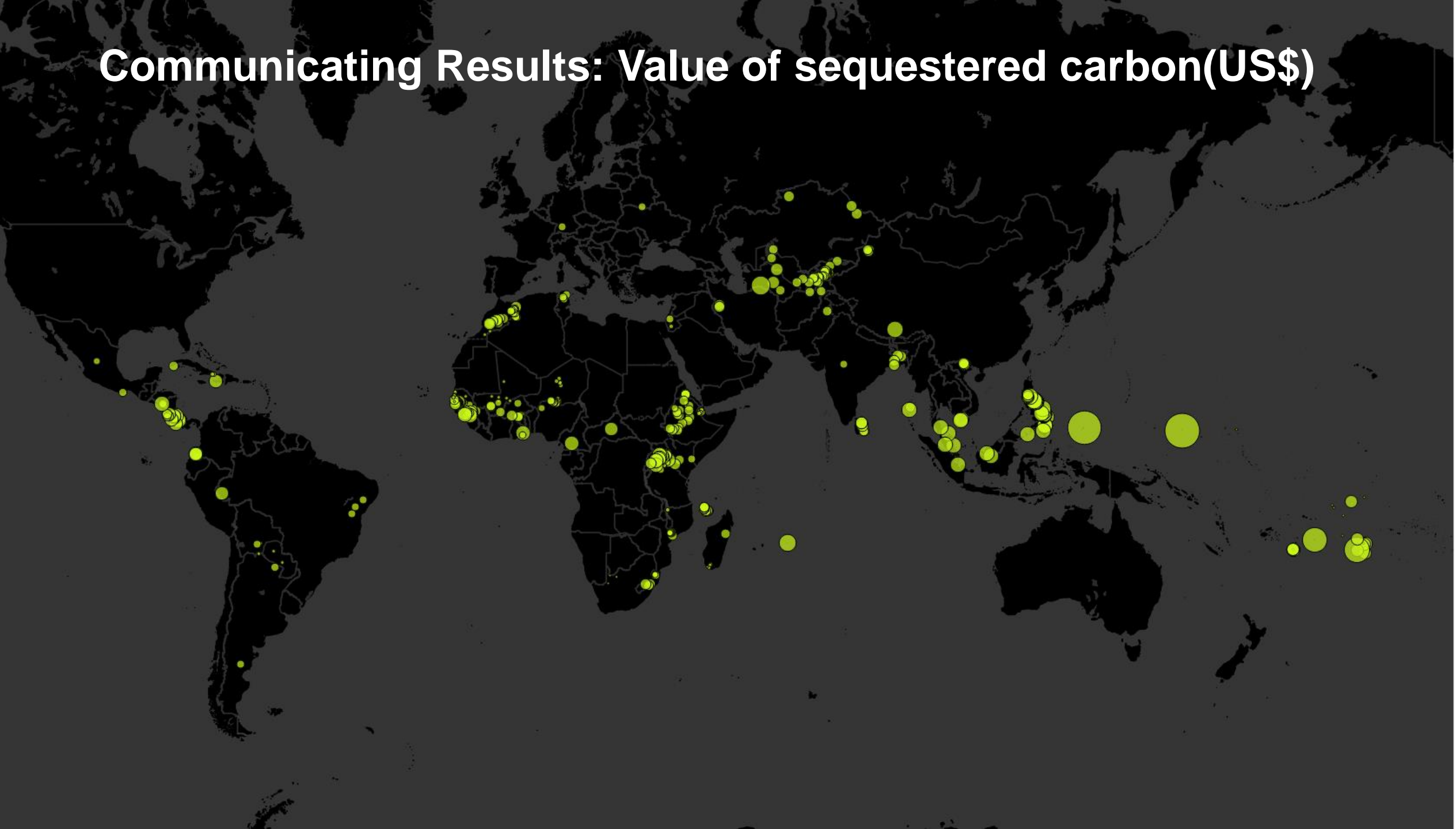


# Communicating Results: Lake Victoria






# Communicating Results: Value of sequestered carbon(US\$)





# How are we doing?-The Metrics

A man with glasses and a blue striped shirt is measuring the diameter of a tree trunk with an orange tape measure. He is standing in a forest with several other trees in the background. A person in a uniform is partially visible on the right side of the frame.

Statistics (newsletter, website, social media)  
KM Needs Assessment and Client Survey  
Management Action Record