



Food and Agriculture
Organization of the
United Nations

Beyond the traditional report

Adapting Communication to Fast-Moving Contexts



Aligning evidence with the pace of decision-making

Lengthy Evaluation Reports

Traditional reports are often too long, making them difficult to use to inform decision-making



Crisis-contexts

How do we design evaluation products that stakeholders could use in a context driven by fast and high-pressure decisions?



Making the connection

Designing for different users needs



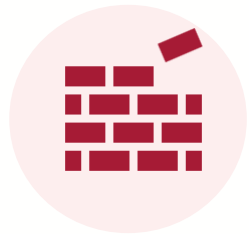
User-centered
focus



Dual-Speed
reading



Rethinking the report format



1 finding
1 page



data, voices, photos
from the field



35 pages
16 000 words

EQ 1: What were the results of FAO's emergency work in Ukraine?

Finding 8. Ukraine's technical institutions were strengthened, helping maintain Ukraine's standing as major agriculture exporter.

Izmail laboratory

An early and strategic initiative of FAO was to rehabilitate and equip the phytosanitary testing laboratory in Izmail, on the Danube River. The lab played a crucial role in sustaining export flows during the blockade of Odesa's ports and laboratory, by enabling the certification of farmers' seed production according to international standards through phytosanitary testing procedures designed to detect and prevent the spread of harmful pests, diseases and contaminants. The role of highly specialized FAO experts in navigating technical aspects of its construction was widely recognized. With the resumption of regular exports and laboratory testing from Odesa – where 95 percent of exports are channelled – there are ongoing discussions about whether to establish similar capacity in Odesa or relocate the Izmail lab to maximize its utilization. In the meantime, the lab is providing testing services for farmers around the Izmail area on a fee for service basis.

Figure 9. Lilia Honcharuk, the head of the Izmail Phytosanitary Laboratory, oversees a facility that was recently renovated and equipped by FAO with funding from Germany and Japan. The laboratory now boasts state-of-the-art equipment and local staff have been trained to operate the new apparatus



Figure 10. Ukraine seed bank specimens



Gene bank

FAO supported the relocation of Ukraine's national seed collection from the exposed city of Kharkiv to the safer city of Lviv. This gene bank is among the largest in the world in terms of number and diversity of varieties conserved, some of which are of global importance. It is part of the Plant Production Institute's National Center for Plant Genetic Resources of Ukraine. As of early 2021, it contained 151 300 specimens belonging to 544 crops and 1 802 species of plants.

The move itself was carried out quickly and in difficult circumstances by the FAO Country Office in Ukraine – the facility was bombed and if the collection had not moved, it would have been seriously affected. The initiative has however faltered at the final stage because FAO is slow in constructing the new permanent facility in Lviv.

Connecting institutional perspectives and field realities: The role of the video



- Present complex findings in an **accessible and engaging** way
- High-quality footage **documents the context visually** and **enhances storytelling** by anchoring evidence in real environments
- Present **multiple viewpoints**, help **buy-in** and **local dissemination** through voices of primary users and stakeholders

Early signals of uptake and challenges



Measuring use

- **+500** downloads since December 2025
- Downloads \neq use



Attribution vs attention

- High uptake
- Format vs high-profile context (Ukraine)
- Difficult to track influence on decisions



Timeliness

- Delivering evidence when it is still relevant
- Balancing speed and quality



From access to action

- Making content accessible is not enough
- Format matters, but it is only part of the equation.