

EVALFOREARTH - COMMUNITY OF PRACTICE WEBINAR

If communication doesn't lead to use, what are we missing?

May 2026

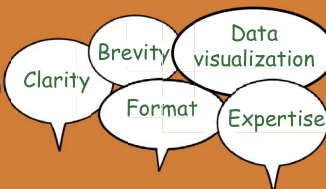


Whats missing? Voices from the room (mentimeter poll)

Relevance



Design quality



Process

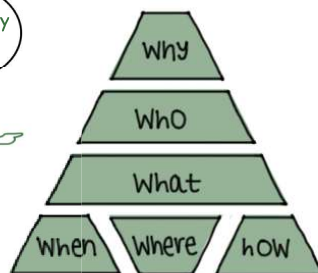


Trust



The way forward - ideas from our peers

Session recording and presentations



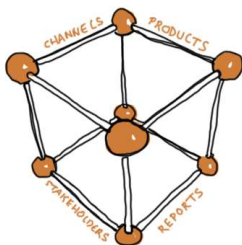
Strategic planning pyramid (WFP)

- Why?** What changes do we want to see?
- Who?** Who will drive change?
- What?** What do they need to know?
- When** When can we engage?
- Where?** What channels do our target audience use?
- How?** What format meets their needs?



Nicola Theunissen, WFP Evaluation Office

A tool to navigate simplicity and depth



The IFAD communication unit use the communication cube to consider four different elements of communication: stakeholders, products, reports and channels - and how they interact.

Using the cube improved product targeting, message tailoring and return on investment



Alexander Voccia
IFAD Independent Office of Evaluation

A tailored product to enhance use



Decision makers in Ukraine need timely, clear and accessible evidence to make rapid decisions. To share the evaluation of the emergency response, FAO's evaluation office created a short, modular report with a clear data visualisation and a format that enabled quick scans as well as deep dive reading.

The number of downloads was higher than for our regular reports



Silvio Galleano,
FAO Office of Evaluation

Videos help the user to connect with the findings

A video to build trust and validity



A video of a Country Programme Evaluation was shown to a key Minister. The video gave him confidence that the work was thorough and well done. After watching it he told his team they should all read the report.

Updating our website increased visits and engagement



Jimmy Sylvester-Paz
GEF Independent Office of Evaluation

Improved web design - information when and where its needed



Innovations like AI search engines, E readers and learning hubs are making evaluation findings more accessible and useful. Check out the innovations in the [GEF Independent Evaluation Office website](#).

We have more to explore...

How can we better measure the link between communication and use?

Can we move beyond downloads and impressions?

Where can AI add value?

And what are the risks?



Discussion to be continued. We need your inputs!