

INTERact



Communication of evaluation results

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Strategy to ensure the use and communication of evaluation results

The evaluation plan should contain information how evaluation findings will be used and by whom

Guidelines for disseminating the results should be outlined (e.g. the reports will be made available to the public through the website)

The communication of the evaluation results depends on available data

Try making a link between evaluations, capitalisation and communication activities

Target groups should be clear: general public, programme bodies, project beneficiaries, key stakeholders, EU institutions, etc.

Communication messages about evaluation results should be based on target groups, audience. Not all findings are interesting for everyone and may not reach the same communication objective

Timing and approach to communicating results should be well planned

Sharing results of evaluation with project beneficiaries should become standard practice - this can lead to better motivation of their work if they see that their projects are contributing to overall success and good performance of programmes

Evaluation: a content opportunity for communication!

Build a strong case for Interreg 2020-2027. Position Interreg as a catalyst for change.

Use evaluation results to achieve perception change



Make political stakeholders aware, inform and convince them of what Interreg achieves as a catalyst for change

Storytelling based on solid and reliable evaluation results



Thank you for your attention

Please do not hesitate to contact us for any further information
or visit www.interact-eu.net

