

Communication of evaluation findings

Interreg Communication Network Seminar

Linda Talve

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Why do evaluation?

- Evaluation is a time-consuming and expensive task
- Evaluation is the key element in developing the programmes, projects and outcomes of the whole ETC
- If evaluation is done well, it will provide many good, interesting and valuable messages to all target groups of the Interreg programmes



Communication to be planned

- All target groups can benefit of the findings
- All target groups must be analysed for what evaluation information they can benefit from
- The evaluation outcomes must be analysed and "sold" differently to all groups
- Only by good planning of the communication can the evaluation outcomes really come into the use they deserve



What information do they need?

Examples of target groups and messages...

MA, JS, AA

- Information on what could be still improved during programme implementation

National Contact Points

- Information that they can spread in their country to different target groups, prepared by the MA/JS

Monitoring Committee

- Information on how the programme works, all of it

Steering Committee

- Information that could affect any potential future calls for applications



What information do they need?

Examples of target groups and messages...

National bodies responsible for coordinating the ETC programmes

- Information on the impacts of the programme in their country

European Commission

- All information of the evaluation outcomes, but not only in the form of the final evaluation report



What information do they need?

Examples of target groups and messages...

Project partners

- Information on their impact on the whole programme outcomes
- Motivation for future and thank you for the done work

Potential partner organisations of the future

- Thematically relevant information on how the ETC has changed things close to them
- Motivation for future cooperation



What information do they need?

Examples of target groups and messages...

Other Interreg programmes

- Sharing of knowledge on the evaluation methodology and outcomes
- Cooperation in sharing the outcomes

EUSBSR coordinators

- Information on how the programme(s) have been able to implement the EUSBSR (if applicable for the programme)

General public

- Information on the impact of Interreg cooperation, stories of individuals



Better to think it through and to think "out of the box"

- Even if you talk about the findings coming from the official evaluation process, that does not need to be the punch line of your communication.
 - Instead of "According to the survey conducted by..." start with "Did you know that 72 % of the people in..."
- Shape the findings according to the target group, make it interesting and understandable for the group in question.



In practise...

- Make sure that the Evaluation Plan of your programme takes communication into account as an essential part of it.
 - Evaluation questions ->
 - Answers relevant for whom?
 - How to communicate them to these groups?
- Don't stop at the plan. Follow up on the evaluation process and consider when and how it can provide valuable messages to the target groups.



Remember!

- The evaluation findings can only be put to use if they are communicated well.
 - Badly communicated outcomes can be worse than no communication at all.
 - No or minimum communication will lead to losing the efforts (time, financial, intellectual) put into the long, expensive, intensive and demanding process.
- You are a key player in making your programme evaluation process a success!



Thank you!

