

Better use of evaluation, better WFP performance, better chance of achieving Zero Hunger

CE/DE= Centralized/Decentralized Evaluation
Associated content= Content beyond the main, summary report and brief
EB= Executive Board; **CSP**=Country Strategic Plan
CAM=Communications, Advocacy and Marketing
INK= Innovation and Knowledge Management

Evaluation findings are consistently and comprehensively incorporated into WFP's policies, strategies and programmes; inform global decision-making.

OUTCOMES

1. Accountability

Evaluation findings are well articulated and accessible to WFP EB and Management and all relevant stakeholders, including affected populations

2. Quality

Evaluation findings are packaged and presented in an engaging way through a variety of innovative products on multiple channels

3. Strategic use

The right evidence is channelled to the right people at the right time to promote use, learn lessons and improve performance

4. Engagement and learning

The value of evaluation is recognized across WFP with employee capacities strengthened; WFP Evaluation is engaged in global partnerships, communities & networks

OUTPUTS

1.1 Evaluation reports are edited, summarised and made publicly available in a timely way

1.2 Talking points, key messages, lessons learned are communicated through briefs, presentations, videos

1.3 Reports and associated report content meet high quality standards

2.1 New and improved templates created to guide content; OEV branding uniformly applied

2.2 Greater number of features, blogs, data visualizations, videos, success stories created on WFP Insight and Community platforms

2.3 Shift in focus to external channels: Website is customized & populated; Social media accounts are launched & active

3.1 WFP EB, management and decision-makers are able to view evaluation findings in faster, more varied, innovative and meaningful ways for strategic & corporate reporting

3.2 Evaluation findings are suitably communicated to affected populations and other stakeholders

3.3 Programme, technical officers have greater access to relevant evaluation evidence through dedicated KM channels & workshops

4.1 Partnership events for learning led & participated in by WFP
Evaluation are increasingly identified, promoted and supported

4.2 Employee evaluation capacities are enhanced through support to trainings, workshops, webinars and e-learning

4.3 WFP Evaluation activity and visibility in partner/community, web & social media platforms are increased

ACTIVITIES

1. Ensure CE reports are written, edited and formatted to high standards

1. Visualise data in AER and CE reports in engaging and innovative ways

1. Support presentations of CE findings, including validation workshops with affected populations

1. Ensure CE/DE reports are branded uniformly, published and disseminated widely

2. Generate visually appealing associated content; develop storytelling approaches

2. Engage in content collaborations with communication & evidence partners, thematic areas, country & regional offices to highlight success stories, populating new web & social media channels

2. Create new channels & redevelop existing ones; strengthen access to content

3. Create system of targeting, tailoring and tagging content to specific audiences

3. Develop audience-focused KM/communication products, including lessons learned, to inform policy-makers and CSPs, collaborating with CAM, INK, thematic areas, country & regional offices

3. Embed evidence into KM channels and internal processes

4. Facilitate OEV hosting and participation in learning events, partnerships, launch presentations, evaluation weeks

4. Contribute to the content, design and delivery of learning resources - guidance material, online and peer learning, workshops, webinars, trainings and briefings

4. Strengthen learning and partnership engagement through web/social media visibility; launch two-way comms channels; engage in communities of practice

ENABLER

Establish a system to ensure content receives an OEV quality stamp of approval

ENABLER

Establish a mechanism for evaluations to form teams & design comms/KM plans from preparation phase

ENABLER

Create/revise templates & guidelines; support WFP Evaluation staff to better use & adapt products

ENABLER

Support OEV employees in effective use of internal KM and information-sharing systems

ASSUMPTION

Organization, stakeholder demand for evaluations

ASSUMPTION

Evaluations are of strategic and technical quality

Expand LTA services for editorial, proofing, video-making, data presentation

Increase and strengthen capacities of human resources to cover expanding report quantity and variety

Periodic missions to capture evaluation exercise and support dissemination of findings

Use phased approach to embed content-production mechanism for reports

ASSUMPTION

WFP is committed to strengthening learning by actively communicating evaluation results to all stakeholders

ASSUMPTION

WFP evaluation staff are proactive and committed to supporting communication/KM activities

INPUTS

Long, complex, academically written reports that are visually unappealing

Evaluation fatigue due to increased supply

Fear that evaluation's integrity and balance would be compromised by shorter adaptations and simpler language

Unwillingness to communicate what is perceived as negative news. Narrow perception of reputational risk

Lack of access to/limitations in use of communication channels & KM systems to disseminate evaluations

Rising quantity of WFP evaluations limits potential to stamp quality and add variety to reports

CHALLENGE BARRIERS

Evaluations provide WFP with a wealth of evidence on how its many policies, programmes and interventions are performing. Yet findings are often disseminated narrowly with lessons left unlearned, amounting to missed opportunities for WFP to improve its performance