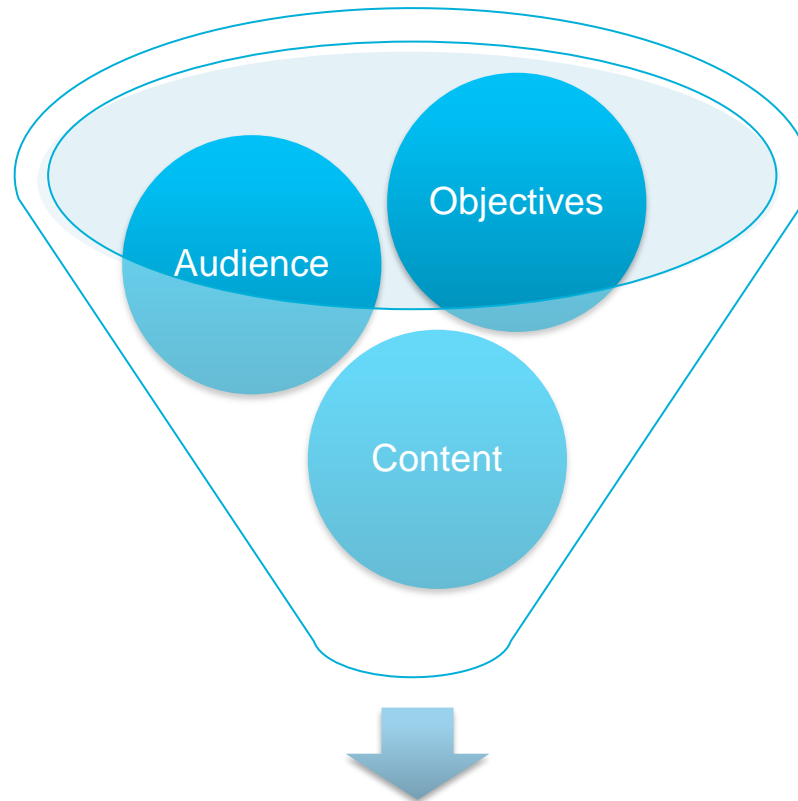


# Communicating evaluations

Putting audiences at the heart of your  
communications

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# Taking a strategic approach



Effective communications

# Why do we communicate evaluations?

- Influence decision making or practice
- Strengthen understanding
- Raise profiles
- Increase transparency

# The benefits of focussing on audience

- Drives better quality, not quantity, of engagement
- Understand existing and new audiences
- Communicate relevant, timely, simple messages of value
- Supports a long-term perspective
- Build relationships based on trust and credibility, so that audiences seek our help
- Avoid audiences who are not interested in our work

# Tools: Identifying audiences

## Create a long list

- Influence
- Knowledge
- Expertise
- Control
- Relevant

## Analyse and prioritise

- Power
- Importance
- Interest
- Function
- Similarities

## Share and review

- Overview
- Resources
- Relationships
- Gaps
- Engage

# In your audiences shoes





IIED @IIED · Feb 19

ICYMI: One year after the #SDGs came into effect, has there been a shift from vision to creating political change? [iied.org/sdgs-adopted-f...](http://iied.org/sdgs-adopted-f...)



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## Effective evaluation for the Sustainable Development Goals

Evaluation processes will play a key role in national and global review systems for the Sustainable Development Goals. IIED and EVALSDGs are publishing a series of briefings about evaluation designed to help promote effective conduct and use of evaluation in SDGs implementation, follow-up and review.



Figure 1. Countries with Voluntary National Reviews in 2016 and 2017



## Events: international adaptation conference exchange

International conferences on community-based adaptation (CBA) enable practitioners, government officials, and researchers to share experiences, developments and best practice.



September 2015: on the eve of the United Nations summit to agree the 2030 Agenda, a film introducing the 17 Sustainable Development Goals is projected onto the UN headquarters building (Photo: UN Photo/Cia Pak)



Clair Grant-Salmon  
October 2017

# 5 steps to building strategic communications

1. Create communication plans early in the project lifecycle
2. Identify the audiences who will be using your findings
3. Consider the data and information the audiences most want to know
4. Plan to use multiple modes or techniques to communicate your content with audiences
5. Evaluate the impact of your communications