

Evaluation in 2014-2020: Challenges and Opportunities
First annual conference of the National Coordination Authority's
Evaluation Unit



EUROPEAN UNION
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MINISTRY
OF REGIONAL
DEVELOPMENT CZ

SZÉCHENYI

2020



European Union



PRIME MINISTER'S
OFFICE

EXPERIENCES OF COMMUNICATING EVALUATIONS

HENRIETTE KISS
*MONITORING & EVALUATION
DEPARTMENT*

PRAGUE, 21-22 OCTOBER, 2015

Content

Institutional background

Objectives

Target audience

Role

Communication tools

Utilisation of evaluations

Summary

Institutional background

Evaluations of EU development programmes have been centrally managed since 2008 in Hungary .

Monitoring and Evaluation Department
operates within the Central Coordination of
EU Developments, Prime Minister's Office

Objectives

Major objective:

**Inform and influence policy makers by
evidence-based evaluations**

Secondary objective:

Share evaluation knowledge with a wider
expert audience

Target audience 1

National policy makers

European Commission (DG Regio, Empl, Agri, Envi, etc.)

Member States' evaluation networks

International organisations (World Bank, OECD, etc.)

Evaluators

Not scientists!! – need clear, practical knowledge

Target audience 2

- **NO targeted communication** towards the **general public**

BUT!

- **Information on evaluation** activities are **accessible** for them **online** (transparency):

http://palyazat.gov.hu/elemzesek_ertekelesok

Role of communicating evaluations

Translate evaluation messages for target audience

TRANSLATOR

Evaluators → Eval Communication → Target audience

Means of communication

Printed publications

- Evaluation reports, Executive Summaries
- Evaluation Yearbooks

Website (ENG/HU)

- Evaluation reports
- Events
- Online publications)

Face-to-face meetings: often have a bigger impact

- Presentations for top management
- Closing/ interim Evaluation Workshops
- Annual international eval & monitoring conferences
- Development Policy Academy
- Trainings for evaluators

Evaluation report - Executive Summary

A good Executive Summary – crucial for influencing

- **Max. 3-5 pages**
- Should be in **accordance with the Report**
- 1-page of **Key Messages**
- **Table of main FINDINGS, CONCLUSIONS, RECOMMENDATIONS**
- **Language:** simple, clear – HU, ENG
- **Style** of serious journalism
- **Charts and tables** in the main report
- **Presentation** should be based on the ES

Main Report

- Detailed, well-structured, 50-100 pages, charts and tables

Presentation



Presentation



Presentation

Key role in influencing policy makers

- **Max 3-5 key messages** in a clear and attractive form, simple language, on 1 page
- **Length** depends on context and audience (2-10 slides - top management, max 25 slides to other audience)
- **Visibility**

Common mistakes too much info on 1 page, charts, tables with missing or invisible labels or without a clear message

EVALUATION PROJECT MANAGERS = TRANSLATORS

Evaluation workshops (interim, closing)

Key communication tool – face-to-face communication:

- Best way for building a **working cooperation** – partnership
- **Focus** on key messages
- **Interim workshops** - preparing for the closing workshop, input to report
- **Closing workshops** – finalizing the report
- **Presentation:** key findings and recommendations first, methodology later
- **Avoid too negative criticism** – positive recommendations instead

Annual international conferences

Complex purpose:

- **Present best Hungarian evaluations** to COM, Member States & national policy makers
- **Build image**; the conference as a **brand**
- **Share knowledge**: COM actual recommendations, MSs' eval practice
- Involve **international experience**
- Enhance **evaluation culture** and networking

Annual international conferences

Year	Title	Number of participants
2010	The Evaluations of EU Development Programmes by the European Commission and the Visegrad Countries	130
2011	Evaluation: Evidence-based Tools for Decision Making in the EU and Worldwide	100
2012	Preparing for EU 2014-2020	130
2013	Ex ante evaluations – Preparing for EU 2014-2020	140
2014	Evaluation & Monitoring for an Improved New Round in 2014-2020	160

**You are welcome to our next
Annual Evaluation & Monitoring Conference
in May 2016 in Budapest!!!**

Annual international conferences



Annual international conferences

What works?

- **A nice place**
- **Great reception** and meals
- **Long coffee breaks** of 30 minutes for networking
- **Programme based on a well-grounded concept**
- **Presenters**
- Presentations **reviewed before** the event

Evaluation Yearbook

Concept:

**transfer key messages of evidence-based evaluations
to improve results of EU developments**

Summary of best evaluations of the year

Structure: Key Note, Summary of Activities, Evaluation
Chapters

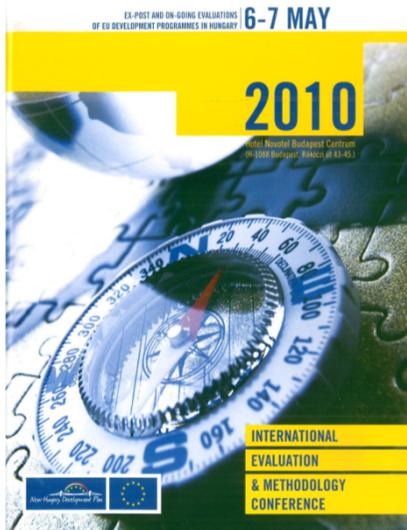
Style: serious journalism

Subtitles of chapters: the objective, main
recommendations, evaluation work

Length of chapters— approx 6 pages

Timing of publication: at the annual international conference

Evaluation Yearbook



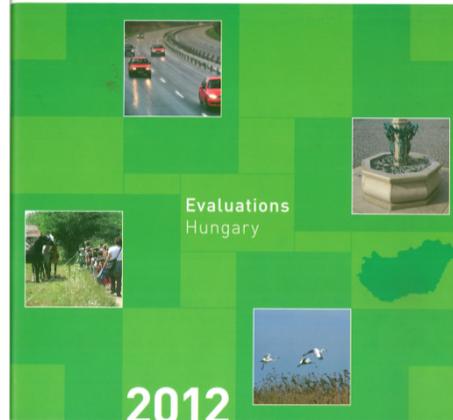
The project is supported by the European Union. | IOP-2.1.2-2008-0001

Evaluations Hungary 2011

Evidence-based tools for decision making



NEW SZÉCHENYIPLAN



EUROPEAN UNION
The project is supported
by the European Union.



NEW SZÉCHENYIPLAN



EUROPEAN UNION
The projects have been supported
by the European Union.

Development Policy Academy

**Platform for common thinking and sharing
knowledge with development experts**

Objectives

Discussing current development related issues

Networking all OPs, Science, NGOs, etc.

Capacity Building

Recent topics:

- Strategy & OP planning
- Experiences of 2014-2020 OP planning

Moderator: depends on context and personal skills

Trainings & workshops for evaluators

Opening, closing workshops for contracted evaluators of the Evaluation Framework

to clarify tasks and requirements of the commissioner

Capacity building trainings

involving (international) trainers

Plans for future capacity building (2014-2020)

allocations for evaluation studies at university level

Website

Summary of evaluation activities to meet principles of transparency and partnership

Accessible for the general public too

English site

Content:

- Evaluation reports, Executive Summaries
- Events (summaries, programme, presentations)
- Annual Evaluation Yearbooks

http://palyazat.gov.hu/elemzesek_ertekelesok

http://palyazat.gov.hu/development_policy

Utilisation of evaluations

Mid-term evaluations (2010) enforced OP-modifications in 2011

In 2014-2020 **OP-planning** – in the process of **ex ante evaluations**

Continuous **feedback by MAs** reported at the **Annual Review Meeting** with COM on utilising evaluation results

Summary – keys to success

Translation of evaluation messages

Clear, practical messages well selected

Positive recommendation instead of negative criticism – good cooperative partnership with policy makers

Complex communication activities enhance impact on policy making

Teamwork of eval project managers



European Union
European Structural
and Investment Funds



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Thank you for your attention!

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