

Sharing the impacts and raising the profile of project achievements

Top Tips

Broadcasting and sharing evaluation findings is a key outcome of any project and how to do this should be carefully considered to achieve maximum outreach and use. Defining why and how you are going to disseminate achievements and identifying the primary and secondary audiences is crucial. Dissemination can be valuable for the following reasons:

- share good practice
- attract publicity and awareness of project impact
- beneficial for future funding opportunities
- contribute towards a broader evidence base
- record progress
- celebrate success

Why conduct an evaluation?

For projects, the main purpose of evaluation is to understand what is and what isn't working, capturing lesson learning and best practice and adapting project approaches where necessary. Evaluations can also be used to demonstrate to stakeholders such as project management boards, trustees and funders what difference the project is making. It is important to ensure that an evaluation framework is built into a project from the beginning and that evaluation activity is conducted regularly throughout the project.



Planning to share evaluation and learning plan



Create a systematic plan for ensuring effective dissemination of evaluation results to internal and external stakeholders. This should be developed at the start of the project as impacts and findings should be communicated throughout the project ensuring buy in from key stakeholders. Consider who the primary audience is for dissemination? This could include projects themselves, project partners, future funders and policy makers. Consider undertaking a stakeholder mapping exercise at the beginning of the evaluation to identify who these key audiences are. Develop the key messages that you wish to promote with them and consider how you want them to use this information and how they might share it.

The plan should also document how dissemination will be undertaken through a variety of effective, innovative and diverse communication mechanisms and a timeline for engagement.

Innovative communications

Consider methods of outreach for evaluation messaging such as website, media, social media, newsletters, workshops and formal reports. Utilise online and printed dissemination materials such as videos, infographics and animations.



Target groups



Define the target group of the evaluation and customise use of different dissemination products, channels and activities accordingly. Consider the time they have available, what they might be interested to hear and what is most likely to capture their attention. Consider what you want them to do with this information and how they might use it. Different audiences may require tailor-made key messages so consider this too.

Key messaging

Identify the key impacts from your project that you want to communicate and develop these into key messages. Think about key achievements, evidence of outcomes or impacts achieved, good practice, lessons learned or recommendations.



Qualitative and quantitative data



Imagery and infographics can be powerful visual aids for dissemination. Consider a balance of qualitative data such as quotes from project participants and quantitative data i.e. statistics to illustrate broad impacts of the project.

Getting the right balance

Tailor messaging to the audience. Develop short, accessible statements describing impacts for communication along with more detailed messaging for more 'technical' audiences.



Thank you to projects for their input and enabling the *Share Learn Improve* ethos across the programme. For further resources and good practice, head to the [Resources and guides](#) folder in the Knowledge Bank area of the Green Room.

Do you have any key lessons learned or suggestions related to sharing the impacts from your project that you think might be useful for other projects? If so, please share these with Nikki Robinson nrobinson@wildlifetrusts.org