



# IDEV

Independent Development Evaluation  
African Development Bank



## Communicating On Evaluation to Increase Demand: Lessons From IDEV





IDEV

Independent Development Evaluation  
African Development Bank

# Outline

- About IDEV
- The rationale for KM and Communications
- KM & communications in the evaluation process
- KM & communications platforms and tools
- KM & communications products and activities
- Measuring evaluation knowledge use



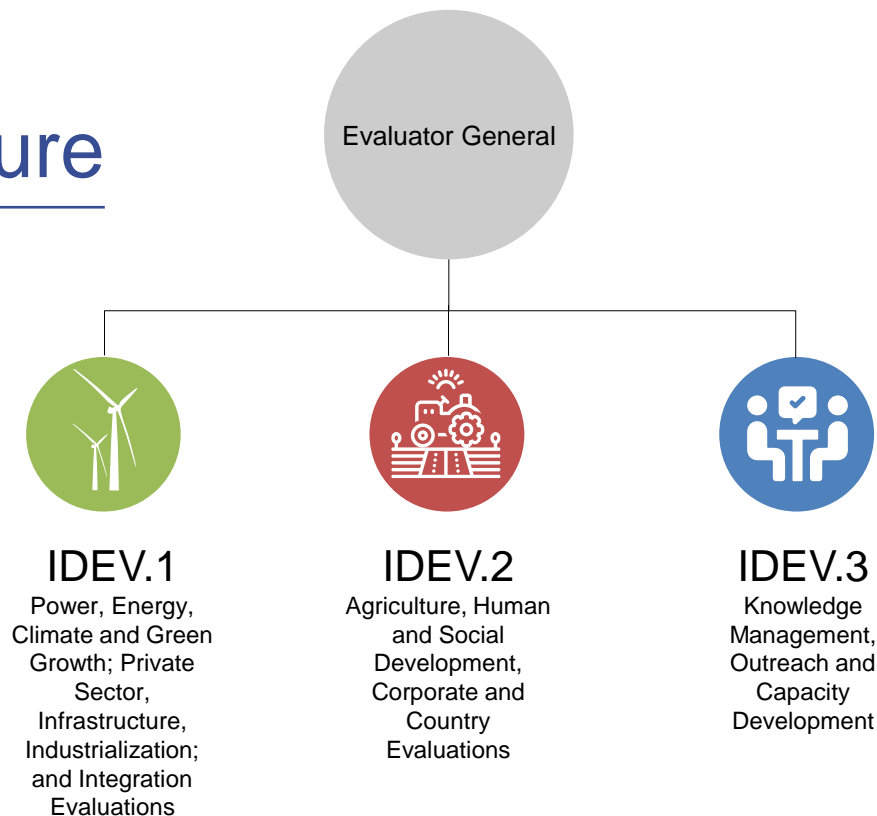
## Function

- 1 Evaluate the AfDB's policies, strategies, operations/programs, and processes
- 2 Help to improve the Bank's self-evaluation systems, processes and products
- 3 Facilitate feedback of findings, lessons and recommendations from the evaluations
- 4 Assist in strengthening AfDB member countries' M&E capacity and systems

## Key Objectives



# IDEV Structure



# The Rationale for KM and Communications



Contribute to accountability to beneficiaries, shareholders, co-financiers and partners by documenting the performance of the Bank's intervention



Use communication mechanisms to facilitate the delivery of evaluative knowledge.



Use communications & KM processes to improve the quality of supply of evaluative evidence, generate demand and facilitate use of evaluation.



Enhance stakeholder engagement

# KM & Communications in the Evaluation Process

- Support stakeholder mapping and knowledge needs assessment
- Review evaluation concept notes; approach/inception papers; technical reports; summary reports
- Prepare and implement dissemination plans tailored to different audiences
- Produce, publish and manage KM and communications products; organize outreach & dissemination activities
- Foster learning from evaluations



# KM and Communications Platforms & Tools

---



## Communications Tools

- Email announcements
- Blogs
- Interviews
- Videos
- Publications (Evaluation reports, Executive Summaries, Highlights, Briefs, Lessons Notes, Factsheets, Evaluation Matters, Annual Report, etc.)
- Database



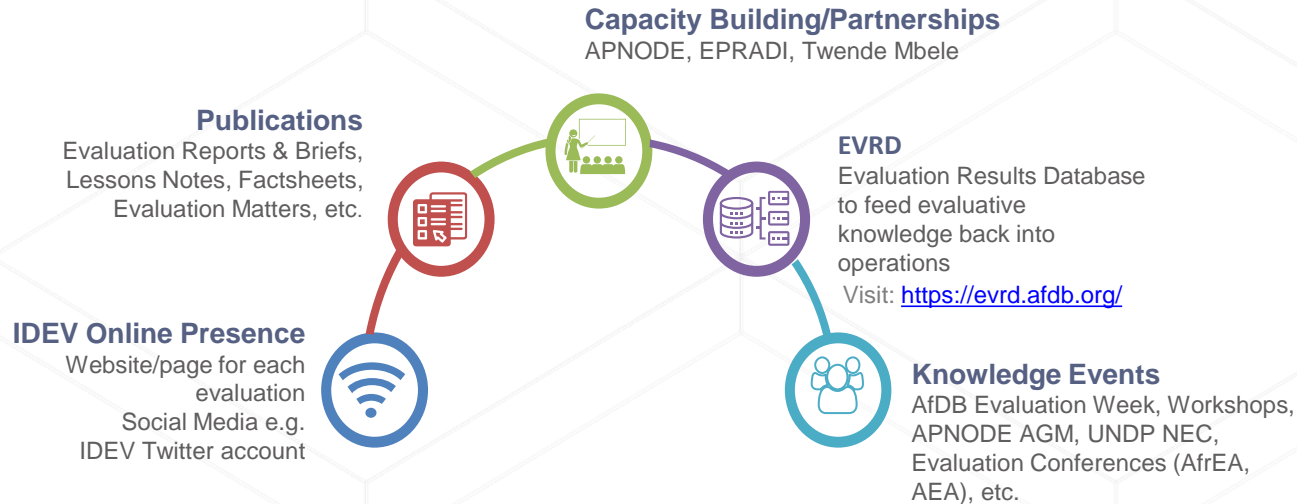
## Communications Channels

- Website
- Mail and email
- Internal/external newsletter
- Media outreach
- Social media
- Multimedia
- Publications
- Events

# KM & Communications Products and Activities

## Enhance Learning

Connecting decision-makers and stakeholders to sources of evaluative knowledge



## Evaluation Capacity Development

- AfDB Evaluation Week
- Trainings/workshops/webinars
- African Parliamentarians' Network on Development Evaluation (APNODE)
- Evaluation Platform for Regional African Development Institutions (EPRADI)
- EvalPartners
- *Twende Mbele*
- Global Evaluation Initiative

## Partnerships & Networks

- Collaborate with various stakeholders at global, regional & national levels
- Promote evaluation knowledge while ensuring contextual factors of each RMC are considered



# Measuring Evaluation Knowledge Use

## 7 different types of products – total 13 products



## Promoting our evaluations



## Evaluation's Influence/Value



1

Recommendations for a new Sustainable Borrowing Policy  
*Evaluation of the Non-Concessional Debt Accumulation Policy in August 2021.*

2

Revisiting approaches to assessing additionality and development outcomes  
*Evaluation of the ex-ante Additionality and Development Outcomes Assessment (ADOA) Framework 2.0*

3

Universal energy access : Are we doing the right things to make this strategic priority achievable?  
*Impact evaluation of the Kenya Last Mile Connectivity Project Phase I.*

4

Informing the Bank's third Fragility Strategy  
*2020 evaluation of the Bank's Fragility Strategy (2014-2019) & Bank's Transition Support Facility over the 2014-2019.*

5

Informing the Bank's new Trust Fund Policy  
*Evaluation of the Bank's Development Partnerships over the period 2008–2019.*

6

Recommendations for the new Policy, Strategy and Action Plan on Climate Change and Green Growth  
*Evaluation of Mainstreaming Green Growth and Climate Change into the AfDB's Interventions & project cluster evaluation covering the energy and transport sectors*

7

Insights for the new Sovereign Operations Restructuring Policy  
*IDEV's evaluation of the AfDB's Country Portfolio Review and Restructuring Policy*

8

Evidence for the evolution of the Private Sector Development Strategy  
*Evaluation of the Bank's 2013-2019 Private Sector Development Strategy*

9

Insight from 12 Years of Operations for the Bank's Water Sector Policy and Strategy  
*Evaluation of the Bank's support to the water sector over a period of 12 years (2005-2016), cluster evaluations of Rural Water Supply and Sanitation, Urban Water Supply and Sanitation, and Agricultural Water Management projects, and an evaluation of the African Water Facility*

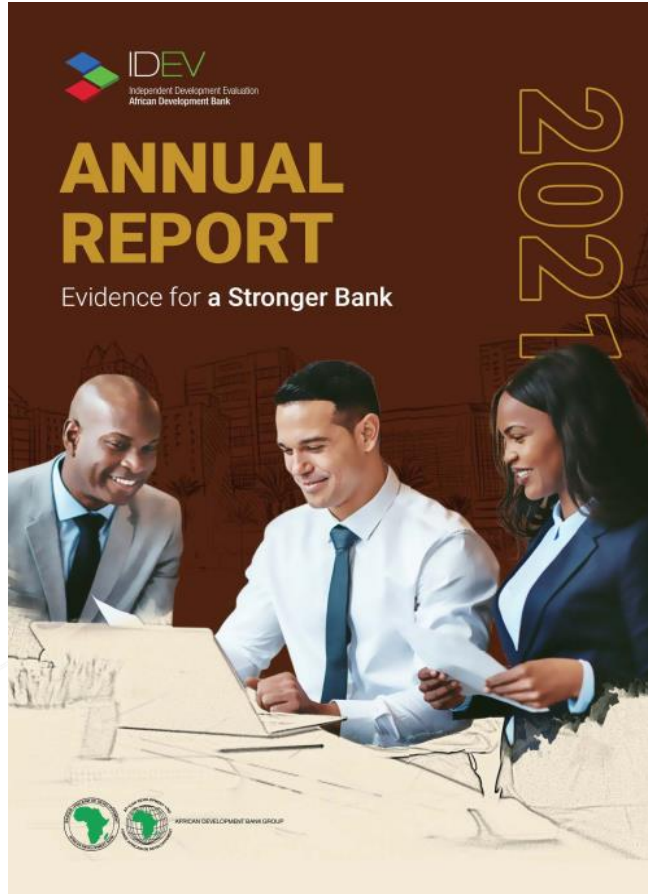
10

Evidence for new Bank Country Strategies  
*Gabon Country Strategy and Program Evaluation (2011-2020)*  
*Rwanda Country Strategy and Program Evaluation (2012-2021)*  
*Angola Country Strategy and Program Evaluation (2011-2020)*  
*Uganda Country Strategy and Program Evaluation (2011-2021)*



IDEV

Independent Development Evaluation  
African Development Bank



## KEEP IN TOUCH WITH US



### Address

IDEV  
AfDB Headquarters CCIA Building,  
7<sup>th</sup> Floor



### Contact Info

Email: [idevhelpdesk@afdb.org](mailto:idevhelpdesk@afdb.org)



### Telephone

Office Phone: +225 27 2026 2841



### Website

<http://idev.afdb.org/>



### Twitter

[@evaluationafdb](https://twitter.com/evaluationafdb)

