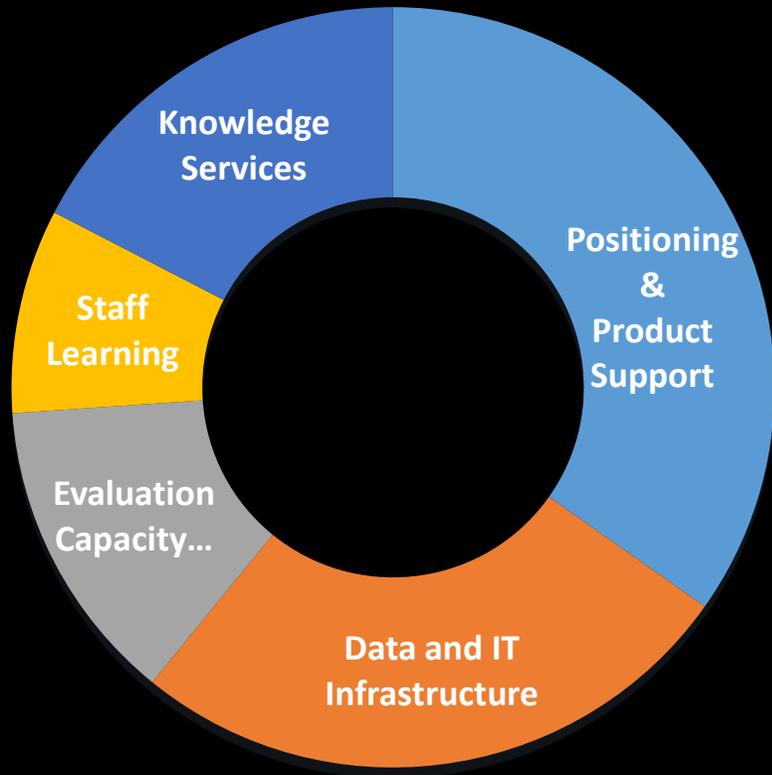


Communicating Evaluation



Independent Evaluation Group (IEG) – World Bank Group

IEG Knowledge and Communications



- **Audiences**
 - Internal
 - External
- **Corporate Mandate**
 - Accountability
 - Learning
- **Two work streams**
 - Positioning
 - Product support

Our Goal...

“to expand IEG’s influence, relevance, reach and visibility with key stakeholders by creating or targeting the most relevant internal and external opportunities. We aim to do this through a balanced outreach plan sustained throughout the year.”

Positioning and Product Support

INTERNAL

1



Website(s)

2



Events

3



Email Marketing

4



Products

5



Traditional Media

6



Social Media

7



WBG Distribution Partnerships

8



The Future...

EXTERNAL

How do we know it's working? (or not)

- **Ask the client**

- The annual client survey (familiarity, **use**, relevance, impact)
- The post-event survey
- Post learning surveys

- **Collect channel data and monitor KPIs consistently**

- Online – know your KPIs – views, sessions, **report downloads**, time on site.
- Events – sign-ups, qualitative feedback, participant engagement
- Newsletter – open rates, clicks, unsubscribes/subscribes

IEG ONLINE DISSEMINATION AND OUTREACH FY16 Full Year Highlights

 **689,509 website views**
(down 21%)

 **151,558 blog views**
(up 46%)

 **Average time on site**
(up 100%)

 **Pages per session**
(up 69%)

 **12,559 followers**
(up 10%)

 **77,374 followers**
(up 12%)

 **2,454 connections**
740 company page followers
(up 51%)

 **268 subscribers**
(up 36%)

 **Report Downloads 32,031** (up 57%)

Most Read Blogs

Fin4Dev: Learning from the Past for a New Future (7,618 views)

Influencing Change through Evaluation: What is the Theory of Change? (7,424 views)

Institutionalizing Evaluation: What is the Theory of Change? (3,504 views)

Transformational development projects—what makes them different? (3,448 views)

Evaluation Beyond 2015: Implications of the SDGs (3,421 views)

Most Downloaded Reports



Resource-Rich Cluster Report (1,211)



2015 RAP (964)



2015 Annual Report (928)



Learning and Results 2 (714)



2014 RAP (613)



Electricity Access (560)



Guidelines for reviewing ICRRs—a manual (553)



Early Childhood Development (488)



Financial Inclusion (446)



IEG work program and budget (443)



What the Lima Metropolitan Transport Project can teach us about Delivering Sustainable Urban Transport Services for the Poor

This brief captures the lessons learned from evaluating the World Bank's Lima Transport Project in Peru.

February 11, 2016

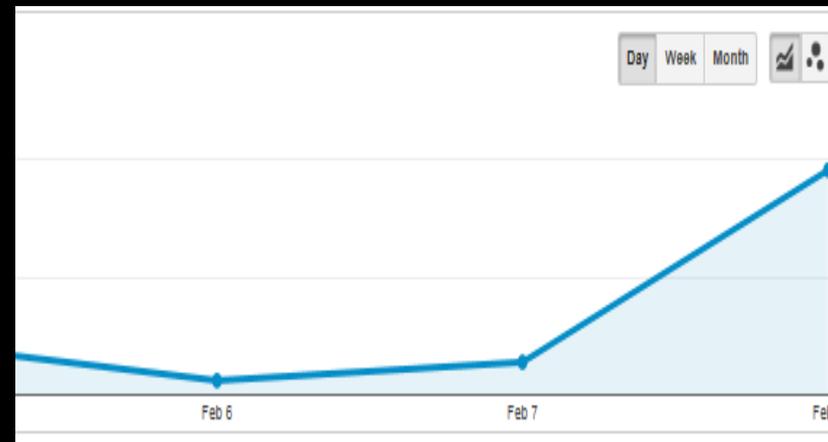


Working in development is often difficult, as even the best-planned projects can have different outcomes than expected. In this IEG Project Lessons series, we take a close look back at the World Bank Group's projects to assess what has worked, what didn't, and why, to better inform future projects and investments.

This brief captures the lessons learned from evaluating the World Bank's Lima Transport Project in Peru. To read the full evaluation,

[Download the Project Performance Assessment Report \(PPAR\).](#)

Direct correlation between the release (and low-level promotion) of the web-friendly summary and the increase in report downloads – the 3rd highest rate we had for a PPAR in the fiscal year, w/in 1 month!





IEG
INDEPENDENT
EVALUATION GROUP

WORLD BANK GROUP
World Bank • IFC • MIGA



**WHAT
WORKS**



Interactive
Report

HOME

ABOUT INTERACTIVE REPORTS

ABOUT SOCIAL SAFETY NETS AND GENDER

EXPLORE THEMES

VIEW FULL REPORT

AN INTERACTIVE REPORT



Social Safety Nets and Gender

HOW TO USE INTERACTIVE REPORTS

To explore themes and create a summary:

- Review the Explore Themes section of the Interactive Report.
- Select a theme.
- Select topics from the Explore by Topic menu according to your areas of interest.
- Select Submit to generate Your Summary.
- This summary can be printed for your convenience.

SOCIAL SAFETY NETS (SSNs) AND GENDER

Explore Themes