

NATIONAL RURAL NETWORK

III MEETING ON:

“TOWARD EFFECTIVE COMMUNICATION OF THE EVALUATION RESULTS”

MARCH 20th 2012

9.30 – 13.30

INEA - SALA CINEMA, VIA NOMENTANA 41 – ROME

Within the cycle of meetings on the theme "The effective use of the evaluation results", the National Rural Network for Rural Development organises the 3rd event entitled "Toward effective communication of the evaluation results".

Effective communication is the main requirement to start the dialogue and debate on evaluation results and the way by which implementing them in the policy and its delivery. The communication is a powerful tool facilitating the action of the different mechanisms influencing the use (conceptual, instrumental, symbolic) of the evaluation's results. The aim of this event is to open the floor to administrations, evaluators, thematic experts and practitioners and discuss on questions like: what does effective communication mean? how communicate effectively the evaluation results? by which approaches, methods and tools? which evaluation results are to be communicated? why and when to communicate the evaluation results? who are the stakeholders and what is their role in communicating the evaluation results? which are the mechanism or elements influencing the effectiveness of the communication? what is the role of effective communication in spreading evaluation culture throughout administrations and evaluators?

Programme

9.30 - Registration

10.00 - "Communicating evaluation in administrations and evaluators' perspective: results of the Italian NRN's survey", **Silvia De Matthaeis**, *National Rural Network- INEA*

10.30 - "Communicating the evaluation results by the participatory video" - **Gusztáv Nemes** and **Chris High**

11.00 - Panel session with:

- **Gusztáv Nemes**, *Lecturer- Corvinus University of Budapest, Dip. Agricultural Economics*
- **Sebastian Elbe**, *Team leader of the Monitoring and Evaluation Network Agrarian Structure and Rural Development Germany (MEN-D)*
- **Chris High**, *Lecturer- Open University, Dip. Communication and Systems*
- **Mariateresa Cascino**, *Communication consultant- TA RDP Basilicata*
- **Francesco Luci**, *RDP's Independent Evaluator- Agriconsulting S.p.A.*
- **Sabrina Speciale**, *Evaluation Manager - Region Marche*

13.00- 13.30 - Discussion and conclusion

Moderator: Alessandro Monteleone (National Rural Network, INEA)



NATIONAL RURAL NETWORK

Recommended bibliography:

- *Communicating and Reporting: Practices and Concerns of Internal and External Evaluators*, Rosalie T. Torres, Hallie Preskill and Mary Piontek (1997), American Journal of Evaluation vol. 18 no. 1, pag. 105-125
- *Evaluating peer programs: analyzing and disseminating evaluation results*, Lucy Wells and Ryan White (2009), Peer Education & Evaluation Resource Center
- *Guidance Note on Developing an Evaluation Dissemination Strategy*, AA. VV (2009), United Nation Development Fund for Women (UNIFEM)
- *Reinventing the reel: looking at participatory video in practice*, Chris High, Namita Singh, Lisa Petheram, Gustáv Nemes, Open University, Charles Darwin University, Hungarian Academy of science
- *Sharing Evaluation Findings: Disseminating the Evidence*, Patrick Myers, Jacqueline Barnes (2004), National Evaluation for Sure Start (NESS)
- *Using and disseminating M&E results*, AA. VV. (2011) USAID Global Health Bureau
- *Using participatory video to evaluate community development*, Gustáv Nemes, Chris High, Nadine Shafer, Rick Goldsmith (2007), paper for Working Group 3, XXII European Congress of Rural Sociology, Wageningen

A *twitter* account @reterurale has been created to follow the discussion and add comments.

The audio-video recording will be timely available on the website:
<http://www.reterurale.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/7176>.
Simultaneous interpretation from and into English will be provided.

As for organizational issues, the number of participants is limited up to 80 and the registration to the meeting is requested to be communicated by the 10th of March to the following: lapoli@inea.it.

Next meeting will be entitled **“Understanding and implementing the evaluation results: a roadmap”** and it is foreseen for the end of May 2012.

Please check the materials and the updates on our website:
<http://www.reterurale.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/7176>.

reterurale@politicheagricole.gov.it
www.reterurale.it