



Evaluation Report - Effective Communication for Biodiversity

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1. Introduction

This is the evaluation report of the second phase of a capacity building project –
"Effective communication for biodiversity" undertaken by IUCN. This report is

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while working on their chosen activities and to give support to the participants within their own working context. Also it gave them opportunity, skills and methods to

phase 1.

The project supported various national training activities designed to build a critical

Expanding the critical mass with communication skills

Training workshops were held with the participation of nature conservation professionals – ministry staff, government agency staff, park managers, district officers - in each country. Participants for these training programmes were selected by methods agreed in each country, sometimes including people from every region. Before some of the country training workshops questionnaires were sent to participants to assess their expectations and needs and to include these in the training design.

Applying communication skills to work with other groups

in communication or stakeholder management to work with mayors in Poland,

Project funds NLG	Other support or funds
	Staff time
Id 20 4818	Staff time of participants and local travel, facilities
<i>Phase 1 in the principal</i>	
	Time to develop materials and prepare

Other support or funds	
Staff time to organise meeting, participants time, facility	
Staff time to organise meeting, participants time, facility and local travel	
<i>total</i>	
Time to manage the project	

facilities
travel
participants
fees for local
consultants
carrying out
the feasibility
study
project and

develop alsand e		hat		project and
------------------------	--	-----	--	-------------

Other support or funds
Staff time
Staff time of participants and local travel, facilities, 000CZK from the government
Staff resources and materials for publications
<i>Principal language</i>
Time to develop materials and prepare

er support or ds	
ial workshop ed by British w How Fund	
Env. owieza NP, C Poland, itute	
ilities	
<i>incipal</i>	

<i>ation projects so that they support the project and</i>			
<i>of</i>			<i>Costs included as a by-product of other work/visits</i>

8 Evaluation

Evaluation by the facilitators of the project

Concept of the project & feasibility of the activities	
<i>What went well</i>	<i>Where should we improve next time</i>
The workshops part of the project were	Some time compensation for people

Logistics and organisation of the project	
<i>What went well</i>	<i>Where should we improve next time</i>
Relationships with the local facilitators and	There were some difficulties over the

9. Conclusions and Recommendations

The quality of input from the facilitators was high. All are very experienced in the field of communication and their standing and professionalism enabled them to be credible ambassadors for communication with decision-makers. A high return was received on the investment in terms of products and learning.

Each country contributed the time of government and NGO to participate in the training activities, in the provision of facilities and even funds for the products.

Peter Bos of the Ministry of Agriculture, Nature Management and Fisheries also supported us in our advocacy for communication with decision-makers.

To try to overcome the stop start nature of the project we recommend a 2-year project for the next phase, providing support to local facilitators. The provision of a

- ⇒ Inter country exchange
- ⇒ Communication of results of work to influentials

It is recommended that the project go on to consolidate and strengthen the individual capacities of the expanded group, to strengthen relations with the governments in

via dissemination plans and to further encourage government

International Union for the Conservation of Nature
Ms Véronique Lavorel
Chief Financial Officer
Rue Mauvermay 28
1196 Gland

March 20, 2000
J84591A01/75643/BED

Dear Ms Lavorel,

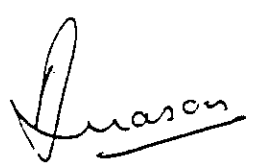
We have reviewed the documentation supporting the Ministry of Agriculture, Nature

PricewaterhouseCoopers SA
Avenue Giuseppe-Motta 50
Case postale 2895
1211 Geneva 2
Téléphone 022 748 51 11
Télécopieur 022 748 51 15

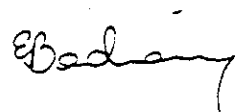
6. We issued on April 23, 1999 a clean opinion on the financial statements of IUCN for the year ended December 31, 1998.

Yours truly,

Ernst & Young Coopers SA

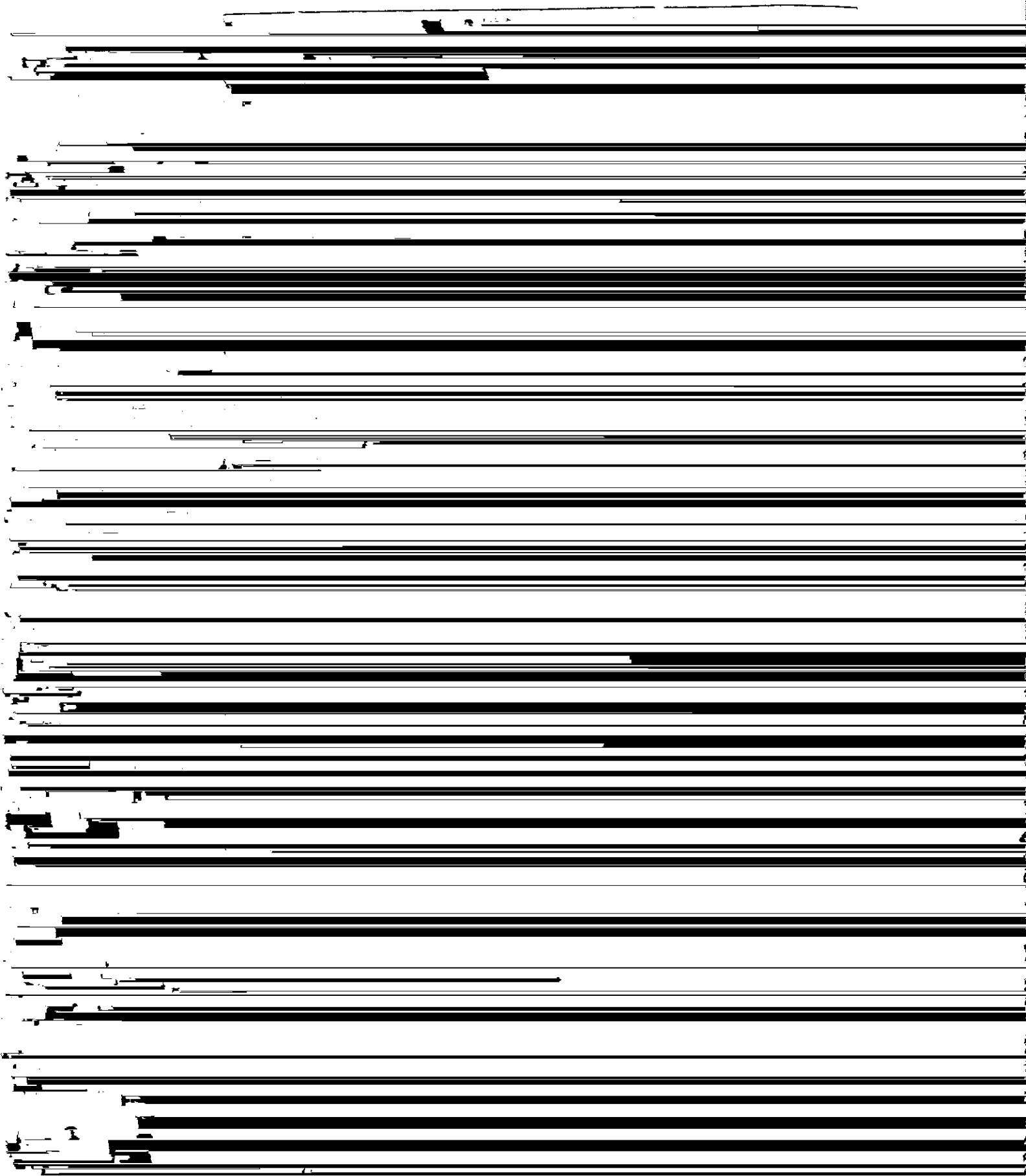


David Mason



Edyta Bodziony

W. Stein
and
Paul



International travel [redacted]

[The remainder of the page is heavily redacted with thick black horizontal bars, obscuring all text.]

	amount	local valuta	amount in NLG
Poland		Zloty	
Bialowieski NP workshop	8232		4557
REC management	6397		3408
White stork project	5990		3316
Waste management Wigierski NP	8938		5425
Subtotal in NLG	29557		16706

counterparts

	date	NLG
Poland Bank transfer Bialowieza	21-jul	8000

This conference report has an evaluation section (attached) that is referred to in the main evaluation report. The donor who received the evaluation report also received the full conference report.

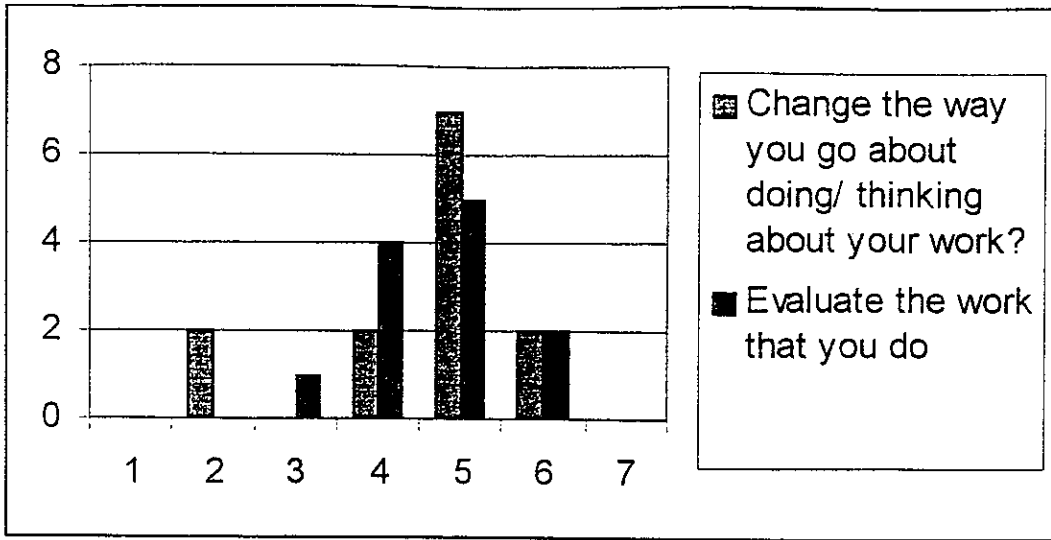
The program person said the two are linked and so I have enclosed the relevant conf. report excerpts.



IV - Evaluation of the Project

Participants were asked to evaluate their learning from the project by filling out a form that had been emailed in advance. (see Appendix 7.)

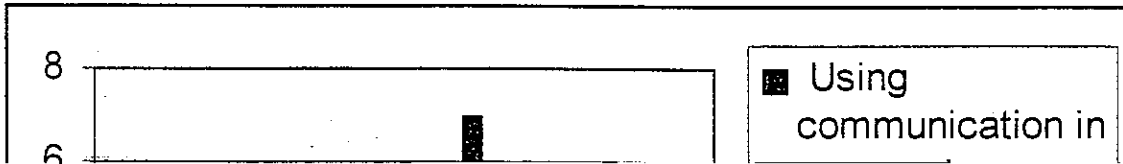
The form reviewed learning gains in knowledge, skills, and attitudes in relation to communication planning, management and undertaking a training activity. We also



3) Attitudes

There was strong changes in attitudes to using communication in their work, applying planning principles for communication and managing communication. Attitudes to arguing for communication in the work place were more widely distributed, though the range was mostly 4-7. Changes in attitudes to evaluating and learning from their work lay in the region of 5

To what extent have your attitudes changed?





We also looked at the relationship between knowledge, skills, attitudes to and actual

performance in evaluating and learning from the work. There is a high accord

between attitude and performance, supported at a lower level by knowledge and

V - Planning the next steps

What will be measures of success of the project next phase?

Good project has	Objectives are
<ul style="list-style-type: none">- impact - results trigger more things- targets achieved- cost benefits- participant satisfaction	<p>SMART</p> <ul style="list-style-type: none">- Specific- Measurable- Achievable

<ul style="list-style-type: none">- good planning- value for nature- sustainability of process/impact- bosses satisfied	<ul style="list-style-type: none">- Realistic- Timely
--	--

understandable. Nature conservation is not focused on whether it could be part of the development

- Other organisations in the country had more experience in training in communication and to stress benefits

success factors

- energiser from sharing experience - useful to come to Bratislava to see what other groups did

- In central Europe the legislation may force more dialogue and participation, and need to build facility for that to happen with accession, there may be an opportunity to help that. Hungary nature protection master plan, small chapter on com ed. Accepted by country, nothing yet on stakeholders, that could be included in the next