



GEF/E/C.68/Inf.01
November 20, 2024

68th GEF Council Meeting
December 16-19, 2024
Virtual Meeting

Agenda Item 7

**SEMI-ANNUAL EVALUATION REPORT OF THE
INDEPENDENT EVALUATION OFFICE: DECEMBER 2024**

(Prepared by the Independent Evaluation Office of the GEF)

SEMI ANNUAL EVALUATION REPORT

2024

CONTENTS

Executive Summary	04
I. Introduction	05
II. Evaluation Work in Progress	06
Evaluation of GEF Support to Nature-based Solutions	07
Evaluation of socio-economic co-benefits of GEF interventions	08
Evaluation of GEF Interventions in International Waters	09
Annual Performance Report 2025 (Focus Broader Adoption and Behavior Change)	10
An Evaluation of the Partnership Dynamics and Competitive Advantage of the GEF	11
III. LDCF/SCCF Evaluations	12
LDCF/SCCF Annual Evaluation Report 2025	13
LDCF/SCCF Program Evaluation	13
IV. Biodiversity Framework Fund	14
V. Update on the Eighth Comprehensive Evaluation (OPS8) of the GEF	15
Deliverables and timelines	16
VI. Updates on Knowledge Management and Communications	19
Recent Activities	20
Publications	24
Website & Media	25
Social Media	26

EXECUTIVE SUMMARY

This Semi-Annual Evaluation Report provides an update on the progress of ongoing evaluations, the Eighth Comprehensive Evaluation of the GEF (OPS8), as well as knowledge management and outreach activities conducted during the reporting period from June 2024 to November 2024. Detailed findings on specific evaluations completed during the reporting period, including the Evaluation of GEF Programs in the Pacific Small Island Developing States, Evaluation of GEF Interventions in Chemicals and Waste Focal Area (GEF5 to GEF-8), and the Evaluation of Components of the GEF Results Based Management System, are available as separate working documents:

GEF/E/C.68/01, Evaluation of GEF Interventions in the Chemicals and Waste Focal Area (GEF-5 to GEF-8)

GEF/E/C.68/02, Evaluation of GEF Programs in Pacific Small Island Developing States

GEF/E/C.68/03, Evaluation of Components of the GEF Results Based Management System.



INTRODUCTION

This Semi-Annual Evaluation Report provides an update on ongoing evaluations and knowledge management activities of the Independent Evaluation Office during the reporting period from June 2024 to November 2024. Three evaluations were completed during the reporting period, including the Evaluation of GEF Programs in the Pacific Small Island Developing States, Evaluation of GEF Interventions in the Chemicals and Waste Focal Area (GEF5 to GEF-8), and the Evaluation of Components of the GEF Results Based Management System. These evaluations are available as separate working documents.



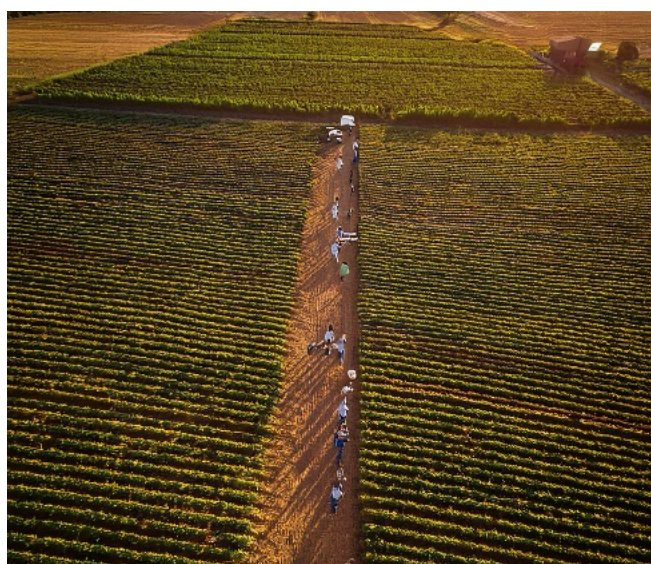
EVALUATION WORK IN PROGRESS

JUNE 2025 COUNCIL



EVALUATION OF GEF SUPPORT TO NATURE-BASED SOLUTIONS

Nature-based solutions (NbS), are actions that protect, manage, or restore natural or modified ecosystems to effectively address societal challenges while promoting human well-being and biodiversity benefits. The GEF has been supporting interventions aimed at protecting, restoring and sustainably managing natural resources for almost three decades.



This evaluation will focus on several key areas: the development of the GEF NbS portfolio, an analysis of the characteristics of GEF projects involving NbS, and identification of factors influencing project outcomes and effectiveness. It will also assess the value and challenges of integrating NbS to achieve global environmental benefits, evaluate the GEF NbS portfolio using standard evaluation criteria such as relevance, results, sustainability, and coherence and draw lessons for future GEF interventions and strategies.

Cross cutting issues such as gender, the private sector, the inclusion of indigenous peoples, and local communities (IPLCs) will also be considered. The evaluation will include case studies from the Philippines, India, Kenya, Peru, Colombia, and Ecuador. The evaluation findings will be presented at the GEF Council Meeting in June 2025.

EVALUATION OF THE SOCIO-ECONOMIC CO-BENEFITS OF GEF INTERVENTIONS

Socio economic co-benefits can be defined as the results of interventions on natural resource protection and climate change adaptation that extend beyond the expected set of environmental outcomes. Examples of co-benefits include improved incomes, livelihoods, health, employment, gender equality, market development, better access to services and preserving cultural heritage.



The GEF is devoting increasing attention to co-benefits. Co-benefits are essential to generate incentives for natural resource protection. This evaluation is the first to be conducted at GEF on this topic. It will analyze the evolution of GEF approaches to co-benefits. It will examine examples of co-benefits, identify their effects, and key stakeholders and beneficiaries, and identify the factors that promote or hinder the generation of co-benefits.

The evaluation will triangulate the findings of several data collection and analysis methods: (i) a review of strategic and portfolio-related documentation of the GEF; (ii) a review of the literature in social sciences on co-benefits; (iii) quantitative analysis from geospatial analysis using satellite data, matched to data from socioeconomic, demographic and health surveys; and (iv) case studies in Chad, Mexico and Nepal. This evaluation will be presented to the GEF Council in June 2025.

EVALUATION OF GEF INTERVENTIONS IN INTERNATIONAL WATERS

This evaluation addresses the adaptive strategy of the International Waters (IW) focal area to the evolving strategic directions of the GEF, as well as global, regional, and national priorities.



The evaluation will synthesize evidence from GEF-5 to GEF-8 program periods, focusing on the relevance, effectiveness, impacts, sustainability, innovation, and knowledge management of GEF's IW programs and projects. Additionally, it will highlight the IW focal area's relation with integrated programs, the comparative advantage of the GEF in IW relative to external actors,. In addition to drawing on evidence from the portfolio and completed evaluations, the evaluation will draw on interviews and insights from the diverse set of participants at the 10th International Waters Conference (IWC10).

The evaluation is expected to be completed by March 2025 and will be presented to the GEF Council in June 2025.

ANNUAL PERFORMANCE REPORT 2025

Focus: Broader Adoption and Behavior Change

The Annual Performance Report (APR) 2025 will include an assessment of project outcomes, risks to the sustainability of outcomes, the quality of monitoring and evaluation design and implementation in completed projects, the quality of project terminal evaluation reports, and an assessment and record of the degree to which GEF Council decisions have been adopted by GEF management, through the management action record.



*The report will cover **2,389** completed GEF projects, including **255** recently completed projects, and will be presented to the GEF Council in June 2025.*

APR 2025 will also include in-depth analyses on broader adoption, quality at entry, post-completion sustainability, activity cycle efficiency, and a study on behavior change.

AN EVALUATION OF THE PARTNERSHIP DYNAMICS AND COMPETITIVE ADVANTAGE OF THE GEF



Special Theme: Role and Contribution of STAP:

The evaluation will include a special focus on the Scientific and Technical Advisory Panel (STAP) to understand its contribution, influence, and impact within the GEF framework. This analysis will shed light on the role of scientific expertise in shaping GEF strategies and initiatives.



Partnership Dynamics:

A central focus of the evaluation will be to examine the relationships among the various stakeholders within the GEF partnership. By evaluating the strengths and dynamics of these relationships, the study aims to identify areas of synergy and opportunities for enhanced collaboration.



The GEF's Strategic Role:

The evaluation will assess the strategic and competitive positioning of the GEF in the contemporary environmental finance landscape, particularly in delivering global environmental benefits.



LDCF/SCCF EVALUATIONS



LDCF/SCCF EVALUATIONS



LDCF/SCCF Annual Evaluation Report 2025

The LDCF/SCCF Annual Evaluation Report (AER) 2025 will provide a comprehensive assessment of project outcomes, their sustainability, and the quality of project monitoring and evaluation (M&E). This assessment is based on an analysis of the ratings and information from terminal evaluations submitted since APR 2023. Additionally, the AER 2025 will review the cohort of completed projects against indicators of gender considerations in design and implementation. Furthermore, AER 2025 will present the management action record to track the adoption of the LDCF/SCCF Council's decisions across the partnership. The AER 2025 will be submitted to the LDCF/SCCF Council in June 2025.

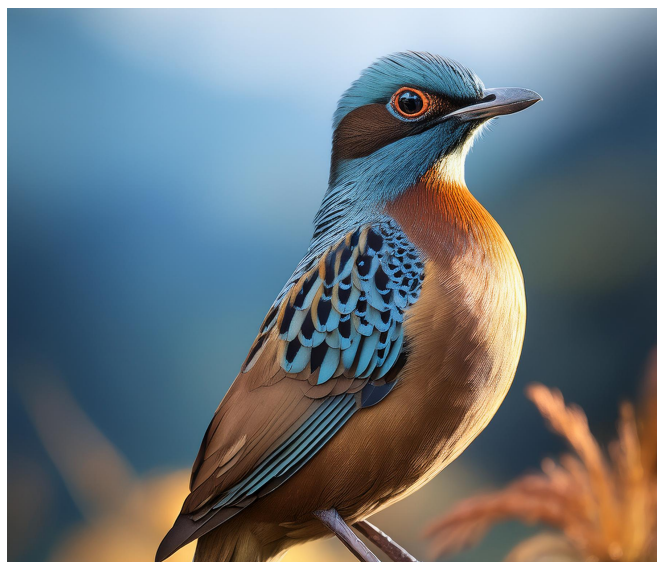


LDCF/SCCF Program Evaluation

Program evaluations of the LDCF/SCCF, conducted every four years, have significantly informed GEF adaptation strategies. These evaluations have been important in validating good performance and results, thereby encouraging donor support for the Funds. The IEO is updating the 2020 and 2021 program evaluations, focusing on progress made toward LDCF/SCCF objectives, response to COP guidance, policy coherence, and health-related interventions. Additionally, the evaluation will assess the Challenge Program for Adaptation under the LDCF/SCCF. Launched by the GEF in 2019, the Challenge Program supports increased private sector engagement in its programming directions. The consolidated report of the Funds program evaluation will be submitted to the LDCF/SCCF Council in December 2025.

GLOBAL BIODIVERSITY FRAMEWORK FUND

In response to the Convention on Biological Diversity decision (CBD/COP/DEC/15/15), the GEF established the Global Biodiversity Framework Fund (GBFF) to provide new and additional funding for biodiversity conservation. The GBFF focuses on eight thematic action areas and prioritizes support for Indigenous Peoples and Local Communities (IPLCs). The GBFF is also designed to consider the special circumstances of Least Developed Countries (LDCs) and Small Island Developing States (SIDS) and is expected to provide targeted support to help them implement the Kunming-Montreal Global Biodiversity Framework.



The GEF Independent Evaluation Office (GEF IEO) is undertaking an evaluation of the GEF support to the implementation of the Kunming-Montreal Global Biodiversity Framework. The evaluation will focus on themes including the GBFF strategy and design, processes, and the portfolio. Specifically, the IEO will examine the GBFF's relevance, complementarity with the GEF Trust Fund, efficiency of its architecture, thematic coverage, and how it addresses specific Kunming-Montreal Global Biodiversity Framework targets.

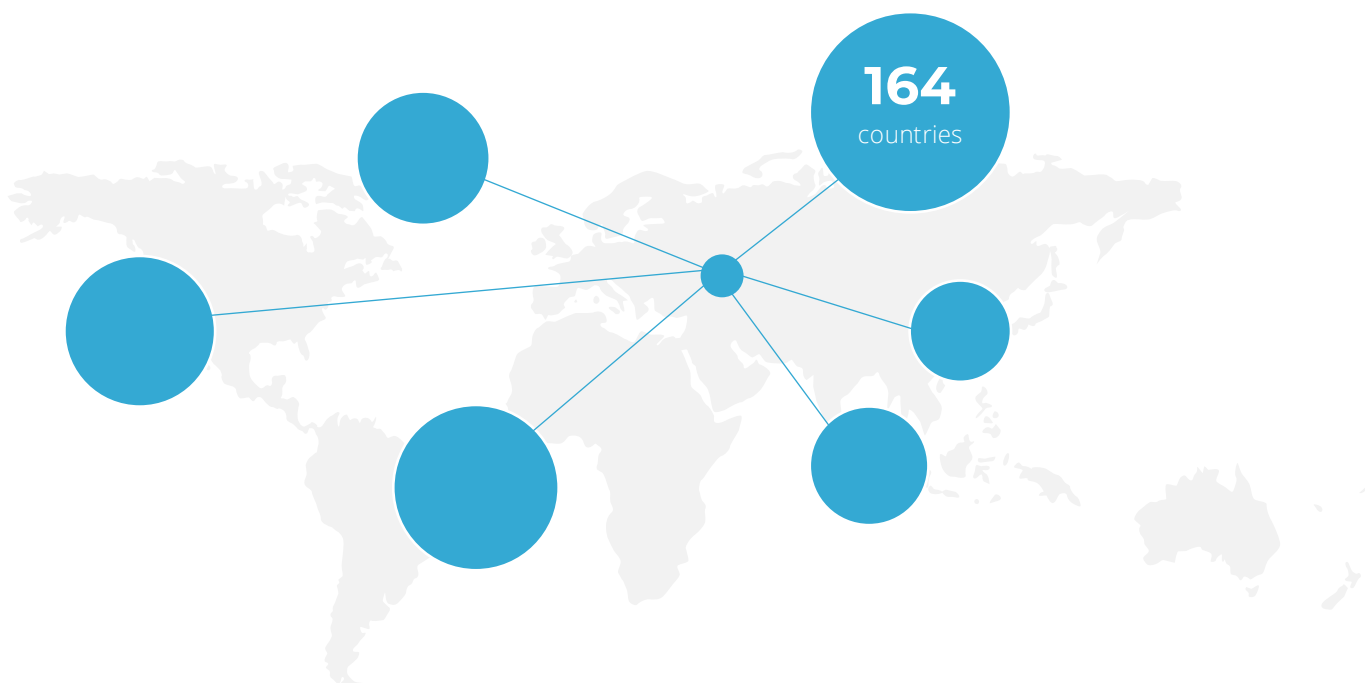
This will include a particular focus on how the GBFF addresses the unique needs and circumstances of Least Developed Countries (LDCs) and Small Island Developing States (SIDS). Additionally, the evaluation will assess the adequacy, predictability, and timeliness of funding, resource allocation principles, and support for Indigenous Peoples and Local Communities (IPLCs).



UPDATE ON THE EIGHTH COMPREHENSIVE EVALUATION (OPS8) OF THE GEF



GLOBAL REVIEW



32 evaluations conducted between FY23 to FY25 will feed into OPS8 (Figure 1)



21 evaluations have been submitted to the Council as of December 2024.



11 approach papers (concept notes) have been prepared and shared with GEFSEC and the Agencies, and data collection is underway.



These evaluations will be completed by July 2025. Thus, findings and insights from all evaluations—completed and currently ongoing-- will feed into OPS8. OPS8 will draw on evaluation evidence from 164 countries.

Deliverables & Timelines

March 2025: Evaluation Findings Highlights (2022-2025) to the first replenishment meeting.

September 2025: Draft OPS8 report (to the second replenishment meeting)

December 2025: Final OPS8 report to the GEF Council

The external advisory panel to OPS8 consists of the following experts: Monika Weber Fahr, Patricia Rogers, Stefan Schwager, Vinod Thomas and Hasan Tuluy. These individuals are recognized international development professionals in the fields of the environment, development, and evaluation and will provide quality assurance through all stages of preparing OPS8. The first OPS8 advisory committee meeting was held in spring 2024. The next meeting will be held in February 2025 to discuss emerging findings, and a final meeting will be held in July 2025 to discuss the draft of the complete OPS8 report.

OPS8 EVALUATIONS

Figure 1

Evaluation	FY23	FY24	FY25
Impacts of COVID-19 on GEF Interventions			
Water Security			
Annual Performance Report 2023			
Climate Information and Early Warning Systems			
Behavior Change			
Strategic Country Cluster: Lower Mekong			
LDCF/SCCF: Annual Evaluation Report 2023			
Report on the Management Action Record			
Drylands Country Cluster			
Global Wildlife Conservation Program			
GEF and LDCF Support to Climate Information and Early Warning Systems			
Learning from Challenges			
Portfolio Level Risk			
Cofinancing in the GEF			
GEF Support to Community-Based Approaches			
Approach Paper for the Eighth Comprehensive Evaluation of the GEF			
Annual Evaluation Report of the LDCF/SCCF			

OPS8 EVALUATIONS

Figure 1 (Continued)

Evaluation	FY23	FY24	FY25
Country Engagement Strategy: Update Study			
Small Grants Program: Update Study			
Annual Performance Report			
Sustainable Cities Integrated Program			
Food Systems & Land Use Integrated Program			
Amazon Basin Country Cluster			
Private Sector Engagement Strategy			
GEF Programs in the Pacific SIDS			
Assessing Inclusion of Marginalized Groups in Fragile and Conflict-Affected Situations			
GEF Support to Nature-Based Solutions			
Policy Coherence in the GEF			
GEF Support to Phasing Out PCBs in Chemicals & Waste			
Socio-Economic Co-Benefits			
Application of Technologies in GEF Projects			
Partnership Dynamics & Competitive Advantage of the GEF			

UPDATES ON **KNOWLEDGE MANAGEMENT & COMMUNICATIONS**

During the reporting period, the GEF IEO actively engaged in knowledge management, learning, and outreach activities, strengthening its role as a leader in evaluation and promoting the uptake of lessons learned across the GEF partnership. The Office developed a Communications Plan (see Annex) for FY2025. Through participation in conferences, workshops, webinars, and strategic engagements, the Office stepped up efforts and shared findings from evaluations, provided capacity-building support, contributed to publications, strengthened the use of social media and partner collaboration, and expanded its knowledge dissemination efforts.

RECENT ACTIVITIES

Through the following engagements, the GEF IEO reinforced its commitment to knowledge dissemination, capacity building, and fostering a culture of learning within the GEF partnership and beyond.

gLocal 2024 Conference Series

The IEO Director and staff organized and participated in four sessions during gLocal Evaluation Week. These events focused on transformational change, showcasing evaluation methods and evidence to support scaling and sustainability in global environmental programs. [More](#)

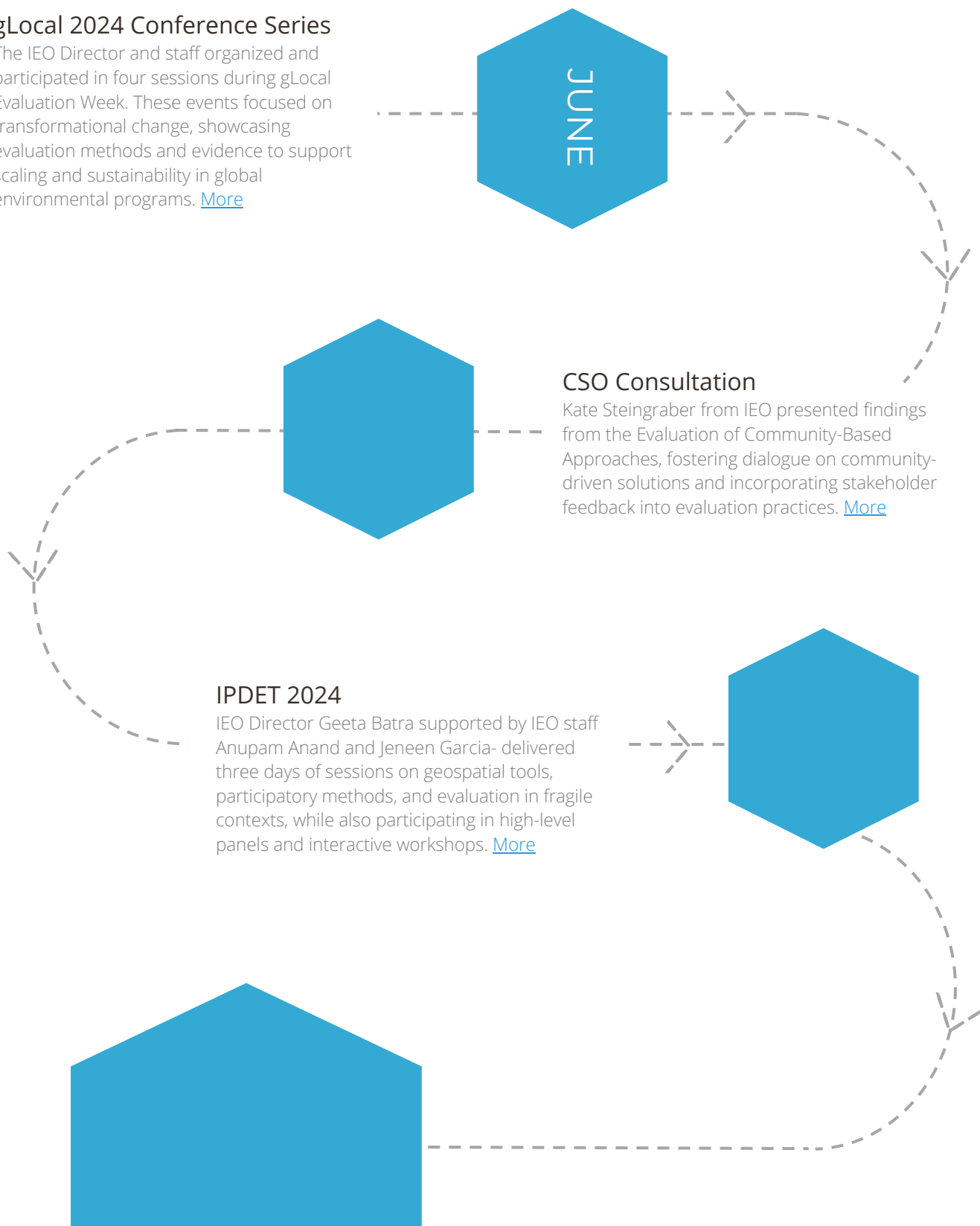
JUNE

CSO Consultation

Kate Steingraber from IEO presented findings from the Evaluation of Community-Based Approaches, fostering dialogue on community-driven solutions and incorporating stakeholder feedback into evaluation practices. [More](#)

IPDET 2024

IEO Director Geeta Batra supported by IEO staff Anupam Anand and Jeneen Garcia- delivered three days of sessions on geospatial tools, participatory methods, and evaluation in fragile contexts, while also participating in high-level panels and interactive workshops. [More](#)





JULY

UNESCO High-Level Political Forum Breakfast Meeting New York

IEO staff Neeraj Negi emphasized GEF's financing objectives and the role of education, capacity building, and experimentation in addressing the climate crisis. [More](#)



SEPTEMBER

Climate Funds "Lessons on Financing Forest Management" Webinar

GEF IEO collaborated with evaluation offices from the multilateral climate funds to host the webinar sharing insights on innovative financing models, including carbon trading and ecosystem payment services. [More](#)



SEPTEMBER

GEF Regional Workshop Quito, Ecuador

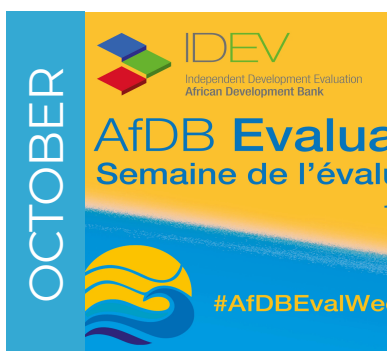
Fabrizio Felloni and Anupam Anand from GEF IEO presented evaluation findings, highlighted OPS8 progress, and opportunities for stakeholder engagement in evaluation processes. [More](#)



OCTOBER

GEF IEO Annual Retreat National Harbor, MD

The GEF IEO held its Annual Retreat in October, providing a platform for staff to align on strategic priorities, foster collaboration, and explore innovative approaches to enhancing the quality and impact of evaluation.



OCTOBER

6th African Development Bank Evaluation Week Abidjan, Côte d'Ivoire

Director Geeta Batra shared findings on how evaluations inform economic resilience, climate action, and policy development in Africa. The session highlighted the importance of integrating evaluation evidence into policy decisions to address the continent's unique challenges. [More](#)



OCTOBER

Technical Workshop on the Amazon, Congo, and Critical Forest Biomes Integrated Program Panama City

In October, IEO staff Anupam Anand and Eki Ramadhan presented findings on artisanal gold mining and behavioral change interventions, offering actionable recommendations for the conservation and sustainable management of critical forest ecosystems. [More](#)



10th International Waters Conference Montevideo, Uruguay

IEO staff Jeneen Garcia and Mitsuaki Hirai presented findings from the Independent Evaluation of the GEF International Waters Focal Area, emphasizing advancements in freshwater governance and transboundary collaboration. [More](#)



European Evaluation Society (EES) Conference Rimini, Italy

IEO Staff Kate Steingraber highlighted the importance of involving communities in the design, implementation, and sustainability of environmental projects. Kseniya Temnenko presented Evaluating Knowledge Management at the GEF, exploring how the GEF enhances its role as a knowledge provider & broker. [More](#)



GEF Partnership Monitoring and Evaluation Conference, Rome, Italy

The GEF IEO and FAO co-sponsored this first network meeting of the partnership on monitoring and evaluation in 30 years. The two-day event promoted evidence-based learning, facilitated the exchange of best practices. [More](#)



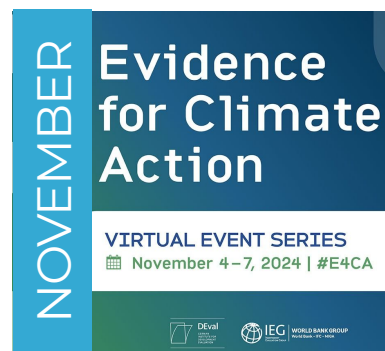
Global Green Growth Week Seoul, South Korea

Director Geeta Batra shared findings from evaluations in fragile and conflict-affected settings, highlighting strategies for integrating conflict sensitivity into climate action and green growth initiatives. [More](#)



National Evaluation Capacities (NEC) Conference Beijing, China

IEO Senior Evaluation Officer Anupam Anand demonstrated the use of geospatial tools in fragile and remote contexts and presenting innovative methodologies for evaluating climate and environmental interventions. [More](#)



Evidence for Climate Action (E4CA) session Webinar

Hosted by DEval and the World Bank IEG. Moderated by Director Geeta Batra, the session focused on embedding resilience into evaluation cycles and emphasized innovative approaches, including portfolio-level assessments and process indicators. [More](#)



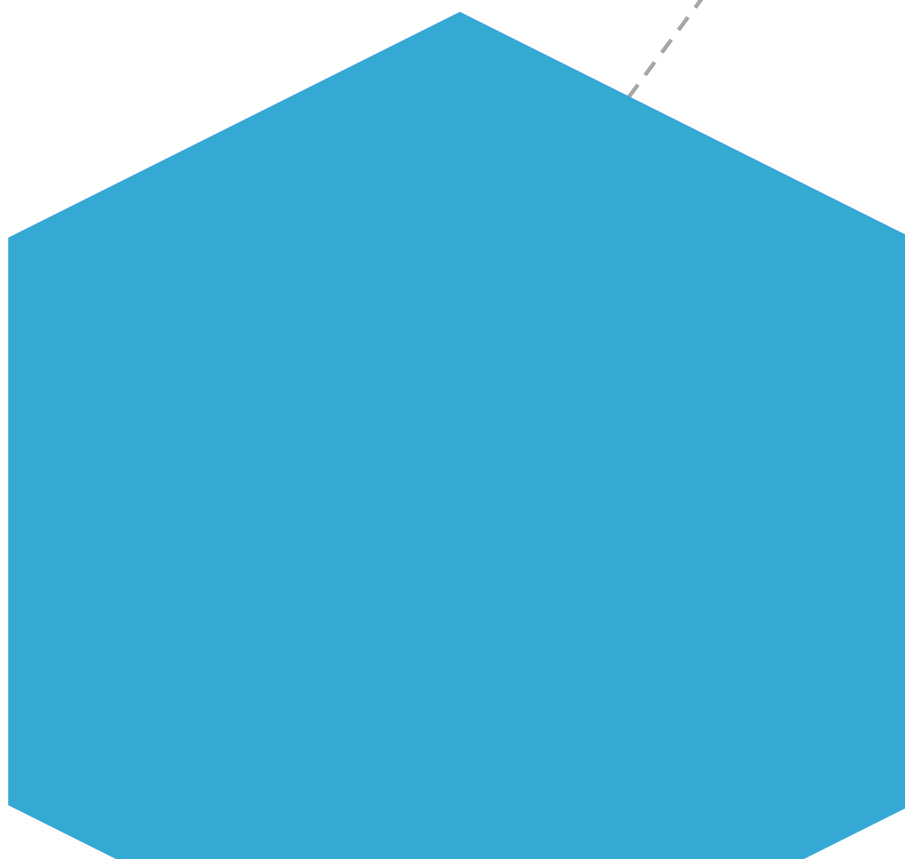
International Evaluation Academy Webinar

Director Geeta Batra presented a review of Vinod Thomas's book Risk and Resilience in the Era of Climate Change and included findings on GEF's focus on equity, innovative financing, and integrated climate resilience strategies. [More](#)



COP29 Baku, Azerbaijan

IEO Senior Evaluation Officer Anupam Anand presented findings from a jointly commissioned climate funds study during the session Using AI in Climate Change Evaluations, emphasizing AI's transformative potential in enhancing evaluation quality and efficiency. [More](#)



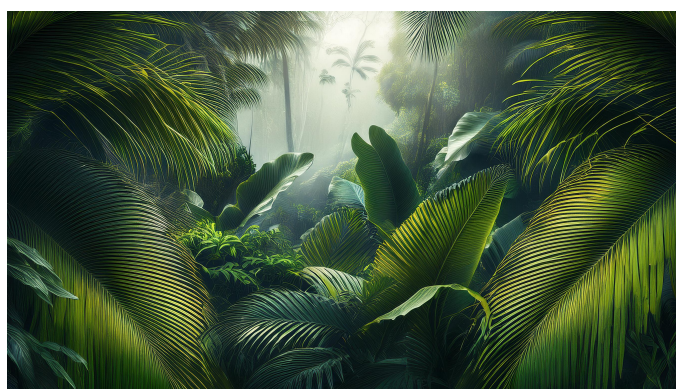
PUBLICATIONS

The GEF IEO contributed to the knowledge base on global environmental evaluation by contributing to several books:



"Assessing The Sustainability Of New Resource Management Policies And Regulations In Liberia's Post-Conflict Peacebuilding Process"

GEF IEO case study co-authored by Geeta Batra and Anupam Anand featured in a UNEP publication on digital technology in environmental peacebuilding. [More](#)



GEF report to UNFCCC UN COP29

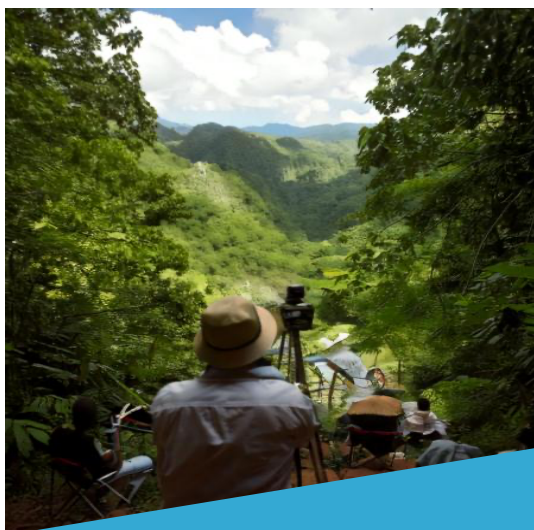
Included a chapter by GEF IEO's Neeraj Negi, Mariana Calderon, and Rasec Niembro highlighting strong alignment with climate strategies and the need for innovative, tech-driven solutions. [More](#)



"Harnessing Geospatial Approaches to Strengthen Evaluative Evidence."

GEF IEO chapter focused on the use of artificial intelligence and geospatial tools in new book on Artificial Intelligence and Evaluation. This work showcased the Office's innovative approaches to integrating AI into environmental evaluations. [More](#)

WEBSITE & MEDIA



EvalVision

The GEF IEO is expanding EvalVision, its video series designed to enhance storytelling and effectively communicate evaluation findings to the GEF partnership and broader audiences. This initiative aims to present insights in engaging, “bite-sized” formats, improving accessibility and impact.



[Website Statistics:](#)

13,705

Total Website Views
between June and November 2024

1,588

Registrants for Online Training
between June and November 2024

Community-Based Approaches

Most Downloaded Evaluation
between June and November 2024



A new version of the GEF IEO website is currently under construction.



The Office is also actively exploring the integration of artificial intelligence and mixed-reality platforms in the development of knowledge management and learning product.

SOCIAL MEDIA

Social media activity has shown a notable increase:



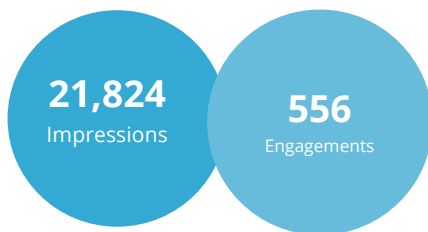
1,653% ▲

Total Impressions
between June and November 2024

1,733% ▲

Total Engagements
between June and November 2024

Top Post



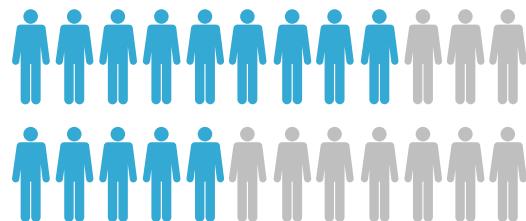
1,100% ▲

Members Reached
between June and November 2024

50% ▲

Follower Base
between June and November 2024

2,284 Followers



Similar growth was experienced across other social media platforms (Twitter/X)



Independent
Evaluation Office
GLOBAL ENVIRONMENT FACILITY



ANNEX



FY2025
**COMMUNICATIONS
PLAN**

Date Created

07.01.2024

Date Approved

07.31.2024

Director

Geeta Batra

Communications Goal

Promoting Impactful Evaluations and Innovative Practices of GEF-IEO for Global Sustainability

To effectively disseminate evaluation findings and highlight the innovative work of the GEF-IEO through diverse content channels, including videos, blogs, social media, and other platforms, to reach a wider audience and raise awareness about the office's contributions to global sustainability.

Core Values

● Excellence

We aspire to follow the highest standards to deliver credible and useful evaluations at the forefront of environmental change.

● Connection

By creating compelling content, we aim to build strong connections and encourage active participation from stakeholders and the broader audience.

● Integrity

We are honest in dealing with each other and the public to build trust.



The Vision

At GEF-IEO, our vision is to increase the impacts of environmental interventions through leadership and excellence in evaluation.



The Mission

Our mission is to promote accountability and learning by showcasing evidence of the GEF's impact on global sustainability and fostering a results-driven culture through innovative evaluation practices.

Performance Targets

Post Impressions

↑ **2x**

LinkedIn

Increase post impressions through improved content and frequency

Post Impressions

↑ **2x**

X/Twitter

Increase post impressions through improved content and frequency

Visits

↑ **2x**

Website

Increase visits and duration on gefeo.org website through new website launch and improved content.

Views

↑ **50%**

EvalVision

Increase video views through new series focusing on evaluation results

Participants

↑ **50%**

Webinars

Increase attendance of webinar events through new innovative series

Joint content

↑ **3x**

Collaborations

Increase number of partnerships with GEF agencies and stakeholders for joint content

Committed to the Planet, Committed to Excellence.



We strive to make every evaluation impactful and insightful, ensuring it adds value to our global sustainability goals. By utilizing cutting-edge methodologies and engaging content, we bridge the gap between complex data and practical action. Our work doesn't stop at just conducting evaluations; we focus on effectively communicating findings to a diverse audience, making our insights accessible and actionable.

At GEF-IEO, our commitment to innovation drives us to continuously improve our practices and outputs. We believe that by collaborating with partners and stakeholders, we can amplify our reach and impact, fostering a culture of transparency and accountability. Our aim is not only to report on what has been done but to inspire change and drive progress towards a sustainable future. Through our dedication to excellence and innovation, we contribute to a better world for current and future generations.

Global Audience



Target Audience

Our target audience includes policy makers (70%), environmental organizations (80%), academia (35%) and the private sector, all of whom use our evaluations to drive informed decision-making and sustainable practices. We raise public awareness through accessible content, keep donors informed about their impact, and collaborate with GEF partners for broader reach and collective impact.



● Policy Makers and Government Officials:

These stakeholders are crucial as they use evaluation findings to inform policy decisions, shape environmental regulations, and allocate resources for sustainability initiatives. Effective communication with GEF Council Members and others ensures that GEF-IEO's insights influence high-level decision-making processes.

● Environmental and Development Organizations:

This includes NGOs, research institutions, and international development agencies that focus on environmental conservation and sustainable development.

● Academia and Researchers:

Academics and researchers in the fields of environmental science, sustainability, and evaluation methodologies are a key audience. Engaging with this group through detailed reports, data visualizations, and webinars can promote knowledge exchange and contribute to the advancement of evaluation practices.

● Donors and Funding Agencies:

Clear and compelling communication of evaluation findings can demonstrate the impact of their investments and encourage continued support.



Private Sector and Industry Leaders:



Businesses and industry leaders who are committed to sustainability and corporate social responsibility can benefit from GEF-IEO's evaluations. Providing them with actionable insights can help integrate sustainable practices into their operations and strategies.

~6,000

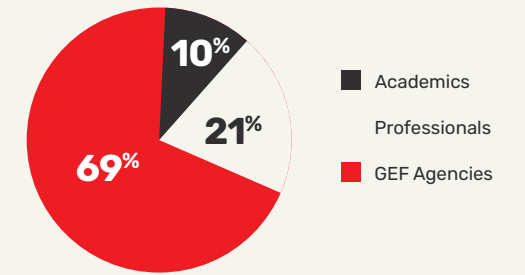
Number of subscribers reached through email marketing engagement (MailChimp, SurveyMonkey)

● GEF Implementing Agencies and Partners:

These include organizations that collaborate with GEF-IEO on various projects and initiatives (GCF, AF, CIF, UNEP). Regular communication with these partners through joint webinars, podcasts, and co-created content ensures alignment and enhances the collective impact of sustainability efforts.

● General Public and Community Groups:

Raising awareness among the general public and local community groups about GEF-IEO's work is essential for building a broader base of support for global sustainability efforts. Simplified summaries, infographics, and social media content can make the information more accessible and engaging for this audience.



Public Relations, Media and Topic Influencers:

Journalists, bloggers, and topic influencers play a big role in spreading information to a broader audience. These individuals and platforms have the power to shape public opinion, raise awareness, and spark conversations around critical issues. By employing a public relations strategy, GEF-IEO can significantly amplify its messages, making evaluation findings and sustainability issues more visible and engaging.

Journalists can provide in-depth coverage and analysis of our evaluations, helping to contextualize our findings within broader environmental and policy discussions.

Bloggers can offer more personalized and detailed insights, breaking down complex data into more digestible and relatable content.



Social media influencers, with their large and engaged followings, can quickly disseminate key messages and visuals, driving immediate engagement and encouraging their audiences to learn more about GEF-IEO's work.

FY25 Strategies

Video Series

Create EvalVision, a series of short videos that showcase the key findings and recommendations from GEF-IEO evaluations in an engaging and visually-appealing manner. These videos can be shared on the GEF-IEO website, social media platforms, and other relevant channels to increase awareness and understanding of the office's evaluations among a broader audience. Video scripts can be repurposed into blog posts, tweets, and other social media content.

New Blogs

Accompany blogs written by GEF-IEO experts with relevant visuals and infographics, highlighting the innovative evaluation approaches, methodologies, and practices employed by the office. These blogs can be shared on the GEF-IEO website, as well as on relevant blogs, websites, and social media platforms, including the monthly GEF Newsletter.

Social Media & Public Relations

Implement a targeted social media campaign on Twitter and LinkedIn to share key evaluation findings, infographics, and other visual content that highlights the innovative practices of GEF-IEO. Use PR to engage with stakeholders, partners, journalists and influencers in the field of evaluation to amplify the office's messages and increase its reach.

Action Items

• EvalVision

Strategy: Create 5 short videos (2-3 minutes each) summarizing key evaluation findings and recommendations. Use engaging visuals and animations.

Key Tasks: Scriptwriting, video production, editing, voiceover.

• Visual blogs

Strategy: Write and publish 8 blog posts featuring innovative visualizations. Share on GEF-IEO and partner websites. Featured 10 times in GEF Newsletter.

Key Tasks: Topic selection, editing, graphics generation.

• LinkedIn/X

Strategy: Develop a targeted social media plan including 3-4 weekly posts per platform, infographics, and engagement activities on Twitter and LinkedIn.

Key Tasks: Content creation, scheduling, community engagement, media outreach.

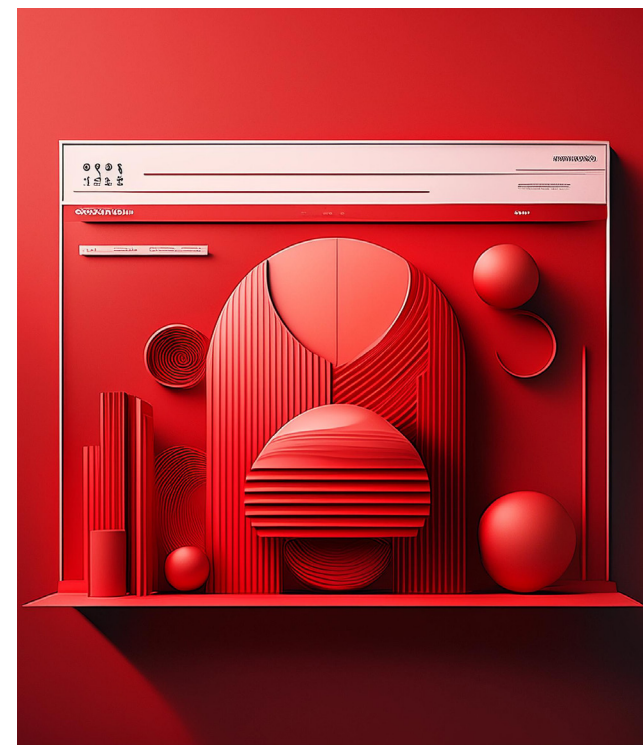
New Website

Interactive

Enhance the GEF-IEO website with interactive features, such as multimedia content, data visualizations, eReader, to provide a comprehensive and engaging platform for sharing evaluation findings and highlighting the innovative work of the office.

Visual Appeal

Use a clean and modern design with consistent branding. Regularly update the website with new content, blogs, videos, and infographics to keep the audience engaged and informed.



Responsive Design: Ensure the website is accessible on various devices and screen sizes.

Intuitive Navigation: Simplify the site structure so users can easily find what they're looking for.

Scalability: Choose a CMS that can handle an increasing amount of content and traffic.

Flexibility: Ensure the CMS allows for easy updates and customizations without extensive coding.

User-Friendly Interface: Non-technical users should be able to update content easily.

Performance Optimization: Implement caching, compress images, and use a content delivery network (CDN) to improve site speed.

Analytics Integration: Use tools like Google Analytics to monitor and analyze site traffic and user behavior.

Modular Architecture: Use a modular approach to development, allowing easy addition or removal of features.

Customizability: Allow for customization through themes, plugins, and extensions.



FY25 Strategies

Webinars

Conduct webinars that feature GEF-IEO experts discussing the findings, methodologies, and innovations of the office's evaluations. These webinars and podcasts can be promoted through the GEF-IEO website, social media platforms, and relevant networks to provide a platform for knowledge sharing, engagement, and dialogue on evaluation-related topics.

Podcasts

Conduct podcasts that feature GEF-IEO experts discussing the findings, methodologies, and innovations of the office's evaluations. These webinars and podcasts can be promoted through the GEF-IEO website, social media platforms, and relevant networks to provide a platform for knowledge sharing, engagement, and dialogue on evaluation-related topics.

Newsletters

Launch a quarterly newsletter to provide an overview of GEF-IEO's evaluation activities, key findings, events and innovative practices.

Partner Collaboration

Collaborate with GEF implementing agencies, partner organizations, and other stakeholders to jointly disseminate evaluation findings and highlight the innovative work of GEF-IEO. This can involve co-creating content, joint webinars or podcasts, and cross-promotion on relevant platforms to reach a broader audience and maximize the impact of the office's evaluations.

Action Items

• Webinars

Strategy: Conduct 3 webinars with GEF-IEO experts on key findings and methodologies. Promote via email and social media.

Key Tasks: Content planning, speaker coordination, recording, editing.

• Podcasts

Strategy: Conduct 3 podcasts with GEF-IEO experts on key findings and methodologies. Promote via email and social media.

Key Tasks: Content planning, speaker coordination, recording, editing.

• Newsletters

Strategy: Quarterly issues with evaluation updates and upcoming events, using engaging visuals and interactive content.

Key Tasks: Content creation, design, distribution, audience engagement, promotion.

• Collaboration

Strategy: Partner with GEF agencies and stakeholders for joint content and webinars. Cross-promote on relevant platforms.

Key Tasks: Partner engagement, content co-creation, promotion.

Interactive Data Visualizations

Mixed Reality

Develop interactive data visualization tools that showcase the evaluation findings of GEF-IEO in a user-friendly and visually appealing format. These tools can be embedded on the GEF-IEO website, shared on social media, and used in presentations to enable stakeholders to explore and understand the evaluation findings in an interactive manner.

Infographics

Create visually appealing infographics, charts, and graphics that summarize the key findings, recommendations, and innovative practices of GEF-IEO evaluations. These visuals can be shared on social media, included in blogs and articles, and used in presentations to make the evaluation findings more accessible and engaging to a wider audience.

• Mixed Reality

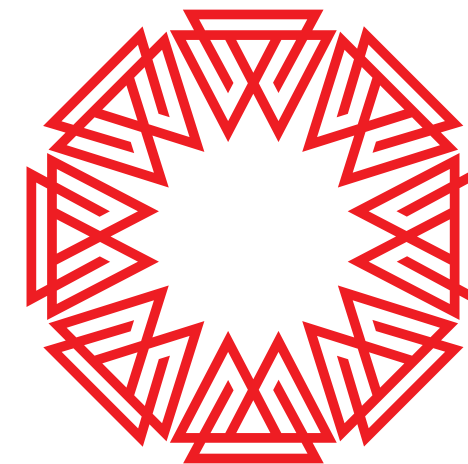
Strategy: Develop interactive tools for data visualization to present evaluation findings and/or improve current training module. Embed on the website and share via social media.

Key Tasks: Design, development, testing, integration.

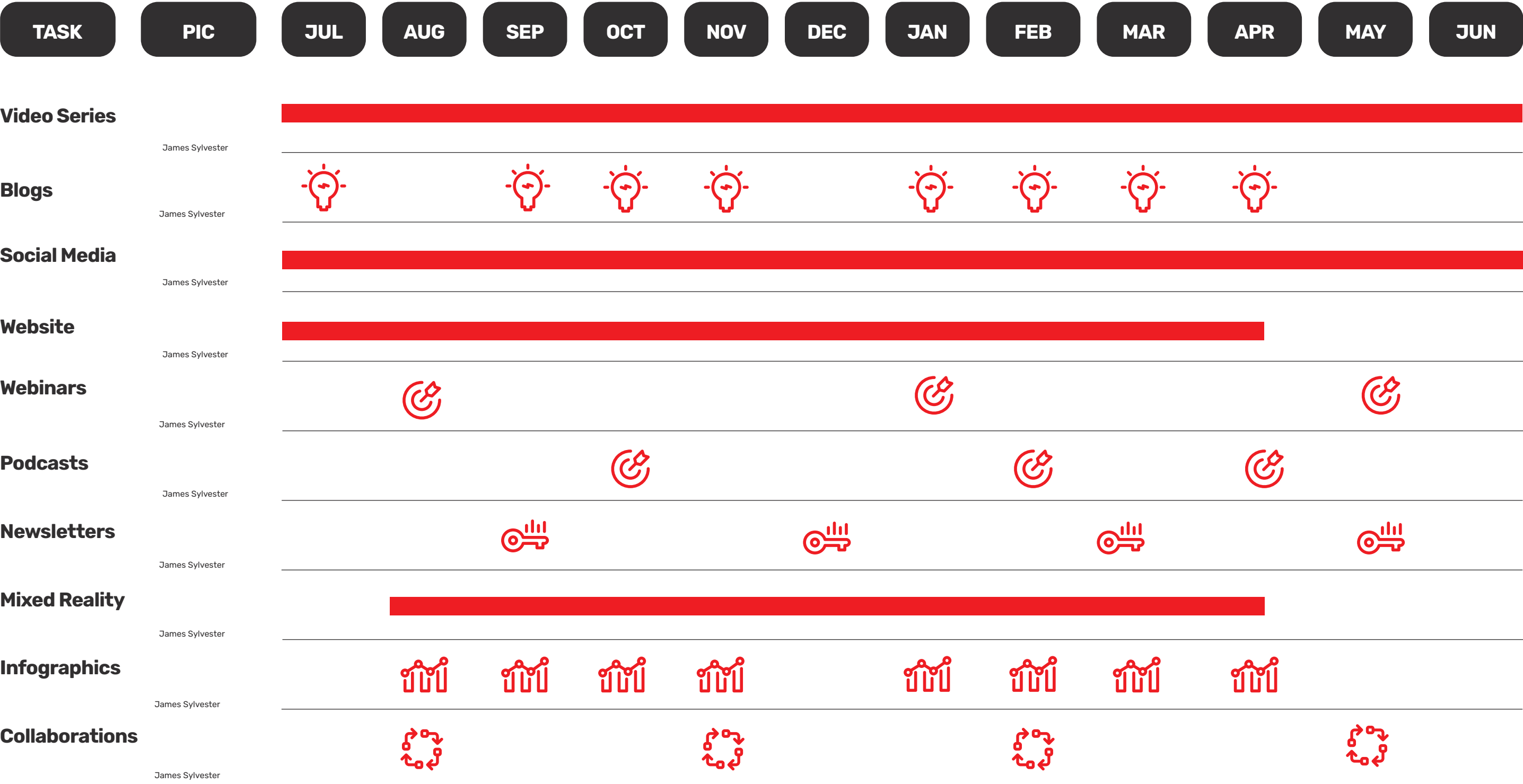
• Infographics

Strategy: Create 8 infographics and visual summaries of evaluation findings. Use for social media, blogs, and presentations.

Key Tasks: Design, review, publishing.



Delivery Timeline



Activities constitute 3-5 % of GEF IE0 Budget



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