

Step 6: Write a report to share learnings internally

It is important to capture the results of the data collection and analysis (the impact study or evaluation) and the outcomes of the workshop in a format that ensures that the findings are understood and utilized, for example, to inform an improvement of the EAP or the action implementation process. Therefore, before writing a report, it should be clear who the main audience is, e.g. the FbF project team; individuals in government departments; donor and partner staff; development professionals working with similar projects or programmes; students; or community groups?

Regardless of who the target audience is, the report should be readable, straight to the point, and use a plain language writing style that promotes understanding and ensures accessibility to the information for all stakeholders.

It is good practice to follow the “One-Three-Twenty-Five (1:3:25) principle”: a 1 page outline, a 3 page executive summary and 25 pages to present the findings and methodology. Use visual aids (charts, organigrams, tables) where they help to clarify the main messages, and remove any “chart junk” that does not add informative value. It is suggested to use descriptive chart titles so that charts can stand alone without needing to read the evaluation report to understand the information they convey.

A good evaluation report contains these basic components:

- An executive summary containing a condensed version of the most important aspects of the evaluation (see previous point).
- A summary of the evaluation’s focus, with a discussion of the purpose, objectives and questions used to direct the evaluation.
- A summary of the evaluation plan.
- A discussion of the findings of the evaluation, with complete statistical and case study analysis. A discussion of the evaluation’s conclusions and recommendations.
- Any additional information required, such as terminology, details of who was involved in the evaluation, etc. in an appendix.

Resource:

- Better Evaluation section on [“Report and Support Use of Findings”](#)