

The step change award

GOLD: THE WORLD BANK - THE WORLD BANK'S COMMUNICATIONS MEASUREMENT AND EVALUATION FRAMEWORK

IN SUMMARY

Communication is a key driver of the World Bank's ability to deliver financial and political support and establish global thought-leadership.

In 2018, it launched a Measurement and Evaluation programme to increase the effectiveness of the organisation's communications programmes. To lay the foundation for the communications M&E framework, communication leaders across the organisation were interviewed to understand existing goal-setting processes, approaches to measurement and the steps necessary to adopt a framework.

Increased strategic understanding of measurement practices, strong support from management, and emphasis on building internal capacity were critical components of the World Bank's success in applying the new M&E framework.

Notable results include the Human Capital Project (HCP), a global campaign advocating for developing governments to increase investments in people, which used the M&E framework to measure communications impact. The campaign also led to 70 governments signing-up as HCP countries.

WHAT THE JUDGES SAY

A very well thought-out comprehensive measurement programme, not only looking at the past, but also to help future planning. It had a clear brief and thorough and well-invested approach. There were clearly expressed goals and the execution was enhanced with great use of external links and support material. The fantastic outcomes confirm the effectiveness of evaluation. The only criticism is no mention of Barcelona Principles and there could be a more detailed description of the KPIs.