**Challenges**

- Misconception of the evaluation
- Risk of rejection of findings
- Poor national support
- Taking the findings personally
- Fear of consequences such as audit, personal consequences, funding freeze etc.

**Solutions**

- Communication is key - adopt a constructive way of communicating
- Take videos and vlogs, sharing stories of people - helps to present where the findings are coming from
- Use evaluation action trackers
- Use the management response approach - ask the project team to react on evaluation findings and recommendations
- Integrating additional qualitative approaches to our evaluations e.g. outcome harvesting

**Important to map stakeholders and ensure their participation/engagement during the whole evaluation**

- Highlight that evaluation is an opportunity to learn and improve and not an audit to be punished
- Shift the language and put yourself in the position of the project team

- Make people hear their voice, from the design of the program
- When involved, one can accept even negative results
- Use of 'stories of change'
- Importance to clearly explain the purpose of the evaluation
- Shifting from blame to generating new ideas

**Target different stakeholders with different communication approaches**

- Pay attention to the language we use - remain objective, neutral and avoid negative wording
- Remain factual, de-personalize the evaluation
- Importance to clearly explain the purpose of the evaluation
- Create trust and credibility to avoid misunderstandings at the end/moment of evaluation