**Communication & Engagement Plan checklist**

1. **Sections[[1]](#footnote-1)**
2. **Aim**

|  |  |  |
| --- | --- | --- |
|  | **Yes/No/Partly** | **Comments/Evaluation** |
| Is the aim of the plan present? |  |  |
| Have the targets been identified? |  |  |
| Are the messages explained? |  |  |
| Is how the message going to be distributed clear? |  |  |
| Are the media channels identified? |  |  |

Action points, if any:

* XXX

**2.1 Actions**

|  |  |  |
| --- | --- | --- |
|  | **Yes/No/Partly** | **Comments/Evaluation** |
| Are the objectives present? |  |  |
| Are the actions present? |  |  |
| Are the purposes present? |  |  |
| Are the responsible/accountable indicated? |  |  |
| Is the method present? |  |  |
| Are the messages present? |  |  |
| Is the target audience present? |  |  |
| Are the target audience numbers present? |  |  |
| Is the timeline present? |  |  |

Action points, if any:

* XXX

**2.2 Gantt**

|  |  |  |
| --- | --- | --- |
|  | **Yes/No/Partly** | **Comments** |
| Is a Gantt chart present? |  |  |
| Is the timeline well defined? |  |  |
| Does the Expo use its own PM software? |  |  |
| Is the Gantt chart being kept up to date? |  |  |

Action points, if any:

* *XXX*

1. **Evaluation**

|  |  |  |
| --- | --- | --- |
|  | **Yes/No/Partly** | **Comments** |
| Are the actions present? |  |  |
| Are the dates present? |  |  |
| Are the numbers of members reached present? |  |  |
| Are the comments present? |  |  |
| Do the comments include what went well in the implementation of the action? |  |  |
| Do the comments include what could be improved next time in the implementation of the action? |  |  |

Action points, if any:

* *XXX*

1. **Overall evaluation criteria[[2]](#footnote-2)**

Please add a few lines on the document following each evaluation criterion.

1. Relevance

XXX

1. Coherence

XXX

1. Effectiveness

XXX

1. Efficiency

XXX

1. Impact / Long term sustainability

XXX

1. **Additional comments and suggestions for improvement to share with the organisers**

* XXXX
* XXX

1. When making comments or suggesting action points please keep in mind that they should address if the section is (i) complete, (i) relevant to the overall strategy, (ii) coherent with the overall plan, contributes to making the plan (iii) effective, (iv) coherent and (v) sustainable in the long term. [↑](#footnote-ref-1)
2. Please refer to the OECD guidelines on the evaluation criteria: https://www.oecd.org/dac/evaluation/daccriteriaforevaluatingdevelopmentassistance.htm [↑](#footnote-ref-2)