

Instruction project completion report

The project completion report is in fact a final progress report providing a comparison between the start of the project and the situation at the end of the project. Moreover the project completion report includes lessons learnt and recommendations. The project completion report should reflect the opinion of both the implementing team and the beneficiaries.

EVD International will use the project completion report for evaluation purposes. Firstly for the final assessment before closing the project and secondly for the evaluation of the long term effects of the programme. Moreover the lessons learnt and recommendations will be taken to heart in future project development. The project leader is requested to send the report also to the beneficiaries and the Royal Netherlands Embassy.

Instruction project completion report

The summary of the evaluation meeting with the beneficiaries makes up the most important part of the final report. In addition, the report should allow the reader to get sufficient insight in the purpose, results and activities of the project. A guidance document for the evaluation meeting with beneficiaries is provided in annex 1. Finally, the implementing team is requested to write a short text for publication purposes. Instructions for this publication text are provided in annex 2.

For each of the points of attention for the evaluation with beneficiary and counterpart, a short summary has to be provided in the final report. In addition, the implementing team is invited to include any additional remarks.

1 Introduction

2 Project results

3 Project activities

4 Cooperation between implementing team and beneficiaries

5 Programme objectives

6 Project effect and sustainability

7 (Dutch) economic interests

8 Important developments

9 Follow up and recommendations

10 Publication text in Dutch and English (see annex 2)

Annex 1 Guidance document for evaluation with beneficiary and counterpart

At the end of the project, the implementing team is expected to evaluate the project with beneficiaries. The summary of this evaluation will be the most important ingredient of the final report.

Points of attention for the evaluation with beneficiary and counterpart

With regard to the following subjects (in bold), a short summary is expected in the final report. For each of the subjects a brief explanation and/or example questions are provided. This document is to be used as guideline. The implementing team is free to structure the evaluation meeting as they wish and to decide exactly what questions are asked as long as all the subjects (in bold) are addressed.

Project results

Discuss each of the project results. Evaluate to what extent the envisioned results have been achieved.

Project activities

Go over the project activities. What activities were considered most/least useful? Did the activities logically lead to the envisioned results and the aspired purpose? What lessons can be learnt regarding the work plan and the project organisation?

Cooperation between implementing team and beneficiaries

Evaluate the cooperation between the implementing team, beneficiary and counterpart. Did all parties have the same expectations with regard to the project? Was everyone committed to the project? Did any problems occur while organising activities and making appointments? Was it easy to communicate per e-mail/phone/letter and in person? Did all parties have enough human resources available?

Programme aims/objectives

Economic Interest

Discuss how and to what extent the project has improved the conditions for bilateral trade and investment relations. The project:

- solved a trade barrier;
- created a market for NL companies by improving implementation or maintenance of a certain government policy;
- promoted a new policy that is favorable for Netherlands companies;
- introduced Netherlands entrepreneurs to foreign decision makers.

Bilateral public relations

Discuss how and to what extent the project has contributed to the strengthening of the bilateral public relations. Have new contacts been established between public organisations in the Netherlands and the recipient country? Have the existing relationships become stronger? What does everyone expect and/or wish with regard to (the established) relations in the future? Are there already plans for follow up actions?

Project effect and sustainability

Discuss the effect of the project. How has the project affected the beneficiaries? What will happen with the results? Has the overall purpose been realized? Discuss the sustainability of the project. What will be the long term effects? Discuss the actions that have been undertaken in order to assure the sustainability of the project. Is there something that should have been done differently?

Important developments

Discuss whether there have been any developments during the project runtime, that affected the project? For example elections, organisational changes or decisions in Brussels. How did they affect the project? Evaluate how they have been dealt with. Are there any important developments that should be mentioned to the relevant parties within the Netherlands Government or possibly to relevant Netherlands enterprises?

Follow up and recommendations

Discuss what further actions the beneficiaries are recommended to undertake. During the project implementation, has an additional need for a capacity building project been identified? What subjects should be paid attention to during a possible future project?

Annex 2 Publication text instructions

At the end of the project, the implementing team is expected to provide a text for publication purposes. The text is approximately 20 sentences long, that should be delivered in English and Dutch and will be used by the EVD International to inform the relevant public and private network about the project for instance by placing in on the EVD International website. Some editing may occur. The implementing team is encouraged to use the text for publication purposes as well. EVD international would also like to receive the text electronically. Please send any images as separate files. Below instructions for writing an interesting publication text are provided in Dutch.

HANDLEIDING VOOR EEN NIEUWSBERICHT

Vaste onderdelen

Een kop

Kort, krachtig en aansprekend 3 tot 5 woorden. (Dus niet de hele titel van het betreffende project). Onder de eigenlijke kop kan nog een toelichtende kop komen.

Lead

De lead is bedoeld om aan te geven waar het artikel over gaat - zonder een samenvatting te geven - maar ook om aandacht te vragen voor de rest van het artikel. Tip: probeer attentie van de lezer op te roepen d.m.v. een opmerkelijk citaat, een opvallende zin of aandacht trekkende bewering. Bedenk waarom het stuk juist voor de lezer interessant is. Denk goed na over wie je doelgroep is en pas je tekst daarop aan.

Een goede lead bevat:

- een duidelijk verband met de kop;
- informatie die ook elders in de tekst te vinden is. Ook als men de lead overslaat, moet het artikel te begrijpen zijn.

Tussenkopjes

Door een kopje boven elke alinea te zetten stuur je de lezer, ze geven aan waar dat stukje tekst over gaat. Ze fungeren ook als aandachttrekkers en rustpunt van de lezer. Een lezer houdt vaak al halverwege op met lezen... dus zorg dat d.m.v. de kop/lead/tussenkop de belangrijkste punten zijn vermeld.

Praktische tips

- Probeer de feiten zó te selecteren dat je de lezer **nieuwe informatie** aanbiedt;
- Een artikel spreekt het meest tot de verbeelding wanneer het **menselijk element**, de 'human interest' groot is. Is er een link te leggen met de situatie van de lezer?;
- Gebruik waar mogelijk **citaten/opmerkelijke uitspraken** van uitvoerders, beneficiaries (b.v. tijdens een evaluatie gesprek of seminar). Dit brengt het onderwerp tot leven voor de lezer!
- Een nieuwsbericht is **geen rapportage** aan de EVD! Het project hoeft niet in detail beschreven te worden, haal er bijvoorbeeld 1 of 2 aspecten - bijvoorbeeld een succesvolle uitkomst of een bijzonder event - uit die je wilt belichten.
- Belangrijk: schrijf het stuk in een verhalende versie, dus **geen opsommingen** en bijvoorkeur **geen lijdende vorm** gebruiken;
- Gebruik **zo min mogelijk hulpwerkwoorden** (worden/kunnen/moeten/ mogen of zullen) Dit maakt het stuk snel saai en onpersoonlijk. Gebruik het principe 'wie doet wat-zinsbouw.

- Bepaal voor wie je het bericht schrijft. Houdt goed in gedachten wie je lezer is: verplaats je in de doelgroep.
- Een **foto** die past bij het artikel is altijd welkom;
- Gebruik **eenvoudig taalgebruik**, vermijdt ambtelijke taal en gebruik korte zinnen;
- Leg moeilijke begrippen en afkortingen altijd (simpel!) uit;