

UNHCR Evaluation Management Response	
Evaluation title:	Evaluation of the 'Telling the Real Story (TRS) 2.0 Project'
UNHCR evaluation reference:	ES/2021/02
Entity that commissioned the evaluation:	Division of External Relations (DER)
Due Date of Management Response:	4 July 2021
Date Management Completed:	
Coordinator of Management Response:	Alexandra McDowall
Management Response cleared by:	Dominique Hyde

General comments on the evaluation:	
Office/unit:	
Comment:	

RECOMMENDATION 1:	Develop a set of toolboxes that enable/support a number of project processes.
Proposed Actions	<p>These could include:</p> <ul style="list-style-type: none"> a. Describing the content generation process in a way that can be used by other units from UNHCR, and which ensures that lessons learned from content generation experiences are documented. b. Developing a system to systematically monitor the content delivery system in an effort to identify what works best for whom. The findings of this report can be used as a point of departure. c. Developing a process to ensure that content development and delivery is based on systematic learning (steps a and b above). e. Developing material that explains in detail the TRS 2.0 concept to further ensure synergies between the activities of TRS and country operations and, in regions where TRS is not yet operating, roll-out the Toolkit so that UNHCR staff working on Communicating with Communities (CwC) are better informed on what TRS 2.0 does and better able to explore how the TRS Toolkit can be of value to them with other CwC efforts they are engaged in.
Management response:	<input checked="" type="checkbox"/> Agree <input type="checkbox"/> Partially agree <input type="checkbox"/> Disagree
Reasons (if partially agree or disagree):	
Unit or function responsible:	Indicatively: TRS HQ Team and in TRS field team

Top line planned actions		By whom	Comments	Expected completion date	Progress	
					Status	Comments
1.	Compilation of TRS Toolbox to include content creation process based on lessons learned	TRS HQ team		31/06/2022	ongoing	
2.	Continue injecting TRS experience of refugee inclusion in awareness raising/information sharing, into protection and external relations activities	TRS HQ team TRS field team UNHCR country operations UNHCR Bureau		31/03/2022	ongoing	

RECOMMENDATION 2:	UNHCR should explore opportunities to use the knowledge secured by TRS in its broader efforts to communicate with persons of concern.
Proposed Actions:	<p>This can include discussions on:</p> <p>a. The role that the approach taken by TRS can play as part of UNHCR protection and assistance efforts, particularly with regard to persons on the move.</p> <p>b. The use of approaches to develop and share information with persons of concern as part of UNHCR's efforts to communicate with communities more widely.</p> <p>c. The role of information as a means of empowering persons of concern in a more holistic fashion and as a way of effectively engaging a broader set of actors, such as diaspora. These efforts could, for example, help to find alternatives for persons of concern that have not yet been explored.</p> <p>d. The role of information and proactive efforts to identify those who may benefit from the information and sharing it with them. This can include a broader thematic field such as issues of livelihoods, self-reliance, community empowerment.</p> <p>f. Exploring the strategic implications of using some of the approaches and lessons from TRS as a way of promoting UNHCR's accountability to affected people.</p>
Management response:	<input checked="" type="checkbox"/> Agree <input type="checkbox"/> Partially agree <input type="checkbox"/> Disagree
Reasons (if partially agree or disagree):	

Unit or function responsible:		Indicatively: TRS team as a whole; DIP, DER, and Regional Bureaus				
Top line planned actions		By whom	Comments	Expected completion date	Progress	
					Status	Comments
1	TRS will report to the Division of International Protection in 2022 with a view to building on TRS activities and aligning with UNHCR's approach to Accountability to Affected People.	TRS team, DIP		1/01/2022	Planning for transition from the Division of External Relations to the Division of International Protection has started	
2.	TRS will continue to work with relevant teams within the Division of External Relations (Social Media, Goodwill Ambassador, Content, Digital Engagement) and cross divisional groups (RCCE) to place refugee stories gathered by TRS at the centre of UNHCR communications.	TRS HQ team DER DIP Innovation Service		Ongoing	Ongoing	
3.	TRS will continue to work country operations protection and external relations teams as well as thematic protection and external focal points in Bureaus to merge TRS channels for communicating with communities (both face to face and digital) with efforts to enhance operations' Accountability to Affected People.	Country operations Bureaus SE Office Western and Central Mediterranean		Ongoing	Ongoing	

RECOMMENDATION 3:	Reliable and valid information is in short supply and critical to ensuring that people at risk of irregular movement are able to make informed decisions. Efforts to support the provision of information to vulnerable groups should be understood as an important element of efforts to protect populations at risk of irregular movement/trafficking.
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Proposed actions:		These efforts could take into consideration where people are (home country/camp/transit country in an urban area), which group they belong to and how long they have been at their current locations; as well as elements such as gender, age, having a disability.				
Management response:		<input checked="" type="checkbox"/> Agree <input type="checkbox"/> Partially agree <input type="checkbox"/> Disagree				
Reasons (if partially agree or disagree):						
Unit or function responsible:		Indicatively: TRS HQ team; TRS Team, DIP, DER, SE Office for the Western and Central Mediterranean Situation and Regional Bureaus				
Top line planned actions		By whom	Comments	Expected completion date	Progress	
					Status	Comments
1.	Explore replicating TRS method of engaging persons on the move – inter alia through diaspora and protection networks, with particular attention to age, gender and diversity considerations in communicating with communities on the move.	TRS HQ team DIP Bureaus SE Office West and Central Med		Ongoing	Ongoing	
2	Expand awareness raising activities to include information provision about available services and referrals to protection networks in the context of mixed flow situations.	TRS HQ team DIP DER Innovation Service Bureaus SE Office Western and Central Mediterranean		Ongoing	Ongoing	