



AU-ECA  
**Conference  
of Ministers**

**25-31 March 2015**

Addis Ababa  
Ethiopia

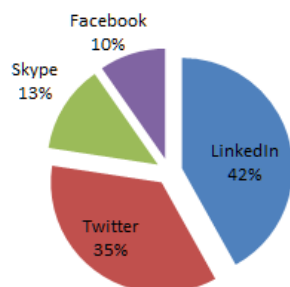


## Evaluation Survey Report

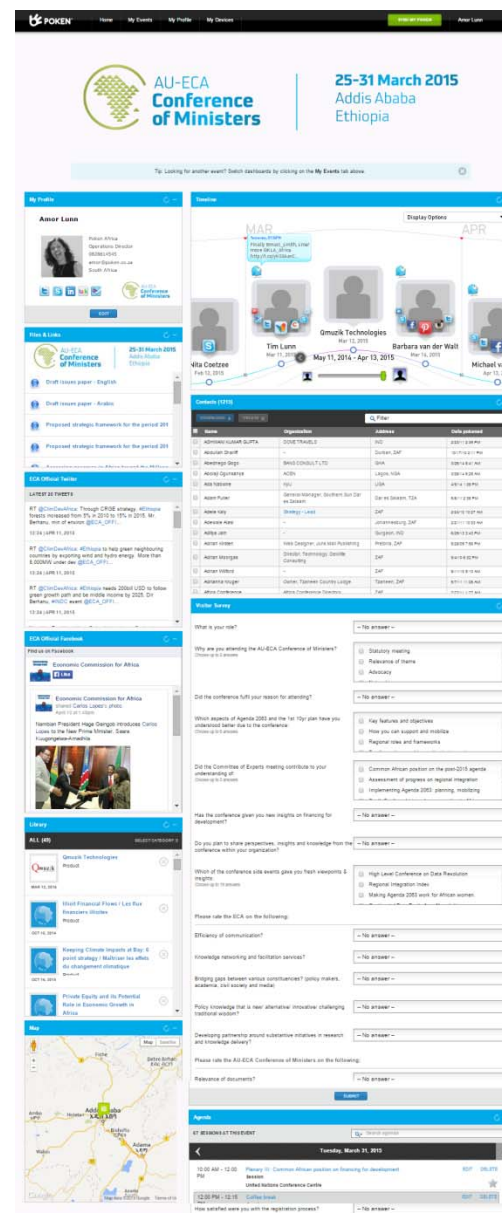
## Event Statistics

The following stats were extracted directly from the AU / UNECA 2015 Conference of Ministers poken campaign dashboard:

- 795 delegates with COM15 poken (1263 delegates registered)
- 41 Touch points for documents (En & Fr)
- 184 Touch points for survey answers (En & Fr)
- >53,000 interactions between delegates
- >11,200 unique survey answers (<1% online)
- >5,500 digital files collected (equivalent of number of paper documents saved)
- LinkedIn & Twitter most used social networks



Note: Numbers are rounded down



## Survey Overview & Objective

UNECA Strategic Planning and Operational Quality Division distributed COM15 pokens and deployed poken touchpoints distributed over 6 double sided bilingual survey boards (English/French) in the main atrium outside the main conference rooms.



The objective was to elicit feedback from attendees across two main themes, firstly the conference itself with special focus on key themes and understanding, and secondly a selected aspects of the work of UNECA.

The touchpoints were designed to be very easy to use and provide a large amount of feedback from as many attendees as possible. The response and adoption of this new technology, which was presented to attendees with little or no introduction was remarkably enthusiastic.

In addition an online survey was included in each attendees poken account – results from that are incorporated in this report and available separately in accompanying breakdown.

## Survey Analysis & Report



- 11,404 valid interactions.
- 1267 people signed up for event.
- 795 poken were distributed.
- 550 unique users participated in the survey which accounts to 70% participation.







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Tell us what you think!



Touch your  
AU-ECA Conference of Ministers Poken  
on the answers below  
to give your feedback - wait for the green glow

Legend



Very satisfied



Satisfied



Dissatisfied

**RANK 1,2,3**

## WHAT IS YOUR PROFILE?



## WHY ARE YOU ATTENDING THE AU-ECA CONFERENCE OF MINISTERS?



## DID THE CONFERENCE FULFIL YOUR REASON FOR ATTENDING?



Note: %'s are rounded down



United Nations  
Economic Commission for Africa

**Interactive Survey**



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## WHICH ASPECTS OF AGENDA 2063 AND THE 1ST 10YR PLAN HAVE YOU UNDERSTOOD BETTER DUE TO THE CONFERENCE?



## DID THE COMMITTEE OF EXPERTS MEETING CONTRIBUTE TO YOUR UNDERSTANDING OF:



## HAS THE CONFERENCE GIVEN YOU NEW INSIGHTS ON FINANCING FOR DEVELOPMENT?



Note: %'s are rounded down



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DO YOU PLAN TO SHARE PERSPECTIVES, INSIGHTS AND KNOWLEDGE  
FROM THE CONFERENCE WITHIN YOUR ORGANIZATION?



63%



31%



6%

WHICH OF THE CONFERENCE SIDE EVENTS GAVE YOU FRESH VIEWPOINTS AND INSIGHTS?

RANK 1,2,3

9%	High Level Conference On Data Revolution <b>1</b>	4%	Africa In The Post-Kyoto Climate Governance Framework	4%	Launch Of The Journal On Africa's Transformation	6%	World Economic Forum's Global Agenda Council On Africa
6%	Regional Integration Index	6%	Financing Africa's Green Economy Transition	7%	Measuring Human Exclusion For Structural Transformation: The African Social Development Index (ASDI) <b>2</b>	4%	Forum For Former African Heads Of State And Government
7%	Making Agenda 2063 Work For African Women <b>3</b>	4%	Caucus Of Africa Central Bank Governors	4%	Rebooting Open Data In Africa: Regional Workshop	4%	16th Session Of The Regional Coordination Mechanism For Africa (RCM-AFRICA)
5%	Continental Free Trade Area Negotiations	5%	Launch Of Economic Report On Africa (ERA) 2015	3%	Towards The Recovery Of The Most Ebola-Affected Countries	5%	Regional Consultation Towards The Third International Conference On Financing For Development
4%	IPCC Fifth Assessment Report And What It Means For Africa	4%	ECA Country Profiles As Policy Tools For Structural Transformation	6%	Harnessing The Demographic Dividend For Africa 2063		

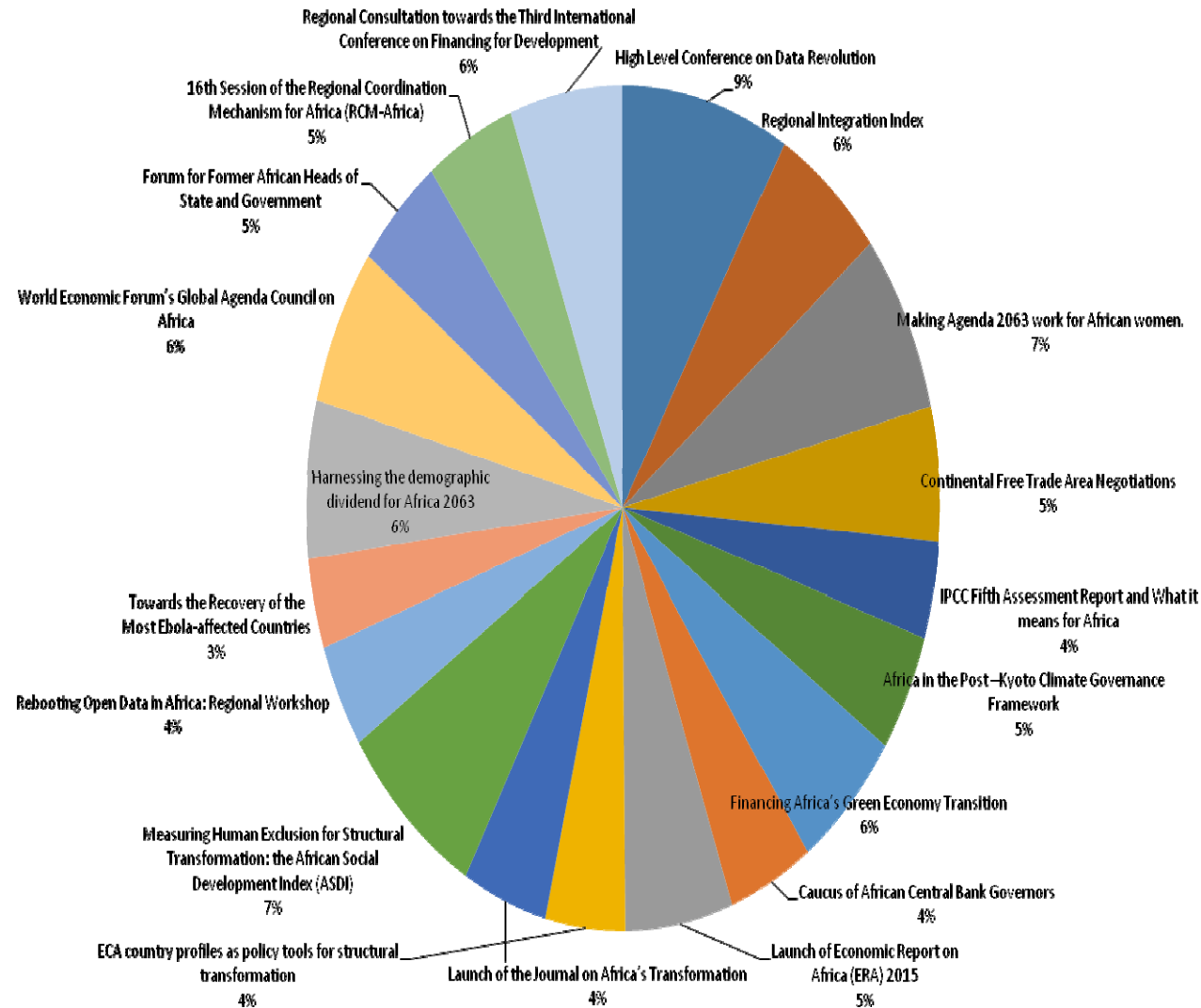
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Interactive Survey

# Which of the conference side events gave you fresh viewpoints & insights:







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## PLEASE RATE AU-ECA COM 2015 ON THE FOLLOWING

EFFICIENCY OF  
COMMUNICATION?



64%



31%



5%

KNOWLEDGE NETWORKING AND  
FACILITATION SERVICES?



70%



27%



3%

BRIDGING GAPS BETWEEN  
VARIOUS CONSTITUENCIES?



57%



20%



23%

POLICY KNOWLEDGE THAT IS  
NEW, ALTERNATIVE, INNOVATIVE,  
AND CHALLENGING  
TRADITIONAL WISDOM?



65%



31%



4%

DEVELOPING PARTNERSHIPS AROUND  
SUBSTANTIVE INITIATIVES IN  
RESEARCH AND KNOWLEDGE DELIVERY?



62%



32%



6%



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Economic Commission for Africa

Poken Interactive Survey



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## PLEASE RATE AU-ECA CONFERENCE OF MINISTERS ON THE FOLLOWING:

RELEVANCE OF DOCUMENTS?



67%



28%



5%

QUALITY OF DOCUMENTS?



69%



28%



3%

RELEVANCE OF PRESENTATIONS?



65%



31%



4%

QUALITY OF PRESENTATIONS?



59%



37%



4%

QUALITY OF DISCUSSIONS?



60%



36%



4%



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Interactive Survey



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## PLEASE RATE AU-ECA COM 2015 ON THE FOLLOWING

THE "MEET-AND-GREET" SERVICE  
AT THE AIRPORT?



41%



31%



25%

HOW SATISFIED WERE YOU WITH  
THE REGISTRATION PROCESS?



73%



23%



4%

HOW COMFORTABLE WERE THE  
CONFERENCE FACILITIES?



73%



22%



5%

LOGISTICAL SUPPORT AND  
TRAVEL ARRANGEMENT?  
(ECA Sponsored Participants Only)



65%



26%



9%

OTHER LOGISTICAL SUPPORT SERVICE?  
(Hotel, Transport, Dining Arrangements, Etc)



53%



33%



14%

WILL YOU BE COMING TO COM 2016?



77%



19%



4%



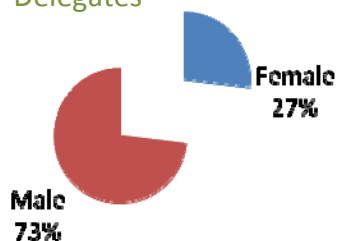
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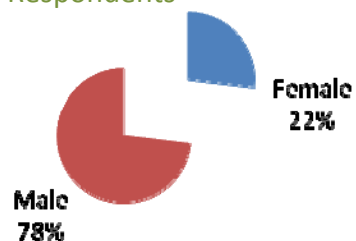
## Gender specific results

### Conference Gender distribution

Delegates



Respondents



### WHAT IS YOUR PROFILE?



### WHY ARE YOU ATTENDING THE AU-ECA CONFERENCE OF MINISTERS?



### DID THE CONFERENCE FULFIL YOUR REASON FOR ATTENDING?



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## SUMMARY

Composition of delegate profiles and reason for attending was clearly aligned to conference theme relevance more than other objectives e.g. networking, plus a nascence of consensus building

**94 %** of participants stated that COM 2015 fulfilled their reason for attending

**94 %** of participants are ready to share perspectives, insights & knowledge on Agenda 2063 gained during COM 2015 within their own institutions

**96%** rated ECA as an organization which provide policy knowledge that is new, alternative, innovative & challenging traditional wisdom

**77%** stated that ECA contributes to bridging the gaps between various constituencies

COM 2015 being a statutory meeting, ECA should ensure in the future that sessions on "**statutory issues**" are better understood by experts attending COM 2015

Efforts need to be made to ensure a more gender balanced participation during COMs ( **27%** Female & **73%** Male participants)

**96%** of participants stated they will be coming back to attend COM 2016

General sentiment is marginally lower, towards average from very high levels of satisfaction.

Clear and salient points from the results which Strategic Planning and Operational Quality Division should be able to translate into actionable areas for improvement within UNECA.

# ECA VALUES YOUR FEEDBACK

## Thank you

