

**Examples**

**Be Clear:** Avoid vague statements, give specific information (who, what, when, where), go to the point:DONT DO: UNICEF supported the organization of a national workshop.

DO – A national workshop on the prevention of malnutrition took place in Nairobi in March 2014 , bringing together the Government, UN agencies and civil society organizations. At the end of the workshop, a consensus was reached among partners to give more focus to underlying causes of malnutrition*.*

**Use language of change:**

To make sure you’re moving from the Action to the Impact, and using “change language”, start the sentence with the beneficiaries.

“100 community leaders now have appropriate skills to plan and implement such and such, and have started carrying out x-y-z”

**Report on results not processes**

Distributing supplies is **not** a result, instead explain how many people will benefit? For how long? Representing what proportion of our target / the total need?

Providing a training event is **not** a result, instead explain what the participants are going back to do in their communities that has relevance for children, what will they be able to achieve now that they couldn’t before, etc.

**Contextualise progress achieved**

DO: Provide context by reporting on the results chain

DON’T: Give the image of an isolated small-scale UNICEF project

**Be careful with results attribution**

DO: Analyze and give credit to partners for achievement of results

DON’T: Claim attribution where not called for . Do highlight the contributions of donors