



**CleanAirSIG e-conference**

**16 – 27 July 2007**

**Evaluation Summary**

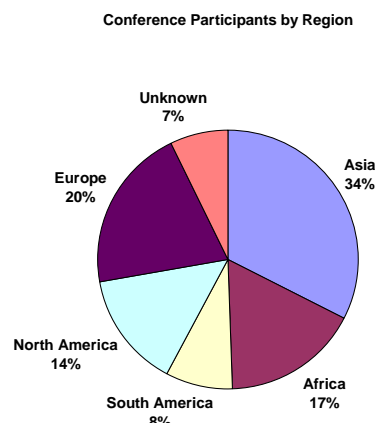
# Introduction

As part of the launch of the [CleanAirSIG](#), HEDON and [Practical Action](#) held a two-week online conference on kitchen smoke alleviation.

The topics covered included:

- Community projects & Integrated programmes
- Monitoring and evaluation
- Technology development, commercialisation & enterprise
- Policy action
- Knowledge sharing and networking
- What are the next steps?

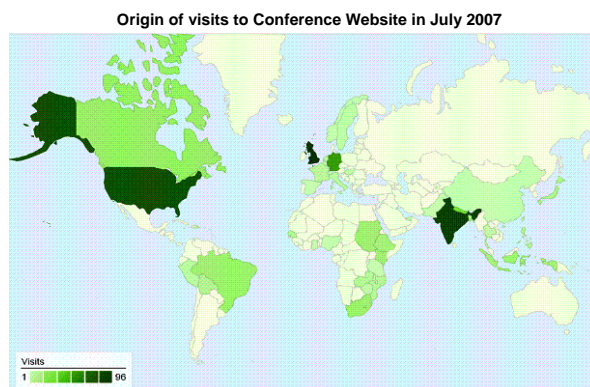
There were 84 subscribers (at the end of the e-conference), with 347 messages distributed, and 45 contributors. The average messages per contributor was 7.7



Use of the conference webpage<sup>1</sup> over July was as follows:

- 900 Pageviews
- 445 Unique Views
- 00:04:15 Average time on Page
- 59.34% Bounce Rate<sup>2</sup>

73% are returning visitors, with 42% direct and 19% referral from user's webmail).



**Evaluation forms** were sent to all 84 conference participants. There was a 33% response rate to the evaluation. The results of these responses are given below.

<sup>1</sup> <http://www.hedon.info/goto.php/CleanAirSIGConferenceJuly2007>

<sup>2</sup> These are people who visited the conference site, and then left without going to other CleanAirSIG pages on HEDON

# How would you rate the overall quality of the e-conference?

96% of the responses rated the quality of the conference as 'outstanding' or 'good'.

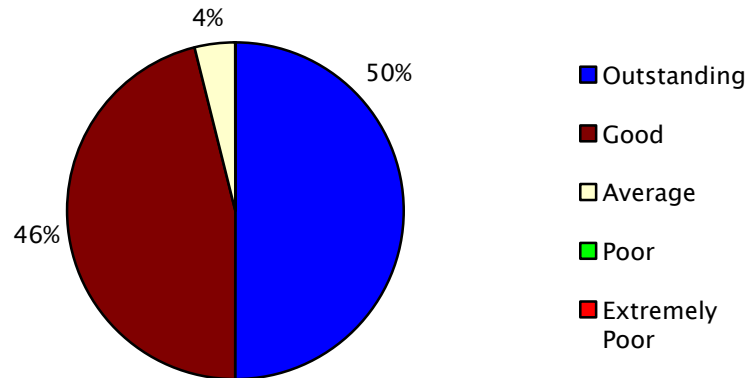
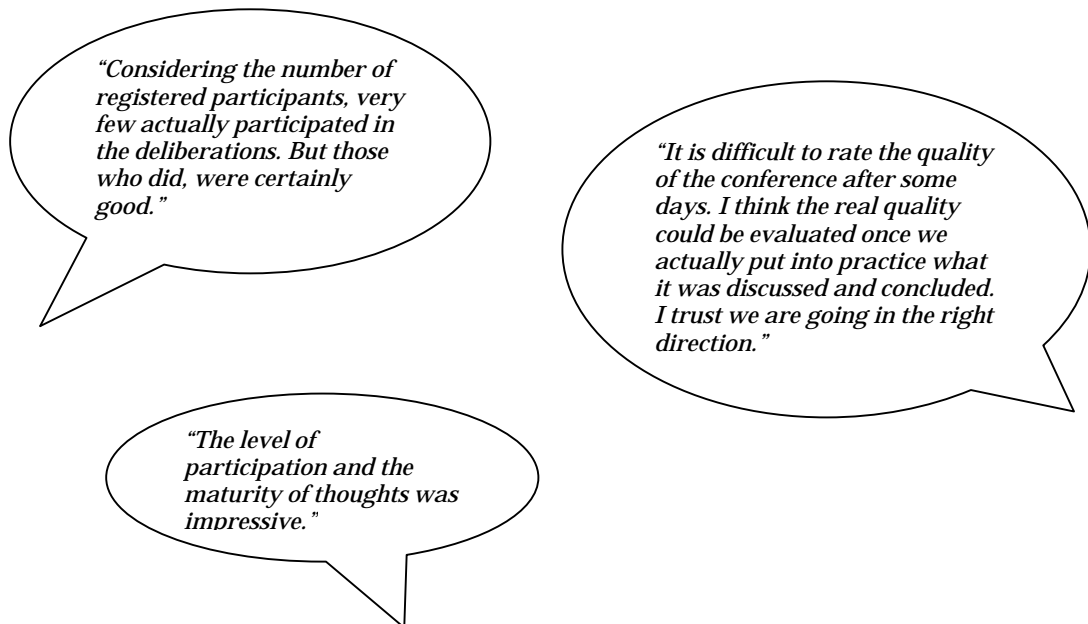


Figure 1: Evaluation responses to the Question 1, "How would you rate the overall quality of the e-conference?"

## Selected comments



# How helpful did you find the e-conference for you in your work?

74% of evaluation responses rated the conference as substantially or significantly helpful for their work.

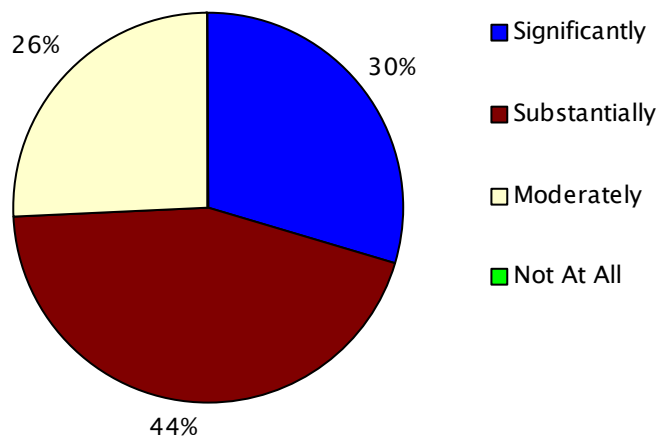


Figure 2: Evaluation responses to Question 2, “How helpful did you find the e-conference for you in your work?”

## Selected comments

*“It did seem like a lot of the exchanges were similar to the daily listserves. Similar folks and similar level of discussion.”*

*“I identified emission reduction projects being developed by NGOs around the world to invest in through the Voluntary Carbon Market.”*

*“It made me take time out from daily routine and think on issues. It also gave me insights into other dimensions of IAP that I do not normally deal with in my work.”*

# What do you consider to be the most significant outcome(s) of the e-conference?

The two most popular answers for what participants considered the most significant outcomes of the e-conference were a) a deeper understanding of the topic and b) innovative ideas or approaches to address the issues.

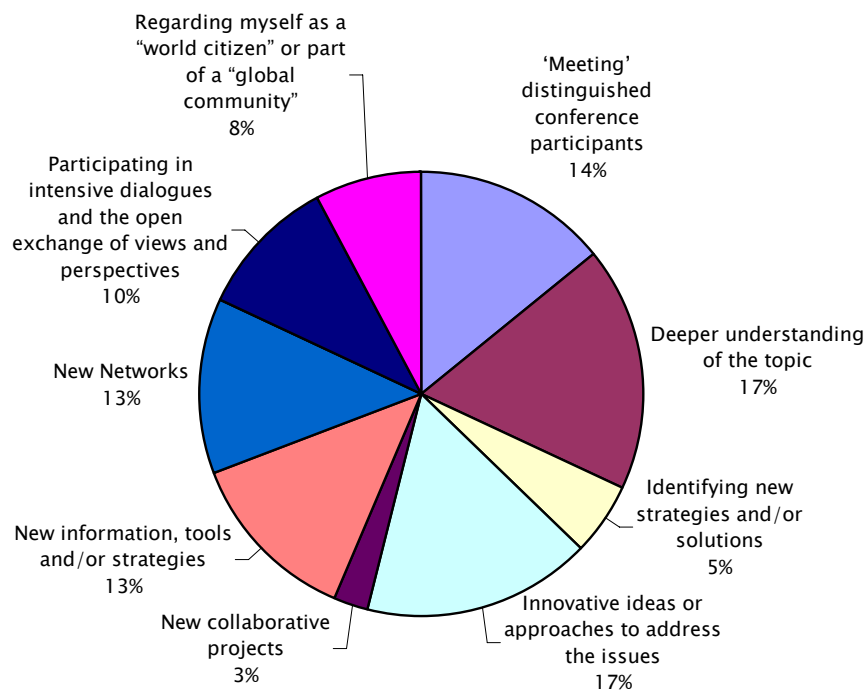
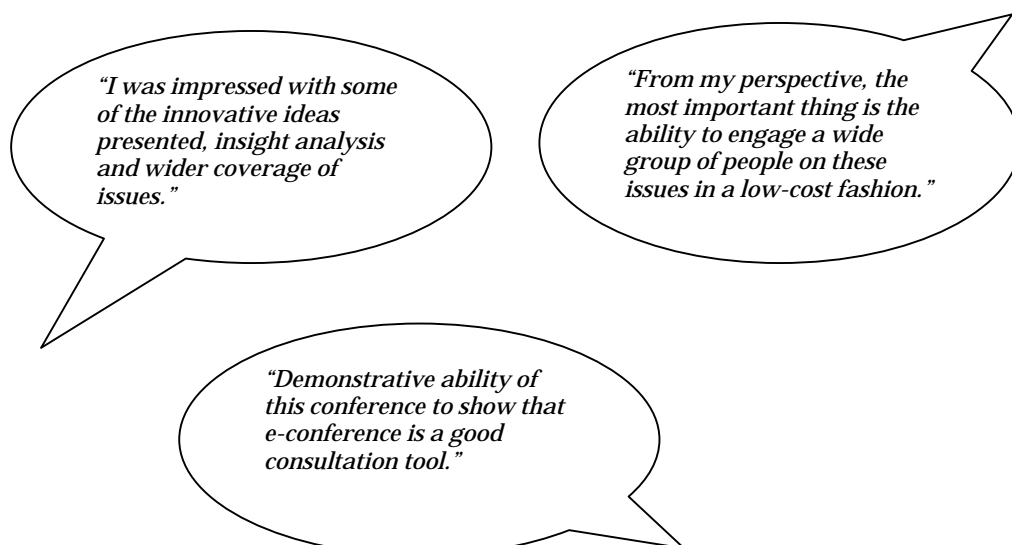


Figure 3: Evaluation responses to Question 3, "What do you consider to be the most significant outcome(s) of the e-conference?"

## Selected comments



# Please rate each of the following e-conference services/features

All services and features of the e-conference, except conference programme and timing, were rated as good or very good by 85% of the evaluations.

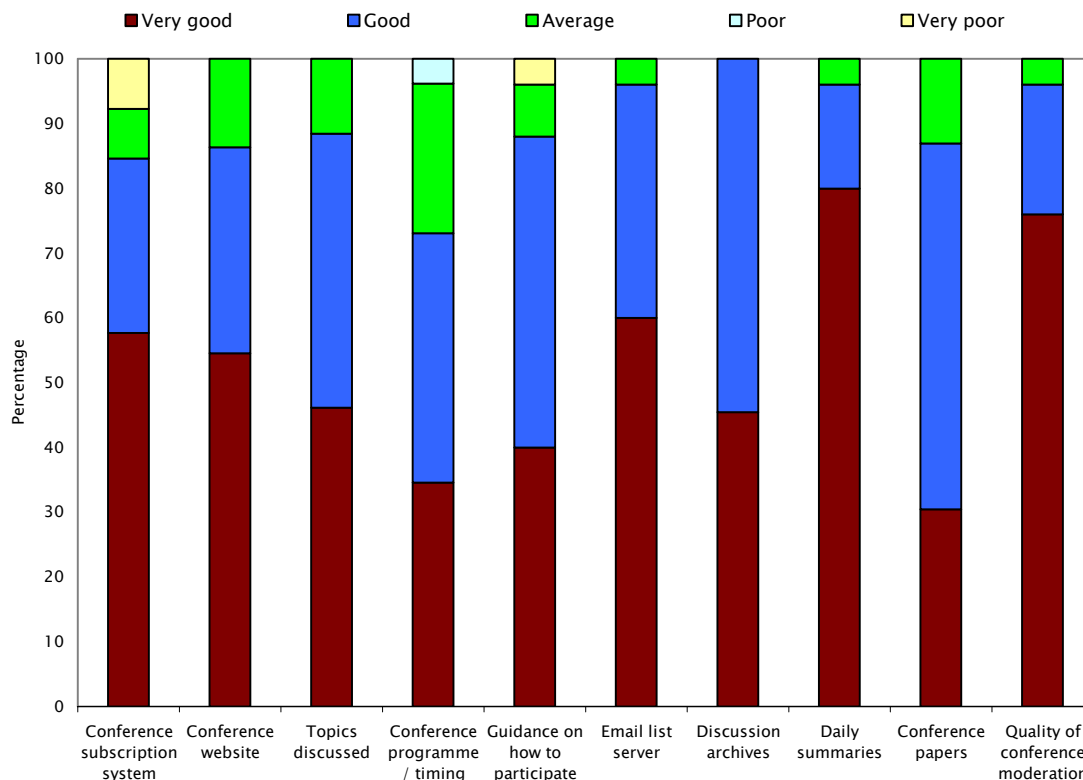


Figure 4: Evaluation responses to Question 4, “Please rate each of the following e-conference services/features.”

## Selected comments

*“All services were too good. Only problem was, due to short time, topics got overlapped sometimes. It was very difficult to keep track of the various discussions going on at the same time.”*

*“Next time lets try to engage as many participants (Policy makers) as possible particularly from Africa whose attendance was very low.”*

*“Perhaps fewer topics discussed over greater length of time would have been more productive. It was necessary to close the discussion on a topic once the time allotted to it got over. That should have been one of the instructions given to the participants. Giving some guidelines about number of words for a paper would have led to more concise and to the point papers.”*

# Suggestions

## Conference structure, topics, purpose and timing:

*...for next e-conference is [necessary] to either extend the duration or reduce the number of papers (or topics).*

*A way should be found to structure the discussions a little bit more strongly.*

*...I'd suggest shorter, single-subject conferences...But you have to be clear then on what the difference from the daily listserves is. What's the goal? Where do you want to end up at end of it? And structure e-agenda towards that. That's a lot more complicated (and of course difficult) than having a topic, presentation, and then free-flowing discussion. But it would give it greater value. And make it easier to determine if I should participate more actively, or skip it.*

*Effort should be done to invite diverse type of papers.*

*The discussions touched all the HE issues. From fan to policy, and therefore at some parts it became too detailed at some parts too general. May be HEDON should offer chat rooms on various specific topics (except for stoves since there is already the stove list) with more focus.*

*This e-conference was so broad. Also, more substantial papers (or have appendices with data) would be good. CleanAirSIG overlaps with the Stoves listserv in some aspects. I do not know how to improve or even alter that situation. But we possibly need clarification so that we assure that each list serves best for its specific objectives.*

*Two weeks is just about the right span to get people involved – anything shorter would be too less and longer too boring. But if there are going to be frequent and periodic e-conferences, let's stick to just one topic in an e-conference, with about 6-8 background papers examining the topics from various angles. These may be invited communications throwing light on the topic from different angles, so that all aspects will get discussed in the conference. Some thought may also be given to making all the conference participants to speak out and share.*

*I suggest managing the conference on a two-day basis instead of daily. Also, we could treat fewer topics in one week. Then one or two weeks to rest. And come back the following week with another topic.*

## Uses of more media:

*Encourage photos and video. One can glean a lot of information from a photo like architecture and construction materials.*

*The voice / video clippings or live would add value to the e-conferences. Yes I know, it might be difficult for some having low band width or costly internet access.*

*...Pictures from the conference participants might give a more personal touch to the discussion..*

## Subscription / participants:

*Lets encourage and involve representatives of rural energy lending, and donor organization next time.*

*It urge to make easy subscription of participants, I've problem to subscribe to the e-conference.*

*Though I was reading many of the e-mails, myself I felt uncomfortable in answering quickly. It is a difference if you write or talk. In a personal meeting or telephone call I easily give statements. But writing down statements to people I do not know I want to be sure that the facts and figures are correct and that they make sense. That takes time and therefore I did not involve myself actively, due to the other daily work. This is my own personal problem but I could imagine others do have the same and that's why they did not participate actively.*

## Follow up from the conference:

*Following up on this one on more specific topic and if possible connecting with some of the real users of stoves.*

*A follow up / next steps strategy clearly outlined. Sharing more good practices in follow up.*

## Lessons Learned

As a result of the comments and suggestions from the evaluations forms the following issues need to be addressed before the next e-conference:

- Making the focus of future e-conferences more specific
- Decreasing the number of papers presented per day and rotation of topics
- Improving the quality of the papers
- Distinguishing the e-conference from other web-based message-boards and lists
- Improving/monitoring the direction of comments and discussions better to ensure they remain relevant
- Providing participants with an idea of the 'real' outputs from conference
- Further simplifying the subscription and archive process
- Adding photos to the discussions or using other media to support discussions