

Chapter 5

Possible Follow-ups

1. Invite Feedback
2. Evaluate Effectiveness of the Report

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Possible Follow-ups

It is good practice to provide a mechanism to encourage direct feedback on the report from key target audiences, to handle enquiries, and to evaluate the effectiveness of the report. The feedback can facilitate review for improvement in the next reporting exercise.

1. Invite Feedback

There are many ways to invite feedback, including:

- insert a reply card along with the published report that invites the audience to respond to similar questions;
- provide a contact name and address in the report to encourage feedback from the audience in writing or by phone; and
- hold formal or informal meetings with interested audience groups or on a one-to-one basis for feedback.

Attached below are some examples of reply cards for reference.

The Agency is proud to launch its first Annual Environmental Report for its own activities. Please let us know your views to help us continuously improve our future reports.

What is your overall view of the report? Excellent
 Good
 Adequate
 Poor

Is the report useful? Yes
 Somewhat
 No

What improvements would you recommend?

Would you like to receive future reports? Yes
 No

Would you like to receive a copy of our detailed Environmental Policy? Yes
 No

Name _____
Occupation _____
Address _____

Postcode _____

To help CLP Holdings improve future editions of this Review, we would be grateful for your comments:

Do you find the information in this Review useful? Yes No
Do you think the content is easy to understand? Yes No
Do you find the Review clearly presented? Yes No
Do you find the Highlights leaflet useful? Yes No

Do you have any suggestions on how the information could be better presented?

Do you think this Review enables you to understand more about CLP's performance in environment, health and safety? Yes No

Are there any other topics that you would like the Review to cover?

Other suggestions / comments:

Please indicate your overall assessment of this Review:
 Poor Fair Good Very good Excellent

Thank you
Please return the completed questionnaire by mail or by fax (852) 2678 8361.

▲ Sample from CLP Holdings, Hong Kong:
“Environmental, Health and Safety Review 1997”

◀ Sample from Environment Agency for England and Wales: “Annual Environmental Report 1997/98”

2. Evaluate Effectiveness of the Report

To improve the quality of subsequent issues of the report, it is important to evaluate its effectiveness after each publication.

Evaluation could include:

- feedback and concerns received from audiences;
- review report style and content to suit changing conditions including audience expectations and organizational policy, programmes and operations; and
- assess extent to which the objectives of reporting are being met.