



Evaluation Seminar

[North Sea Region Programme]

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On Evaluation

IMPORTANT TO KEEP IN MIND WHY WE EVALUATE.

- To meet regulations?
- To improve delivery of Programmes/Projects and increase overall results and outputs?

Statement

Evaluation is a key business tool to understand strength and weaknesses in current working models.

On-going Evaluation in NSRP

OVERALL LAYOUT AND CONCEPT FOR EVALUATION IS AS FOLLOWS.

- Working group on Evaluation established
- Budget € 200.000 (circa)
- Divide between external and internal – But it will all be tendered and subsequently evaluated, then divided pending cost and level of priority

Statement

Communications is one of the main areas of evaluation.

Evaluation -Types and Methodologies

The suggested indicative list of evaluations based on different types of evaluation

- Strategic evaluation
- Operational evaluation
- Thematic evaluation
- Cross-programme evaluation

Different types of methodologies

- Touchstone surveys
- Case studies: Telling a story
- Questionnaires

Three main themes

EVALUATION PLAN – OBJECTIVES, CONTENT AND METHODOLOGIES.

Three main themes

1. Institutional capacity and administrative performance
2. Added value
3. Publicity and communications

1. Institutional capacity

EVALUATION PLAN – OBJECTIVES, CONTENT AND METHODOLOGIES.

1. Institutional capacity and administrative performance

- Financial management and control set up
- The efficiency of programme organisational structure
- The efficiency of application procedures and project development

2. Added value

EVALUATION PLAN – OBJECTIVES, CONTENT AND METHODOLOGIES.

2. Added value

- Added value of the programme impact and coverage
- Added value of transnational cooperation on project level
- Legacy

For the legacy sub-theme, the following topics should be considered:

- o Projects contribution to EU policies
- o Projects contribution to innovation
- o Relevant measures/activities on project level in terms of project design
- o Financial recovery

3. Communications

EVALUATION PLAN – OBJECTIVES, CONTENT AND METHODOLOGIES.

3. Publicity and communications

- Connection between communications and content results in projects (well communicated projects)
- Project and Programme cooperation in communications
- Programme visibility
- Relevant and effective measures for the future (on project level)

Com Evaluation - Background

ABOUT THE AIM OF COM EVALUTION.

- Communications is a strategic business tool which should be used to increase results of the Programmes/Projects
- Programmes rely on Projects to deliver results which will form the basis for its results
- If there is a connection between strong Projects in content and strong Projects in communications this will indicate that communications is a strategic business tool

Statement

Understanding and making connections between strong content and strong communications is the key aim in evaluating communications.

Com Evaluation - Aim and Main Qs

Aim and objectives

- Should consider effective communications on project level
- Addressing the inter-linkage between projects and programme in terms of efficient cooperation in communications

Sub-themes and Main evaluation questions to be considered

- Connection between communications and content results in projects = well communicated projects
- Project and programme cooperation in communications
- Programme visibility
- Relevant and effective communications measures for the future

CONTACT

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