



Definition Evaluation

"A more complex process, starting from the results of the monitoring system, in order to cross data and measure the degree of impact of a given data: result, input, output, activity and so on. Evaluation is therefore a process to support tracking and reporting a programme performance and to assess its results through the use of indicators."

Source: European Commission, The New Programming Period 2007-2013, Indicative guidelines on evaluation methods: monitoring and evaluation indicators Working document N° 2, August 2006



Article 48.3 Reg 539/2010 amending Reg. 1083/2006

"During the programming period, Member States shall carry out evaluations linked to the monitoring of operational programmes in particular where that monitoring reveals a significant departure from the goals initially set. Where proposals are made for the revision of operational programmes (...) analyses shall be provided on the reasons for the revision (...). The results of such evaluations or analyses shall be sent to the monitoring committee for the operational programme and to the Commission."



Types of evaluation

- 1) **Ex-ante evaluation:** before the beginning of the implementation of a programme.
What is the state of play? Where do we want to go? What needs to be done?
- 2) **On-going evaluation:** evaluation process throughout the project or programme lifecycle
What is being done? What are the effects? What can/should be improved?
- 2a) **Mid-term evaluation:** at one moment in the implementation process
- 4) **Ex-post:** evaluation: after the end of the implementation period
What was achieved? What could have been done better? What are the lessons learned for the future?



Qualitative vs. quantitative methods:

Qualitative

Qualitative researchers aim to gather in-depth understanding of a subject matter. Qualitative method investigates the *why* and *how* of decision-making.

Examples: *Interviews, observation, content analysis, discourse analysis, focus groups*

Quantitative:

Quantitative methods are research techniques that are used to gather quantitative data. Quantitative analysis can be measured as how many, how long, how much and so forth.

Examples: *Surveys/questionnaires, quantitative data collection and analysis*

Mixed-methods research



Indicators

"The main instruments used for measuring during the monitoring/evaluation process."

- can be quantitative or qualitative, depending on the scale they use and the impact they wish to measure.
- Throughout the development of a programme we find different types of indicators:
 - context indicators (e.g. target groups reached)
 - resource and financial indicators (e.g. budget spent)
 - output and result indicators (e.g. no. of participants in an event)
 - impact indicators (e.g. level of satisfaction and awareness)



Evaluation and communication

- Evaluating the *effectiveness* and *impact* of communication activities and tools (including programme/project communication, media outreach strategy, internal communication)
- *The basic question is:*
Are we providing the right communication means and products to the right people through the right channel at the right moment?

> if the answer is yes to all of these questions, it is quite likely that you are having an impact in terms of communication (Source: DG Communication, European Commission)



First step: the communication plan and strategy

- Article 2 of the implementing Regulation EC 1828/2006:
The communication plan shall include (...) "an indication of how the information and publicity measures are to be evaluated in terms of visibility and awareness of operational programmes and of the role played by the Community."
- Article 4(3) of implementing Regulation EC 1828/2006:
"The means used for implementing monitoring and evaluating the communication plan shall be proportional to the information and publicity measures identified in the communication plan."
- > Less than 10% of the communication budget should be spent on evaluation



Article 4 of regulation 1828/2006:
The annual implementation report for the year 2010 and the final implementation report shall contain a chapter assessing the results of the information and publicity measures in terms of visibility and awareness of operational programmes and the role played by the Community.
> Final report 2010 to be submitted by 30 June 2011!

Annex XVIII of 1828/2006 (amended as of 01.09.2009)
Content of annual and final reports:
"Information in accordance with Article 4(2) of this Regulation, including achievements, examples of good practice and significant events."

Note: Indicators have to be reported as well!



Impact assessment and communication

- Raised awareness on a project or your programme
- (Positive) perception of a project or your programme and EU funding in general
- Change in behaviour (e.g. regional policy)
- Disseminating results of your project/programme; capitalisation

Monitoring your communication activities

Events

- Keep track of participants' lists and contacts (including journalists!)
- Prepare a questionnaire for feedback or conduct a brief online survey after your event

Online tools

- Monitor your website hits in connection with certain events, after having sent out a press release etc...
- Social media activities

Publications

- Keep track of who received your publications (distribution lists) and the number of publications disseminated. Get feedback through surveys or focus groups.

Media Monitoring and evaluation of media impact

Step 1

- Compile an archive including press clippings and screen-shots of websites that mentioned your programme (incl. date!)
- If you cover a large programme area (e.g. transnational programmes) you may also think about hiring a professional media monitoring service, although this can be costly
- Keep also a media archive of radio and TV programmes that mentioned your programme
- Set up a library/archive with your projects' publications

Step 2

- Evaluate the content of the media and its effectiveness (content analysis)

Media Monitoring Surveys

- Make only sense when you have a big event or campaign
- Can be very costly
- It is not always clear whether change in public opinion is really due to your communication activity
- Is used regularly by national programmes
- For CBC or transnational programme cooperation with a university or research institute could make sense
