

INTERact



Evaluation - Communication

Interreg Communication Network Seminar

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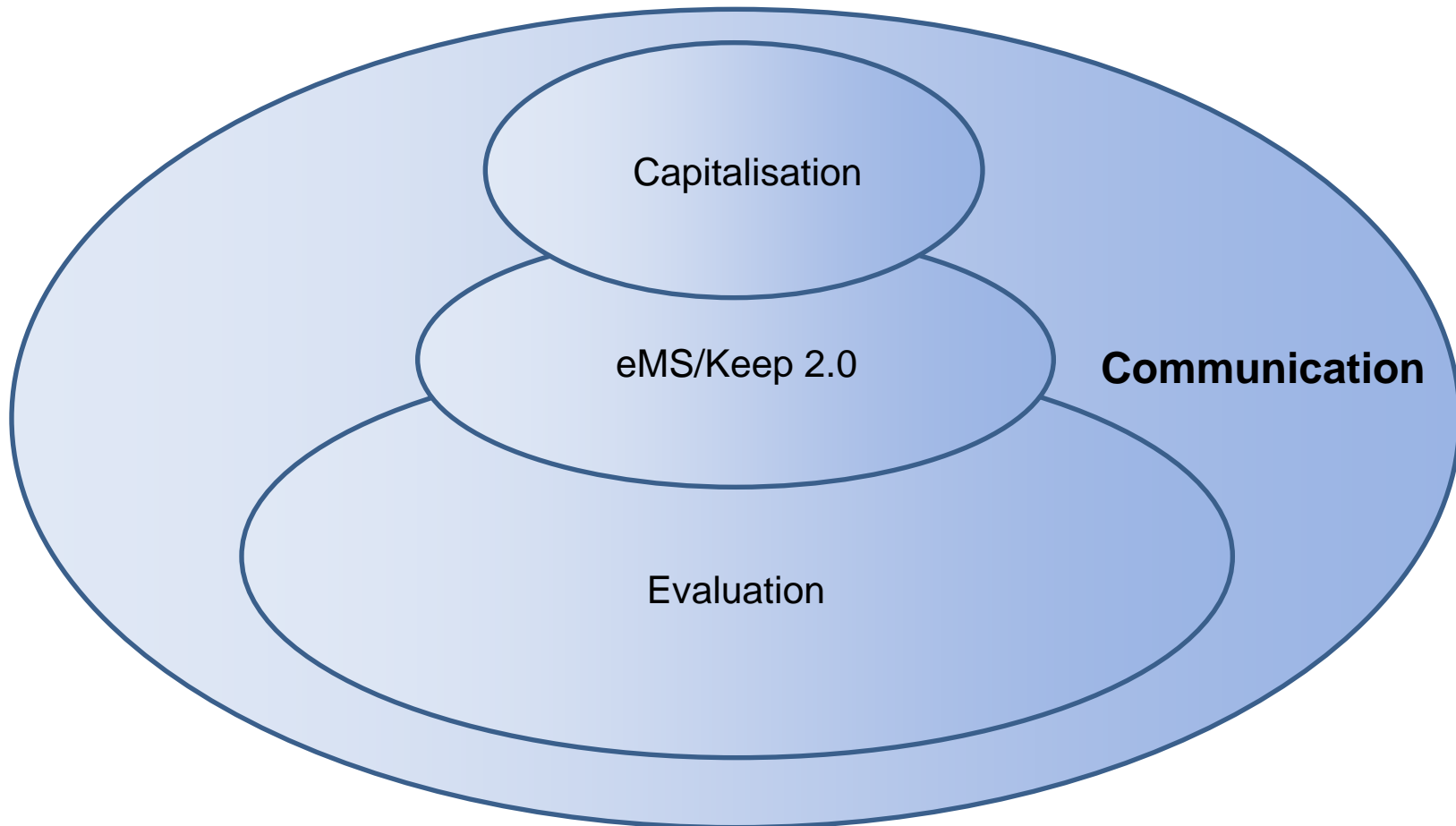
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Evaluation: a content opportunity for communication!





Content

- Basic concepts of evaluation in 2014-2020
- Legal requirements referring to evaluation
- Evaluation Plan: role, elements, status quo
- Impact evaluations: purpose, methods



Basic concepts of evaluation in 2014-2020



“The Theory of Change is a **programme theory approach** concerned with going beyond input output descriptions and seeking to understand the theories of actors with regard to programme interventions and **why** they should work” .

Result-orientation

(EVALSED: The resource for the evaluation of Socio-Economic Development, Sept. 2013)



Legal requirements

"An **evaluation plan** shall be drawn up by the managing authority or Member State for one or more operational programmes. The evaluation plan shall be submitted to the monitoring committee no later than one year after the adoption of the programme."

(Art. 56 CPR; Art. 114(1) CPR)



Legal requirements

During the programming period, the managing authority shall ensure that evaluations, including evaluations to assess effectiveness, efficiency and **impact**, are carried out for each programme on the basis of the evaluation plan and that each evaluation is subject to appropriate follow-up in accordance with Fund-specific rules. At least once during the programming period, an evaluation shall assess **how support from the ESI Funds** has contributed to the **objectives** for each priority.

(Article 56.3. CPR)



Legal requirements

Evaluations can be useful tool to collect data for the reporting:

Referring to the ETC Regulation, in the Implementation Reports in 2017 and 2019 the following information shall be set out and assessed

- a.) progress in implementation of the evaluation plan and follow-up given to the findings of the evaluation
- b.) the results of the information and publicity measures carried out under the communication strategy
- c.) the involvement of the partners in the implementation, monitoring and evaluation of the cooperation programme

(Art. 14(4)(a)(b)(c) ETC)

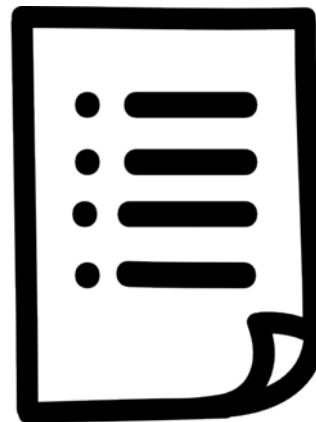


Why do we need an evaluation plan?

Improve the quality of evaluations

Describe evaluation process

Improve the effectiveness and efficiency of the programme



Support the result orientation of the programme

Plan to show the impact of the programme

Strategic document: summary of planned evaluations and its purposes



Elements of an evaluation plan



FIRST PART of the evaluation plan: objectives, coverage, coordination

SECOND PART of the evaluation plan (evaluation framework): responsibilities, evaluation process, involvement of partners, source of expertise, training programme, timetable, overall budget, quality management strategy, **strategy to ensure the use and the communication of the evaluation findings**

THIRD PART of the evaluation plan (planned evaluations): list of evaluations (**incl. the evaluation of the communication strategy**), and subject, method, evaluation question, date, duration and budget of each evaluation

THIRD PART of the evaluation plan: planned evaluations

... including the evaluation of the communication strategy

Example: Urbact Programme

Modules of the Implementation evaluation	Indicative questions	Stakeholders	Indicative methods and tools	Data available	Expertise
Communication strategy	Do the communication activities at programme, national and network levels lead to the achievement of the objectives of the communication strategy? If not which changes are needed? Do the communication activities lead to an increased awareness of the programme?	Direct beneficiaries and other urban players	Data collection and analysis Desk research Focus groups Interviews Surveys	Communication strategy Annual, communication plans Annual implementation reports Follow up of specific indicators of the communication strategy	Internal and internal expertise

THIRD PART of the evaluation plan: planned evaluations ... including the evaluation of the communication strategy

Example: Alpine Space - evaluation questions

- Have programme bodies been efficient in ensuring a well-functioning communication flow in the programme area?
- Have the programme communication measures reached the relevant target groups efficiently?
- Has the programme contributed to increase the capacity of projects to communicate their own achievements?
- Has the programme raised awareness about its activities and achievements?
- Does the communication strategy need to be updated for the remaining programme period based on the evaluation findings?



Evaluation Plan: visibility

Publishing the whole evaluation plan on the programme website is not obligatory. Interreg programmes can decide only to publish parts of it, and e.g. remove commercially sensitive information such as the budget

After the evaluation plan was approved the programmes should upload it to SFC.



Overview of approved evaluation plans

13 CBC programmes adopted in 2014:

ABH, **AT-DE Bavaria**, BE-NL, **Central Baltic**, DE (Bavaria)-CZ, DE-DK, **DE-NL**, FR-CH, ÖKS, **SE-NO**, SE-FI-NO (Botnia-Atlantia), SE-FI-NO Nord, **Upper Rhine (FR-DE-CH)**

All these programmes submitted their EP to the MC but not all these EPs adopted

RO-BG* (adopted in 02.2015, but EP approved)

4 TN programmes:

CE, NPA, Alpine Space, BSR

2 IR programmes:

Urbact, Interreg Europe



Impact evaluations

The impact evaluations should outline **what change the programme achieved through its interventions** and what other factors contributed to the change.

The difference between the situation before and after the intervention does not equal the impact of the intervention

Change in result indicator = contribution of the intervention
+ contribution of other factors

Task of the impact evaluation: **to disentangle the effects of the intervention from the contribution of other factors** and to understand the functioning of the programme



Impact evaluations

- To understand the functioning of the programme two distinctive questions are to be answered:
 - Did the intervention have an effect? Does it work?
Counterfactual impact evaluations aim to answer this question.
 - Why an intervention produces effects? Why and How does it work?
Theory-based impact evaluations aim to answer this question.



Counterfactual based impact evaluations

focus on the set of questions which are devoted to quantifying *“whether a given intervention produces the desired effects on some pre-established dimension of interest. The overarching goal is to answer a “does it make a difference” question by identifying and estimating casual effects through counterfactual methods.”*

The core element of a counterfactual impact evaluation is to compare two groups/areas to see what has been the change in the group/area with the intervention and in the group/area without the intervention.



<https://www.youtube.com/watch?v=v7Z57Ah2CEI>



Theory based impact evaluations

are based on establishing the theory behind an intervention (the theory of change) and assessing whether it has been implemented according to that theory in order to judge the contribution of the intervention to the observed effects. The theory based impact evaluations deals with 'why it works', 'did things work as expected to produce the desired change'.



Evaluation is not a compliance exercise.
It is for our benefit, not for the benefit of the EC



Thank you for your attention

Please do not hesitate to contact us for any further information
or visit www.interact-eu.net

