



**Impact Evaluation: Methods and ToR**

21-22 June 2016, Dutch Design Hotel Artemis, Amsterdam, Netherland

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# Briefing Note - an introduction to The EuroGungHo Programme

This Briefing Note does two things:

- First, it introduces the scope and scale of the fabricated (or made up!) example programme ('The EuroGungHo Programme') which will support our work together at Day 1 of the Impact Evaluation workshop you are attending on 21/22 June
- Second, it sets out the scope of the two exercises which we will undertake using the example programme to apply and embed the formal training you will be receiving throughout the course of the day.

We kindly ask you to read this Briefing Note thoughtfully and give it some reflection as requested in the exercises. This will improve our work at the meeting.

## Context, Scope and scale

The EuroGungHo Programme is a transnational programme funded by the European Commission and focused on improving Europe's innovation performance.

Geographically, the Programme Area covers the EU Member States of:

- Belgium (the Brussels, Flanders and Wallonia regions)
- Ireland
- Luxembourg
- The UK (23 June 2016 permitting!)
- Large areas of the Netherlands
- Northern France
- Western Germany
- The non-EU Swiss Confederation.

The objective of the programme is reflected in its Specific Objective, namely

*Improving existing and developing new innovation support services, with a focus on the sectors of special interest to the Programme Area*

The five sectors of special interest to the Programme Area are:

- Advanced Manufacturing
- Financial and Professional Services, with a particular emphasis on Big Data
- Life Sciences
- Low Carbon
- Smart autonomous vehicles.

EuroGungHo's route to market is through a set of activities, delivered through projects resulting from Programme calls. These activities include indicatively the following:

- Identifying and developing joint research projects on innovation in the these sectors of special interest from enterprises, R&D centres, and Higher Education institutions, which can then be taken to relevant funding streams e.g. Horizon2020, , Marie-Curie Fellowships, Creative Europe, Cosme, Life, European Neighbourhood Instrument, etc.
- Fostering investment in pilot and prototype products and services for early product validation, adoption of European Standards, property rights and patent applications, investment readiness, and agreements
- Supporting 'living labs and hubs', designed to alert communities (businesses and consumers) to the innovation challenges that the sectors of special interest face, and demonstrating how these can be addressed

Activities are intended to be delivered through consortia and partnerships of competent and expert applicants. Consortia/partnerships and end-user beneficiaries will include universities, research institutes, centres of excellence, and SMEs in the Programme Area. Linkages to centres of innovation expertise in the sectors of special interest outside the Programme Area, reflecting the increasingly global nature of innovation, are to be encouraged.

Resources will be €200m over the Programme period, 2014–2020. A full ex-ante baseline assessment has been prepared for the Programme. In line with the Regulations, an Impact Evaluation will be required, within the Programming Period. Advice is being sought as when best to undertake the Impact Evaluation, bearing in mind the lag times which are often associated with innovation activity.

## The Two Exercises

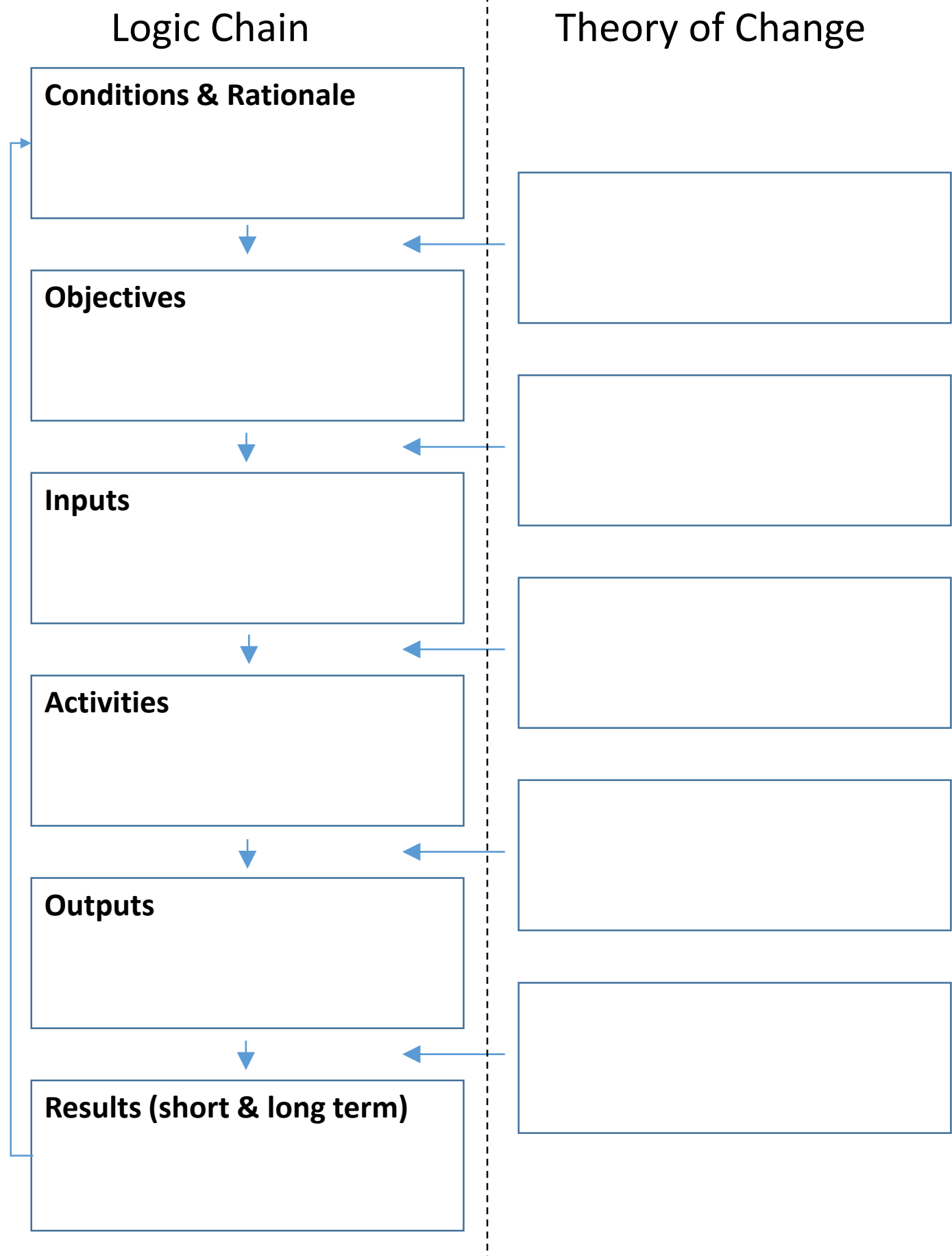
Drawing on the material above, and thinking creatively, groups of participants will each work on 21 June to undertake two exercises. The exercises have been designed to help diffuse and embed the training that will be given in formal presentation.

The two exercises, which will be explained more fully on the day, will be as follows:

- Exercise 1 (AM, 21 June): using the material above, and thinking more widely, to draft a simple logic chain and from this to then to develop a formal Theory of Change (see the template below) to support the delivery, monitoring, and evaluation of EuroGungHo. We will not be looking for ‘right’ answers in response to this exercise, but rather to get participants’ thinking moving on from *descriptive* Logic Models to *explanatory and predictive* Theories of Change. A blank pro forma for Exercise 1 into which to add your thinking (in preparation for the event, and on the day) is attached to this note.
- Exercise 2 (PM, 21 June): again using the briefing material above, and building on the learning from the morning’s Exercise 1 work, to prepare a robust evaluation plan for the programme, bearing in mind that a formal Impact Evaluation will be required. Participants will be asked to explore the appropriateness of different Theory Based Impact Evaluation approaches (as opposed to Counterfactual Impact Evaluation ones), to provide advice on the timing of evaluation activity, and to give guidance on the specific methods (e.g. surveys, case studies, focus groups etc.) that should be used. A blank pro forma for Exercise 2 into which to add your thinking (in preparation for the event, and on the day) is also attached to this note.

Simon Pringle, SQW Ltd, 16 June 2016

Template for Exercise 1: Logic Chain & Theory of Change for EuroGungHo



## Template for Exercise 2: Impact Evaluation Plan for EuroGungHo

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