



## SHORT SUPPLY CHAIN KNOWLEDGE AND INNOVATION NETWORK

# D 2.2: Evaluation and Assessment Handbook

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## WP2, T2.3: Evaluation and assessment framework for project performance

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### Abstract

This task deals with the definition of the overall evaluation and assessment framework of the SKIN project performance. Monitoring of impacts should be divided into two main parts:

- 1. Evaluation** - measuring the direct, quantifiable results (outcomes, reactions) of different project actions, through quantitative indicators (number of likes, clicks, retweets, stakeholders subscribed to our database, good practices identified, etc.)
- 2. Assessment** – measuring the spill-over effects of SKIN, on the policy system, on SFSC stakeholders, various institutions, through collecting opinions, approaches, communications concerning our project (through collecting opinions by way of interviews, questionnaires, content analysis, workshops, etc.)

**Evaluation**, based on **quantitative indicators** should be ongoing throughout the project, registering the progress/development of the SKIN network and the connected activities. There are two main ways for quantitative monitoring:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°728055.

SKIN

- We can follow the progress (in time and space) of the number of stakeholders getting involved in SKIN (registering on our website, attending meetings, workshops, EIP-AGRI practice abstracts etc.)
- We can monitor the outreach of our internet based platforms and the activity of stakeholders on these (www, Twitter, Facebook, YouTube, etc.).

**Qualitative assessment** of impact should be varied in time and methods, according to the concrete indicator. Some methods (press review and content analysis-see latter) should be continuous, while screening stakeholders' opinion should/could be done twice, half way through and at the end of the project. However, a short self-reflective workshop amongst partners about how we see the outreach of SKIN progressing would probably make sense on every project meeting (from autumn 2017). Output monitoring, impact evaluation and assessment will support each other and providing comparable empirical data for analysis and a good structure for the overall evaluation of SKIN outcomes and impacts.

