

Evaluation on IPA information and communication programmes	
Evaluation Mandate	
Directorate General/Unit	DG ELARG, Unit A2 in cooperation with Unit A3
Type of evaluation	Perspective evaluation/study External (to be contracted)
Planned start date	September 2014
Planned completion date	September 2015
Budget/budget line	IPA 2013 Information and communication programme / 22.02.10.02
Indicative budget	EUR 250,000 maximum
Type of procedure	Framework contract procedure

1. Why do we need this evaluation?

1.1 Justification

In the new legal basis for the pre-accession assistance (Instrument for Pre-accession Assistance, i.e. "IPA II")¹, the Commission sets out rigorous requirements for better monitoring and performance framework to review and assess the results and impact of the assistance. The progress towards achievement of the objectives in different programmes should be monitored and assessed on the basis of pre-defined, clear, transparent and measurable indicators. The relevant performance indicators need to be defined and included in the programmes and shall be established in such a way as to enable progress to be assessed objectively over time.

In addition, the recent Communication of the European Commission on strengthening the evaluation² embedded the "*evaluation first*" principle as a critical drive to improve quality of the policies and EU actions, while looking backwards on their performance, providing robust and objective evidence to feed decision making process, as to whether EU action should continue as it is, be changed or replaced by new ones.

A past thematic evaluation evaluated the information and communication programmes during the period 2007 – 2010, in particular the intervention logic, and provided a judgement on the performance and recommendation for the future. Following the results of this evaluation, new guidelines and templates, in use since 2012, have been elaborated to support the EU Delegations in the Western Balkans and Turkey and the EU Office in Kosovo* in the preparation of their information and communication programmes.

As a follow up, the EU Delegations' and the EU Office's current practices in the preparation,

¹ REGULATION (EU) No 231/2014 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 11 March 2014 establishing an Instrument for Pre-accession Assistance (IPA II)

² COM (2013) 686, 2.10.2013

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

implementation and evaluation of the information and communication programmes, in terms of setting out objectives, milestones, indicators, baseline and targets, should now be analysed. The consistency of the performance frameworks for measuring the progress of results and the monitoring and performance systems in place should also be assessed. The existing institutional arrangements for monitoring and performance measurement of information and communication programmes need to be further streamlined. Targeted training on the above mentioned issues would help to improve the coherence of the programming, implementation and monitoring.

In response to the legislative provisions and the above mentioned motives, the Information & Communication Unit A2 at DG Enlargement launches an evaluation on IPA information and communication programmes.

1.2 Purpose of the evaluation

The evaluation aims at assisting the relevant EU Delegations and the EU Office as well as DG Enlargement to better measure the results of the IPA information and communication programmes implemented in the Western Balkans and Turkey in:

1. Providing a judgement on the performance of IPA funded information and communication actions and lessons learned from the past actions completed during the period 2011- 2014;
2. Reviewing/assessing the existing practices in monitoring and measuring performance of IPA information and communication programmes, coming up with findings/conclusions of the current system and operational recommendations for improving IPA II programming, monitoring and evaluation system;
3. Developing a foundation for measuring, monitoring, and evaluating the performance of the information and communication activities (defined, clear, transparent and measurable indicators) and more globally for measuring the performance of the information and communication programmes implemented by the EU Delegations and EU Office and the progress realised;
4. Providing technical assistance and learning by doing training, through training workshops organised on the spot in each Delegation/ EU Office and possibly in DG Enlargement (if needed), in developing and integrating the proposed performance framework system in the IPA II programming cycle.

The evaluation will assist the relevant EU Delegations/EU Office and DG Enlargement in setting up an appropriate, coherent performance framework in the IPA II Information and communication programmes and monitoring arrangements for its regular review. Therefore, it will contribute both to the IPA II programming process, while proposing relevant indicators for measuring the progress, and to the monitoring and evaluation process.

The current evaluation will take into consideration the results from the previous thematic evaluation on IPA information and communication programmes 2007-2010 as well as any other relevant evaluations undertaken by the EU Delegations/EU Office on information and communication activities.

2. What might it include?

2.1 Scope (indicative)

The evaluation has the following indicative scope:

1. Assessment of the performance (efficiency, effectiveness, coherence, impact, sustainability)

and EU value added) of assistance and actions financed through IPA that are finalised/completed during the period 2011-2014. The evaluation will assess the following actions on a sample basis: the events organised by the EU Information Centres in the Western Balkans and Turkey, the Europe Day activities, the activities targeting the media (mainly journalist trainings, seminars and press trips), publications, audio-visual products, social media activities and web pages. The detail list of projects/actions which will be suggested for evaluations will be elaborated in the Terms of Reference.

The evaluation should complement the results from the preceding evaluation on the performance of IPA 2007-2010 information and communication programmes as well as any other relevant evaluations, carried out by the EU Delegations/EU Office in enlargement countries.

2. Assessment of IPA intervention logic 2012-2014 and its efficiency in setting up objectives, relevant indicators at output/outcome/impact level, milestones, targets, etc.

Assessment of monitoring and reporting systems applied by the EU Delegations/EU Office in reviewing the progress made towards delivering expected results, covering outputs and outcomes in the information and communication programmes (the evaluation will be done on a sample of activities).

Based on the above mentioned activities to provide findings and lessons learned, including best practices of monitoring and performance frameworks used by EU Delegations and EU Office.

3. Provide recommendations for the programming of future activities in the area covered by the evaluation with specific proposals for interventions, target groups to whom they might be addressed and a set of proposals for defined, clear (unambiguous), transparent and measurable indicators at impact/outcome/output level that could be integrated into the next information and communication programmes, monitoring framework to review the progress of the implementation.

4. Provide learning by doing programmes, training workshops for EU Delegations and DG Enlargement information and communication teams on programming, monitoring and evaluating information and communication programmes, including indicators at different level (output, outcome, impact, etc) and targets. The training will be delivered in the premises provided by the EU Delegations/EU Office and / or DG Enlargement.

2.2 Objectives (indicative)

The primary objective of the evaluation will be to assist DG Enlargement in improving the programming and implementation of information and communication programmes funded under IPA II through developing a monitoring and performance framework for measuring IPA 2015-2020 assistance, taking into consideration the lessons learned and the performance of past IPA information and communication actions.

3. How we will do it?	
3.1 Tentative timing	
Consultation with the stakeholders, Steering Group set up and elaboration of the draft ToR	June 2014
Validation of the ToR	July 2014
Signature of the external contract followed by	September 2014 (tbc)

kick-off and inception report	
Delivery of final evaluation outputs. Debriefing of results.	September 2015 (tbc)
Dissemination plan	December 2015
3.2 Stakeholders and Steering group – Who should be involved?	
<p>The beneficiary of the evaluation is the European Commission, DG Enlargement. The stakeholders for this evaluation include (non-exhaustive list):</p> <ul style="list-style-type: none"> • EU Delegations in beneficiary countries, European Union Office in Kosovo; <p>Quality control of the evaluation</p> <p>The launching and the implementation of the evaluation will be supported an advisory Reference Group that will ensure the quality of the evaluation and will have responsibilities, as follows:</p> <ul style="list-style-type: none"> • Guiding the planning and implementation of the evaluation to comply with the quality standards and pre-determined criteria (it will be consulted on the evaluation mandate, draft terms of reference and all draft report); • Assisting the evaluation manager (DG ELARG A2 and A3 Unit) in implementation of activities; • Providing an assessment of the quality of the work of the consultant; including endorsement of the reports. • Ensure proper follow-up action plan after completion of the evaluation <p>The Reference Group will include representatives from DIR A (A2, A3), B, C of DG Enlargement and EU Delegations/ EU Office, if necessary.</p>	