

Evaluation Plan for NRN in Finland

Rural Network Support Unit of Finland











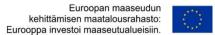
- Background of the evaluation in Finnish RDP
- Evaluation plan
- Network statistics collection

Background of the evaluation in Finnish RDP

- Ministry of agriculture and forestry is in charge of the evaluation and evaluation plan of the RDP
- Evaluation is put out to tender by ministry
- Steering committee of the evaluation
- Evaluation of the NRN is one part of the RDP evaluation
 - Information collection is already started
 - What are the objectives and the focus of the NRN evaluation
 - Which methods are used?
 - How to measure the impact?
 - ➤ Rural Network aims to tell the results of the evaluation of the entire program and make use of information about its activities

Objectives in Evaluation Plan

- Stakeholder participation in rural development increases
- 2. The quality of the Rural Development Programme's implementation, and their regional visibility in particular, are improved
- 3. Information on rural development opportunities is conveyed to potential beneficiaries
- 4. Information on the programme's implementation and results is exchanged among the actors and conveyed to the public
- More innovations in rural livelihoods, agriculture, food production, forestry and rural services, and regeneration of livelihoods



1. Stakeholder participation in rural development increases



Evaluation questions

- Did the number of people participating in the Rural Network increase, and to what extent did stakeholder involvement improve qualitatively?
- To what extent did the Rural Network's tools (training) service packages,...) increase the participation of new operators in the network's activities?
- To what extent have the Rural Network's activities strengthened the regional networks for rural development?



- Number of events organised by the ENRD rural network members have attended (output indicator, Hyrrä)
 - number of events in which the rural network was actively involved
- Breakdown of the number of persons who attended the events organised by the Rural Network (Additional indicator, Network Services):
 - by region
 - by background actor

- The feedback forms of the Rural Network's training events are used to study qualitative participation
- Database of the Rural Network: organizers of service packages
- The development of participation is evaluated through network analysis.
- The development of regional networks is evaluated through network analysis

2. The quality of the Rural Development Programme's implementation, and their regional visibility in particular, are improved

Evaluation questions

- To what extent did the Rural Network's activities promote competence development at ELY Centres and in Leader action groups?
- How much impact have the Rural Network's measures had on improving the implementation, that is to say better administration and/or better projects?
- Did regional actors succeed in improving the regional visibility of the Rural Development Programme?
- How much did the Rural Network's actions improve the flow of information between stakeholders and the authorities?



- Number of thematic and analytical exchanges of information carried out with the support of the Rural Network
 - Breakdown of thematic working groups
 - Breakdown of stakeholder negotiations
 - Breakdown of others (trainings, online forums)
- Number of Rural Network measures with an impact on improving programme implementation
 - Training sessions
 - Sharing best practices



- Annual survey from the communication network on how regional actors were able to increase program awareness.
- RA's evalution on how NRN activities increased dialogue and to what degree it improved implementation quality
- Feedback survey to government actors in connection with training

3. Information on rural development opportunities is conveyed to potential beneficiaries

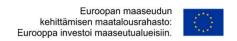
Evaluation questions

- To what extent did showcasing the programme's special themes and areas of emphasis (e.g. a campaign to launch the programme) improve the Rural Development Programme's visibility in the media?
- To what extent has the Rural Network contributed to conveying information on rural development opportunities to potential beneficiaries?





- Number of communication tools
- Breakdown of events organised by the Rural Network:
 - Distribution and dissemination of monitoring and evaluation results
 - Targeted at advisors and/or innovation support services
 - Leader, including co-operation
- Breakdown of the number of publications (brochures, news releases, magazines, including e-publications):
 - Distribution and dissemination of monitoring and evaluation results
 - Targeted at advisors and/or innovation support services
 - Leader, including co-operation



- Breakdown of the number of other tools (web pages, social media):
 - Distribution and dissemination of monitoring and evaluation results
 - Targeted at advisors and/or innovation support services
 - Leader, including co-operation
- Breakdown of the number of project examples and best practices collected and shared:
 - Distribution and dissemination of monitoring and evaluation results
 - Targeted at advisors and/or innovation support services
 - Leader, including co-operation



- The feedback forms on Rural Network events and trainings ask whether you get new information about the RPD (a scale of 1 to 5)
- Awareness survey 2016, 2018, 2020

4. Information on the programme's implementation and results is exchanged among the actors and conveyed to the public

Evaluation questions

- To what extent were external communications able to convey information on the programme's results?
 - How effective a communication channel was social media in external communications?
- How well does the general public know the Rural Development Programme and its opportunities?
- What percentage of citizens agrees with this claim: "The countryside generates well-being for the whole country and can help bring solutions to competitiveness, climate and environmental issues"?



- Number of communication tools
- Breakdown of communication tools between various target groups
- Web-pages and use of social media



- Number of visitors on the maaseutu.fi website per month
- Social media use (re-Tweets, followers, active users)
- Awareness survey 2016, 2018, 2020

11.9.2016

5. More innovations in rural livelihoods, agriculture, food production, forestry and rural services, and regeneration of livelihoods

- To what extent did the Rural Network manage to create the conditions for events that generate innovations?
- To what extent did the Rural Network manage to create the conditions for events that regenerate livelihoods?

- Number of events promoting innovation (events) attended by entrepreneurs and/or funders)
- Number of communication tools



- Number of applicable coordination projects and national projects
- Self-assessment of the Rural Network's working group on innovation (2015 and 2016)
- Summary of the previous term's innovation camps and the impact on business life.
- Feedback surveys on training sessions for advisors

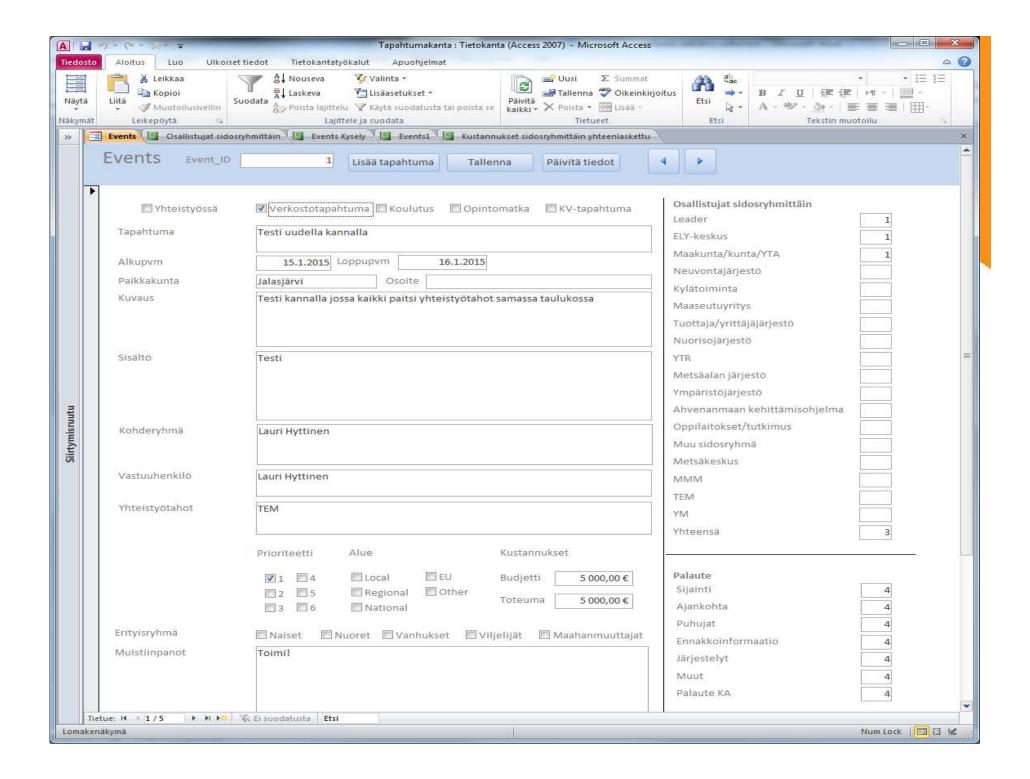
Schedule

- The evaluators for stage I will be chosen during the autumn 2016
- For stage III during autumn 2019
- Post evaluation will, according to current information, be conducted on the program as a whole
- The indicative budget for NRN evaluation is 55.000 €

Network statistics collection



- In order to make data collection most effective we have created a database solution. The solution is based on the previous network statistics survey.
- It is a simple tool built on a MS Access database. It allows all us to gather uniform data easily in standard form at this moment for events. Later maybe also examples and communication tools.
- All data is stored via a single data form which is used to edit and augment data.
- Database



Tab 1 Event information:

- Type (Check box: Network, Training, Co-operation, Study visit, Field trip)
- Event name (Text field)
- Date (Text field)
- Location (Text field)
- Organizer ie. Person/s responsible for the event (Text field)
- Description of event (Text field)
- Co-operation organizations (Text field)
- Priority (Check box)
- Level (Check box: local, regional, national, EU, other)
- Target groups (Check box for hard to reach groups)
- Participants, total and per group (we propose an editable list of groups so that each NRN can categorize their participants into groups that best help them analyze their own work. A proposed list should be included.) The total number of participants is calculated from the groups. This is a bit complex, but it will allow the NRN's to follow events on a target group –level and the allocation of funds on a more detailed level.
- Financial information (budget)
- Financial information (actual costs)
- Notes
- Feedback (both numeric and text)