



MAASEUTU.FI

Euroopan maaseudun  
kehittämisen maatalousrahasto:  
Eurooppa investoi maaseutualueisiin.



# Evaluation Plan for NRN in Finland

## Rural Network Support Unit of Finland



# Content of the presentation

- 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

1. 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
5. 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?



# Indicators



- 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



## Other data

- 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?





# Indicators



- 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



## Other data

- Annual survey from the communication network on how regional actors were able to increase program awareness.
- RA's evaluation 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?



# Indicators



- 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



# Indicators

- 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



## Other data

- 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”*?



# Indicators

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





## Other data

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



## 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?



# Indicators

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



## Other data

- 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](#)



Windows title bar: Tapahtumakanta : Tietokanta (Access 2007) - Microsoft Access

Access ribbon: Tiedosto, Aloitus, Luo, Ulkoiset tiedot, Tietokantatyökalut, Apuohjelmat

Access ribbon: Näytä, Liitä, Leikkaa, Kopioi, Muotoiluvivelli, Leikepöytä, Suodata, Nouseva, Laskeva, Poista lajittelu, Lajittele ja suodata, Valinta, Lisäasetukset, Käytä suodatusta tai poista se, Päivitä kaikki, Uusi, Tallenna, Poista, Lisää, Summat, Oikeinkirjoitus, Tietueet, Etsi, Etsi, Tekstin muotoilu

Access ribbon: Events, Osallistujat sidosryhmittäin, Events Kysely, Events1, Kustannukset sidosryhmittäin yhteenlaskettu

Form title: Events

Form fields:

Event\_ID: 1

Buttons: Lisää tapahtuma, Tallenna, Päivitä tiedot

Form sections:

**Yhteistyössä**

Yhteistyössä  Verkostotapahtuma  Koulutus  Opintomatka  KV-tapahtuma

**Tapahtuma**

Testi uudella kannalla

**Alkupvm**: 15.1.2015 **Loppupvm**: 16.1.2015

**Paikkakunta**: Jalasjärvi **Osoite**:

**Kuvaus**: Testi kannalla jossa kaikki paitsi yhteistyötahot samassa taulukossa

**Sisältö**: Testi

**Kohderyhmä**: Lauri Hyttinen

**Vastuhenkilö**: Lauri Hyttinen

**Yhteistyötahot**: TEM

**Prioriteetti**:  1  2  3  4  5  6

**Alue**:  Local  Regional  National  EU  Other

**Kustannukset**: **Budjetti**: 5 000,00 € **Toteuma**: 5 000,00 €

**Erityisryhmä**:  Naiset  Nuoret  Vanhukset  Viljelijät  Maahanmuuttajat

**Muistiinpanot**: Toimi!

**Osallistujat sidosryhmittäin**

Leader	1
ELY-keskus	1
Maakunta/kunta/YTA	1
Neuvontajärjestö	
Kylätoiminta	
Maaseutuyritys	
Tuottaja/yrittäjäjärjestö	
Nuorisojärjestö	
YTR	
Metsäalan järjestö	
Ympäristöjärjestö	
Ahvenanmaan kehittämissohjelma	
Oppilaitokset/tutkimus	
Muu sidosryhmä	
Metsäkeskus	
MMM	
TEM	
YM	
Yhteensä	3

**Palaute**

Sijainti	4
Ajankohta	4
Puhujat	4
Ennakkoinformaatio	4
Järjestelyt	4
Muut	4
Palaute KA	4

Footer: Tietue: 1 / 5, Ei suodatusta, Etsi, Lomakenäkymä, Num Lock

## 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)

