

Quality Assessment for the study on “EU agri-food via e-commerce to China”

Objective of the assessment	Aspects to be assessed	Fulfilled? Y, N, N/A	Comments
1. Scope of evaluation	Confirm with the Terms of Reference and the work plan that the contractor :		
	a. Has addressed the evaluation issues and specific questions	[Y]	
	b. Has undertaken the tasks described in the work plan	[Y]	
	c. Has covered the requested scope for time period, geographical areas, target groups, aspects of the intervention, etc.	[Y]	Study covers the requested areas, with China main focus and three other countries studied in less details
2. Overall contents of report	Check that the report includes:		
	a. Executive Summary according to an agreed format, in the three required languages (minimum EN and FR)	[Y]	
	b. Main report with required components <ul style="list-style-type: none"> ▪ Title and Content Page ▪ A description of the policy being evaluated, its context, the purpose of the evaluation, contextual limitations, methodology, etc. ▪ Findings, conclusions, and judgments for all evaluation issues and specific questions ▪ The required outputs and deliverables ▪ Recommendations as appropriate 	[Y]	Study does not focus on the evaluation of a policy
	c. All required annexes	[Y]	
3. Data collection	Check that data is accurate and complete		
	a. Data is accurate <ul style="list-style-type: none"> ▪ Data is free from factual and logical errors ▪ The report is consistent, i.e. no contradictions ▪ Calculations are correct 	[Y]	
	b. Data is complete <ul style="list-style-type: none"> ▪ Relevant literature and previous studies have been sufficiently reviewed ▪ Existing monitoring data has been appropriately used ▪ Limitations to the data retrieved are pointed out and explained. ▪ Correcting measures have been taken to address any problems encountered in the process of data gathering 	[Y]	The contractor has exploited adequately the available data sources.
	4. Analysis and judgments		
	a. Analytical framework is sound	[Y]	

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	<ul style="list-style-type: none"> ▪ The methodology used for each area of analysis is clearly explained, and has been applied consistently and as planned ▪ Judgements are based on transparent criteria ▪ The analysis relies on two or more independent lines of evidence ▪ Inputs from different stakeholders are used in a balanced way ▪ Findings are reliable enough to be replicable 		Part of the methodology is further developed in the annex
	<p>b. Conclusions are sound</p> <ul style="list-style-type: none"> ▪ Conclusions are properly addressing the evaluation questions and are coherently and logically substantiated ▪ There are no relevant conclusions missing according to the evidence presented ▪ Findings corroborate existing knowledge; differences or contradictions with existing knowledge are explained ▪ Critical issues are presented in a fair and balanced manner ▪ Limitations on validity of the conclusions are pointed out 	[Y]	
5. Usefulness of recommendations	<p>a. Recommendations are useful</p> <ul style="list-style-type: none"> ▪ Recommendations flow logically from the conclusions, are practical, realistic, and addressed to the relevant Commission Service(s) or other stakeholders 	[Y]	
	<p>b. Recommendations are complete</p> <ul style="list-style-type: none"> ▪ Recommendations cover all relevant main conclusions 	[Y]	
6. Clarity of the report	<p>a. Report is easy to read</p> <ul style="list-style-type: none"> ▪ Written style and presentation is adapted for the various relevant target readers ▪ The quality of language is sufficient for publishing ▪ Specific terminology is clearly defined ▪ Tables, graphs, and similar presentation tools are used to facilitate understanding; they are well commented with narrative text 	[Y]	
	<p>b. Report is logical and focused</p> <ul style="list-style-type: none"> ▪ The structure of the report is logical and consistent, information is not unjustifiably duplicated, and it is easy to get an overview of the report and its key results. ▪ The report provides a proper focus on main issues and key messages are summarised and highlighted ▪ The length of the report (excluded appendices) is proportionate (good balance of descriptive and analytical information) ▪ Detailed information and technical analysis are left for the appendix; thus information overload is avoided in the main report 	[Y]	Technical Unit has agreed that report could be a bit longer compared to what was specified in the ToR.

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Overall conclusion		
The report could be approved in its current state, as it overall complies with the contractual conditions and relevant professional evaluation standards	[Y]	