

# QUALITY ASSESSMENT FORM<sup>1</sup>

**Title of the evaluation**

**EVALUATION OF THE SCHOOL FRUIT SCHEME**

**DG/Unit** DG AGRI, Unit L4

Officials managing the evaluation: Andreas KOLODZIEJAK

**Evaluator/contractor** AFC-COCONCEPT

**Assessment carried out by:**

Steering group with participants from units C-2, D-3, D-4, I-1, J-2, K-1, L-1, L-4 and SG, DG RTD, DG COMM, DG EAC, DG SANCO.

**Date of the Quality Assessment** July 2012

---

<sup>1</sup> Refer to the ['Guide on Scoring the Criteria'](#) for how to assess each criterion.  
Quality Assessment Form for the evaluation of the School Fruit Scheme

### **(1) RELEVANCE**

*Does the evaluation respond to information needs, in particular as expressed in the terms of references?*

<b>SCORING</b>	<b>Poor</b>	<b>Satisfactory</b>	<b>Good</b>	<b>Very Good</b>	<b>Excellent</b>
				<b>X</b>	

**Arguments for scoring:**

The evaluation study covers in a very precise way all the numerous requirements expressed in the terms of reference.

### **(2) APPROPRIATE DESIGN**

*Is the design of the evaluation adequate for obtaining the results needed to answer the evaluation questions?*

<b>SCORING</b>	<b>Poor</b>	<b>Satisfactory</b>	<b>Good</b>	<b>Very Good</b>	<b>Excellent</b>
				<b>X</b>	

**Arguments for scoring:**

The design of the evaluation is based on a mix of quantitative and qualitative tools which are properly described. The analyses are built upon a large number of evaluation criteria and indicators. The design regarding the case studies and survey proved to be very adequate.

### **(3) RELIABLE DATA**

*Are data collected adequate for their intended use and have their reliability been ascertained?*

<b>SCORING</b>	<b>Poor</b>	<b>Satisfactory</b>	<b>Good</b>	<b>Very Good</b>	<b>Excellent</b>
					<b>X</b>

**Arguments for scoring:**

The analyses were based on very precise collection of data from the national or regional monitoring and evaluation reports as well on surveys of the national competent authorities, parents and schoolmasters. In addition a large amount of desk research was done to obtain useful data on health, overweight and obesity from WHO, EFSA etc. and on fruit and vegetables consumption from Freshfel Europe, EUROSTAT etc.

The limitations encountered in terms of data availability are properly and precisely explained. These were taken into account in the formulation of findings and conclusions. Survey statements of parents regarding the fruit and vegetables consumption behaviour of their children were handled with due care. In particular the great effort made in the evaluation study to check particular data e.g. national prices per portion with the member States is appreciated.

#### **(4) SOUND ANALYSIS**

*Are data systematically analysed to answer evaluation questions and cover other information needs in a valid manner?*

<b>SCORING</b>	<b>Poor</b>	<b>Satisfactory</b>	<b>Good</b>	<b>Very Good</b>	<b>Excellent</b>
			X		

**Arguments for scoring:**

The theoretical and empirical analyses are carried out in a systematic way, based on a mix of qualitative and quantitative tools. The latter included composite indicators such as distribution density derived from single indicators like the price of school fruit per child or per portion. To the extent possible, the findings formulated based on quantitative tools were crosschecked with findings developed using qualitative tools. In some cases the statistical analysis could have been more sophisticated in order to check for causality.

The constraints encountered and the limitations of the methods and tools used are pointed out in the presentation of the analysis results and taken into account in the formulation of the conclusions.

#### **(5) CREDIBLE FINDINGS**

*Do findings follow logically from and are justified by, the data/information analysis and interpretations based on pre-established criteria and rational?*

<b>SCORING</b>	<b>Poor</b>	<b>Satisfactory</b>	<b>Good</b>	<b>Very Good</b>	<b>Excellent</b>
				X	

**Arguments for scoring:**

The findings are well explained and justified based on the results of the analyses carried out. Important findings are mostly based on more than one method, source or approach which makes these findings more robust and reliable.

#### **(6) VALID CONCLUSIONS**

*Are conclusions non-biased and fully based on findings?*

<b>SCORING</b>	<b>Poor</b>	<b>Satisfactory</b>	<b>Good</b>	<b>Very Good</b>	<b>Excellent</b>
				X	

**Arguments for scoring:**

The conclusions are very clearly formulated and reflect in a systematic way the judgement regarding each evaluation question. If conclusions are missing because valid conclusions could not be supplied it is very well explained why e.g. in the case of the sustainable increase of consumption of fruit and vegetables. The conclusions reflect very well the multidisciplinary framework of these CAP measures e.g. the framework of the European Strategy on Nutrition, Overweight and Obesity Health related issues and the EU 2020 objectives.

## **(7) HELPFUL RECOMMENDATIONS**

*Are areas needing improvements identified in coherence with the conclusions? Are the suggested options realistic and impartial?*

<b>SCORING</b>	<b>Poor</b>	<b>Satisfactory</b>	<b>Good</b>	<b>Very Good</b>	<b>Excellent</b>
				<b>X</b>	

### **Arguments for scoring:**

The contractor had the courage to formulate a rather long list of useful recommendations for policy making on the SFS. The recommendations are logically derived from the evaluation results and conclusions. The recommendations are useful for preparing the report on the establishment of the School Fruit Scheme from the Commission to the Council and the Parliament late 2012 and for deciding on possible adaptations of the SFS after 2013. The recommendations can be used in the current evaluations of the European Strategy on Nutrition, Overweight, Obesity related Health issues and of the School Milk Scheme. The recommendations are also precise, e.g. concerning the recommended amount of EU co-financing needed for a much larger uptake of the Scheme in order to reach more children in the target group in an effective way.

## **(8) CLARITY**

*Is the report well structured, balanced and written in an understandable manner?*

<b>SCORING</b>	<b>Poor</b>	<b>Satisfactory</b>	<b>Good</b>	<b>Very Good</b>	<b>Excellent</b>
			<b>X</b>		

### **Arguments for scoring:**

The report has a very clear structure. Both the clear description of the national schemes and their implementation of the measures are much appreciated. The report even repairs through other information sources where clarity is lacking in the national evaluation reports. The boxes after every evaluation question provide very clear summaries of the answers to the evaluation questions. The text contains some repetitions that are to a large extent necessary to cover adequately the answers to the evaluation questions and the some formulations in English are too literally translated from German but the overall clarity of the text good and the report can be well understood by the reader due to the clear structure and adequate descriptions and explanations.

## OVERALL ASSESSMENT OF THE FINAL EVALUATION REPORT

### **Is the overall quality of the report adequate, in particular:**

- Does the evaluation fulfil contractual conditions?

Clearly and fully.

- Are the findings and conclusions of the report reliable, and are there any specific limitations to their validity and completeness?

The findings and conclusions of the report are reliable; limitations have been clearly indicated and are mainly linked to the difficulty encountered in measuring sustainable impacts after just two years of operation and in isolating the effects of the policy measures from other factors of influence and attributing causal relationships.

- Is the information in the report potentially useful for designing intervention, setting priorities, allocating resources or improving interventions?

The findings, conclusions and recommendations of the evaluation can be used in the debate on the future CAP after 2013 and in particular in the report on the establishment of the School Fruit Scheme from the Commission to the Council and the parliament due late 2012. The conclusions can also be used in the current evaluations of the European Strategy on Nutrition, Overweight, Obesity related Health issues and of the School Milk Scheme. Therefore, they are very useful and relevant.