

QUALITY ASSESSMENT FORM¹

Title of the evaluation

EVALUATION OF THE INFORMATION POLICY ON THE CAP

DG/Unit DG AGRI, Unit E4

Officials managing the evaluation: Andreas LILLIG

Evaluator/contractor: Public Policy and Management Institute (PPMI), Vilnius

Assessment carried out by:

Steering group with participants from units AGRI B.2, E-1/3/4/5, H.3, I.1, R.1, ENRD, and SG-C.1, DGs COMM-DG.01.001, COMP-E.TF/A.3, ESTAT-E.1, GROW-D.3, NEAR-A.2, RTD-F.3.

Date of the Quality Assessment: 14. July 2015

¹ Refer to the 'Guide on Scoring the Criteria' for how to assess each criterion.

(1) RELEVANCE

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

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
				X	

Arguments for scoring:

The evaluation study examined the impact of information policy on the CAP implemented in the period 2006-2013, with a focus on more recent actions. Furthermore, the description of the policy including the comprehensive case studies is very good. The study covers in a 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?

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
			X		

Arguments for scoring:

The design of the evaluation is based on a mix of quantitative and qualitative tools which are properly described. The analysis is built upon large empirical enquiries among the target groups and a large number of evaluation criteria and indicators. Many elements of the framework/outset for the information policy are addressed in the description.

(3) RELIABLE DATA

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

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
			X		

Arguments for scoring:

The analysis is based on a tailored collection of data including fieldwork and interviews with or questionnaires to beneficiaries, Commission services, national authorities, experts, stakeholders and their organisations. This was supplemented by desk research. Main additional source of information was the Eurobarometer. Main challenge in the data collection was the representativeness of the surveys. 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.

(4) SOUND ANALYSIS

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

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
			X		

Arguments for scoring:

The theoretical and empirical analysis has been carried out in a systematic way, based on a mix of qualitative and quantitative tools.

The constraints encountered and the limitations of the methods and tools used are pointed out in the presentation of the results of the analysis 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?

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
				X	

Arguments for scoring:

The findings are very well explained and justified by the results of the analysis carried out. The empirical analysis is the main and robust source of the findings and underpins their credibility.

(6) VALID CONCLUSIONS

Are conclusions non-biased and fully based on findings?

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
			X		

Arguments for scoring:

The conclusions are formulated in a clear way and reflect in a systematic way the judgement for each evaluation question based on the empirical work. Due consideration has been given to the information actions under the Rural Development policy. Limitations resulting from separate autonomous information actions on the CAP in the Member States are addressed, thus reflecting well the wider framework, in which AGRI's information policy is implemented.

(7) HELPFUL RECOMMENDATIONS

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

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
				X	

Arguments for scoring:

The recommendations are logically derived from the evaluation results and conclusions. They are very useful for the further development of DG AGRI's information policy in a broader societal context. For instance, the recommendation of targeting the general public with the indirect actions is very valuable.

(8) CLARITY

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

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
			X		

Arguments for scoring:

The overall clarity of the text is good, and the report can be well understood by the reader due to the clear structure, adequate descriptions and explanations, as well as an appropriate language. Both the clear description of EU-measures and the various aspects of their implementation are much appreciated. Tables and graphs underpin the analysis in a helpful way. The conclusions on each evaluation question summarise in an appropriate way the main findings.

OVERALL ASSESSMENT **OF THE FINAL EVALUATION REPORT**

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

- Does the evaluation fulfil the contractual conditions?

Clearly and fully. It contains a full picture of DG AGRI's information actions and their impact.

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

Empirical research served as an important basis for the further elaboration of the study. The findings and conclusions of the report are reliable; limitations have been clearly indicated.

- 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 for discussing the future design of DG AGRI's information policy. This goes in particular for a number of findings regarding the targeting and efficiency of the various instruments of this policy. Therefore, they are very useful and relevant.