



Brussels, 15/10/2009
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Study on
SHAPING FOREST COMMUNICATION IN THE EUROPEAN UNION: PUBLIC PERCEPTIONS
OF FORESTS AND FORESTRY

QUALITY GRID

Concerning these criteria, the study is:	Unaccep- table	Poor	Satisfac- tory	Good	Excel- lent
1. Meeting the needs: Does the study adequately address the information needs of the commissioning body and fit the terms of reference?					X
2. Relevant scope: Are the key issues related to forests and forestry represented and is the geographical coverage sufficient?					X
3. Defensible design: Is the applied methodology appropriate and adequate to ensure a clear and credible result?					X
4. Reliable data: To what extent is the selected quantitative and qualitative information adequate?				X	
5. Sound analysis: Is the quantitative and qualitative information appropriately and systematically analysed and have the respective tasks been correctly fulfilled?				X	
6. Validity of the conclusions: Does the report provide clear conclusions? Are the conclusions based on credible information?				X	
7. Clearly reported: Does the report clearly assess the situation of public perceptions of forests and forestry?				X	
Taking into account the contextual constraints of the study, the overall quality rating of the report is:				X	

JUSTIFICATION FOR THE EVALUATION

1. Meeting the needs: the study adequately addresses the information needs of the commissioning body and is in line with the criteria set out in the terms of reference.

2. Relevant scope: the study responds well to the information needs on the subject expressed in the Terms of References. All requested issues have been addressed. The key areas where the public awareness of the role of forests and forestry in addressing the new challenges (climate change, the increasing demand for bio-energy, and balancing forest use with nature protection and biodiversity conservation) could be improved have been covered. The scope covers the requested periods of time and geographical area. This study will add value to existing policy knowledge on the subject.

3. Defensible design: the applied methodology is appropriate and adequate to provide useful results with relation to the objectives. The method is clearly and adequately described, in enough detail for the quality to be judged. Information sources and analysis tools are adequate for addressing the objectives of the study.

4. Reliable data: the qualitative and quantitative data used in the study are transparent and well documented. The fact that the data was not available for all geographical regions has been known even before start of the study. The contractor has sufficiently well addressed this issue in the methodological approach. The collected data were adequate for their intended use. Relevant literature and previous studies have been sufficiently reviewed.

5. Sound analysis: the analysis has been performed according to the requirements set out in the terms of reference. The data are systematically analysed to respond to the study objectives. The findings do follow logically from the data and information analyses and are well justified. The limitations of the analysis and exceptions to general explanations or evidences were identified, discussed and transparently presented.

6. Validity of the conclusions: Findings and conclusions of the study are non-biased and seem to be well derived from the analyses completed in the implementation of individual tasks. Overall, conclusions have been drawn on the basis of sound analysis and credible findings. The conclusions properly addressed the main objectives of the study and are interpreted in relation to the main aspects of forest-related policies in the EU. The provided Eurobarometer questions serve as a valuable tool for future follow-up on the quantitative outcomes of this study.

7. Clearly reported: the study provides a clear balanced assessment of the situation and the information provided in the study may potentially be useful for designing future communication strategies, in particular in the case of individual Member States. The use of tables and graphs adds readability to the text. The length of the report, including the annexes, is adequate. The report includes a relevant and concise executive summary, which includes main conclusions and recommendations in a balanced and impartial manner. Detailed information and technical analysis are left for the appendix; information overload is avoided in the report.

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