Project details:
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Project Coordinator: NAUSICAA – CENTRE NATIONAL DE LA MER - BOULOGNE-SUR-MER – FRANCE
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1. Regulatory framework

The framework is the Sea for Society project.

The Consultation Process, reactions to Blue Society concept, Mobilisation activities and tools, and Launch Event will all be subject to external evaluation. This evaluation is different from the monitoring process which is made by each WP leader and the coordination.

This external evaluation will be carried out all along the project enabling the participation of actors (individual or groups) in the approach.

The aim of the external evaluation is to track the project progress and give guidance to the Steering Committee. It will provide reports on performance and recommend adjustments:
- analysis of the means and methods: analyse if the methods being used are effective and relevant in order to constantly adapt them.
- analysis of the objectives: the relevance and the right implementation of the objectives will be evaluated.

2. Scope of the evaluation

The external evaluation will focus on the different objectives of the project and the participatory process (consultation and mobilisation) and will have to answer to the below questions:

1. Does the overall action plan allow to bring together different actors (research stakeholders, societal actors…) with complementary knowledge and experiences and forge new partnerships using a participatory approach resulting in Public Engagement in Research (PER)?

2. What are the impacts of the Consultation and Mobilisation Process across Europe to facilitate dialogue and cooperation among different stakeholders and directly with citizens/youth in order to contribute to the research process and to develop collective efforts to try and address key challenges?

3. How does the Consultation and Mobilisation Process empower stakeholders and citizens/youth to take action to tackle the societal challenges identified?

4. How does the project allow the development and enrichment of the concept of Blue Society as a basis for improved governance of the Oceans in the future and the dissemination of this concept towards Research and Development, governance, industries and decision-makers?

5. How will the on-going mechanism for partnership, interaction, public-research engagement and empowerment actions to address marine societal challenges be engaged in sustainability?

3. Main users of the evaluation reports

Main users of the reports will be partners of the project and at the end the European Commission.

The Steering Committee will use the evaluation reports to give new directions if necessary.

4. Evaluative and research questions

The external evaluation will have at least to answer the below questions in order to answer to the 5 questions of the scope of the evaluation.

Consultation phase – participatory process from the conception of the methodology to the forum of consultation

- o How are the highlights of the project organized? How are the local actors mobilised regarding these highlights?
- o Workshops: how are the participants chosen? Are they representatives? Do they allow people to express their opinion (time provided, oral and written support, language…)? Is it professional? How are enhanced the interactions between participants? How is the production taken into account during the workshops? Do the participants have all the same basic information (maybe even a formation)? Who is participating (e.g.: citizens, youth…) and to which level?
- o Are the local actors provided with the tools to implement their actions (formation, disposal of project guidelines, exchange platforms or forums)? How do they use these tools?
- o Does the information from the consultation process allow a relevant analysis on a technical and social point of view?

Mobilisation phase – participatory process from the selection of the cross cutting challenge to the mobilisation phase

- o Is the mobilisation phase participatory enough (consensus workshop, mobilisation campaign)?
- o How is the cross-cutting theme chosen? By whom?

The effects of the project:
- o How does the project raise awareness among target audiences: industrials, research laboratories, decision makers, politicians, consumers?
- o How does it generate a change in habits regarding the methods of production, consumption and communication?
- o Does it generate new projects?
- o Does it generate unexpected effects (e.g.: by creating an event, generating a dynamic and partnerships…)?

Coordination of the project:

- o Are the partners of the Sea for Society project involved well informed?
- o Are the training sessions of the partners for consultation process sufficient to conduct the consultation phase?
- o Decision making: is it the subject of debates, who decide? Part of the consensus? Is the time for decision making correct? How are the problems dealt with?
- o Time management: are the connections between the phases and the schedule monitoring well chosen?
- o How efficient is the coordination of consultation and mobilisation phases?
- o Activity monitoring: do we have a global vision of the project?
- o Are unexpected events and malfunctions well anticipated and well managed?
- o Evaluation: how is it managed? Are the feedbacks taken into account?

5. Available knowledge

For the selection of the evaluation team, they will have access to parts of the Description of Work of the project.

Budget of the Sea for Society project: 4.260 millions of euros. The project is divided in 7 work package with the following estimated indicative person-month (PM): Planning consultation process (45 PM)– Implementation of Consultation process (71 PM) – Development of Action plan for Mobilisation (54 PM) – Implementation of Action plan for Mobilisation (79 PM) - Blue Society Expert Group coordination (48 PM) – Communication (46 PM)– Project Management (50 PM).

6. Main methods or techniques to be used

Evaluation methods must be efficient: based on the highlights of the project when the target audiences are available (training session, consultation forum, consensus workshop, Sea academy, Mobilisation phases…).

Both formative and summative approaches to evaluate the project will be employed. Formative evaluation includes: evaluation of the stakeholder/users as well as their inputs into the project; the processes undertaken as part of the project activities; consideration of the wider context within which the project is taking place. Summative evaluation will focus on the outputs and impacts of project activities and their impact within the broader context (Merkx et al. 2007)[1].

In the context of SFS, the formative aspects of the evaluation include:
Stakeholder evaluation. Appropriateness of targeted/participative stakeholders at European and national level (including SFS stakeholders as well as segments of public and youth targeted by the project).

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[1] Merkx, Femke, Inge van der Weijden, Anne-Marie Oostveen, Peter van den Besselaar and Jack Spaapen. 2007. *Evaluation of Research in Context: A Quick Scan of an Emerging Field*. Rathenau Institute – Department Science System Assessment. ERiC – Evaluating Research in Context. http://www.allea.org/Content/ALLEA/WG%20Evaluating/NL_Quick_Scan.pdf

Integrative research and action processes involving multiple participants. Extent of networking and learning between scientific, socio-economic stakeholders and public and youth.
Training sessions and decision meeting sessions. Quality of the information disseminate for a well understanding of all aspects and activities of the project and quality of the integrated methodology used to give coherence to the project.
Contextual factors. To provide an indication of what is possible in terms of processes and input of stakeholders.
In the context of SFS, the summative aspects of the evaluation include:
Research findings. Quality of the research findings in terms of ecological services, current scientific debates as well as innovation linked to the oceans.
Project outputs. Quality and quantity of project outputs in a variety of formats: academic articles, project reports, maps, website, videos, policy briefs.
Societal impact. Extent of societal learning and knowledge transfer, including public understanding of ocean ecological services, of the importance of these services for human and of how human societies can manage them. Extent of SFS societal outcomes which inspire stakeholders to work together on Blue Society.

Indicators of success of the SFS project: **Implementation** (appropriateness of methodology for future consultation, stakeholder inputs, processes and context), **Societal and economical impact** (effects on policies and public awareness and networking on innovation) and **Scientific quality and quantity** (research findings and academic outputs).

7. Schedule

The external evaluator will be recruited to track the project progress and provide reports on performance and recommended adjustments. Success will be measured against quantitative and qualitative indicators.

All external evaluation reports will address the issue of sustainability and plans for the future. The external evaluator will circulate interim and final reports to consortium members, and a redress procedure will be put in place.

Month 1 being June 2012
A call for service proposal will be made in February 2013 and the recruitment will be finished in March 2013.

Calendar

Month 1 being June 2012:

Throughout the project: from the launching until the finalization (even maybe after the finalization if some actions generate mid-term effects).

Highlights: at the beginning, during the events of the project (training session, consultation forum, consensus workshop, Sea academy, Mobilization phase, Blue Society conference …) and at the end of the project.

First report: Month 20 – January 2014

WP1 (Month 1 to Month 6) to the end of WP2 (month 7 to month 21).

Second report before the Blue Society conference – Month 34 – March 2015

WP3 (month 21 to month 28) to the end of WP4 (month 26 to month 39).

Final report – Month 42 – November 2015

8. Required qualifications of the evaluation team

English spoken and one more language of the project will be desirable.

Experience in different regions of Europe.

Methodological skills required: experience in evaluation of participatory process and dialogue (Mutual and Mobilization Learning process or/and Public Engagement in Research).

Prior experience of working on European projects.

Prior experience of similar evaluation work.

Knowledge of the marine policies is advantageous.

Professional background and disciplinary expertise: multidisciplinary team.

Ability to manage and deliver an evaluation in a timely fashion.

8.1 Independence of the evaluation team

Put in place management arrangements that will support the independence of those evaluators recruted.

Request confirmation that there are no conflicts of interest within the potential team.

At the same time, evaluators will have access to information that they require for their work.

8.2 Profile of the evaluation team

University - private sector - association - foundation – others.

9. Structure of the Reports

The evaluation reports are to be delivered to Nausicaá, the project partner responsible for the deliverables associated to the evaluation reports. Nausicaá will incorporate the reports in the project deliverables. All the reports should include a synthesis at the beginning.

For the mid-term reports

Shall be structured around each of the 5 project objectives.

- explain the methodology chosen to reach the objective;
- the work plan followed for each objective;
- the main results of the analysis.

For the final report

Indicate the major conclusions about Sea for Society.

10. Adjudication criteria

Adjudication criteria:

- the quality of the methodological approach;
- the qualifications and previous experience of the team;
- the capacity to be involved in different regions of Europe;
- the value for money.

A presentation of the methodology will be asked.