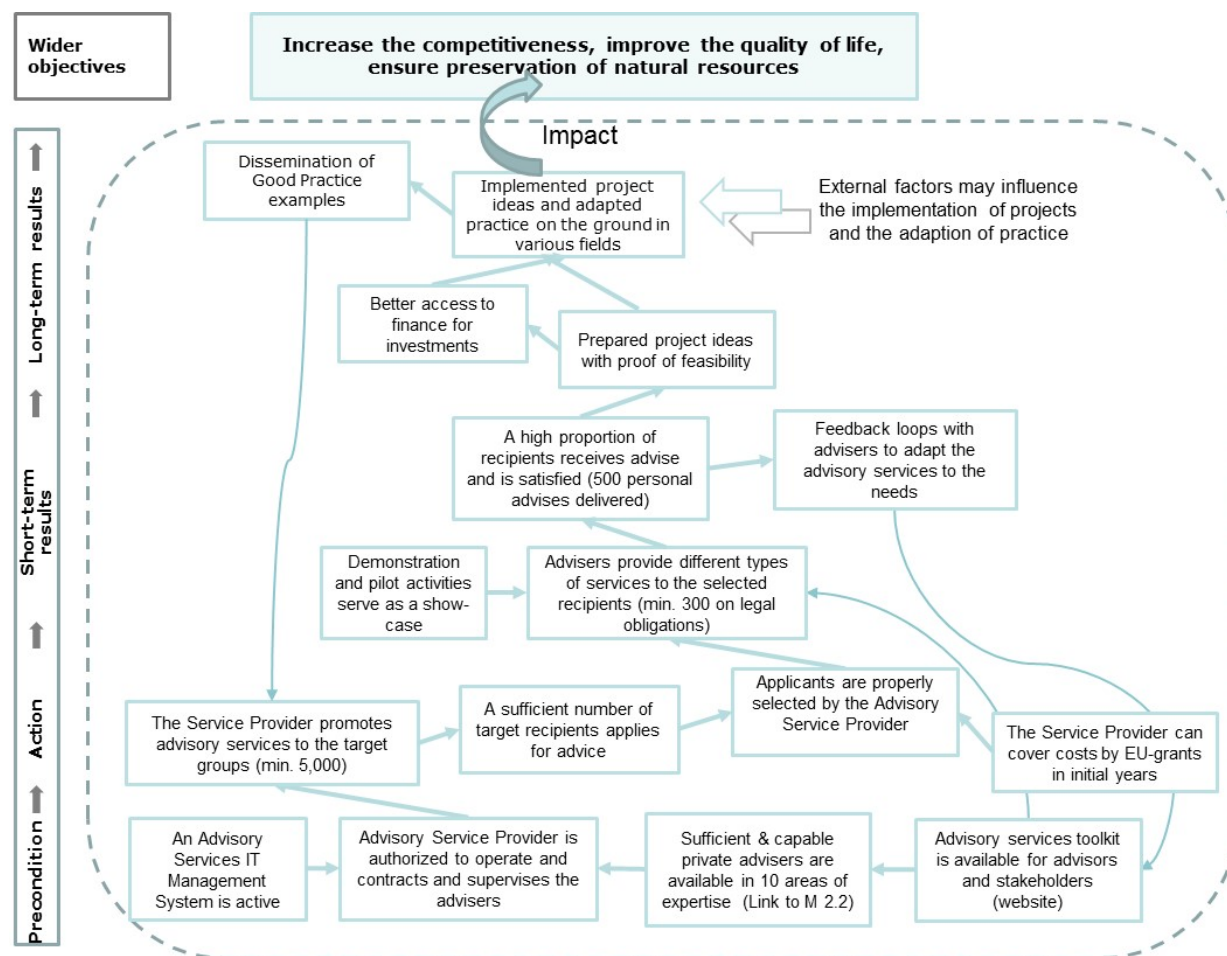

Evaluation Plan for the Agriculture and Rural Advisory System (ARAS) – Final version 24 July 2018

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Development of a Theory of Change for the provision of advice and training of advisors (strategy development) including an evaluation framework with built-in indicators for success control (evaluation model)

Sub-Measure 2.1: Provision of advice

Visual representation of the intervention logic (impact model)



Outline of the Intervention logic (impact model) and the indicators and data sources for success control and reporting

Components of the intervention logic		Indicators for success control and reporting	Data source
Long term result – link to impact evaluation	Implemented projects and adapted practice observed on the ground contribute to achieving the wider objectives of the ARAS	<ul style="list-style-type: none"> Contribution to increase the competitiveness of the agro and food sector Contribution to Improve the quality of life in rural areas Contribution to Ensure the preservation of natural resources and the environment 	Impact Evaluation carried out by an external evaluator based on the collected monitoring data and complementary research
Action	Good practice examples on achievements are disseminated to the target	<ul style="list-style-type: none"> No of good practices and achievements shared 	FAS Service provider

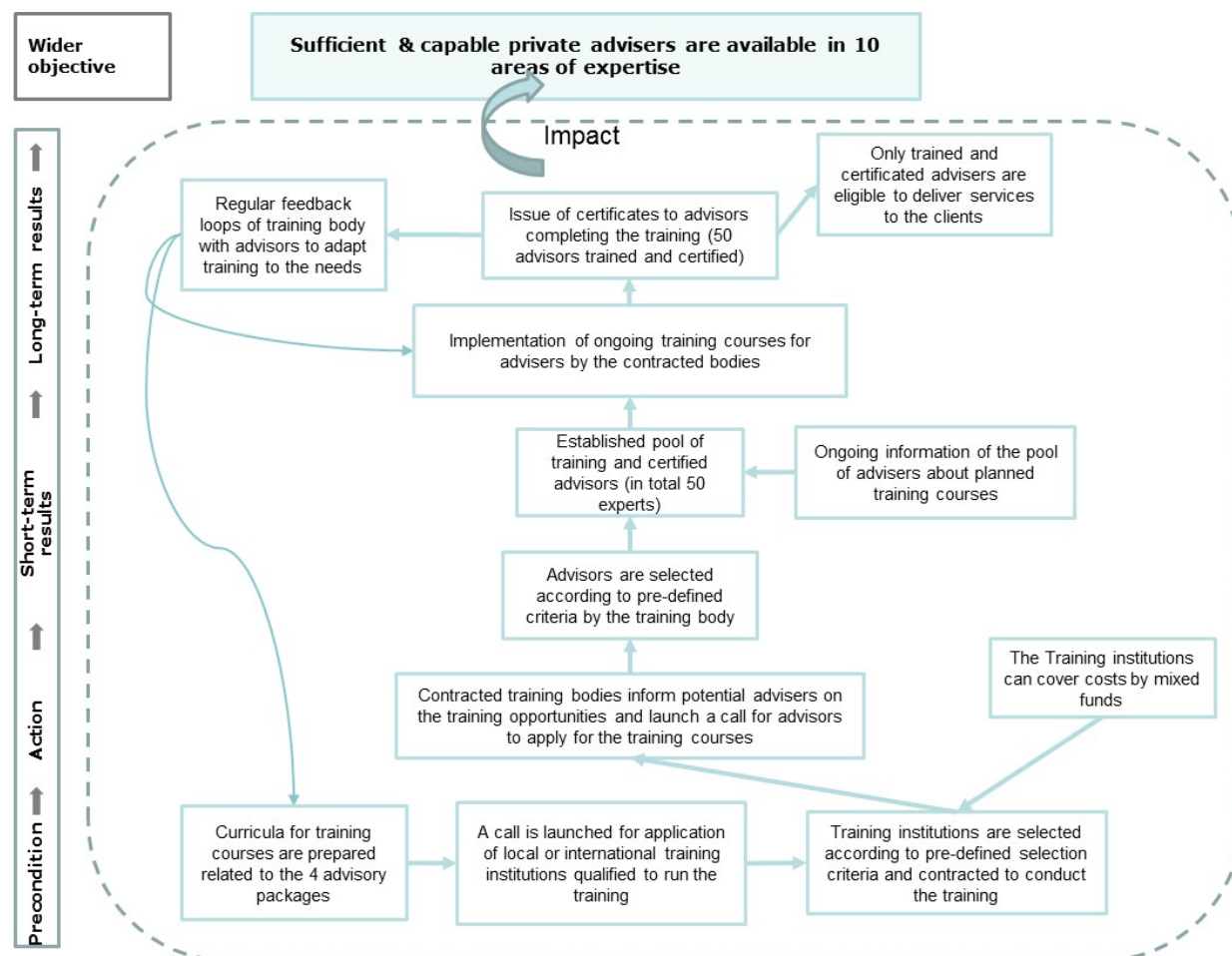
	group to enhance their motivation to participate in the advisory service		
Medium to long term result	Recipients are able to implement their project ideas and to adapt practices in the medium and long term in various fields (this is largely influenced by external factors)	Number of successfully implemented projects / related area distinguished per type (including short description of the achievement) <ul style="list-style-type: none"> • Economic achievements • Environmental achievements • Social achievements 	Collection of data by advisers (1 year after completion of the advisory service)
Medium term result	Recipients have better access to finance for investments	<ul style="list-style-type: none"> • R1: No and costs of projects supported under the RDP 2014-2020 which were supported by advisory services in application and/or contract management • P1: No and costs of rejected projects which were supported by the advisory service 	Service provider based on data provided regulatory by the Contracting Authority
Short term result	Recipients could prepare promising project ideas and can underpin their feasibility	<ul style="list-style-type: none"> • No of prepared project ideas per type 	Private advisers
Action	Regular feedback loops are conducted with advisers to adapt the advisory services to the needs (based on the satisfaction rate of recipients and profiles of participants)	<ul style="list-style-type: none"> • No of focus groups with advisers implemented 	Service Provider
Short term result	A high proportion of recipients received advise and is satisfied with the service to a high extent (500 personalised advises delivered by end 2020) Advisory services are implemented across all territory	<ul style="list-style-type: none"> • O1: No of clients who used advisory services (per advisory package and profile of client e.g., male or females; large or small farmers, geographic location, etc.) • % of recipients who completed the advisory process • % of recipients who are largely satisfied (and not satisfied) with the advisory process (use of different categories of satisfaction) • T2: No of personalised advises delivered (target indicator) 	Service provider (after completion) Client Satisfaction Survey

		<ul style="list-style-type: none"> • % of coverage of territory with implemented advisory services 	
Action	Demonstration and pilot activities (research initiatives) launched serve as a show-case to clients and support advisors work	<ul style="list-style-type: none"> • No of planned pilot activities per theme and implementing body based on the research action plan • No of pilot activities launched per theme and implementing body 	<p>Service Provider (yearly)</p> <p>Coordination of research activities and collection of data by the ARAS-Centre</p>
Action	Advisors provide different types of services to the selected recipients (at least 300 clients are informed on legal standards and requirements by end 2020)	<ul style="list-style-type: none"> • P4: No of projects supported by advisory services • P5: No of participants in training events • Duration of advisory services per type in hours/days • Input by advisors in hours • T3: No of clients who were informed on legal standards and requirements (target indicator) 	Service Provider (quarterly)
Action	The Service Provider can cover costs by EU-grants in initial years	<ul style="list-style-type: none"> • F1: No of applications and public expenditure by type of advice 	Service Provider (quarterly)
Short term result	A sufficient number of target recipients applies for advice and is properly selected by the Advisory Service Provider	<ul style="list-style-type: none"> • No and profile of applications per type • Suitable selection criteria are approved • Profile of those not interested or selected for advise 	Service Provider (quarterly)
Action	The Service Provider promotes advisory services to the target groups and raises awareness on the opportunities and benefits amongst potential users through effective communication channels (reaching at least 5,000 rural stakeholders by end 2020)	<ul style="list-style-type: none"> • P2: No of promotional events and no of participants per event • P3: No of promotional publications issue by the Service Provider per type • Website traffic (google analytics) • Posted messages in Social media • T1: Reached rural stakeholders through all communication channels (target indicator) 	Service provider (yearly)
Pre-condition	Advisory services toolkit is available for advisors and rural stakeholders (website)	<ul style="list-style-type: none"> • Website traffic (Google analytics) • No of lectures offers for each of the 4 advisory packages 	ARAS-Centre

Pre-condition	An Advisory Services IT Management System is active	<ul style="list-style-type: none"> • No of registered users who have online access to the system • % of planned functionalities implemented • No of reports per year to extract statistical data out of the system 	ARAS-Centre
Pre-condition	An Advisory Service Provider (coordination body) is authorized to operate (need to fulfil the set conditions) and contracts and supervises the advisers	<ul style="list-style-type: none"> • Execution date 	ARAS-Centre
Pre-condition	Capable private advisers are available in 10 areas of expertise (in total 50 advisers are available)	<ul style="list-style-type: none"> • No of registered advisers • % of advisers who fulfil the required level of expertise 	ARAS-Centre

Sub-Measure 2.2: Training of Advisors

Visual representation of the intervention logic (impact model)



Outline of the Intervention logic (impact model) and the indicators and data sources for success control and reporting

Components of the intervention logic		Indicators for success control and reporting	Data source
Medium term result	Regular feedback loops of training body with advisers in order to adapt the curricula and training courses to the needs	<ul style="list-style-type: none"> No of activities to receive feedback from advisers on the usefulness of the training (e.g. survey, focus group) 	Training bodies
Short-term result	Issue of certificates of attendance to advisers completing the training. Only trained and certificated advisers are	<ul style="list-style-type: none"> O1: No of trained and certificated advisers in total and per advisory packages and training topic O2: Total number of training days (8 hours) received by all 	Training bodies

	eligible to deliver services to the clients.	<p>participants and according to training topic</p> <ul style="list-style-type: none"> • % of trained who succeeded or failed to complete the training and get certification • Satisfaction rate of advisors who attended the training • T1: Target indicator. At least 50 advisors are trained and certified by end 2018 	
Action	Implementation of ongoing training courses for advisers by the contracted bodies, supervised by the ARAS-Centre	<ul style="list-style-type: none"> • No of implemented training courses per type and theme • No of participants per type and theme 	Training bodies
Action	Ongoing information of the pool of advisers about planned training courses	<ul style="list-style-type: none"> • No of communication activities (e.g. no of newsletters) 	Training bodies
Short term result	Established pool of training and certified advisers (in total 50 experts)	<ul style="list-style-type: none"> • No of selected advisers to attend the training 	Training bodies
Pre-condition	Contracted training bodies inform potential advisers on the training opportunities and launch a call for advisers to apply for the training courses. Advisers are selected according to pre-defined criteria by the training body.	<ul style="list-style-type: none"> • No of potential advisers who are informed about the training opportunities • No of calls for application • No of applicants 	Training bodies
Pre-condition	Training institutions are selected according to pre-defined selection criteria and contracted to conduct the training for a certain period	<ul style="list-style-type: none"> • No of contracted training institutions in total and per advisory package 	ARAS – Centre and ARAS - SC
Pre-condition	A call is launched for application of local or international training institutions who are qualified to run the training	<ul style="list-style-type: none"> • No of calls launched 	ARAS – Centre and ARAS - SC

Pre-condition	Curricula for training courses (including theoretical and practical modules) are prepared related to the 4 advisory packages approved by the SC	<ul style="list-style-type: none">• No of curricula prepared	ARAS – Centre and ARAS - SC
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