



UNIVERSITÀ DI PISA

Food and Rural Studies for Sustainability

"Point of view of an expert evaluator and reviewer on how to present and run a successful project"

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Personal background



Expert evaluator since 2018:
dozens of projects

Expert reviewer since 2023:
16 monitoring exercises

- online;
- in person;
- on-site visits

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What are my duties as a reviewer?

Technical Assessment

- Achievement of project objectives and effectiveness of overall strategy
- Success of work plan implementation, deliverables, and output delivery
- Deviations and their impact on KPIs and objectives
- Relevance of campaign messages for the Call topic and European dimension
- Compliance with visual and brand use rules
- Effectiveness of management procedures and methods
- Independence of the evaluation body
- Quality of beneficiaries' communication, cooperation, and integration
- Increase in sales and/or awareness per target market (for Final reports)

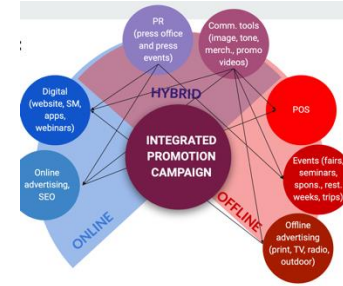
Budgetary assessment:

1. Resource Planning and Use
2. Output Proportionality
3. Structured Comparison
4. Underspending and Underperformance

Some useful recommendations from my colleagues (Dörnyei, 2024)



1. Integrated Promotion Campaign:



- **Offline, Hybrid, and Online:** The campaign should use a mix of offline (print, TV, radio, outdoor), hybrid, and online (website, social media, apps, webinars) activities to reach broader audiences and create a personal connection.
- **Multi-channel Customer Journey:** Each touchpoint should have its own communication tool with adjusted but consistent messaging to improve overall effectiveness, save costs, and build trust.



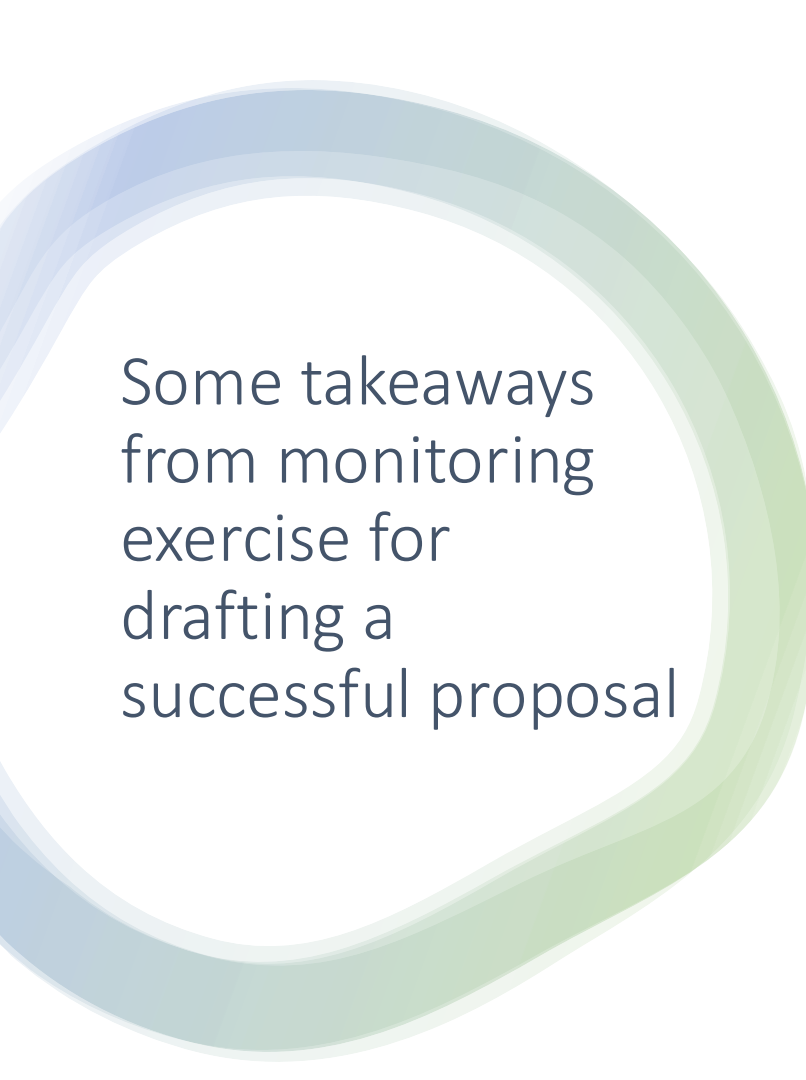
Some useful recommendations from my colleagues
(Dörnyei, 2024)



2. Steps of an Integrated Campaign:

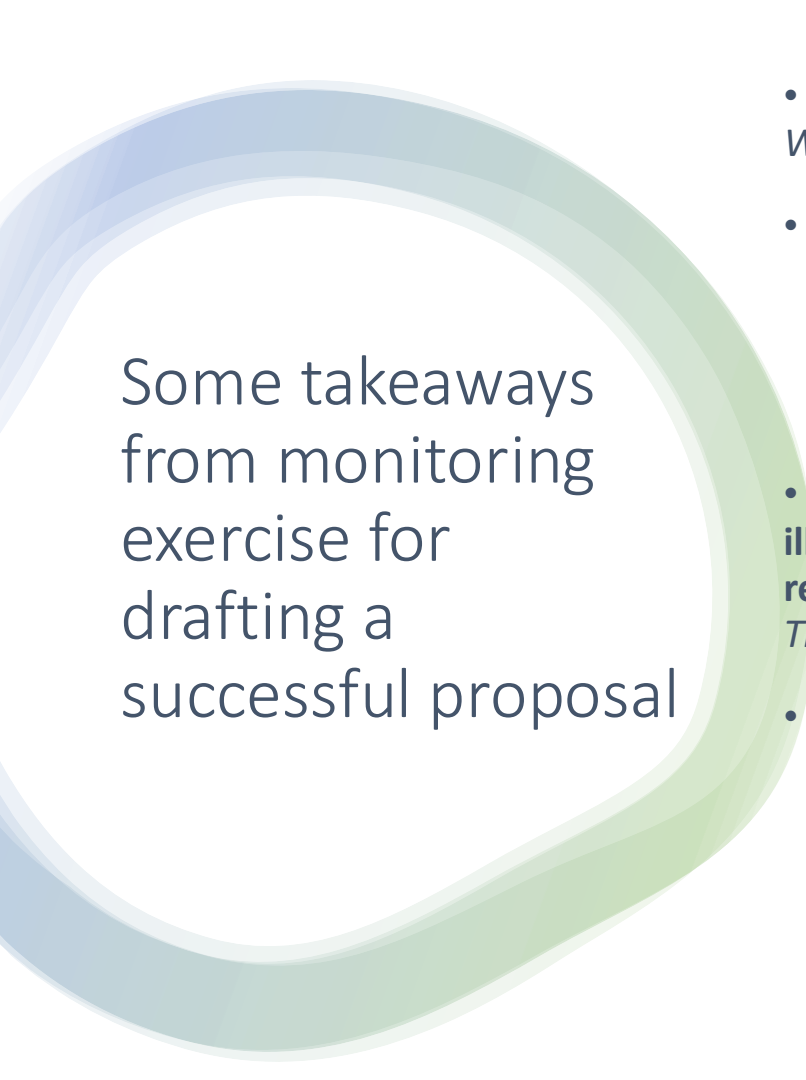
- a) **Set Clear Objectives:** Objectives should be SMART (Specific, Measurable, Attainable, Relevant, and Timely)
- b) **Identify Your Audience:** Understand and define the target audience's journey and preferred channels
- c) **Explore Activities and Channels:** Create a channel mix strategy and set clear objectives for each channel
- d) **Allocate Budget:** Distribute the budget across different channels
- e) **Test and Analyze:** Continually measure and analyze results to improve the campaign





Some takeaways from monitoring exercise for drafting a successful proposal

- « **The single biggest problem in communication is the illusion it has taken place** » *G.B. Shaw*
- If on-site activities (POS, Fairs, etc...) will be/have been effectively managed, beneficiaries should properly demonstrate it
- « **No man is an island** » *J. Donne*
- WPs should be connected to each other and they are not necessarily silos. The different tasks will/have reinforced each other?
- « **Integrity is doing the right thing, even when no one is watching** » *C.S. Lewis*
- Taking part to a fair does not mean putting only a number of leaflets on a table and showing a logo and a message... How the presence will be / have been properly documented? Which kind of activities will be / have been performed?



Some takeaways from monitoring exercise for drafting a successful proposal

- **«We know what we are but know not what we may be?»**
W. Shakespeare
- Which are the relationships between the different stakeholders involved (coordinator, beneficiaries, I.B, E.B... their customers and suppliers)? i.e. Did they work together previously? i.e. Are they involved in the organisation of the fairs they take part?
- **«If we choose to, we can live in a world of comforting illusions. We can allow ourselves to be deceived by false realities. Or we can use them to hide our true intentions »** *E. Thorne*
- Pictures about activities can tell us something about their effective implementation (i.e. same pictures > different days/seasons; i.e. picture with a few participants vs reports with hundreds of people; i.e. picture of a place different to the one claimed in the report). Is there any other document (i.e. signature lists; business cards collected, etc...) to support the meaning of the pictures?

Some takeaways from Project monitoring and Evaluation Reports

« I can prove anything by statistics except the truth »

G. Canning

- Evaluation report: it is not easy to demonstrate the increase in the awareness
- Which are the sampling methods?
- How the interviews will/have been carried out?
- Do the questions reveal something useful in terms of the effectiveness of the campaign?
- To what extent project monitoring methods explained in the proposal provide realistic and insightful results?





Final recommendations

- Maintaining consistent branding across all activities
- The website is a key element (not a showcase)
- Combining Online and Offline Activities
- A continuous training of the staff involved is paramount in every step
- Innovation can be always developed and adopted (i.e. see next case presentations!)
- A frank and transparent dialogue with REA can increase the effectiveness of the project results and overcome issues, obstacles and bottlenecks