



**The European Alcohol and Health Forum**  
**Second Monitoring Progress Report**

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The views expressed herein are those of the consultants alone and do not necessarily represent the official views of the European Commission.

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## Introduction

This report presents the results of the quality assessment of the 2010 monitoring activities undertaken by the members of the European Alcohol and Health Forum (EAHF). The EAHF was launched in June 2007 following the adoption by the European Commission of the EU Alcohol Strategy (October 2006).

The Forum is a stakeholder platform that currently consists of 64 members. Membership in the Forum is voluntary. The background of the members varies from organizations that are active in alcohol production and sales, media and advertising, as well as NGOs that work to limit alcohol-related harm, research organisations, and other professional bodies. The members formally commit to at least one concrete action, referred to as a 'commitment' that aims at the reduction of alcohol-related harm.

Part of the Forum process is that all members provide monitoring report(s) regarding the progress of their commitment(s). The information is provided to DG SANCO in a standardised monitoring report. The evaluation of these monitoring reports does not assess the content or effect of the commitments; it evaluates the monitoring information, describing the objective of the commitments, resources allocated to them and outputs produced, as well as dissemination and evaluation of the results of the commitments. The overall purpose is trustworthiness and transparency in providing (monitoring) information

DG SANCO commissioned Milieu Ltd. to evaluate the information contained in the 2010 monitoring reports. The findings of this quality assessment are presented in this progress report. Milieu Ltd is part of the COWI consortium that holds a framework contract with DG SANCO on evaluation, impact assessment and related services.

This monitoring progress report should be of interest to officials in the EU institutions who deal with alcohol and health policy, to Forum members, to a wider audience of policy-makers and researchers, as well as anybody with an interest in the topic.





## **Executive summary**

### **The European Alcohol and Health Forum**

The European Alcohol and Health Forum (EAHF) was launched in June 2007 following the adoption by the European Commission of the EU Alcohol Strategy in October 2006. As defined in the Forum Charter, the EAHF is a “platform for all interested stakeholder at EU level that pledge to step up actions relevant to reducing alcohol-related harm”. The Forum is one of the structures to implement the EU Alcohol Strategy. The Forum currently consists of 64 members. Membership in the Forum is voluntary.

The background of the members varies from organisations that are active in production and sales of alcoholic beverages, media and advertising, as well as NGOs that work to limit alcohol-related harm, research organisations, and other professional bodies. The members formally commit to a concrete action, referred to as commitments, that aims at the reduction of alcohol-related harm. These commitments contribute to the seven priority areas identified in the Forum Charter.

### **The importance of monitoring the actions of the Forum**

The Forum operates in complete transparency, requiring all participants to publicly commit to taking actions, to describe their activities and to monitor and report on what they have done. All members provide a monitoring report regarding the progress of their commitment(s). The overall purpose is trustworthiness and transparency in providing (monitoring) information. The information is provided to DG SANCO in a standardised monitoring report. The quality assessment of these monitoring reports does not assess the content or effect of the commitments; it evaluates the monitoring information, describing the objective of the commitments, resources allocated to them and outputs produced, as well as dissemination and evaluation of the results of the commitments

### **Methodology**

This progress report presents the results of the second annual quality assessment of the monitoring reports. The quality assessment does not consider the content or effects of the commitments; it evaluates the monitoring information, describing the objective of the commitments, resources allocated to them and outputs produced, as well as dissemination and evaluation of the results of the commitments.

The process of quality assessment thus does not aim at making any statements about the value or relevance of the individual commitments, their potential to reach the aims of the EU Alcohol Strategy or their coherence with the priority areas of the Forum; the evaluation focuses on the quality of information provided in the monitoring reports was assessed.

The standardised monitoring report covers 12 reports fields (describing the objective of the commitments, resources allocated to them and outputs produced, as well as dissemination and evaluation of the results of the commitments). The information provided for these report fields are scored on the basis of criteria on specificity, clarity, focus and measurement. The overall objective is that the commitments, as presented in the monitoring reports, are clearly understandable for the general public. The commitments should reflect the different objectives of the Forum Charter for which the monitoring reports are one of the main tools to communicate these to the public. The perspective of readability or understanding by the average reader formed the basis for the scoring.

Before starting the process of quality assessment of all the monitoring reports, the Milieu team conducted a pilot testing to establish a common approach on the scoring method. After the phase of pilot testing led to a common and consistent view towards the quality assessment, the team assessed all monitoring reports.

After the scoring process was completed, the process of quality assurance of the scoring process was conducted by a separate team. As part of the quality assurance, the evaluation forms have been reviewed with a specific focus on the both quality of and consistency between the reports. In general it considered consistency in overall approach of scoring; consistency in language; and the quality of the evaluation.

### **The First and Second Monitoring Progress Report**

Quality assessment is a dynamic process that is subject to constant discussion and improvement. However, consistency is the cornerstone, both across all the reports and from one year's evaluation to the next. Consistency is maintained in both the approach to as well as the methodology of the quality assessment. It is undertaken in an objective manner. The methodology of the 2010 evaluation is based on that of the First Monitoring Progress Report: the same templates are used. However, the methodology for this year's evaluation is slightly adapted after a discussion with DG SANCO, while maintaining consistency.

One of the main changes in 2010 is the further specification of the scoring criteria per report field to increase transparency for the Forum Members. The criteria and total scores for the different reports fields remain the same in the 2009 and 2010 scoring matrix. The main difference is that the individual feedback form of 2009 provides one total score per report field, whereas the 2010 individual feedback form specifies the score on the basis of the criteria of specificity, clarity, focus and management for each report field.

Another difference is that in the 2010 individual feedback form, both the total scores per report field are provided as well as the total score for each report, whereas the 2009 individual feedback form only presented the total score per report field. Moreover, in contrast to the previous year, additional information that is provided in the monitoring report (report field 10) is not scored because only few Forum members used this option.

### **Overall activities of the Forum members in 2010**

The 2010 evaluation process covers a total number of 88 monitoring reports. Seven monitoring reports have not been subject to the quality assessment process because they were identical or highly similar to the monitoring reports submitted in 2009. Of the 81 monitoring reports that have been assessed 41 reports have an intermediate status and 40 have a final status..

The scores provided to the 2010 monitoring reports show significant variation between 0 and 5, with a median overall score of 3.5. This demonstrates that there are still considerable differences in the quality of the monitoring reports.

Despite individual differences, the evaluation learns that the report fields on implantation, relevance, input and output were relatively well understood, whereas the information presented under the headings of objective as well as outcome and impact indicators was more problematic.

The main issues for improvement are:

- More Forum members need to find a balance between presenting a 'lack of relevant detail' or 'too much irrelevant detail'.
- Few Forum members actually explain why and how they consider their commitment relevant in contributing the aims of the Forum.
- There is a need for the Forum members to better understand the relation between the different steps or stages of the commitment; the majority of the comments towards monitoring reports relate to incomplete or insufficient insight into the explanation of the overall process.
- Several reports provide data but do not indicate a reference period to give the information actual meaning.

## **Overall comparison between 2009 and 2010**

In reviewing the second year of monitoring reports, some fruitful developments already become visible. In the first year's evaluation process, the Forum members received detailed recommendations to improve their monitoring report. Several of these show significant improvement. This also underlines the relevance of the monitoring process: not only does it contribute to transparency and trustworthiness among the Forum members; it also improves the clarity of communications from the Forum to the general public. The benefits of the improved performance of the monitoring process are twofold:

- The transparency and accountability of the performance of the members increases, which contributes positively to trustworthiness amongst the Forum members.
- Improvement of the monitoring reports, especially their clarity, is crucial to the Forum as a whole, as the reports communicate to the general public their efforts to reduce alcohol related harm.

Overall, the average median score has increased from 3 (2009) to 3.5 (2010). Two report fields, however, show a lower score in comparison to 2009: these are outcome indicators and evaluation details.

The evaluation process identified several areas where several reports provided good to excellent information on the involvement of different organisations and their role or contribution to the commitment as well as the distinction between the intermediate and final reports by means of providing a good coverage of the reporting period. In addition, the evaluation process identified a number of 'commonly found mistakes'. For example, in many reports information is presented under the wrong field; another common mistake is that the meaning of output and outcome was not always understood.

## **Key recommendations**

In addition to several specific issues for improvement for the different report fields, two issues were highlighted with the aim for further improvement the process of monitoring process:

- A minimum period (e.g. four months) is suggested before the first report is submitted for a commitment: in practice, this means that commitments should be ongoing for a minimum period before a first monitoring report can be submitted.
- Forum members might not always clearly make the distinction between the intermediate and final status.



# 1 Policy Context of the European Alcohol and Health Forum

## 1.1 The European Alcohol and Health Forum

The European Alcohol and Health Forum (EAHF) is one of the foundations for the implementation of the EU Alcohol Strategy.<sup>1</sup> The overall objective of the strategy is to reduce the considerable damage caused by alcohol consumption, both in terms of health and the economic and social impact.

As set out in the *Charter establishing the European Alcohol and Health Forum*, the Forum is a “platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm”.<sup>2</sup> Forum members are made up of different types of organisations that work in different alcohol related fields who join on a voluntary basis. By becoming member of the Forum they subscribe to the overall aims of the EU Alcohol Strategy, as well as the rules laid down in the Forum Charter. These include the obligation to table commitments, and report on their implementation (monitoring of commitments).

Commitments should address at least one of the seven priority areas identified in the Charter establishing the European Alcohol and Health Forum:<sup>3</sup>

- Better cooperation/ actions on responsible commercial communication and sales,
- Develop efficient common approaches to provide adequate consumer information,
- Develop information and education programmes on the effect of harmful drinking,
- Develop information and education programmes on responsible patterns of alcohol consumption,
- Enforce age limits for selling and serving of alcoholic beverages,
- Develop a strategy aimed at curbing under-age drinking,
- Promote effective behavioural change among children and adolescents.

## 1.2 The monitoring mechanism within the European Alcohol and Health Forum

The Forum Charter underlines the key role of monitoring these commitments and deems it essential that “there is sufficient outside involvement in reviewing progress and outcomes to create trust in the process”<sup>4</sup>. The members of the Forum must monitor the performance of their individual commitments in a “transparent, participative and accountable way”<sup>5</sup> and must “report on the input, output and outcomes of the commitments, which will be presented at a web site set up for this purpose”<sup>6</sup>. Transparency is a way of building trust between Forum members and ensuring the credibility of the mechanism to external audiences including the European Parliament and the media. The verifiability by other Forum members should help to distinguish serious commitments from mere rhetoric.

The EAHF agreed on the use of an annual reporting system, using a common template, which was developed by the Commission in cooperation with the Forum members.

The external assessment of the Forum members' monitoring reports provides an added value of independent quality assessment, based on the criteria of objectivity and comparability. This monitoring instrument has thereby the capability to strengthen the trust-building process and to promote the objectives of the Forum.

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<sup>1</sup> EU strategy to support Member States in reducing alcohol-related harm.

<sup>2</sup> Charter establishing the European Alcohol and Health Forum, p.2.

<sup>3</sup> Charter establishing the European Alcohol and Health Forum- Section 2: A Forum for Action [http://ec.europa.eu/health/ph\\_determinants/life\\_style/alcohol/documents/Alcohol\\_charter2007.pdf](http://ec.europa.eu/health/ph_determinants/life_style/alcohol/documents/Alcohol_charter2007.pdf)

<sup>4</sup> Charter establishing the European Alcohol and Health Forum, p.3.

<sup>5</sup> Ibid.

<sup>6</sup> Ibid.

With the intention of building trust amongst the Forum members and assessing the progress in the quality of the monitoring process, the process of quality assurance is a key element in achieving the objectives of the European Alcohol and Health Forum. The first quality assessment of the monitoring reports was carried out for all reports submitted by Forum members up to March 2009; this was also the first time Forum members submitted a monitoring report on their commitments. The template for the monitoring reports was developed by the Commission in cooperation with Forum members (see Annex II to this report).

The 2009 evaluation process was carried out by RAND Europe, which built upon its previous assessment carried out for the EU Platform for Action on Diet, Physical Activity and Health. The process of quality assessment also included that an individual feedback form was written for each monitoring report (the template for which was developed by RAND in coordination with the Commission). The 2009 individual feedback form is included in Annex III to this report. The feedback form includes several report fields, requiring a description of the objective of the commitments, resources allocated to them and outputs produced, as well as dissemination and evaluation of the results of the commitments. The individual feedback reports have not been made public.

The First Monitoring Progress Report, containing the results of the quality assessment of the 2009 monitoring activities undertaken by the Forum members, was presented at the plenary meeting of the EAHF in November 2009. The Report described trends and drew conclusions at an aggregate level on the monitoring reports.

The First Monitoring Progress Report has set clear standards for the process of the assessment, and these were the starting point for the 2010 evaluation. The template used for the 2010 individual feedback forms has been further developed by the Commission in cooperation with Milieu Ltd. with the aim to increase transparency. The 2010 individual feedback form is included in Annex IV to this report. The deadline to submit the 2010 monitoring reports to DG SANCO was April 2010.

### **1.3 The First and Second Monitoring Progress Report**

This report presents the findings from the second evaluation process of the monitoring activities undertaken by the members of the EAHF (2010). It also compares the 2010 findings with the findings of the First Monitoring Progress Report. Although the evaluation is a dynamic process that is subject to constant discussion and improvement, the cornerstone is consistency, both across all the reports and from one year's evaluation to the next. Consistency is maintained in both the approach to as well as the methodology of the quality assessment. It is undertaken in an objective manner: the evaluation assesses the quality of the monitoring, while it remains impartial to the input or scope of the commitments. The methodology for this year's evaluation, although slightly adapted, is based on the same template used for the First Monitoring Progress Report. The methodology is subject to discussion in Chapter 3.

### **1.4 Structure of the Second Monitoring Progress Report**

The following chapter provides an overview of the 2010 monitoring reports. It provides an overview of the types of Forum members as well as the types of commitments. Chapter 3 then discusses the methodology that was used to evaluate the monitoring reports. First, it explains the overall approach to the monitoring reports. Secondly, it presents the different phases of the methodology. Chapter 4 presents the results of the monitoring quality assessment. It starts with an overview of the commonly found improvements and mistakes. Following, it sets out a number of specific issues that we found per report field, describing the objective of the commitments, resources allocated to them and outputs produced, as well as dissemination and evaluation of the results of the commitments. In conjunction, Chapter 5 provides a comparison of the 2009 and 2010 monitoring reports in light of the overall activity of the Forum. Finally, a summary of

findings on the contribution of the monitoring reports to the overall aim of the Forum can be found in Chapter 6.





## 2 Overview of the 2010 monitoring reports

### 2.1 Type of Forum members

This section provides a short overview of the Forum membership by presenting information regarding the number of Forum members and a classification of Forum members by activity. A full list of the Forum members that submitted a monitoring report in 2010 is found in Annex I to this report.

The European Alcohol and Health Forum currently has 64 members. Forum members can be categorised in different ways. In a 2009 report prepared by DG SANCO the following nine categories were discerned:

- Alcohol related NGOs
- Broader NGOs
- Health professionals
- Producers of alcoholic beverages
- Advertising, marketing and sponsorship
- Media
- Retailers, wholesalers and caterers
- Research institutes
- Others

Following consultations with DG SANCO, the First Monitoring Progress Report used a different classification with four categories on the basis of the nature of the activities. In order to facilitate the comparison with the previous report, this report follows the classification used in the First Monitoring Progress Report:

- Non-governmental organisations and professional health organisations,
- Advertising, marketing, media and sponsorship organisations,
- Production and sales organisations,
- Research institutes and others.

The following table shows the total number of Forum members per category.

**Table 1:** Breakdown of Forum members by type

Type of Forum member	Number of Forum members
Non-governmental organisations and professional health organisations	24
Advertising, marketing, sponsorship and media organisations	7
Production and sales organisations	26
Research institutes and others	7
<b>Total</b>	<b>64</b>

The table shows that non-governmental organisations and health professionals are well represented in the Forum. However, the largest share of the Forum members falls under the category of production and sales organisations. The other two categories (research institutes and other organisations and advertising, marketing, media and sponsorship organisations) are relatively small.

In 2010, the number of Forum members submitting monitoring reports was 47. A breakdown of these Forum members by activities shows the following:

**Table 2:** Breakdown of Forum members submitting monitoring reports by type

Type of Forum member	Number of Forum members submitting report (2010)
Non-governmental organisations and professional health organisations	16
Advertising, marketing, sponsorship and media organisations	5
Production and sales organisations	22
Research institutes and others	4
<b>Total</b>	<b>47</b>

## 2.2 The 2010 monitoring reports

This section provides information on the number and the nature of the commitments taken by current Forum members. All 161 commitments for the actions undertaken by the 64 Forum members relate to the priority areas set out in the Forum Charter (discussed in Section 1.1 of this report)<sup>7</sup>. From the 161 commitments, currently 59 are active<sup>8</sup>. The term ‘active commitment’ is used for those commitments which are ongoing in May 2010 (submission date to DG SANCO). In 2010, a total number of 88 monitoring reports was received<sup>9</sup>. The division between intermediate and final reports was equal in 2010: the Forum members submitted 41 reports with an intermediate status and 40 that have a final status. Of the 88 reports received, seven monitoring reports have not been subject to the quality assessment process (see Chapter 4) because they were identical or highly similar to the monitoring reports submitted in 2009. It is noted that this section on the monitoring reports received covers all 88 reports.

Each monitoring report presents information on the implementation of one commitment. Table 3 shows a breakdown of monitoring reports covered by type of Forum member.

**Table 3:** Total number of monitoring reports in 2010 by type of Forum member

Type of Forum member	Number of monitoring reports
Non-governmental organisations and professional health organisations	16
Advertising, marketing, sponsorship and media organisations	5
Production and sales organisations	58
Research institutes and others	9
<b>Total</b>	<b>88</b>

Production and sales organisations represent the highest number of Forum member, but a larger share of monitoring reports (65.9%) received are generated by them. Non-governmental organisations have submitted 18.2 % of the monitoring reports, whereas research and other institutes provided 10.2 %. The study covered 5 monitoring reports received from advertising, marketing, sponsorship and other organisations.

In most cases, one member submits one monitoring report. Some members, mainly larger organisations with several branches, submitted several monitoring reports.

As discussed above, Forum members’ activities relate to seven priority areas. Some of these activities relate to more than one priority area. Similar as done in the First Monitoring Progress Report, the study assigns the first priority area listed in the European Alcohol and Health Forum’s database<sup>10</sup>. On that basis, Table 4 provides an overview of the 88 monitoring reports by the seven priority areas.

<sup>7</sup> The priority areas determine the members’ scope of action.

<sup>8</sup> With the submission of new commitments, the total number of active commitments is 59 on the 15<sup>th</sup> of October 2010. The term active commitment is used for those commitments which are ongoing on the 15<sup>th</sup> of October.

<sup>9</sup> Commitments not covered by the first monitoring progress report or covered but the monitoring report is different (either different status, or different text).

<sup>10</sup> European Health and Alcohol Forum database <http://ec.europa.eu/eahf>

**Table 4:** Breakdown of 2010 monitoring reports by priority areas

	Priority areas	Number of monitoring reports
1.	Better cooperation/ actions on responsible commercial communication and sales	24
2.	Develop efficient common approaches to provide adequate consumer information	8
3.	Develop information and education programmes on the effect of harmful drinking	23
4.	Develop information and education programmes on responsible patterns of alcohol consumption	16
5.	Enforce age limits for selling and serving of alcoholic beverages	9
6.	Develop a strategy aimed at curbing under-age drinking	5
7.	Promote effective behavioural change among children and adolescents	3
<b>Total</b>		<b>88</b>

This table shows that over one-quarter of the monitoring reports (27.27%) received cover the first priority area. This might relate to the high number of production and sales organisations in the Forum. Priority area four (18.18%) and three (26.13%) also have high shares.

The majority of commitments developed by NGOs and health professionals relate to priority area three, whereas production and sales organisations are active in priority area one. The third category of Forum members (production and sales organisations) focuses on communication activities (priority are 1). Research and other organisations have taken equal number of commitments related to priority are three and four.

Table 5 provides a breakdown of the commitments taken by the different category of Forum members by the seven priority areas.

**Table 5:** Breakdown of monitoring reports taken by the different type of Forum members per priority area

Type of Forum member	Priority areas						
	1	2	3	4	5	6	7
Non-governmental organisations and professional health organisations	2	1	10	-	-	2	1
Advertising, marketing, sponsorship and media organisations	-	-	1	4	-	-	-
Production and sales organisations	18	5	7	15	9	3	1
Research institutes and others	-	2	3	3	-	-	1
<b>Total per priority area</b>	<b>20</b>	<b>8</b>	<b>21</b>	<b>22</b>	<b>9</b>	<b>5</b>	<b>3</b>

The monitoring reports received can also be differentiated on the basis of their status: intermediate or final. Out of the total 88 monitoring reports received, 45 have the status of intermediate whereas the remaining 43 have a final status. As mentioned above, 81 reports been subject to the quality assessment process. In their final reports, Forum members are required to present information under the report fields evaluation and dissemination.



### 3 Methodology

This section sets forth the methodology that was used to conduct the quality assessment of the monitoring reports submitted by the members of the EAHF. In the First Monitoring Progress Report it was underlined that the purpose was not to make statements about the value or relevance of the individual commitments, their potential to reach the aims of the EU Alcohol Strategy or their coherence with the priority areas of the Forum: only the quality of information provided in the monitoring reports was assessed. The same goes for this Second Monitoring Progress Report.

It is essential that the evaluation process of the 2010 monitoring reports ensures comparability with the First Monitoring Progress Report. The methodology that is used provides an objective and clear insight into the quality of the monitoring activities of Forum members, both at the individual as well as aggregate level, to enable comparisons of monitoring activities with previous and coming years.

#### 3.1 Monitoring of commitments

The overall framework for monitoring the commitments by Forum members, as suggested in the Forum Charter and established in the First Monitoring Progress Report, is based on the SMART criteria.<sup>11</sup>

S.M.A.R.T. criteria listed in the Forum Charter

- **Specific** (connected to the action(s)) – clear about what, where, why and when the situation will be changed;
- **Measurable** – able to quantify or qualify the achievements, changes or benefits;
- **Attainable/achievable** – able to attain the objectives (knowing the resources and capacities at the disposal of all those concerned);
- **Realistic** – able to obtain the level of change reflected in the objective;
- **Time bound** – stating the time period in which the objectives will be accomplished.

RAND slightly modified the S.M.A.R.T. criteria so they better fit the needs for the task of quality assurance. The rationale for these changes is explained by the fact that the assessment aims at providing insight into the quality of the information provided by the members, rather than judging the impact of the commitments.<sup>12</sup> Accordingly, the criteria of Specificity, Clarity, Focus and Measurement were used and explained in the First Monitoring Progress Report (see Table 6).

The relevance of the monitoring process of commitments is enhanced by clear and specific definitions, especially as the criteria of specificity, clarity and focus are closely related. This report will use the definitions as used and explained in the First Monitoring Progress Report. Table 6 presents how the Milieu team interpreted these definitions in the scoring matrix as compared with the way this was done by RAND Europe in 2009.

**Table 6:** Criteria of Specificity, Clarity, Focus and Measurement

Scoring criteria	Interpretation 2009	Clarification 2010
Specificity	Does the report state clearly what the commitment aims to do, for whom, how it will be done and by which actions it will be accomplished?	The evaluation will focus on whether the report provides all the relevant information (how/who) per report field. The scoring will only assess whether the relevant information is included (the manner in which is it described and the level of

<sup>11</sup> Forum Charter, p. 9-10.

<sup>12</sup> RAND, First Monitoring Progress Report, Chapter 3, p. 27.

Scoring criteria	Interpretation 2009	Clarification 2010
		detailed are scored by the other criteria).
Clarity	Does the report allow the reader to understand the commitment fully? Does the report offer clear links between objectives, inputs, outputs and outcomes (if present)?	The evaluation will focus on whether the report provides, where relevant, links (between objectives input etc.) to ensure a better overall understanding. It is also assessed whether the information is provided in a manner that is understandable and provides a good overview for the reader.
Focus	Does the report include only relevant information and provide necessary contextual information so a reader can judge the scale of commitment's impacts?	The evaluation will focus on whether the report includes sufficient (but not too much) detail and, where necessary, provides contextual information.
Measurement	Does the report include quantitative data that have been measured accurately and at appropriate intervals, and that are framed in a understandable manner?	The evaluation will assess whether, where relevant, the report provides sufficient quantitative data.

## Monitoring Progress Reports

The First Monitoring Progress Report scored the monitoring reports using a modified version of the SMART approach, as set out above. The scoring matrix developed in the First Monitoring Progress Report attributed different criteria to the report fields, depending on the relevance of the criteria (for example, not all reports fields require measurable data). Table 7 provides an overview of the criteria per section (report field) as used in the First Monitoring Progress Report. The full individual feedback form that was used for the 2009 quality assessment is included in Annex III to this report. The scoring was based on a range from 1 to 5, where 5 indicates that the specified criteria for a section was met completely. It should be noted that because the commitments are very diverse in terms of the types of activities proposed, the challenges of monitoring the commitments are also quite different. Specifically some of the Forum members that work on policy goals have experienced difficulties in quantifying the outputs of their activities and therefore reporting on their work. In future monitoring exercises, specific focus and more informative guidance may need to be provided to support the monitoring efforts of Forum members.

**Table 7:** Sections of the Monitoring Report Template, used in 2009

Section	Report Field	Criteria First Monitoring Progress Report	Maximum score
1.	Commitment summary	Not scored	
2.	Link to the websites relating to the commitment	Not scored	
3.	Description of the implementation of the commitment	Specificity Focus	5
4.	Objective of the commitment	Specificity Clarity Focus Measurement	5
5.	Relevance to the aims of the Forum	Clarity Focus	5
6.	Input indicators	Clarity Focus	5
7.	Output indicators	Clarity Focus	5
8.	Outcome and impact indicators	Clarity Focus	5
9.	Evaluation details	Specificity Clarity	5

Section	Report Field	Criteria First Monitoring Progress Report	Maximum score
		Focus	
10.	Other comments related to monitoring the commitments	Focus	5
11.	Dissemination of commitment results	Specificity Focus	5
12.	References to further information relating to the monitoring of the commitment.	Not scored	5

For the Second Monitoring Progress Report, the same methodology and criteria are used. The Terms of Reference for the second monitoring quality assessment requested a consistent use of the scoring matrix, with suggestions for improvement for the evaluation of the 2010 monitoring reports. On the basis of discussion with DG SANCO with the aim of further improvement of the scoring matrix, some minor changes have been introduced.

One of the main changes is the further specification of the scoring criteria per report field to increase transparency for Forum Members. An example of this approach is shown in Table 8 for the report field on implementation; the full individual feedback form for 2010 is included in Annex IV to this report. The criteria and total scores for the different sections (reports fields) remain the same in the 2009 and 2010 scoring matrix. The main difference is that the individual feedback form of 2009 provides one total score per report field, whereas the 2010 individual feedback form specifies the score on the basis of the criteria of specificity, clarity, focus and management for each report field. A second difference is that in the 2010 individual feedback form, both the total scores per report field are provided as well as the total score, whereas the 2009 individual feedback form only presented the total score per report field.

**Table 8:** Example of specified scoring matrix (report field (section 3) on implementation)

Report field	Criteria	Question	Maximum score (max 5)	Score awarded
3 Description of the implementation of the commitment	<b>Specificity</b>	Are key dates and/or milestones in the implementation of the commitment set out clearly?	1	
		Are details given on who is involved and/or responsible for the implementation of the commitment?	1	
	<b>Clarity</b>	Is the implementation of the commitment set out in a manner that the reader can fully understand the commitment?	1	
	<b>Focus</b>	Is the information included in the description relevant and to the point?	1	
		Is sufficient contextual information included to make the implementation of the commitment understandable?	1	
	<b>Measurement</b>	N/A		

Changes have also been made to the individual feedback form that is sent to each reporting member:

- The scoring matrix presents the scoring in a different manner. Where in the 2009 reports only the total score per report field was presented, the 2010 reports also show the overall score. To provide Forum members with an indication of their relative standing, the median score of all Forum members is also included.
- The 2010 individual feedback reports start with a general introduction that provides the Forum member with information on:
  - Individual and median scores for the various sections of the monitoring report template
  - Total score of the 2010 monitoring report
  - Main conclusions of the evaluation
  - Information on the scoring process
- In contrast to the previous year, additional information that is provided in the monitoring report (report field 10) is not scored. The reason for this is that only few Forum members used this option, and when used, the information was difficult to score on the basis of the existing criteria.

### **3.2 Methodological approach**

The methodological approach centres on the key concept of clarity. The overall objective is that the commitments, as presented in the monitoring reports, are clearly understandable for the general public. The commitments reflect the different objectives of the Forum Charter for which the monitoring reports are one of the main tools to communicate these to the public. It is crucial that the reader, when reading the reports, understands what is done, how the commitments are relevant and related to the aims of the Forum etc. It needs to be kept in mind that the purpose is that reader obtains sufficient information out of reading commitment. Readability can be increased by improvement of the monitoring reports.

Consequently, from the perspective of readability or understanding by the average reader formed the basis on which the scoring approach was formed. An example to illustrate this is the approach in scoring when information is presented under an incorrect report field. It was agreed that the information would still be scored – as long as it would provide the average reader with relevant information. In these cases, a comment is made to the Forum member under which category this information would fit better.

Examples of some general agreements or key elements that were taken into consideration in the scoring method include:

- The overall purpose is trustworthiness and transparency in providing (monitoring) information
- Where information is provided that is not mandatory (report fields 9 and 11 for intermediate reports) the information shall be scored.
- Where information is not specified in a particular section but can be found elsewhere in the report, the report as a whole shall be taken into consideration.
- Use of jargon in the monitoring report should generally be avoided.
- Scores are given where relevant information is provided even if some irrelevant information is also provided. The focus should be on “sufficient” relevant information.
- The information subject to scoring is the information that is included in the monitoring report. Any additional information (such as references to websites, annexes etc.) are not taken into account in the scoring process.

In addition, guidance for the evaluation process was agreed for the interpretation of specific criteria, report fields or definitions, of which some examples are listed in Table 9.



**Table 9:** Guidance on scoring

<b>Topic</b>	<b>Guidance on scoring</b>
Contextual information	Reference should be made to information (society/statistics etc.) that provide additional insight to understanding the commitment.
Quantitative data	Measurable and verifiable data; data should provide actual information rather than to provide numbers without a meaning.
Objectives (Clarity)	The objectives should be fully understandable to reader. This means that there should not be any contradictory or unambiguous information or any gaps.
Relevance (Specificity)	The report should describe how the commitment is relevant - by reference to evidence that supports the relevance.
Clear link	The link needs to be established between the objective and output/outcome (for example: training leads to increased awareness).
Relevance (Forum aims)	In evaluating whether the commitment is linked to the aims of the Forum the terminology of the aims should be compared with the terminology used in the Charter. If similar wording is used, an implicit link could be established and explained.
Output indicators	Indicators that measure output of commitment (such as 200 trainings per year; 1500 posters distributed during project period etc.). A critical view is important: the indicators should be measurable and unambiguous. Moreover, the information included under the heading 'output' should provide insight to the reader in whether the stakeholder has done what they said that they were going to do.
Output versus outcome (impact)	Whereas output refers to indicators that measure output of commitment (quantitative) the outcome is linked to its objective to evaluate what has been achieved (quantitative and qualitative). The information included under the heading 'outcome' should provide insight in whether the commitment is achieved. This also requires linkage to the objective.
Dissemination	Question 11 on dissemination requires dissemination of the results to the public – thereby it is not considered necessary that it is communicated as 'commitment'.

### **Stage 1: Pilot testing and review**

Before starting the process of quality assessment of all the monitoring reports, the Milieu team first conducted a pilot testing to establish a common approach on the scoring method. This process was conducted by Milieu's researchers with the review of an external expert in evaluation and alcohol policy. The pilot scoring was based on the methodology developed in the First Monitoring Progress Report, taking into account improvements in the scoring matrix that were discussed during the Inception Meeting and were approved by DG SANCO.

The pilot study consisted of the scoring of ten monitoring reports, which were simultaneously carried out by the two researchers. The pilot batch included reports from 2009 (covered by the First Monitoring Progress Report) and 2010 to ensure consistent monitoring. In addition they included:

- different types of Forum members;
- both intermediate and final reports.

After the two researchers had assessed the same ten reports, a meeting was arranged with the senior expert to review the assessment and to establish a harmonised approach to the scoring process. Important elements that required attention in order to come to an objective overall conclusion and assessment of the reports included:

- the scoring method;
- identification of gaps;

- the level of detail in the comments;
- overall interpretation and judgement, and;
- impartial language of the feedback.

The testing results were made available to and discussed with DG SANCO. After both DG SANCO and the Milieu team were confident that a harmonised and consistent baseline had been established among the researchers, the Milieu team started with the quality assessment of the full batch of the 2010 monitoring reports.

**Table 10:** Meaning of scores awarded

Score	Meaning
5	Excellent
4	Good
3	Adequate
2	Poor
1	Very poor
0	No (sufficient) response
N/A	Not applicable

## Stage 2: Scoring of reports

After the phase of pilot testing led to a common and consistent view towards the quality assessment, the team started to assess the full batch of monitoring reports that had been received in time.

Although a common mindset was developed, it remained important that issues could be further discussed and clarified during the process of review. For that reason the researchers planned simultaneous review of the reports, to allow moments for the comparison of approaches.

## Stage 3: Quality assurance

After the scoring process was completed, the process of quality assurance of the scoring process was conducted by a separate team, consisting of the project manager and senior expert. The process of quality assessment sought to ensure a high standard of clarity. As discussed above, the guidelines for scoring focus on the approach where information is presented in a manner that it is clearly understandable for an average reader. As part of the quality assurance, the individual feedback forms have been reviewed with a specific focus on the both quality of and consistency between the forms. In general it considered:

- consistency in overall approach of scoring;
- consistency and impartiality in language;
- quality of the evaluation.

More specific items that were part of the review are:

- consistency between scoring of similar commitments;
- consistency in scoring of similar types of Forum members or same Forum member;
- consistency between scoring intermediate and final reports.

## 4 Results of the quality assessment of 2010 monitoring reports

This Chapter provides an overview of the quality assessment of the 2010 monitoring activities by Forum members. It is not the objective of this report to compare the scores of individual Forum members; it rather aims at identifying commonly made mistakes as well as areas for improvement that indicate progress of the reports. In addition, Section 4.2 presents and analyses the median scores per report field in order to recognise the main problem areas as well as the areas where the information is provided in a clear mode. As discussed before, from the 88 reports received, seven monitoring reports have not been subject to the quality assessment process. Consequently, this section on the quality assessment covers 81 reports.

### 4.1 Overall results

In terms of the overall result, a first conclusion is that the average median score has increased from 3 (2009) to 3.5 (2010). As set out in the previous monitoring progress report, the median score represents the midpoint value among the scores given; there is an equal number of scores below and above the value.

The evaluation process identified several areas where reports provided good to excellent information:

- The majority of the reports provided sufficient information regarding inputs. Examples of information that was listed are man-hours for specific periods, specified financial input and other measurable data.
- Several reports provided clear information on the involvement of different organisations and their role or contribution to the commitment.
- Several reports made a clear distinction between the intermediate and final reports by means of providing a good coverage of the reporting period. An example is where a final report covers actions 'since' the last intermediate report.
- Only a few members were able to extrapolate the impact of the commitment from the outcome (and were able to provide evidence).

In addition, the evaluation process identified a number of 'commonly found mistakes':

- In some of the monitoring reports the information does not match the time period. In other words some reports provide details about a period that is not covered by the report.
- Some reports reflected a lack of clarity on the exact division of tasks between national and European organisations. An example is a group of monitoring reports where the evaluation details were provided by an umbrella organisation. This led to the inclusion of general information, rather than specific evaluation methods related to the specific commitment.
- A number of reports showed a lack of detail or provided insufficient relevant information.
- In a number of reports, information was presented under the incorrect report field. This inaccuracy closely relates to the mistake that information provided does not answer what is requested.
- It becomes clear from several reports that the difference between output and outcome is not always understood by Forum members.
- The monitoring reports could better describe the logical link between the aims of the Forum and the relevance of their commitments, where possible evidenced by statistics.
- Gaps were found in the presentation of the implementation steps that would lead to achieving the commitment. For example, certain subtasks or time periods were not covered.

### 4.2 Description of results by report section

Members of the European Alcohol and Health Forum were required to provide information related to each of the report fields (see the descriptions in Table 7). This chapter provides a general overview of the results. It does so by providing and discussing information on the breakdown of scores by priority areas, by status of reports and by report field. Where possible, a comparison with the 2009 evaluation report is made (moreover

a general comparison between 2009 and 2010 is presented in Chapter 5). To start, Table 11 shows the median scores calculated for each of the report field.

**Table 11:** Median scored per report field

Section	Report Field	Median scores	
		2009	2010
1.	Commitment summary	not scored	not scored
2.	Link to the websites relating to the commitment	not scored	not scored
3.	Description of the implementation of the commitment	3	3.5
4.	Objective of the commitment	3	3
5.	Relevance to the aims of the Forum	2	3.5
6.	Input indicators	3	3.5
7.	Output indicators	3	3.5
8.	Outcome and impact indicators	3	2.5
9.	Evaluation details	3	2.5
10.	Other comments related to monitoring the commitments	4	not scored
11.	Dissemination of commitment results	3	3
12.	References to further information relating to the monitoring of the commitment.	not scored	not scored

The table shows that in 2010 the average median score was 3.5, whereas in 2009 it was 3. It shows that, overall, progress has been made by Forum members. The two report fields that show a lower score in comparison to 2009 are outcome indicators and evaluation details. There might be several factors explaining this decrease in median scores. First, it could be explained by the larger number of final reports in comparison with 2009 (see table below), which means that more Forum members were obliged to provide information under the report fields evaluation. Second, it was a general finding throughout the overall evaluation process that the Forum members have had difficulties distinguishing between output and outcomes.

It is noteworthy to mention the progress made by Forum members in terms of describing the relevance of their commitments. The First Monitoring Progress Report found a relatively low median score for relevance. In addition, it concluded that ‘Monitoring reports consistently failed to describe and rationalize the link between the commitments and the Forum priority areas’<sup>13</sup>. In the 2010 it was noted that a high number of Forum members quoted from the Charter while referring to a specific Forum’s aim.

The following subsections review median scores per report field (section).

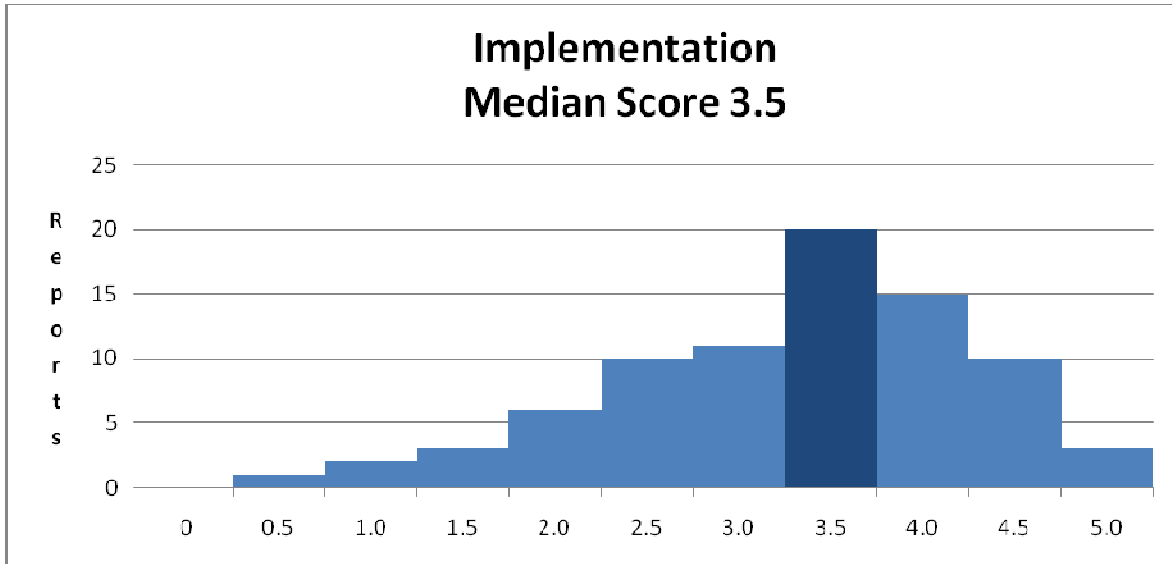
<sup>13</sup> First Monitoring Progress Report 2010, p. 57

## Implementation

In describing the implementation of their commitment, Forum members are requested to provide certain information, such as key dates of activities undertaken, details on these activities and the persons involved in their implementation. The information provided should be sufficiently clear and easily understandable for the reader.

Graph 1 below shows a breakdown of scores for the section on implementation. In this and the following graphs, the median score is indicated both in the title and with a darker bar.

**Graph 1:** Median score on report field description of implementation



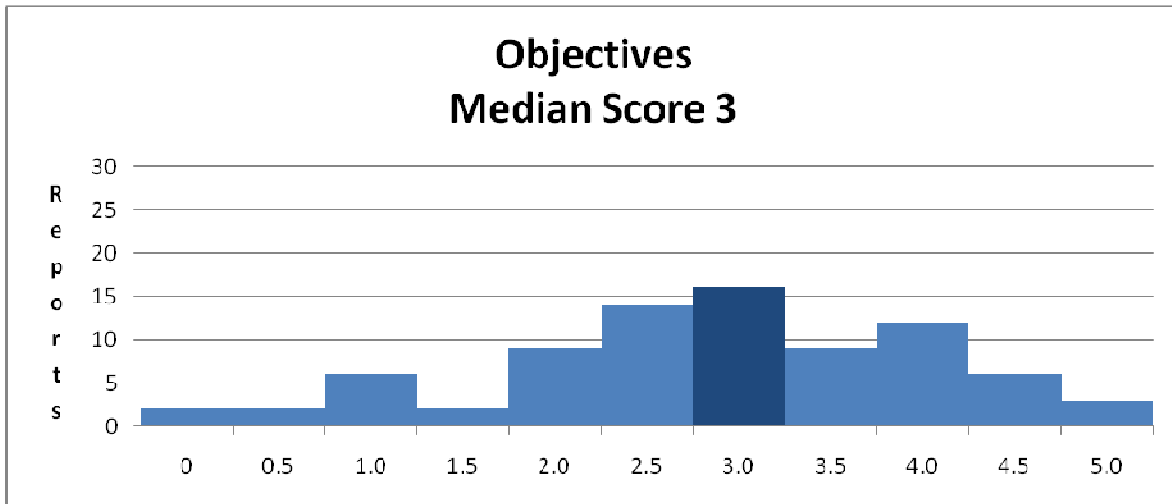
The graph shows that the highest share of the monitoring reports evaluated this year were awarded with a score of 3.5. It is noted that the graph shows the median score for the report fields of 81 monitoring reports. The main reasons for the relatively low scores (0.5-3) for 33 monitoring reports can be found in an insufficient level of description related to the steps of implementation (key dates and/or milestones) and the lack of other relevant information provided under the section. In comparison to the evaluation of the 2009 reports,<sup>14</sup> the 2010 is more equally spread.

## Objectives

The Forum members need to provide details on what they aim to achieve through their commitments while relating it to their activities. They are requested to present precise information on the extent to which these objectives are achieved.

<sup>14</sup> See page 40 of the First Monitoring Progress Report

**Graph 2:** Median score related to the report field objectives

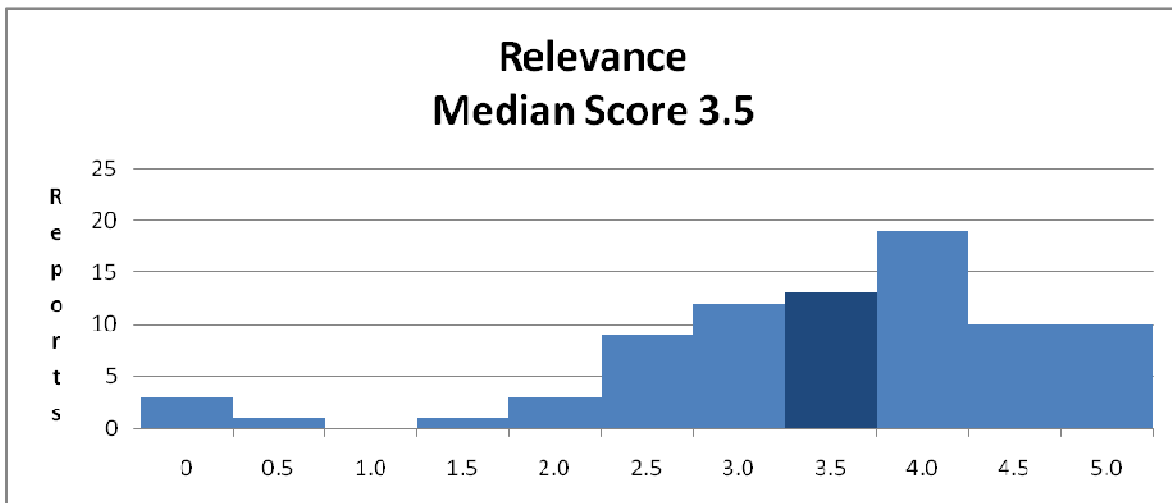


Out of the 81 monitoring reports assessed, 16 were awarded a score of 3. In the reports with a relatively low score, often the level of detail provided was insufficient. In some cases, the reports did not include information on the objective at all.

### ***Relevance***

Commitment owners are requested to describe, in a relatively simple way how the commitment is relevant to the realisation of a general aim of the Forum. In other words, how did the commitment during the reporting period contribute to achieving the overall aim of the Forum?

**Graph 3:** Median score related to the report field relevance



The graph shows that a high share of the monitoring reports assessed were awarded a relatively high score (4). For 20 monitoring reports, the score was even higher (4.5 and 5). A few monitoring reports, however, received extremely low scores. The reasons for this include a lack of description and evidence on how the commitment was relevant for achieving a specific Forum's aims. In some cases, the report fields presented information that was more relevant for other sections. In general, the reports that explicitly referred to a

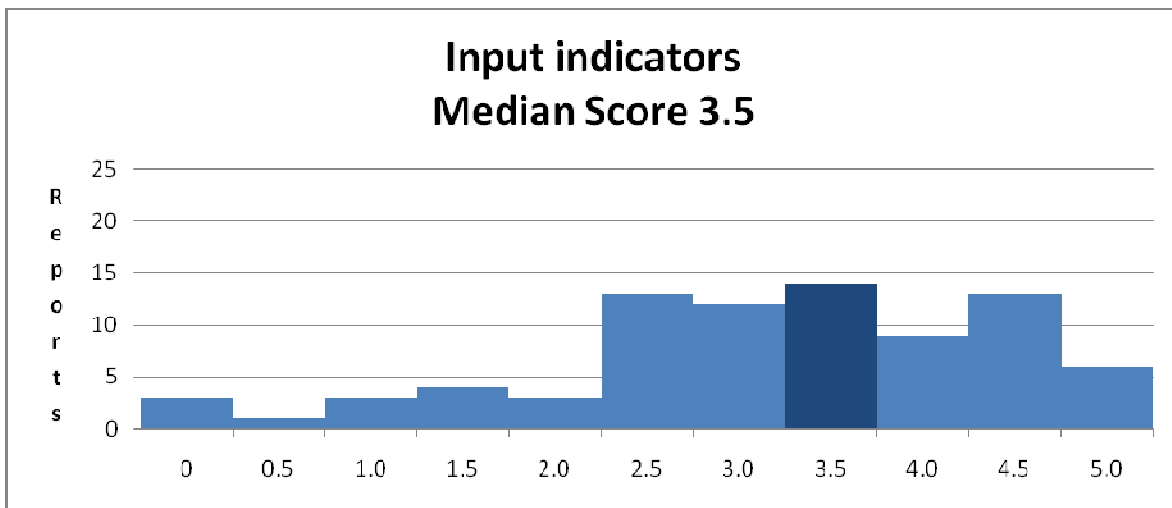
specific Forum’s aim, and explained the relation between the Forum’s aim and their commitment were awarded higher scores.

In 2009, the median score was significantly lower (2) compared to 3.5 in 2010. The reason for this progress might be the clear recommendations on how to emphasise the relevance made in the First Monitoring Progress Report.

***Input indicators***

Under the section on input indicators, Forum members are requested to include details related to the resources allocated for each of their activities. The purpose of this report field is to provide an overview on what the Forum members have done to put the objectives into practice.

**Graph 4:** Median score related to the report field input indicators



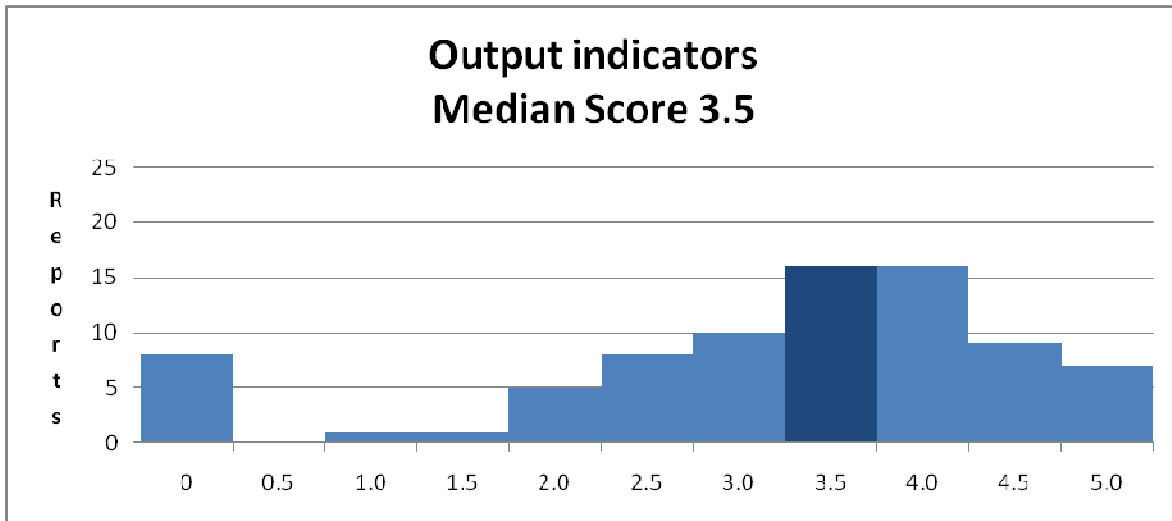
The largest share of the monitoring reports was awarded a score of 3.5 and this was also the median. The table shows that the majority of the reports (67), scored close to the median (2.5 to 5.0). The reason for the exceptional low scores is the lack of any quantitative information. A more common problem is seen in cases where measurable data are provided but the information often lacks a reference period to give it actual meaning. For example, when presenting information on the inputs, some members suffice with mentioning that the input was ‘three persons working part time’. This information only provides clear information to the reader if it also provides the period in which they work part-time, as well as a specification of the man-hours.

The majority of the 2009 reports were awarded a score of 2 on this report field. Comparing this with the 2010 results shows significant progress. The reason is that many reports included quantitative information which enabled the reader to judge the scale of inputs.

***Output indicators***

For output indicators, Forum members are asked to provide all the quantitative results achieved during the implementation period. These results should be included in a way which makes the link with input (resources used for achieving the objectives) and outcome indicators clear.

**Graph 5:** Median score related to the report field output indicators



The graph shows that this year there was a significant difference between the monitoring reports. While 32 reports were awarded a score of 3.5 to 4, a relatively high number of 8 monitoring reports were scored 0. One of the main reasons for this deviation could be that many commitments were relatively new. These commitments were in the first phase of implementation, therefore output indicators could not always be provided. For the future, it could be emphasised that even in the case where results are not yet known, the report can elaborate on the indicators as such. Monitoring reports can also be improved by providing more quantitative details.

Last year, however, the difference amongst the scores awarded was even larger. Most of the reasons for the low scores thus are still valid in the context of this year's Monitoring Progress Report. In the First Monitoring Progress Report, the following reasons for the lower scores were given:<sup>15</sup>

- Too much brevity in describing outputs,
- Inclusion of irrelevant information,
- Failure to link output indicators with the previously described activities and inputs,
- Some confusion or misunderstanding of what should be counted as an output.

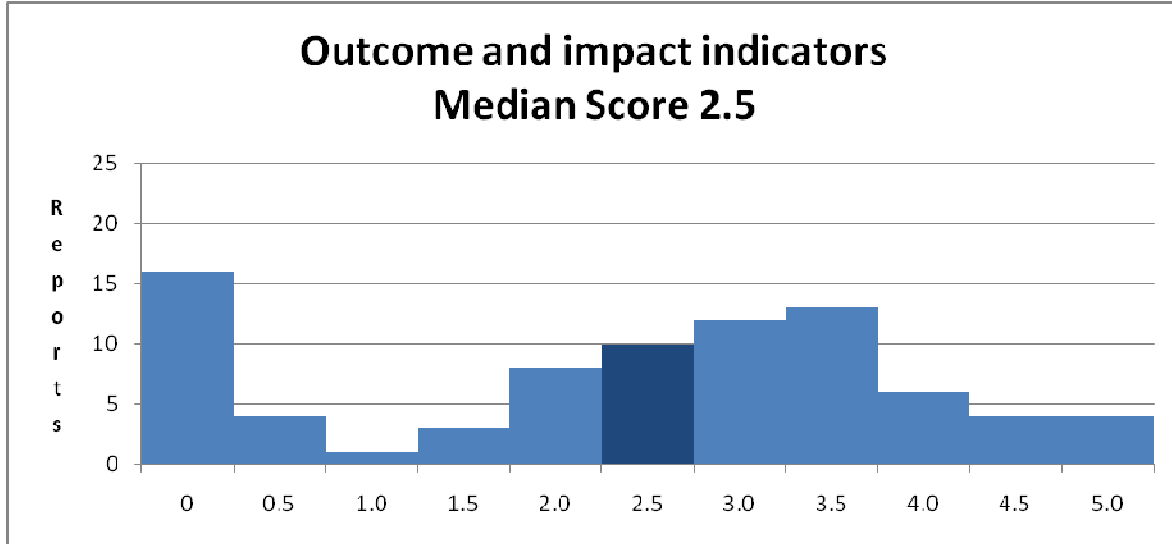
### ***Outcome and impact indicators***

Outcome and impact indicators show how successful the commitment was in relation to the original objective. Outcome indicators measure both the quantitative and the qualitative results achieved. They go above the minimum agreed requirements to monitor a commitment.

<sup>15</sup> First Monitoring Progress Report 2010, p. 47.



**Graph 6:** Median score related to the report field outcome and impact indicators



As the graph shows, Forum members received relatively low scores for this section (2.5, median), also when compared with in other report fields. For 16 monitoring reports, the report field was scored 0. The reason for low scores in general is that outcome and impact indicators were not specified.

In 2009 this report field was also awarded low scores in this section. It should be underlined that regardless the status of the monitoring report, Forum members are required to fill in this section. Moreover, in case a commitment is at an early stage of implementation, Forum members should at least identify and indicate the expected outcome.

### ***Evaluation and Dissemination***

The section on evaluation requires the commitment owner to describe the tools and methods used, including reference to both internal and external evaluators. Under dissemination, Forum members need to indicate details on how the results of the commitment were disseminated.

The Second Monitoring Progress Report does not include graphs on evaluation and dissemination. These sections were not scored in 2010 for intermediate reports. While some of the intermediate monitoring reports did present information on evaluation and/or dissemination, the lack of information in others might cause misunderstanding in a scoring system.

Regarding the section on evaluation, a general problem that was identified is that many monitoring reports provide minimal information. This made it difficult to judge the appropriateness of the method used for evaluation. For dissemination, the major challenge was to provide a sufficient level of information, which would enable the reader to judge the scale of dissemination and the dissemination process.



## 5 Comparing the overall monitoring quality 2009-2010

This chapter provides an overall comparison of the quality Forum members' monitoring activities in 2009 and 2010. As noted in the previous chapter, it is not the objective of this report to compare scores as such. What is considered important is to review the overall quality of Forum members' monitoring activities, such as increase or decrease of members, commitments or more specifically the focus of the commitments.

In reviewing the second year of monitoring reports, some fruitful developments already become visible. In the first year's evaluation process, the Forum members received detailed recommendations to improve their monitoring reports. Several reports show significant improvement. This also underlines the relevance of the monitoring process: not only does it contribute to transparency and trustworthiness among the Forum members; it also improves the clarity of the communications from the Forum to the general public.

It is noted that the number of Forum Members has increased in the last year:

**Table 12:** Total number of Forum members in 2009 and 2010

Number of Forum members 2009 <sup>16</sup>	Number of Forum members 2010
60	64

When taking a more detailed look at the type of Forum members, it shows that the group of non-governmental organisations and professional health organisations are responsible for the much of the increase.

**Table 13:** Total number of Forum members in 2009 and 2010 by type

Type of Forum member	Number of Forum members 2009	Number of Forum members in 2010
Non-governmental organisations and professional health organisations	No information available	24
Advertising, marketing, sponsorship and media organisations	No information available	6
Production and sales organisations	No information available	26
Research institutes and others	No information available	7

A further comparison can be made regarding the number of Forum members of the different categories that actually submitted a monitoring report:

**Table 14:** Total number of Forum members submitting monitoring reports in 2009 and 2010 by type

Type of Forum member	Number of Forum members 2009	Number of Forum members in 2010
Non-governmental organisations and professional health organisations	13	16
Advertising, marketing, sponsorship and media organisations	4	5
Production and sales organisations	15	22
Research institutes and others	4	4

The table below compares the total number of commitments and the total number of monitoring reports received in 2009 and 2010.

<sup>16</sup> Number of Forum members as of April 2009.

**Table 15:** Total number of commitments and total number of monitoring reports received in 2009 and 2010

Total number of commitments		Total number of monitoring reports received	
2009	2010	2009	2010
115	161	91	88

A comparison between the number of intermediate and final reports shows that the number of intermediate reports decreased, whereas the number of final reports increased. It is likely that the reasons for the differences are to a large extent covered by differences in commitment periods.

**Table 16:** Number of monitoring reports by status in 2009 and 2010

Intermediate reports		Final reports	
2009	2010	2009	2010
59	45	32	43

When looking at the priority areas for the commitments relate, few differences occur. This can mainly be explained by the fact that the majority of the commitments cover a period that is longer than one year.

**Table 17:** Number of monitoring reports by priority areas in 2009 and 2010

Priority areas		Number of monitoring reports	
		2009	2010
1.	Better cooperation/ actions on responsible commercial communication and sales	25	24
2.	Develop efficient common approaches to provide adequate consumer information	8	8
3.	Develop information and education programmes on the effect of harmful drinking	20	23
4.	Develop information and education programmes on responsible patterns of alcohol consumption	20	16
5.	Enforce age limits for selling and serving of alcoholic beverages	7	9
6.	Develop a strategy aimed at curbing under-age drinking	8	5
7.	Promote effective behavioural change among children and adolescents	3	3

## 6 Summary of findings

The Second Monitoring Progress Report reflects a small increase in the overall quality of the monitoring reports as compared to the previous year. The benefits of the improved performance of the monitoring process are twofold:

- The transparency and accountability of the performance of the members increases, which contributes positively to trustworthiness among Forum members.
- Improvement of the monitoring reports, especially their clarity, is crucial to the Forum, as the reports communicate to the general public their efforts to reduce alcohol related harm.

Overall, the evaluation shows that the majority of Forum members have put effort into improving the monitoring reports and in many cases attempted to follow the recommendations provided by RAND last year. A critical note should however also be placed: some Forum members have not put in the desired efforts needed for writing the monitoring report. As a result, the type of recommendations vary: for some members comments were given to achieve further progress on a monitoring approach that was already sufficient, whereas other recommendations include more basic advice, as for example to actually provide information or provide it under the correct heading.

This 2010 review shows that the recommendations that were made in the First Monitoring Progress Report in relation to the 2009 monitoring reports are still relevant. As noted in 2009, also for the 2010 reports some Forum members struggle to provide clear and understandable information on what is requested per report field. Most noticeable is that the distinction between output, which refers to (quantitative) indicators that measure output of commitment, and outcome, which is linked to its objective to evaluate what has been achieved, and can be both quantitative and qualitative, is not always understood.

In relation to the three specific recommendations from the First Monitoring Progress Report, the following can be concluded:

- The 2010 evaluation process confirms that, in general, the balance between ‘lack of relevant detail’ versus ‘too much irrelevant detail’ needs to be found. With the focus on the understanding of the commitment by the average reader, the focus of the scoring process was on whether ‘sufficient’ relevant information was included.
- Similar as concluded in the 2009 report, few Forum members actually explain why and how they consider their commitment relevant in contributing to the aims of the Forum, while making use of data/statistics to explain this. Here again, it is underlined that clarification (additional information rather than simply citing the specific Forum aim) is relevant for the reader to shape his/her understanding of the commitment.
- The third recommendation underlines the necessity to consider all aspects of the commitment, in other words, to understand the relation between the different steps or stages. This is indeed essential and the majority of the comments towards the monitoring reports relate to incomplete or insufficient insight into or explanation of the overall process. In this regard, no overall improvement has been identified.

An additional observation on the basis of the 2010 monitoring reports can be made:

- In several cases where measurable data were provided, the information lacked a reference period to give the information actual meaning. For example, when presenting information on the input, some members only say that the input was e.g. ‘three persons working part time’. This information can only provide information to the reader if it also includes the period.

## **Practical recommendations**

Two recommendations are made to improve the process of monitoring overall.

### 1. Reporting period and time between submission of a commitment and the first monitoring report

In the current situation the annual monitoring report has to be submitted by a certain date. However, commitments can be tabled at any time. As a result some reports are prepared for commitments whose implementation has hardly started. This negatively affects the monitoring process as some monitoring reports then have major gaps. There is also some grey area as to whether to submit a monitoring report on a recently tabled commitment or not. Therefore a minimum period (e.g. four months) is suggested before the first monitoring report. More in general Forum members should clearly indicate which time span is covered by a monitoring report.

### 2. Distinction between intermediate and final status of monitoring reports

Out of a total number of 88 monitoring reports received seven have not been assessed because the text was identical or highly similar (about 80 – 100% similar text) to the report submitted for the 2009 evaluation. This might also relate to timing: Forum members do not always clearly make the distinction between the intermediate and final status.

Guidelines on how to deal with these situations should be considered by the Commission services as well as the Forum.

## Annex I: List of 2010 monitoring reports (that have been assessed)

No.	Name of the organisation	Commitment
<b>Non-governmental organisations and Health professionals</b>		
990	Alcohol Action Ireland	Development of a web-based "Media Centre" service and a new "Alcohol & You" section
1018	Alcohol Policy Youth Network	Alcohol and Young People
868	Association Nationale de Prévention en Algologie et Addictologie (ANPAA)	Enforcement of the LOI EVIN
44	European Mutual Health Network for Alcohol-related problems (EMNA)	Improve communication tools to help raise awareness of, and spread information about the work of the mutual help groups for alcohol related problems in Europe
1042	European Mutual Health Network for Alcohol-related problems (EMNA)	Overviewing and promoting the research done by members to confirm the effectiveness of the mutual help groups throughout Europe
982	European Public Health Alliance (EPHA)	Dissemination of information on European alcohol policy developments
944	Royal College of Physicians (RCP)	Promoting the understanding of alcohol related harm and effective health strategies
894	National Youth Council of Ireland	Statutory Codes for Alcohol Advertising in Ireland
834	German Centre for Addiction Issues (DHS)	Support capacity and competence building
916	Institute for Alcohol Studies (IAS)	European Alcohol Data Map
728	The Nordic Alcohol and Drug Policy Network	Building a network supporting evidence based alcohol policies in the Baltic states
954	European Association for the Study of Liver (EASL)	Promote the education and training of healthcare professionals in the field of alcoholic liver disease
1048	European Midwives Association (EMA)	To ascertain the education and practices of midwives in member states on reducing alcohol related harm preconception and during pregnancy
932	Standing Committee of European Doctors (CPME)	Mobilising the medical profession
826	Eurocare	FASD
1068	Association of European Cancer League (ECL)	-
<b>Production and Sales Organisations</b>		
710	Anheuser-Busch InBev (ABI)	Improving compliance with Code of Commercial Communications
388	Bacardi Martini	Marketing principles
856	Bacardi Martini	Bartender association
872	Bacardi Martini	Consumer info website
878	Comité Européen des Entreprises Vins (CEEV)	"Wine in Moderation - Art de vivre" Programme
910	Diageo	DRINKiQ
912	Diageo	Initiative 18+
902	European Cider and Fruit Wine Association (AICV)	Appreciating Cider, Perry and Fruit Wine Responsibility
644	European Forum for Responsible Drinking (EFRD)	www.marketresponsibly.eu
646	European Forum for Responsible Drinking (EFRD)	Programme to provide information to

No.	Name of the organisation	Commitment
		consumers in Europe
934	SABMiller	Responsible drinking - Check Your BAC-upgraded application
942	SABMiller	Upgrade of responsible drinking service Promile INFO
616	SABMiller	Campaign on responsible alcohol consumption
632	SABMiller	Online dialogue: Encouraging people to make informed choices about alcohol
628	SABMiller	Responsible drinking- SMS Program
630	SABMiller	Contribute to consumer awareness of information service on blood alcohol content (BAC)
930	SABMiller	Program on responsible alcohol consumption
914	Moët Henessy	Training programme on Responsible Consumption to General Practitioners
978	Pernod Ricard S.A.	Responsible student parties
726	The Alcohol Beverage Federation of Ireland (ABFI)	Becoming drink aware - the Practical Promotion of Positive Drinking Behaviours
690	The Brewers of Europe	"Upgrade self-regulation system for beer commercial communications"
928	The Brewers of Europe	Trockenfahrer.at
656	The Brewers of Europe	Commercial communications for beer
544	The Brewers of Europe	Assurance on Self regulation report
986	The Brewers of Europe	Further enhancing the IBA's social responsibility in line with The Brewers of Europe's 7 Operational Standards
808	The Brewers of Europe	Increase compliance with the commercial communication code
876	The Brewers of Europe	Public awareness of complaints procedure within the system
848	The Brewers of Europe	Curbing underage drinking: "Respect 16"
924	The Brewers of Europe	"You are so nice"
854	The Brewers of Europe	Self-regulation of commercial communication
918	The Brewers of Europe	Association of Hungarian Brewers
922	The Brewers of Europe	Self-Regulation of Commercial Communications
820	The Brewers of Europe	Information Material on responsible drinking patterns
874	The Brewers of Europe	Drink Driving in Poland Beer Industry Program
926	The Brewers of Europe	Responsible Approach to Commercial Communication
682	The Brewers of Europe	Expanded Self-Regulation
640	The Brewers of Europe	Er du klar? (Are you ready?)
46	The Brewers of Europe	'Bier? Sorry, Erst ab 16'
920	The Brewers of Europe	'O bevi o guidò' (Either Drink or Drive Campaign)
596	The European Spirits Organisation (CEPS)	Consumer Awareness
814	The European Spirits Organisation (CEPS)	Marketing Self-Regulation
858	The European Spirits Organisation (CEPS)	Independent Evaluation
862	The Absolute Company	Youth programme
950	The Scotch Whisky Association	SWA



No.	Name of the organisation	Commitment
524	The Scotch Whisky Association	Share key learning points
584	British Beer and Pub Association (BBPA)	Enforcement of Age limits for selling and serving alcoholic drinks
380	Delhaize Group	Prevention, education and management of alcohol problems in the workplace
384	Delhaize Group	Education of cashiers to sell only alcohol products to people above 18 years
634	EuroCommerce	Raising awareness of Retailers to carry out actions against abuse of alcohol
802	Finnish Hospitality Association (FHA)	Enforce age limits for serving and selling alcoholic beverages
534	Hotels, Restaurants and Cafés in Europe (HOTREC)	Raising awareness of National Associations/ call for actions
1038	Hotels, Restaurants and Cafés in Europe (HOTREC)	Raising awareness of National Associations / Call for actions
610	Swedish Hotel and Restaurant Organisation (SHR)	Actions for responsible service of alcohol
852	Brown Forman	Server Training Module
526	Brown Forman	Best Bar None
946	Heineken	-
626	SABMiller	Enhanced Staff Hearing on compliance
810	The Brewers of Europe	Polish Brewers - Self-regulation (part 2) - Introduction of impartial judgments within the system
<b>Advertising, marketing, media and sponsorship organisations</b>		
988	Advertising Information Group (AIG – WKO)	Making the voluntary copy-advice service more popular within the advertising industry
992	Association of Television and Radio Sales Houses (Egta)	EGTA dedicated website on responsible commercial communications for alcoholic beverages
948	European Sponsorship Association (ESA)	Advice and Recommendations to Rightsholders on their relationship with Alcohol Sponsors
864	European Federation of Magazine Publishers (FAEP)	Educational Contribution of Editorial Content
1016	European Publishers Council (EPC)	Development of advertising self-regulation in digital media
<b>Research institutes and others</b>		
450	Institut de Recherches Scientifiques sur les boissons alcoolisées (IREB)	Call for tenders 2008
994	Institut de Recherches Scientifiques sur les boissons alcoolisées (IREB)	Call for tenders 2010
996	Institut de Recherches Scientifiques sur les boissons alcoolisées (IREB)	Attitudes and behaviours of young people towards alcohol
146	International Center for Alcohol Policies (ICAP)	The Culture of Extreme Drinking
1022	International Center for Alcohol Policies (ICAP)	ICAP Periodic Review on Drinking and Culture
1024	International Center for Alcohol Policies (ICAP)	ICAP Blue Book: Practical Guides for Alcohol Policy and Targeted Interventions
614	European Social Insurance Platform (ESIP)	Fight against alcohol-related harm: the role of social insurers
1054	European Social Insurance Platform (ESIP)	Fight against alcohol-related harm:

No.	Name of the organisation	Commitment
		the role of the social insurers. An example: prevention regarding consumption of alcohol by pregnant women
1026	European Transport Safety Council (ETSC)	Safe and Sober and the Alcolock

\* Please note that seven of these commitments have not been subject to the quality assessment process because they were identical or highly similar to the monitoring reports submitted in 2009.

## Annex II: Template Monitoring Reports

**(fields marked with an asterisk (\*) are mandatory)**

Access code:*
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<b><u>Commitment #:</u></b>	
<b><u>Title of the commitment:*</u></b>	
<b><u>Name of the Forum member organisation owning the commitment:*</u></b>	
<b>Is this a report for an ongoing commitment or a final report?:*</b>	
<b>What is the time period covered by this report (in the case of a final report, the reporting period is the life span of the commitment)?*</b>	

<b><u>Point of contact for the commitment (the person authorised by the organisation owning the commitment who can be contacted for information about the commitment):*</u></b>
---

<b><u>Commitment summary (based on summary given in original commitment form):*</u></b>
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<b><u>Link to websites relating to the commitment:</u></b>
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**Description of the implementation of the commitment (max. 500 words):\***

**Objectives (cf. sections 4–5 of the Monitoring Commitment in Annex II of the Forum Charter): in which way and to which extent have the objectives set out in the original commitment form been achieved in the reporting period? (max. 500 words):\***

**Relevance (i.e. how did the commitment during the reporting period contribute to achieving the overall aims of the Forum – cf. section 3 of the Monitoring Commitment in Annex II of the Forum Charter) (max. 250 words):\***

**Input indicators (resources allocated to the commitment ('What was done to put the objectives into practice?') – cf. section 5a of the Monitoring Commitment in Annex II of the Forum Charter) (max. 250 words):\***

**Output indicators (measure from a quantitative point of view the results created through the use of inputs ('What was achieved with the resources allocated to the commitment') – cf. section 5b of the Monitoring Commitment in Annex II of the Forum Charter) (max. 250 words):\***

**Outcome and impact indicators (How successful has the commitment been during the reporting period in relation to the original objectives – cf. section 6 of the Monitoring Commitment in Annex II of the Forum Charter. These indications go beyond the minimum agreed requirements to monitor a commitment, and it is expected that this type of evaluation will not be carried out for all commitments.) (max. 250 words)\* :**

Short term:

Medium term:

Long term:

Other:

**Evaluation details (tools and methods used, internal or external evaluators ...)(max. 250 words) (\*mandatory for final report only):\***

**Other comments related to monitoring the commitment (This section is to be used to add any other information which can be useful in terms of understanding issues relating to the monitoring of your commitment, such as any major obstacles that have been encountered, sources of data used, etc. If the basic details of the commitment have been changed, this field is to be used to explain why and how they were changed.) (max. 300 words):**

**Dissemination (How were the results of the commitment disseminated?) (max. 250 words) (\*mandatory for final report only):\***

**References to further information relating to the monitoring of the commitment:**



## Annex III: 2009 Individual Feedback form

Report fields	Scoring criteria
<i>Fields marked with an asterisk (*) are mandatory.</i>	
Access code:*	Scoring not applicable
Commitment Number:	Scoring not applicable
Title of the commitment:*	Scoring not applicable
Name of the Forum member organisation owning the commitment:*	Scoring not applicable
Is this a report for an ongoing commitment or a final report?:*	Scoring not applicable
What is the time period covered by this report (in the case of a final report, the reporting period is the life span of the commitment)?*	Scoring not applicable
Point of contact for the commitment (the person authorised by the organisation owning the commitment who can be contacted for information about the commitment):*	Not scored
1. Commitment summary (based on summary given in original commitment form):*	Not scored
2. Link to websites relating to the commitment:	Not scored
3. Description of the implementation of the commitment (max. 500 words):*	<p>Maximum score: 5</p> <p><b>Specificity</b> Are key dates and milestones in the implementation of the commitment set out clearly? Is an overview of the resources involved in the implementation of the commitment given? Are details given on who is involved and/or responsible for the implementation of the commitment?</p> <p><b>Focus</b> Is only relevant information included in the description? Is enough contextual information included to make the implementation of the commitment understandable?</p>
4. Objectives (cf. sections 4–5 of the Monitoring Commitment in Annex II of the Forum Charter): in which way and to what extent have the objectives set out in the original commitment form been achieved in the reporting period? (max. 500 words)*	<p>Maximum score: 5</p> <p><b>Specificity</b> How and when have the objectives been achieved?</p> <p><b>Clarity</b> How clearly are the objectives set out?</p> <p><b>Focus</b> Is only relevant information included in the description of objectives? Is enough contextual information included to make the objectives of the commitment understandable?</p> <p><b>Measurement</b> Is some quantitative data included on the implementation of the commitment (e.g. how many people have been reached, how many events have been organised)?</p>
5. Relevance – i.e. how did the commitment during the reporting period contribute to achieving the overall aims of the Forum (cf. section 3 of the Monitoring Commitment in Annex II of the Forum Charter)? (max. 250 words)*	<p>Maximum score: 5</p> <p>RAND Europe will not comment on the relevance of the commitments to the aims of the Forum but on whether the link between the commitments and the aims of the Forum is set out clearly.</p> <p><b>Clarity</b> Does this section specify which aim/aims of the Forum the commitment relates to? Is it clear how commitment holders believe that their commitment is linked to the aim of the Forum?</p> <p><b>Focus</b> Is only relevant information included in the description of objectives?</p>
6. Input indicators – resources allocated to the commitment ('What was done to put the objectives	<p>Maximum score: 5</p> <p><b>Clarity</b></p>

<p>into practice?') – cf. section 5a of the Monitoring Commitment in Annex II of the Forum Charter? (max. 250 words)*</p>	<p>Are resources allocated to the commitment clearly set out?  <b>Focus</b>  Is only relevant information included?</p>
<p>7. Output indicators – measure from a quantitative point of view the results created through the use of inputs ('What was achieved with the resources allocated to the commitment') – cf. section 5b of the Monitoring Commitment in Annex II of the Forum Charter (max. 250 words):*</p>	<p>Maximum score: 5  <b>Clarity</b>  Are output indicators clearly set out?  <b>Focus</b>  Is only relevant information included?</p>
<p>8. Outcome and impact indicators ('How successful has the commitment been during the reporting period in relation to the original objectives') - cf. section 6 of the Monitoring Commitment in Annex II of the Forum Charter. These indications go beyond the minimum agreed requirements to monitor a commitment, and it is expected that this type of evaluation will not be carried out for all commitments (max. 250 words):* :</p> <p>Short term:  Medium term:  Long term:  Other:</p>	<p>Maximum score: 5  <b>Clarity</b>  Are outcome and impact indicators clearly set out?  <b>Focus</b>  Is only relevant information included?</p>
<p>9. Evaluation details – tools and methods used, internal or external evaluators ... (max. 250 words; mandatory for final report only):*</p>	<p>Maximum score: 5  This section is mandatory for final monitoring reports only. However, RAND Europe will provide scores for final reports and indicative scores for intermediate reports to inform Forum members of how this section could be improved if applicable.  <b>Specificity</b>  Are the evaluation details provided specifically linked to the commitment / different parts of the commitment?  <b>Clarity</b>  Are the evaluation details provided clearly set out?  <b>Focus</b>  Is only relevant information included?</p>
<p>10. Other comments related to monitoring the commitment. This section is to be used to add any other information which can be useful in terms of understanding issues relating to the monitoring of your commitment, such as any major obstacles that have been encountered, sources of data used, etc. If the basic details of the commitment have been changed, this field is to be used to explain why and how they were changed (max. 300 words):</p>	<p>Maximum score: 5  This section is not mandatory and should be used only when extra information is required to make the commitment fully understandable, as is explained in the right-hand column.  <b>Focus</b>  Is only relevant information included?</p>
<p>11. Dissemination ('How were the results of the commitment disseminated?') (max. 250 words; mandatory only for final report):*</p>	<p>Maximum score: 5  This section is mandatory for final monitoring reports only. However, RAND Europe will provide scores for final reports and indicative scores for intermediate reports to inform Forum members of how this section could be improved if applicable.  <b>Specificity</b>  What resources were used for dissemination?  How and when has/will dissemination of the results occur?  Who is dissemination aimed at and how many people/organisations does it expect to reach / has it reached?  <b>Focus</b>  Is only relevant information included?  Is enough contextual information included to enable the reader of the commitment to judge/gauge the scale of dissemination?</p>
<p>12. References to further information relating to the monitoring of the commitment:</p>	<p>Not scored</p>



## Annex IV: 2010 Individual Feedback form

### INDIVIDUAL FEEDBACK FORM

Report field	Criteria	Question	Maximum score (max 5)	Score awarded	Comments
1. Commitment summary (based on summary given in original commitment form)	<b>Not scored</b>				
2. link to website relating to the commitment	<b>Not scored</b>				
<b>3. Description of the implementation of the commitment (max. 500 words)</b>					
	<b>Specificity</b>	Are key dates and/or milestones in the implementation of the commitment set out clearly?	1		
		Are details given on who is involved and/or responsible for the implementation of the commitment?	1		
	<b>Clarity</b>	Is the implementation of the commitment set out in a manner that the reader can fully understand the commitment?	1		
	<b>Focus</b>	Is the information included in the description relevant and to the point?	1		
		Is sufficient contextual information included to make the implementation of the commitment understandable?	1		
	<b>Measurement</b>	N/A	-	-	
Total score:			5		
<b>4. Objectives:</b> The objectives help to focus in more detail on what the commitment is aiming to achieve and connect to specific actions and to a specific timeframe and are concrete and precise. In some situations it may be beneficial to divide the objectives into short, medium or long term objectives. In other words, in what way and to which extent have the objectives set out in the original commitment form been achieved in the reporting period (max. 500 words)?					
	<b>Specificity</b>	Does the report describe how and when the objectives have been or will be achieved?	1		
	<b>Clarity</b>	Does the report offer clear links	1		

Report field	Criteria	Question	Maximum score (max 5)	Score awarded	Comments
		between objectives, inputs, outputs and outcomes?			
		Are the objectives set out in a manner that the reader can fully understand the commitment?	1		
	<b>Focus</b>	Is only relevant information included in the description of objectives?	0.5		
		Is sufficient contextual information provided to make the objectives of the commitment understandable?	0.5		
	<b>Measurement</b>	Are relevant quantitative data included on the implementation of the commitment?	1		
Total score:			5		
<b>5. Relevance:</b> The report should describe, in a relatively simple way, how the commitment is relevant (or pertinent, connected, or applicable) to the realisation of the general aim of the Forum. In other words, how did the commitment during the reporting period contribute to achieving the overall aims of the Forum (max 250 words)?					
	<b>Specificity</b>	Does the report describe how the commitment is relevant (by reference to evidence that supports relevance)?	1		
	<b>Clarity</b>	Does this section specify which aim(s) of the Forum the commitment relate to?	1		
		Is it clear how commitment holders believe that their commitment is linked to the aims of the Forum?	1		
	<b>Focus</b>	Is only relevant information included in the description?	1		
		Is sufficient contextual information included to make to explain how/why the commitment is relevant?	1		
<b>Measurement</b>	N/A	-	-		
Total score:			5		
<b>6. Input indicators:</b> They measure the resources allocated to each action/activity depending on the objective of the commitment (funding, allocated resources, training etc)					

Report field	Criteria	Question	Maximum score (max 5)	Score awarded	Comments
used for each activity. Input indicators measure the resources allocated to each action/activity, essentially what did the Forum member do to put the objective into practice? The monitoring report should provide insight in the resources allocated to the commitment (What was done to put the objectives into practice) (Max 250 words).					
	<b>Specificity</b>	Does the report describe the input indicators that have been used?	1		
	<b>Clarity</b>	Does the report offer clear links between objectives, inputs and outputs?	1		
		Are resources allocated to the commitment set out in an understandable manner for a reader?	1		
	<b>Focus</b>	Is only relevant information included in describing the resources?	0.5		
		Is sufficient contextual information included to explain which resources are used for the commitment?	0.5		
	<b>Measurement</b>	Are relevant quantitative data provided for the input indicators?	1		
Total score:			5		
<b>7. Output indicators:</b> They are used to measure the outputs or products that come about as a result or a product of the process. It measures from a quantitative point of view the results created through the use of inputs (sellers & servers trained, audience targeted, events organised etc). Output indicators measure the products or the achievements of the commitment through the use of inputs or, in other words ('What was achieved with the resources allocated to the commitment') (max. 250 words)?					
	<b>Specificity</b>	Does the report describe what the output indicators are?	1		
	<b>Clarity</b>	Does the report clearly link the output indicators to original objectives and resources that were put in the commitment?	1		
		Are the output indicators set out in an understandable manner for a reader?	1		
	<b>Focus</b>	Is only relevant information included?	0.5		
		Is sufficient contextual information included to make understandable what the results of	0.5		

Report field	Criteria	Question	Maximum score (max 5)	Score awarded	Comments
		this commitment are?			
	<b>Measurement</b>	Are relevant quantitative data provided for the indicators?	1		
Total score:			5		
<b>8. Outcome and impact indicators:</b> They go above the minimum agreed requirements to monitor a commitment. They measure the quality and the quantity of the results achieved through the actions in the commitment how successful was the commitment in relation to the original objectives? (max. 250 words)					
	<b>Specificity</b>	Does the report describe the outcomes?	0.5		
	<b>Clarity</b>	Does the report link the outcomes to original objectives?	2		
		Are the outcome and impact indicators set out in an understandable manner for a reader?	1		
	<b>Focus</b>	Is sufficient contextual information provided to understand the outcomes of the commitments?	0.5		
	<b>Measurement</b>	Are relevant quantitative data provided for the indicators?	1		
Total score:			5		
<b>9. Evaluation details – tools and methods used, internal or external evaluators ... (max. 250 words; mandatory for final report only)</b>					
	<b>Specificity</b>	Are the evaluation details provided specifically linked to the commitment / different parts of the commitment?	2		
	<b>Clarity</b>	Are the evaluation details set out in an understandable manner for a reader?	1		
	<b>Focus</b>	Is only relevant information included?	0.5		
		Is sufficient contextual information provided to understandable the method of evaluation?	0.5		
	<b>Measurement</b>	Are relevant quantitative data provided?	1		
Total score:			5		

Report field	Criteria	Question	Maximum score (max 5)	Score awarded	Comments
<p><b>10. Other comments</b> related to monitoring the commitment (<b>optional/ no scoring</b>). This section is to be used to add any other information which can be useful in terms of understanding issues relating to the monitoring of your commitment, such as any major obstacles that have been encountered, sources of data used, etc. If the basic details of the commitment have been changed, this field is to be used to explain why and how they were changed (max. 300 words). It is emphasised that this field should not be used as an extension of any previous fields.</p>					
	<b>Specificity</b>	Is the information presented here really adding something new to the information given in the other report fields?	-	-	Not scored.
	<b>Clarity</b>	Does the report offer clear links between the comments and the objectives, inputs, outputs and outcomes?	-	-	
		Are the additional comments set out in an understandable manner for a reader?	-	-	
	<b>Focus</b>	Is the information provided here appropriate for the "other comments" section or would it have better fitted in a different field?	-	-	
	<b>Measurement</b>	Are relevant quantitative data provided?	-	-	
Total score:			-	-	
<p><b>11. Dissemination</b> ('How were the results of the commitment disseminated?') (max. 250 words; mandatory only for final report):</p>					
	<b>Specificity</b>	Is it specified in the form to whom dissemination is aimed at?	1		
		How and/or when has/will dissemination of the results occur?	1		
	<b>Clarity</b>	Is enough contextual information included to enable the reader of the commitment to judge/gauge the scale of dissemination?	1		
	<b>Focus</b>	Is it clear by the form whether dissemination is appropriate for the type of commitment according to the objectives laid down in the commitment?	1		

Report field	Criteria	Question	Maximum score (max 5)	Score awarded	Comments
	<b>Measurement</b>	Are relevant quantitative data provided (e.g. resources used, how many people/organisations it is expected to reach/has it reached, etc)?	1		
Total score			5		
12. References to further information relating to the monitoring of the commitment:					