Monitoring & reporting project impacts

of energy efficiency projects funded under Horizon 2020

Impacts everywhere…

Proposal

Expected impacts in **work programme**

Performance indicators in **proposal** submission

'Impact' criterion during proposal **evaluation**

Project

Articles[1] & performance indicators[2] in the **grant agreement**

Periodic reports to the EASME

Communication, dissemination and **exploitation** activities

EASME's **policy feedback** activities

[1] see Article 20 (Reporting), Article 23 (Evaluation of impacts), Article 28 (Exploitation), Article 29 (Dissemination and exploitation)
[2] see Annex 1 Part B of the Grant Agreement

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Source Pixabay, under CC BY 2.0

Typical challenges

- Capacity & skills within the team
- Clear intervention logic
- Appropriate evaluation approach
- Ability to measure and quantify
- Knowing the baseline, good assumptions and data
- **Monitoring system**: data collection, bias, sampling, sample size, response rate
- **Attribution**: correlation vs causation, project vs no project
- **Reporting**: correct calculations, conversions, units
- **Time gap** between implementation and evaluations

Typical outcomes and impacts of projects

- Energy savings triggered
- Investments in sustainable energy triggered
- Prototypes or demonstrators developed
- New products, processes or methods launched
- Patents registered
- Peer-reviewed publications or articles accepted

Indicators collected across all Horizon 2020 projects funded under Societal Challenge 3

- Policies or strategies created / adopted
- People trained or qualified
- Stakeholders reached
- Behaviour changed
- Renewable energy production triggered
- Building renovations performed
- Costs saved
- Jobs created

Other indicators typically referred to in energy efficiency calls

- Other important impacts realised

Other indicators

Frequent evaluation concerns

Image source: gratisography.com

- It’s complex
- It’s just another task on top of all the others
- It requires too many resources
- We might not get it right
- The approach might not be accepted

Impacts – the logical conclusion of activities

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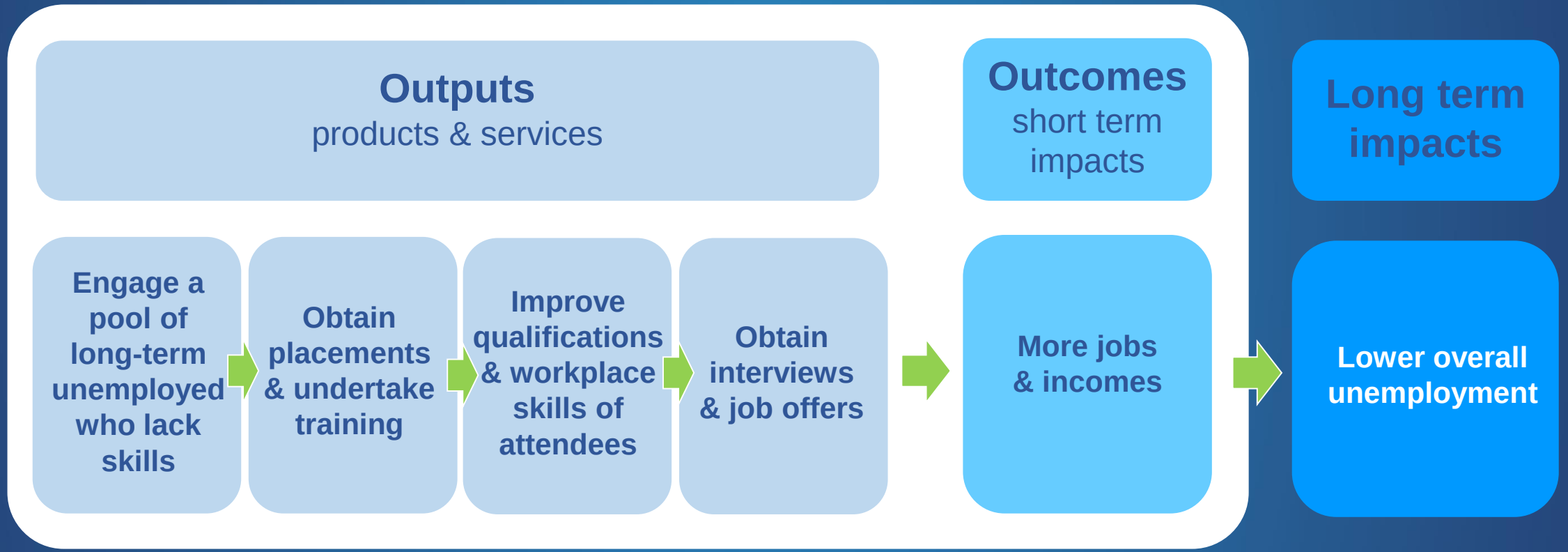
Example: Job training scheme



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Job training scheme: Monitoring data

Component	Type of data	Why this data might be useful
Inputs resources & actions	**Funding or staff numbers**	This can inform a cost-benefit analysis and determine whether assumptions about the policy implementation, such as cost and time, were correct.
	Referrals & waiting times	This can help determine whether the policy is being implemented correctly or whether there are any unintended consequences.
Outputs products & services	**No. / characteristics of the people accessing the service**	This can help demonstrate whether a policy is reaching its target population.
	No. of job interviews / no. of applications processed	This can inform an assessment of whether the programme has delivered the target outputs to the anticipated quality.
Outcomes short term impacts	**Employment rates & wages**	This will help to measure the benefits of delivering the outputs.

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Are outcomes / impacts linked to the project?

Also referred to as ‘attribution’ - ask yourself:

1. Could it be a coincident?
2. Are there other initiatives / project going on at the same time?
3. Was the selection of participants biased?
4. Are there ‘natural’ underlying market developments?
5. Is it difficult to compare targeted and not targeted groups?

Refer to ‘contribution’ when attribution to impacts / outcomes cannot be quantified.

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Are outcomes / impacts a result of the project?

Also referred to as ‘additionality’ - ask yourself:

1. Would people in the target group have acted anyway?
2. Are people benefitting who are not in the target group/area?
3. Are benefits offset by negative effects elsewhere?
4. Does the project substitute external activities by others / in other areas?
5. Does the project have other knock-on effects (positive or negative)?
6. Will activities continue after the project ends? - This links to the project’s exploitation plan / activities.

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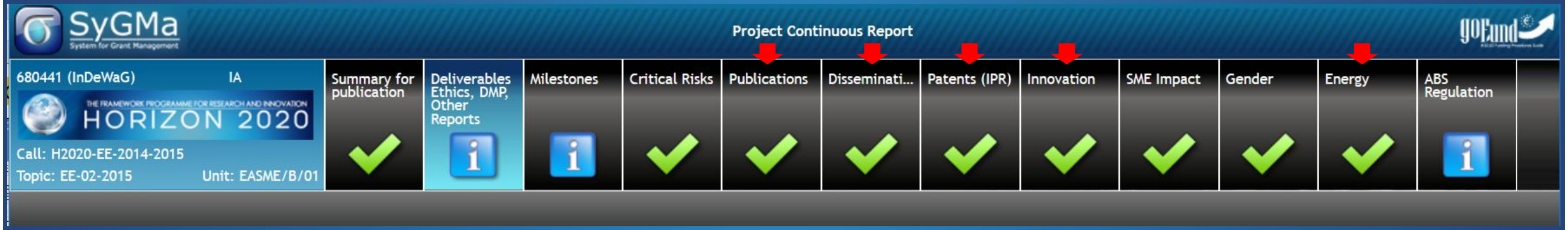
Don't forget indicators in the Participant Portal:



- Scientific Publications
- Dissemination and communication activities
- People trained / stakeholders reached
- Intellectual Property Rights (IPR) acquired

- New Products, Processes, Methods
- Primary energy savings & energy investments triggered*

* Do not leave empty – if nothing triggered then values should be zero.

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To Do list

- ☑ **Identify** & review the main impacts
- ☑ **Define** your monitoring & evaluation approach
- ☑ **Justify** your choice of baselines, benchmarks, assumptions, references & calculations
- ☑ **Consider** to what extend impacts are a result of your activities
- ☑ **Document** impacts in 'Periodic Report‘
- ☑ **Review** (& revise if necessary) your approach
- ☑ **Exploit** your results

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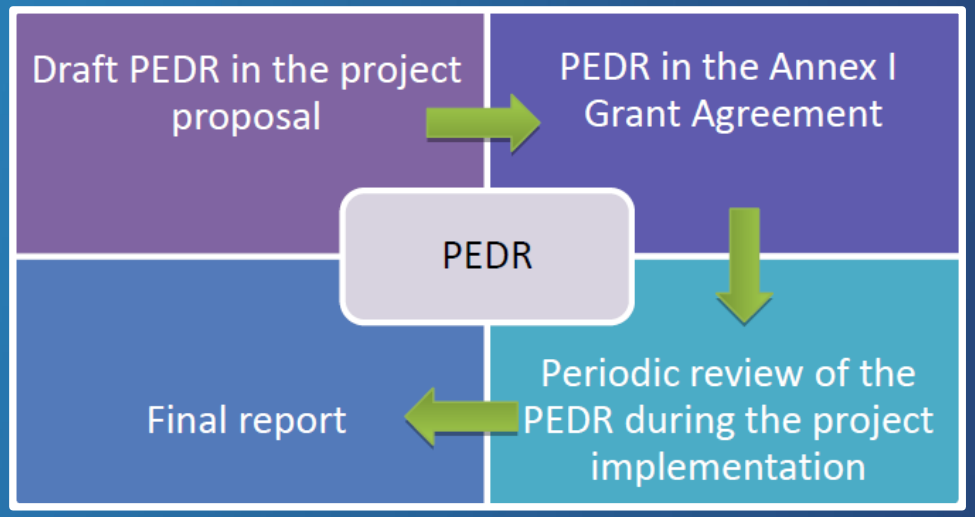
Exploitation Plan

Ensures a project's 'results' lead to longer-term 'impacts'

- No plan on how to exploit = No impacts
- No secured resources and/or budgets = Your exploitation plan is likely to fail

Component of exploitation plan:

- Exploitable results and their areas of application
- Coverage and size of the target markets
- Potential users
- Main competitors and competitive advantages
- Exploitation roadmap and business model
- Type and timeline of planned dissemination activities
- Planned management structures and procedures



Source: European IPR Helpdesk, Fact Sheet - The Plan for the Exploitation and Dissemination of Results in Horizon 2020

Summary

Image by Ed Gregory, under CC0

1. Take your **impact indicators** seriously
2. Show that you **strive to reach** your performance indicators
3. Test your project's underlying **'logic**'
4. Make efforts to confirm or prove **key assumption**
5. Have an appropriate **evaluation approach** from the start - make efforts to quantify your results and impacts
6. Provide **analysis** if impacts are not achieved
7. Use outputs and impacts during **dissemination & exploitation**
8. See *'Guidelines for the calculation of the performance indicators'*

https://ec.europa.eu/easme/sites/easme-site/files/guidelines-for-the-calculation-of-performance-indicators.pdf