TOURISMED

Fishing Tourism for a Sustainable Development in the Mediterranean area

Deliverable 1.3.1: Evaluation & Monitoring Plan

Partner responsible for this report: PP3 – Delfi Partners & Co.

Document Information Summary	
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v.0.1	13/03/2017	Costas Zeniou	Development of Evaluation Plan
v.0.2	21/03/2017	Costas Zeniou	Alignment with Quality Plan

Abbreviations

Acronym	Explanation

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Abstract

Deliverable 1.3, Evaluating the Project, is a critical component of the project management. Evaluation of the Tourismed project will be implemented in accordance with the approaches and methodologies indicated in the Quality Plan.

The two documents, the quality plan and the evaluation plan define the procedures and resources for recording the progress of the project's proceedings, assessing the fulfilment of schedule and targets and identifying problems and areas of improvement in the operation of the partnership.

There are different layers of evaluation employed at the project:

- Evaluation of project progress and satisfaction measurement of partners with project and financial management
- Evaluation of project meetings
- Evaluation of each phase of the project
- Evaluation of piloting phase
- Evaluation of the milestones of the project

The following questions are common to all these steps of evaluation:

- Are the objectives going to be achieved?
- Does the work progress sufficiently?
- Are changes in management or handling structures needed?
- Are people involved satisfied?

The main indicators for evaluation are:

- Suitability of material to target groups across territories involved
- Awareness raising achieved across target groups

Evaluation reports will be elaborated every six months, for a total number of 6 reports.

1 Introduction

The main aims of deliverable 1.3, Evaluating the Project:

- o Evaluation of project progress at a broad extent and overall satisfaction measurement of all partners involved with project management and financial handling
- o Evaluation of each project meeting
- o Evaluation of the single phases of the project
- o Evaluation of piloting phase
- o Evaluation of the milestones of the project

In the next sections, the evaluation & monitoring methodology and tools to be employed for the duration of the project are presented.

2   Project aim, objectives, results and partnership

TOURISMED is a project aimed at testing and transferring a fishing tourism business model in the coastal territories of Italy, Cyprus, Greece, Albania, France and Spain as a way to promote a sustainable approach to tourism, while fostering the preservation of the marine ecosystem and traditional fishing culture of the MED region.

These areas face the common challenge of finding new solutions for the worrying depletion of marine resources, the decline of the artisanal fishing sector and the negative impacts of tourism such as social dislocation, loss of cultural heritage and ecological degradation. As a response, the project objective is to promote fishing tourism as a sustainable coastal and maritime tourism practice in the MED area.

Expected changes concern an improved use of resources by artisanal fishers, a diversification of income in the sector and a better valorization of coastal traditional heritage and local seafood.

The project will produce a pilot test of the model and an evaluation tool to assess its replication in the concerned area. A training course will involve fishermen to implement the touristic itineraries in synergy with local tourism operators. The final model will be promoted by a web tool to clients willing to set up a fishing tourism business, while an interactive map of itineraries will be used to reach tourists. Protocols with public bodies and fishing associations (MoU) will be followed by policy recommendations to ensure sustainability of project's impacts.

Overall objective:

The project overall objective is to promote fishing tourism as a sustainable coastal and maritime tourism practice in the MED area.

Specific objectives:

1. To preserve and value maritime culture and artisanal fisheries traditions
2. To contribute to local economies through innovative and alternative eco-tourism products
3. To boost a sustainable use of marine ecosystems and fishing resources

Main results:

a) 90 fishermen trained in the management of a sustainable sea-based business
b) 6 tourism itineraries linked to the maritime traditional heritage and valorization of local seafood products
c) 1 integrated fishing-tourism business model linking sustainable fishing, local natural resources and traditional products
d) 6 regional fishing tourism consortia adopting the integrated business model

Partnership

PP	Name	Acronym	Country
LP	Municipality of Trabia		Italy
PP1	International Promotion Sicily-World	PRISM	Italy
PP2	Promimpresa srl		Italy
PP3	Delfi Partners & Co		Cyprus
PP4	University of Piraeus		Greece
PP5	Cyprus University of Technology	CUT	Cyprus
PP6	Durres Municipality		Albania
PP7	Italian Chamber of Commerce for France in Marseille	ICCFM	France
PP8	Coopérative pour le développement de l'emploi dans les métiers du patrimoine	Petra Patrimonia Corsica	France
PP9	Haliéus	Haliéus	Italy
PP10	Port Institute for Studies and Co-operation of the Valencian	FEPORTS	Spain

Table 1: TOURISMED Partnership

3 Description of the project work plan

3.1.1 WPs

TOURISMED project is made up of 5 WPs distributed among 30 months of the project:

WP	Title	Coordinator
WP0	Preparation	LP
WP1	Project Management	LP
WP2	Project Communication	PP1
WP3	Testing	PP10
WP4	Transferring	PP5

Table 2: TOURISMED Work Packaging

An overview of project work plan divided for each WP is presented below. It is based on the Project Management Plan.

3.1.2 Tools for Quality & Evaluation Assessment

The tools that will be used for the evaluation and monitoring of the project are fully aligned and have been developed in coordination with the Quality Plan for each WP and each activity of every WP. A full list of these tools is available in deliverable 1.1.1, Quality Plan.

In addition to the tools for each activity of the project, a core tool for the evaluation and monitoring of the project is the Partner's Milestone report (Annex 2), to be submitted to the Evaluation & Monitoring and the Quality Management Partners every two months. The other tool that is critical for the evaluation and monitoring of the project is the evaluation and monitoring tool, which will form a summary of all the evaluation tools employed for each activity of each WP of the project (Annex 1).

4   Project Evaluation Methodology

The main goal of the evaluation of the project is to assure and improve the project quality and deliverables, as well as to ensure the project meets it's KPIs, per the tools and procedures set out in the Quality Plan.

4.1   Formative evaluation

Formative evaluation is the fundamental method for ongoing monitoring of all project activities and WP. An on-going monitoring of the project will take place for the entire duration of the project with participation and input from every partner involved. The purpose of the formative evaluation is to ensure that the project activities are performed as planned in the project's work plan. Each partner's feedback is critical for the progress evaluation.

4.2   Summative evaluation

Summative evaluations will be reported on the project activities every 6-months and at the end of the project according to the following planned schedule:

- 1.3.1 Intermediate Report:
    o Intermediate Evaluation reports will be elaborated every six months, in total 6 reports and in general with deadlines at:
        ▪ 03-2017
        ▪ 09-2017
        ▪ 03-2018
        ▪ 09-2018
- 1.3.2 Final Evaluation Report:
    o The evaluator (PP3) monitors that the milestones of the project are fulfilled, which forms the basis for the final evaluation. Monitor reports made by PP3 is the final outcome of the quality assurance based on the entire project

The formative and summative project evaluation will be performed through the following tools, as well as the full set of tools for the quality and evaluation assessment of each project activity as set out in the quality plan (Table 3):

o Evaluation & Monitoring Reporting Tool (Annex 1). This tool will evaluate the progress and quality of each and every project result and WP, as well as report any major interruptions to the Work Plan and make recommendations for future improvements. **The Evaluation & Monitoring report sheet will be completed by the Evaluation Partner on a regular basis based on the results of the tools outlined for the evaluation & monitoring plan as developed in the Quality Plan (Table 3).**

o Milestone Reporting (Annex 2). A tool to report and evaluate the project activities & milestones achieved by every partner. Each partner will submit their Milestone report every 2 months to the Evaluation & Monitoring Partner and the Quality assessment partner.

The tools will be developed by the responsible partners for Evaluation & Monitoring (PP3) and Quality Assessment (PP3) and each partner will be responsible for collecting the results for every evaluation tool provided.

4.3 Evaluation Approaches

The evaluation approaches to be used throughout the project will be based on the following:

▪ Planning: Quality & Evaluation and monitoring plan

The quality plan & the evaluation and monitoring plan will jointly form the basis for the formative and summative evaluations of the project through the developed formative and summative evaluation tools and methods, including KPI's and benchmarks

▪ Formative evaluation

For the duration of the project, two main tools with a variety of methods, will enable the on-going monitoring of the project and form the basis for continuous quality management and overall improvement of the project outcome

▪ Summative evaluation

Project evaluation reports will be performed by the Evaluation Partner (PP3) that assess the project's progress towards meeting the project's short-term and overall targets for every project activity and outcome.

▪ Internal evaluation

Evaluation & monitoring will be performed on all project partners in all areas of the project across all WP and activities:

- WP 0: Preparation
- WP1: Project Management
- WP2: Project Communication
- WP3: Testing
- WP4: Transferring

Evaluation of the project will be divided into two main categories of evaluation:

1. Internal Evaluation

Internal evaluation will be coordinated and assessed by Delfi Partners & co. with the input and reporting from all project partners.

2. External Evaluation

External evaluation will involve collection of feedback and KPIs from external project stakeholders and target groups to assess the project's outcome, impact and outcome on external project activities (WP2, WP3 and WP4). External project evaluation indicators and tools will be designed by PP3 and collected and assessed through all project partners' activities to assess the project's impact through external stakeholder feedback.

5 Annexes

Annex 1: Evaluation & Monitoring Reporting Tool:

https://drive.google.com/drive/u/1/folders/0BwuCpPKvQw_sSC1nWVZ0Rnp0Rjg

Annex 2: Milestone Reporting Tool:

https://www.surveymonkey.com/r/QN673PS