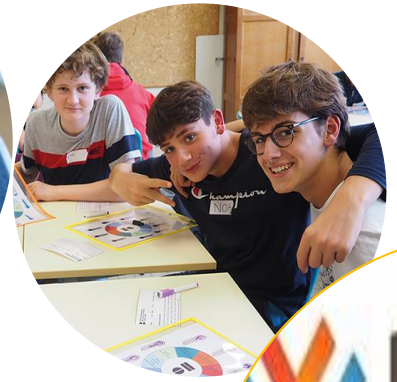


DEAR

DEVELOPMENT EDUCATION AND AWARENESS RAISING

supporting global ch

External Evaluation Civil Society Organisations and Local Authorities thematic programme (2014-2019)

Development Education and Awareness Raising

The programme

Key messages and findings

Recommendations

The Civil Society Organisations and Local Authorities thematic programme (2014-2019) – Development Education and Awareness Raising (DEAR)

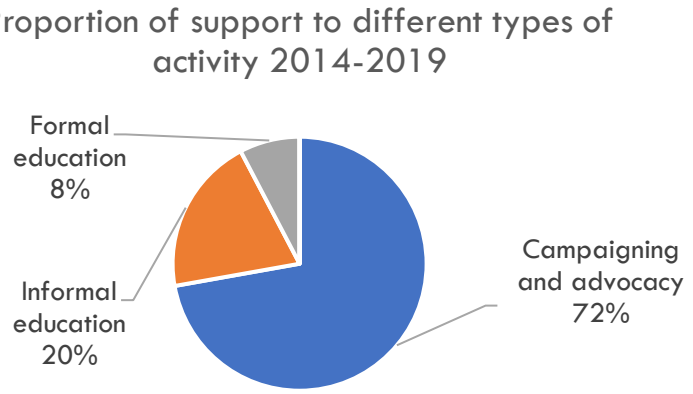
The programme operates in 118 developing countries as well as the 28 countries of the European Union. It has an overall budget of approximately Euro 1.9 billion**.** There are three components, involving Civil Society Organisations (CSOs); Local Authorities (LAs) and Development Education and Awareness Raising (DEAR) actors within the EU.

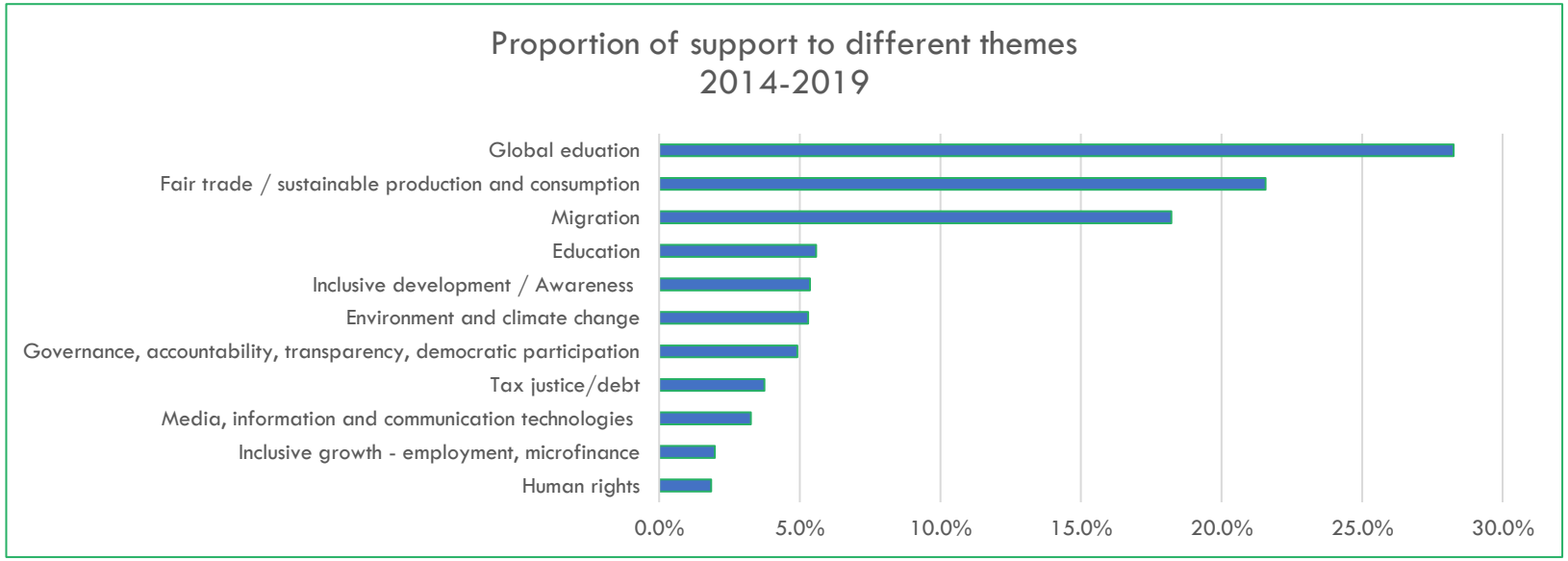
Over these three components, the programme has implemented over 1400 individual projects since 2014. It builds on a strategic engagement of the EU with civil society and local authorities. Over 44 DEAR projects were contracted in the period between 2014 and 2018. The DEAR projects supported civil society organisations as well as associations of local authorities.

DEAR – During the period between 2014 and 2017, the objective of the DEAR component was "Developing and supporting Education and Awareness Raising initiatives fostering citizens' awareness of - and mobilisation for - development issues". From 2018 onwards, the objectives were fine-tuned to focus on:

- EU Presidency projects to strengthen delivery of joint strategic campaigns on specific thematic areas.
- Strategic pan-European campaigns on targeted priorities in order to bring EU Development Policy and EU answers to global challenges closer to citizens.

Modalities – The DEAR grants have been awarded through centrally managed calls for proposals.





The structure and elements of the CSO-LA programme

More details on the evaluation methodology

Key message and findings

DEAR IS UNIQUE IN ITS SCOPE

DEAR is the only EU-funded programme that explicitly connects global development issues with actions aimed at EU citizens. Being implemented primarily by CSOs and LAs, the programme assigns a role for citizens to play in advancing policy coherence for development: one of its underlying premises is the belief that civil society is able to influence policy-making at national and EU-levels, once citizens are equipped with the knowledge and tools to understand the global interconnectedness of key issues such as climate change, migration, social justice, as well as the universality of the fundamental values underpinning the EU.

RESULTS HAVE BEEN ACHIEVED BUT IT IS NOT EASY TO IDENTIFY AND MEASURE THE CHANGE INTENDED

The programme is not yet underpinned by a robust theory of change and results framework – DEAR is, as yet, to develop a theory of change, and a programme-level results and monitoring framework; the absence of these frameworks has posed some challenges for the evaluation, as it has been difficult to define what parameters of change to assess the DEAR against.

Nonetheless, it is clear that DEAR has worked through a highly complementary set of modalities, ranging from a sub-granting facility that is able to reach EU citizens at the grassroots level; more substantial projects resulting from regular calls for proposals and which are mostly implemented by pan-European consortia of well-established and often highly professional CSOs; and a number of direct strategic grants, and which aim at institutionalising global education in EU member states' educational systems.

The technical support facility worked well and has been able to communicate achievements and results - A technical support facility, highly appreciated by DEAR stakeholders, has helped to strengthen the community of DEAR actors in the EU. The DEAR facility website is well organised and informative and provides a valuable resource for involved actors.

There is evidence of results achieved by the DEAR programme. These include awareness raising leading to citizens' engagements in a multitude of projects funded through an on-granting project, and where small amounts of funding have had catalytic effects. A project implemented by the World Wildlife Fund has led to a change in the consumption behaviour of millions of European citizens, by adopting a holistic approach including consumer awareness raising and working with stakeholders in the seafood supply chain, but also by strategically using the evidence and best practices created by the project to advocate for policy changes at the European level, thereby potentially amplifying the results.

35000 teachers trained in global development issues

14 million Europeans engaged in campaigning advocacy and education actions

33 Governments implement changes in procedure and practice

Source: DEAR facility

KEY MESSAGE #1
The combined contribution of different actors was effective
through the financial support mechanisms and DEAR support team.

KEY MESSAGE #2
A deeper understanding of what DEAR is trying to achieve is needed
A theory of change and results framework are needed.

KEY MESSAGE #3
Large consortiums can lead to accountability and efficiency issues
Monitoring mechanism need to respond to the complexity of the projects.

Fish Forward
Implemented by WWF

Summary of conclusions across the evaluation

Recommendations – 3 of the 11 recommendations of the CSO-LA evaluation are directly relevant for the DEAR component - others have a partial relevance

#9 Theory of change – Strengthen the DEAR programme by developing a theory of change

Rationale - The absence of a theory of change has led to a weakness in the results framework and a lack of a coherent and shared understanding of what the programme is meant to achieve.

#10 M&E - Develop a results and monitoring framework for the DEAR programme

Rationale - In part, as noted above, due to the absence of a theory of change but also other factors the results and monitoring frame is weak. This has been noted in earlier studies but not yet addressed.

#11 Programming - Ensure that programming decisions are reflective of stakeholder feedback and that they are transparent.

Rationale - The weak results framework has, with other factors, contributed to accountability risks and a reduction in the opportunity for learning from experience. Once a theory of change and results framework are in place, it will be less difficult to ensure a higher level of accountability and learning.

Recommendation #9 Theory of change - Strengthen the DEAR programme by developing a theory of change

Measures: [by whom]

This recommendation could be implemented through the following measures:

> Draw on intellectual resources produced by the 2010 DEAR Study as well as newer thinking as reflected in the analytical work done by the DEAR Support Team, CONCORD, and the project Frame. Voice. Report! as well as GENE. **[EC/DEVCO]**

> The theory of change should clarify concepts at the core of DEAR and develop a coherent definition of the meaning of public awareness, public engagement, public mobilisation, and how these elements hang together. **[EC/DEVCO]**

Recommendation #10 M&E - Develop a results and monitoring framework for the DEAR programme

Measures: [by whom]

This recommendation could be implemented through the following measures:

> Based on a theory of change, develop standardised and verifiable indicators applicable across actions to account for results, and which provide guidance on what constitutes a successful DEAR project. **[EC/DEVCO, CSOs/LAs]**

> Draw on intellectual and analytical work conducted by DEAR stakeholders to inform this work. **[EC/DEVCO, CSOs/LAs]**

> Introduce more stringent requirements for how monitoring covers all partners in a CSO-LA consortium, and provide closer scrutiny of project reporting during project implementation. **[EC/DEVCO]**

Recommendation #11 Programming - Ensure that programming decisions are reflective of stakeholder feedback and that they are transparent

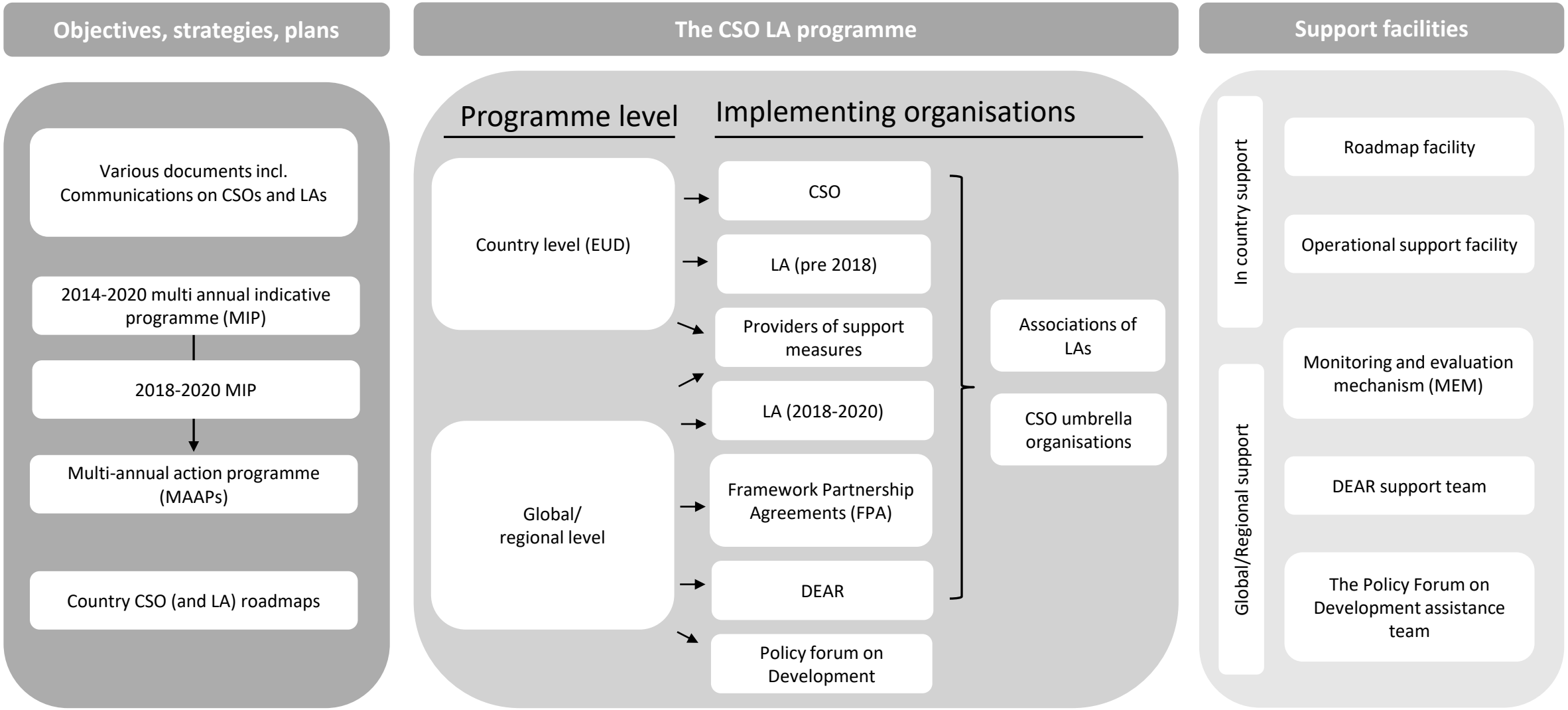
Measures: [by whom]

This recommendation could be implemented through the following measures:

> Communicate why programming decisions are being taken, including those relating to the size of consortia; the thematic focus of the calls; as well as specific aspects of calls. **[EC/DEVCO]**

> In particular, provide feedback on such issues where stakeholders have provided substantiated feedback to DEVCO over the years. **[EC/DEVCO, CSOs/LAs]**

The structure and elements of the Civil Society Organisations and Local Authorities thematic programme (2014-2020)



Methodology – overall approach

1. Definition of the evaluation framework (inception stage)

Theory of change – (confirm & if needed reconstruct) → **Evaluation questions (refine)** → **Judgement criteria & indicators** → **Inventory**

Preliminary documentary analysis

Inception team workshop inception meetings with RG in Brussels

Supporting analysis in the inception phase:
Mapping of spending (inventory of EU financial contribution) and non-spending activities, contextual / policy analysis

Preliminary interviews with key stakeholders

Refinement of evaluation methodology:
- Identification of data sources
- Selection of tools for data collection
- Criteria for selecting sample countries, case studies and interventions
- Description of methods of data collection / corroboration

2. Data collection (desk and field)

Tools for data collection
- Document analysis (policy, strategy, intervention levels)
- Interviews (e.g. stakeholders, implementing partners)
- Group interviews, focus groups (beneficiaries)
- Project site visit / direct observation
- Self-evaluation tools / participatory approaches
- Survey

Specific documentary analysis
- Policy analysis
- Meta-analysis of country evaluations
- Analysis of financial flows of EU support
- Analysis of non-spending support
- ROM & EAMR analysis
- Analysis of evaluations and progress reports – trust funds and interventions
- …

3. Analysis and synthesis - dissemination

Evidence → **Analysis (triangulation)** → **Answer to the EQs** → **Conclusions** → **Recommend actions** → **Disseminate**

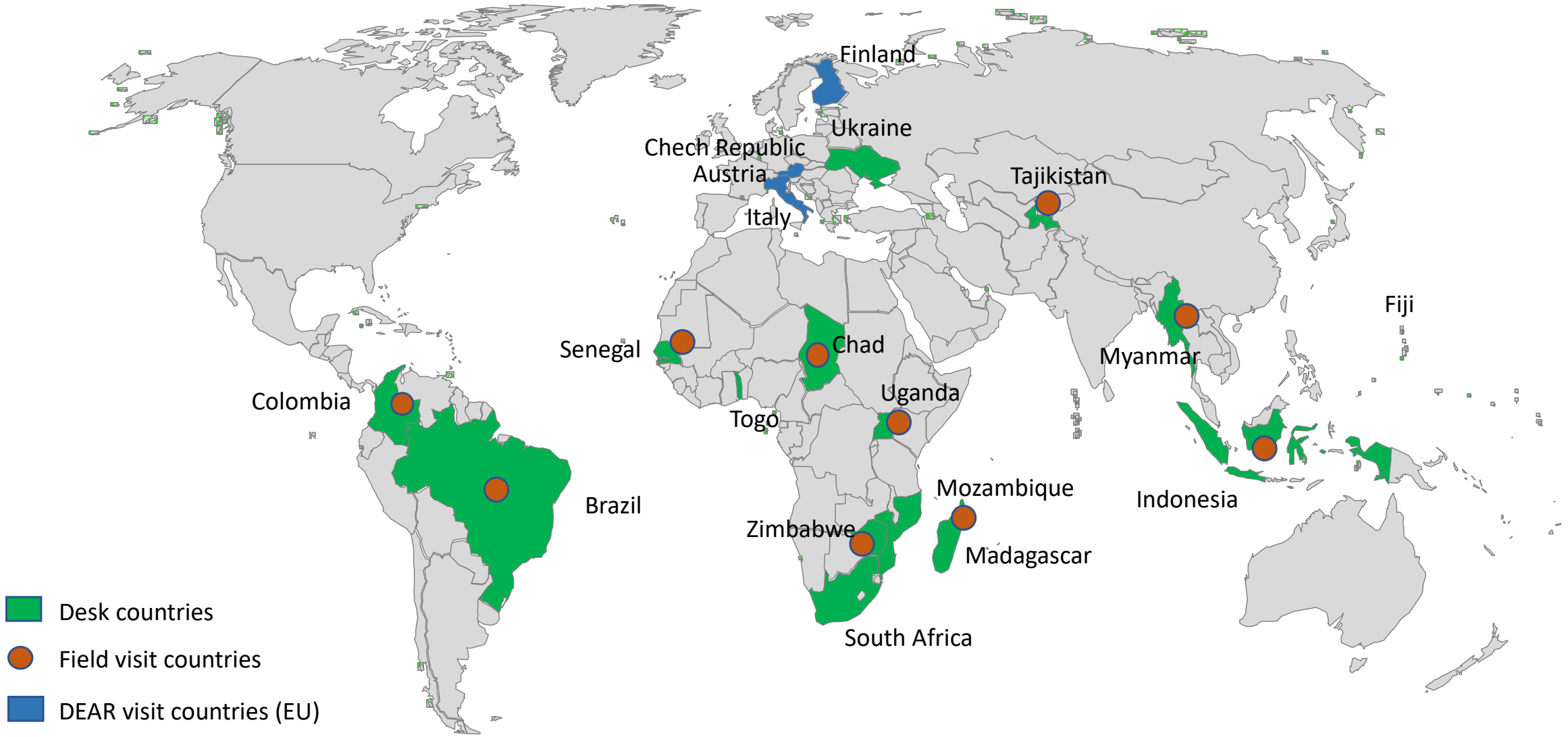
evaluation questions

Methodology – evaluation questions

DEAR – EQ 8 -9	
DEAR actors EQ8	EQ8 To what extent and how have CSOs and LAs proven to be effective actors to implement the EU DEAR strategy and achieve the EU DEAR objectives?
DEAR Objectives EQ9	EQ9 To what extent and how has the CSO-LA Thematic Programme helped to achieve EU DEAR objectives?

Desk and visit countries

Methodology – Desk and visit countries



Summary of the 12 conclusions across the evaluation

Conclusions on the CSO-LA components

1. **Relevance** - The CSO-LA programme was highly relevant and achieved some important results. However, the ambition level was high compared to the challenges faced and the modalities and measures available.

2. **Complementarity** - The programme was highly dependent, for its effect, on complementarity with EU member states, and other actions. Complementarity with other EU actions was stronger than complementarity with member states and other development partners.

3. **Roadmaps** - The civil society element of the programme was tailored to the country context although this was not mandatory and less the case for the local authorities.

4. **LA modalities** - The CSO-LA programme modalities were better suited to supporting local authorities when working through associations of local authorities.

5. **LA results** - The CSO-LA programme achieved some promising results from cooperation with associations of local authorities, especially where efforts were sustained over time.

6. **Capacity development** - Although evidence was found of CSO capacities increasing, capacity development was generally not measured and was weaker on internal governance.

7. **Service delivery** - Service delivery projects were used as an entry point for promoting change. But they were not always designed to promote better policies and better government accountability. As a result, their impact, sustainability, and scalability were limited.

8. **Complexity trade-offs** - The programme operated under a set of complex priorities, principles and modalities. These led to trade-offs in what could be achieved in practice.

9. **Learning** - Programme-level learning took place although programme-level monitoring was weak. Project level monitoring was regular but tended to focus on financial accountability and outputs rather than impact.

Conclusions on the DEAR component

10. **Actors and processes** - The DEAR programme worked through a convincing, well thought through combination of call for proposals; operating strategic directly negotiated grants; and including small CSOs through sub-granting, as well as a highly valued learning hub provided by the DEAR support team.

11. **Theory of change** - Effectiveness of the DEAR programme was impacted by the lack of a clear theory of change and a results framework of the programme, and a joined-up understanding of what a “successful” DEAR project constitutes.

12. **Consortium trade-offs** - The size of the DEAR consortia led to trade-offs in terms of efficiency and effectiveness losses and poses accountability challenges. Existing monitoring mechanisms are not capturing the complexity of the projects, further exacerbating accountability issues.

Key message and findings - Fish Forward, implemented by the World Wildlife Fund (WWF)

"The more informed European citizens are, the more they can help collective efforts to make the world a better place for all its people, no matter where they live.

What was done and what was learnt

Informed European citizens can play an active role in shaping development priorities e.g. through the goods they choose to buy at the supermarket. Overfishing threatens the livelihood of 800 million people – especially in developing countries. By buying sustainable fish, European consumers can make a difference.

The project contributed to changing the attitudes and consumption behaviour of an estimated 6 million European citizens through a combination of an EU-wide, large-scale consumer awareness raising campaign, targeting private and corporate seafood consumers, and by working with actors in the seafood supply chain in seafood-producing countries in the South.

The project then fed the evidence and best practices gained to feed into overall WWF policy advocacy positions. The project had a specific emphasis on gender issues, including in its public awareness campaign which highlighted the role of women in marine communities, and which resulted in a policy paper examining the nexus between empowerment of women and the mitigation of climate change.

Implications

> For behavior changes at the scale of the Fish Forward project, awareness raising campaigns need to be well resourced allowing for highly professional messaging across multiple EU countries.

> The combination of working with the public in the EU and producers in the South has been highly successful.

> The project has gathered evidence that strengthens advocacy for policy changes at the EU level, thus paving the way for lasting impact

Sources of information

>Project reports

> Stakeholder interviews

> www.fishforward.eu

> https://www.fishforward.eu/en/dear-programme/