



## GUIDELINE PART A to be used in Phase 1

Guideline Part A is to be used in the Orientation Phase and can be the basis for both the analysis of evaluation reports and the country survey paper. It will help you to find the „hot spots“ of Evaluation of Sustainability in your country quickly and to get a good overview before you go into detail. Result of this guideline is one COUNTRY PROFILE per participating country. If you follow the interview directions you will get the relevant information easily. Once all the country profiles are available, you can exchange experience with other countries and receive feedback from us before you start the analysis of evaluation reports.

### Collection Phase - expert-interviews by telephone

#### Goal:

- a 5 - 8 page COUNTRY PROFILE (one per country) showing the results of the expert interviews  
*We ask you to organise yourself how you want to split the work between the Young Researchers of your country.*
- explaining the infrastructure for and conditions of Evaluation of Sustainability in each country
- as the basis for your following work (analysis of evaluation reports)  
*If you take time for the interviews, you will find good evaluation reports easily and it is possible that half of your work for your paper is done. From our experience they are worth the time.*
- by September 5, 2002

#### Purpose:

- to get a first overview of the state of the art in all countries
- to make it easier for you to find evaluation reports
- to raise awareness of the differences between the countries as soon as possible (it will make it easier for you to know what to look for in your analysis)

#### Methodology:

- 25 - 40 expert interviews by telephone (30 minutes max.)
- according to the interview directions stated below
- with the key experts in "Sustainable Development" and/or "Evaluation"
- additional internet research and document analysis can be necessary

#### Who to interview?

- Management or employees within specialised departments of: ministry for Environment, Economics, Social Affairs, Transport, Energy, Landscape Planning, Agriculture, Water, Consumer Concerns, Foreign Affairs etc.
- specialised national institutions (e.g. Environmental Agencies, Economic Research Institutes)
- experts from chamber of commerce, chamber of labour, trade unions, etc.
- large environmental organisations and environment NGOs
- key actors implementing regional programmes (structural funds, regional development programmes, pre-accession programmes)
- key actors and networks in local agenda 21 projects
- University Institutes
- Research Institutes outside the University
- Evaluation Societies
- International Evaluation Consultancies

## Answers to the following questions are expected in your country profile:

These questions are minimum requirement. But feel free to adapt and expand the list according to the situation in your country and to your own interests

### Describe the demand for evaluation on the national level.

- Does a national Sustainability Strategy exist? When was it issued? Do regional or thematic strategies exist (eg. Ozone Protection Strategy, Eco-efficiency strategy, etc.) Status of the implementation? Within the strategies, is evaluation mentioned/significant? Have any of the institutions carried out an evaluation of strategies (eg. ex-ante)?
- How is evaluation institutionalised in the different national ministries? Are there task forces or persons especially responsible for evaluation? Are there separate departments for evaluation or does evaluation occur within each department? Are evaluations conducted / published regularly? Is there an exchange of experience between ministries?
- Who are the main representative organisations of industry, commerce and labour on national level (e.g. chamber of commerce). In what way is evaluation institutionalised there?
- Who are the key national environmental organisations and NGOs dealing with sustainable development (like Greenpeace, Friends of the Earth, ...). Are there any councils for sustainable development (like the German "Nachhaltigkeitsrat" or the Austrian Business Council for Sustainable Development) ? What do their representatives think about evaluation of sustainability?
- Is there an obligatory evaluation of politics and programmes on the national level (eg. Sustainability Impact Assessment)? Is there an obligatory evaluation of (large) projects (eg. Strategic Environmental Assessment)? What impact did an obligatory evaluation cause prior to implementation?

### Describe the demand for evaluation on the regional level.

- Which are the most important institutions carrying out structural fund programmes (eg. European Structural Funds, Pre-accession Funds). How is evaluation institutionalised within?
- Are there any regional development programmes with special focus on Sustainable Development (eg. Regional Development Visions, developing areas)? How is evaluation included there?

### Describe the demand for evaluation on the community level.

- How many LA21 projects have been carried out so far (approx.) in your country? Which are the key institutions coordinating LA21 processes? (Städtetag, Gemeindetag, specialised institutes)? How is evaluation of LA21 organised and institutionalised?
- Besides LA21 are there any standardised or specialised programmes for sustainable development on the community level (eg. The Natural Step, Ecoprofit. etc.)?

### Describe the supply with evaluation in your country.

- Is there a national Evaluation Society or are there Evaluation Associations? Do they run a task force for environment and/or sustainable development?
- Are there any University institutes specialised on Evaluation? At which University/which faculty? What jobs can people expect after they have received this education?
- Are there subsidiaries of large international Evaluation Consultants in your country (eg. C3E, Ecotec, Technopolis. etc.)? Do they run a task force for environment and/or sustainable development?
- Are there any substantial research institutes dealing with the Evaluation of Sustainability? (like Batelle, Ispra, Fraunhofer-Institut, Wuppertal-Institut)

## What are the main problems with the Evaluation of Sustainability?

- What problems do organisations/institutions have commissioning evaluations?
- What problems do evaluators have?
- How could these problems be solved? Who should take the initiative?
- After your interviews, what problems do you (Young Researchers) foresee?

## What is your impression from the interviews concerning

- people awareness that evaluation is an important topic?
- the market transparency in your country
- the professionalism of people commissioning evaluations

## Your interview partners

- How many experts did you interview? In what time period?
- Who were your interview partners (please include email address and WebSite)
- How many people did you interview from the following:
  - National Ministries and connected institutes
  - Chambers
  - Environmental Agencies and NGOs
  - Regional level
  - Coordination points on the regional level
  - Universities
  - Research Institutes (outside Universities)
  - Evaluation Societies and Consultants

## Your further steps in the country surveys

- How do you (the Young Researcher) plan to organise your personal research (personal milestones, timetable)  
*We suggest you to think about that now in order to make the research efficient for you.*
- If there is more than one Young Researcher in your country: What are each of you going to specialise in?  
*Please do discuss this question with all Young Researchers from your country and with us as soon as possible.*
- Do you need further support by the EASY-ECO team? What support do you need (by when)?

**TIPS:**

Talk to your interview partner about the **benefit** he/she can gain from your work **right at the start** of the interview!

- You are investigating the state of the art of Evaluation of Sustainability in an Europeanwide project
- You are an official member of the Young Researchers Team of EASY-ECO (refer to the WebSite)
- The goal is to get an overview of the market of evaluation and to support people commissioning evaluations
- The EASY-ECO network offers presentation, national and international contacts
- All evaluation reports (analysed by you) can be presented on [www.sustainability.at](http://www.sustainability.at)  
*There are only German evaluation reports available at the moment, but the WebSite will be expanded. If evaluation reports are available in English, we would prefer to display those, if not, we are happy to receive the original (preferably as pdf).*
- The best evaluation reports can be presented (by a person responsible) at EASY-ECO 2.  
*We (EASY-ECO Team) will agree on a practical mode to select the 5 to 10 best evaluations with you (Young Researchers). We will invite the selected people - they can join EASY-ECO 2 - we will waive the conference fee. (Funding for travel and accommodation will NOT be available.)*

**Talk about the wording you use at the start!**

- What does evaluation mean? – see definition discussed at EASY-ECO-1. Evaluation is NOT financial auditing!
- “Sustainable Development” - is the integrative approach to ecological, economic and social aspects of a programme, project, policy, etc. In the best case, all 3 dimensions are improved at the same time.

**Do not forget to ask at the end of the interview:**

- Do you have evaluation reports? Do you know somebody who does ...?
- Can I have a free copy of them for my country survey?
- Is the evaluation report confidential?
- Can we present it on [www.sustainability.at](http://www.sustainability.at) ?
- Please recommend other experts I can ask about this topic!
- Try to get as much information on related WebSites as possible.

**In order to find out who the most important people are in your country ask vice versa:**

- Ask people commissioning evaluations: Who are the most important evaluators?
- Ask evaluators: Who are the most important people commissioning evaluations?

**Adapt the interview guideline according to your interview partner**

It is not necessary to ask each person every question. Adapt questions, add some or leave some out according to the position of your interview partner. By the end of all of your interviews make certain you have answers to all the questions. If you are not sure whether to ask a certain question or not - ask it.