PART TWO: TOOLS AND METHODS

ANNEX 1: Methodology used for this evaluation

The tools we used for this evaluation exercise can be summarised into: documentation received from the Commission and organisations, interviews and follow-ups by either e-mail or phone of all organisations on the A-line, questionnaires to members (see Annex 4), contact with authorities or other bodies involved, such as project partners (where applicable), close observation of projects (where applicable) and statistical charts (see Annex 9 on statistics).

During our preliminary research and after having visited most of the 17 organisations involved in A-line 3042, we realised the need to re-consider the existing difference between on the one hand, organisations promoting European culture through specific artistic/cultural projects or themes (such as music) and on the other hand organisations that define themselves as pure networks or project-oriented networks. For this reason, we decided to base our evaluation on three different levels: the individual, sectional and global levels. The main evaluation document of this report is based on overall comments concerning the A-line and on sectional comments regarding music organisations on one hand and networks/PON on the other hand. The analytical individual evaluation for every organisation can be consulted in Part One of the Annexes.

The individual evaluation (see Part One of the Annexes):

The individual evaluation consists of a report on each organisation separately. The report includes first a summary of all background information on the organisations' profile and is followed by the respective evaluator's comments on fulfilment of goals, administration and management, relationship with the A-line and a final section on strengths and weaknesses. For music organisations, we based our individual organisations' evaluation reports on their fulfilment of goals and management whereas we have also considered how they integrate enlargement countries in their activities and how they respond to the question of European culture and European civil society. For pure networks and project-oriented networks, we based our individual organisations' evaluation report on their fulfilment of goals and management, but have also added a comment on how their internal information flows operate and how they respond to challenges and are able to generate new strategies. Furthermore, like with music organisations, we also considered how they integrate enlargement countries in their activities and how they respond to challenges and are able to generate new strategies. Furthermore, like with music organisations, we also considered how they integrate enlargement countries in their activities and how they respond to the question of European culture and European civil society.

The sectional evaluation:

Within our overall evaluation analysis we consider that the 17 organisations that are funded under this A-line need to be considered as belonging to three different sections. The first group comprises those organisations that work on cultural co-operation and exchange by using the means of music (EUYO, EUBO, EOC/Opera Europe, EUCO, EuropaChorAkademie and EJYO/Swinging Europe). The second group consists of networks, which operate at European level in order to create information, dialogue and cultural exchange. They represent their members and undertake lobby activities to this end (EFAH, IETM, EWC, ECA and Europa Nostra). The third section consists of Organisations, Foundations and Networks that deal with

cultural exchange through specific projects (ELIA, ENCATC, EUNETART, ETC, Pegasus Foundation and IYMF).

Global evaluation of all organisations belonging to A-line:

In this section we discuss shared practices and common challenges faced by the organisations as a whole, but also attempt to outline differences and diversity within the A-line. We provide comments based on selection criteria, funding measures, representation (geographic and thematic), internal management and structure and achievements. This section is analysed in detail in the main core of this Final Report.

Actions leading to the Final Report

Preliminary research:

<u>Composition of documents for the evaluation's team internal use</u>. These documents consisted of:

-A document on the objectives, activities and role of Culture 2000 in order for the evaluation team as a whole to compare with the objectives and activities of the A-line organisations (see Annex 3 Document No 2).

-A reference document that the evaluators used as a tool during their meetings with the organisations (see Annex 3 Document No 3). Certain organisations wished to receive this in advance, others completed sections of it during the meetings whereas others kept it as a reference and sent it back to the evaluator.

-A set of questions were elaborated for each organisation based on a common grid of general questions concerning activities, organisation and management and the organisations' European dimension (see Annex 3 Document No1).

Extensive study of the organisations' websites:

The evaluation team collected as much information as possible from the organisations' websites regarding their objectives, activities, partnership, sponsorship, future plans.

<u>First contact with organisations (by phone, letter or email) took place right afterwards, letting them know about the evaluation exercise and making appointments for forthcoming visits.</u>

Data collection in DG EAC:

This consisted of data collection on all 17 organisations including copies of previous reports, promotional material of the organisations, publications and other relevant documents. Consultation of the organisations' contracts took place. Information provided by the European Commission varied a lot from one organisation to the other and in certain cases proved rather insufficient (varying from two-page documents to extensive and detailed publications). Consequently, the evaluators' team had to put further effort with a view to retrieve further information and hence asked organisations to provide them with more documentation regarding their activities as well as recently published reports, articles, surveys, journals, books etc.

Preparatory visits and meetings (see detailed chart in Annex 9):

Preparatory visits and meetings with all organisations proved essential with regards to collecting further information and documentation on the organisations' activities. Furthermore, this direct contact with the management of the organisations was very

valuable for the evaluation exercise as a whole and with regards to conceiving the organisations' understanding of the aims of the A-line. Moreover, in some cases visits made the organisations more aware of what similar organisations achieve and of their common ground and goals.

Composition and dispatch of questionnaires to members of networks and members of music institutions (see Annex 4):

The evaluation team composed and sent questionnaires to network members and orchestra/opera/choir former or current members. It should be noted that for certain organisations this was a novelty whereas for others the extensive use of questionnaires and analytical evaluation has become a common practice. Particularly for members of music organisations, it should be noted that there was difficulty in getting in touch with most of the former members and receiving adequate responses, given the fact that most musicians travel a lot and hence it is difficult to reach them. This is the reason why the evaluation team asked for as much support as possible from the organisations in order to get in touch with members. The questionnaires were either sent by e-mail or mail. In certain cases, the evaluators phoned former members and had a mini-interview over the phone. The questionnaires were set up on the basis of open questions in order to stimulate the respondents to use his/her own wording and definitions and not limit them to multiple-choice questions. Furthermore, it is important to note that the questionnaires were not sent out as a general survey but merely as a sample test. The aim was to obtain points of view and compare them with the objectives and activities as described by the organisations. Therefore, the results are not used as a member survey, e.g. making firm and general conclusions about members' ideas about the network, but merely to support the analysis of the experts. For data concerning the number of respondents and geographical spreading please refer to Annex 9 on statistics.

The questionnaire for networks/PON aimed at analysing:

1. The members' expectancies to the network and whether these have been fulfilled.

2. The network's ability to stimulate member organisations in terms of bringing them together, setting a forum for contact making and for exploring new ideas for development as well as common projects.

- 3. The members' perception of the information flow in the network.
- 4. The network's ability to bring forth the expertise of its members.
- 5. The network's ability to inform on European affairs.

6. The members' impression of the degree of openness of the network: how easily can members gain access to information and influence?

7. The network's ability to influence on European cultural policy.

8. The network's ability to integrate Eastern European countries.

9. The network's ability to contribute to the promotion of European culture and European civil society.

The questionnaire for music organisations aimed at analysing:

1. Recruitment procedures (transparency).

2. Former members professional and personal benefits of their participation.

3. Learning outcomes of participation in the music organisation in terms of what the members learned about European culture, cultural differences and cultural understanding.

4. Whether participation in the music organisation changed members' ideas about the role of music in society and in Europe.

5. The music organisations' ability to promote European culture.

Use of the questionnaire in the analysis

Respondents' answers to these questions were used to support conclusions in the main sections in the individual evaluation of each organisation, eventually illustrated by a quotation.

<u>Fulfilment of goals</u>: Analysis of how the responding members benefit from the network in terms of contacts, projects, developing ideas and obtaining information about the field and European affairs. Note on how they consider the internal information flow in the network.

Integration of Eastern European countries:

Note on comments from respondents

Promotion of European civil society:

Note on how the responding members define European culture and European civil society and how they perceive their organisation as a promoter of these concepts.

Analysis of impact:

The following methods were used in order to analyse the impact of the work undertaken by the organisations:

With regard to music organisations, we have considered impact on the basis of reviews and articles, opinion of their former and current members as well as partners and authorities. As far as networks are concerned, we based our analysis on information on activities and projects carried out supported by views and opinions expressed in response to the questionnaires. With regard to networks that work on a project basis we have observed their projects and project results and supported our analysis with the results of the questionnaires and the opinion of eventual project partners. It is clear that given the complexity and diversity of organisations' objectives and activities within this A-line, it is not possible to provide an exhaustive comment on the organisations' impact on European culture as a whole. We can however provide indicative information on how their individual actions have been received by their immediate target groups.

ANNEX 2: Bibliography and products used for the evaluation

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Workshop reports on Feeling at Home, Summer Laboratories, Pathways South, Cultural Olympics and Magic Net. Presented at the 11th Annual Meeting EUNTART in St. Petersburg 2001.

Report of the Workshop 'A Myth for Europe' held in February 2000 in Palmela Portugal.

The Magic House Report (June 1999)

Information on events and projects/ Publications

Book 'Transmission.nl'.

EUSYS – European Schoolyard Stories – information on the booklets, festivals, theatres, schools, plays, actors, performances and youngsters.

Book 'Schoolyard Stories'.

Annual Meeting – A special event in the Netherlands – October 27 / 31 1999 – Amsterdam

Programme 2002 – Kinder- und Jugendtheaterzentrum in der Bundesrepublik Deutschland.

Huis aan de AMtel – seizoen 2000 – 2001

Le Grand Bleu – saison 1999-2000 – Centre Dramatique National Jeunes Publics Lille-region Nord Pas-de-Calais

Blickfelder – 4 / 22 Marz – Theater fur ein junges publikum – Zurich, Switserland

A partir de O canto da Europa e o O general do Exercito Morto de Ismael Kadare : an example of the Song of Europe by theatro O Bando

Brochure Stichting Beestenbende – European Centre for Complementary Education Musik I Vast – Barn & Ungdom

Teatro delle Briciole – Teatro al Parco – 1999 / 2000

Magic Net (September 2001 – august 2004)

Jaarrekening 2000 van de Stichting Kunst & Jeugd in Europa

The translation of 'the Song of Europe'

Book "Zapping through Wonderland – Social issues in art for children and young people" edited by Colin Prescod by the Royal Tropical Institute in the Netherlands.

"The Wedding Photograph in Europe / La Photo de Mariage en Europe – Itinerant Exhibition – a production of la Maison des Enfants Louveciennes, France.

'Ik heb een Idee' by Geert De Kockere

ETC (BE/FR)

http://www.etc-centre.org

Regular ETC publications

The European Theatre Today: The plays No 4, 2000.

The 3rd European Theatre Forum 1998: 'Young directors in Europe today; a new theatre practice? A new way of defining the role of theatre in the world? Special Issue No 9, March 1999.

The 4th European Theatre Forum 1999: 'Writing about Theatre Today' Special Issue No 11, February 2000.

ETC guide for performances presented by the theatre members of the Convention, 2001-2002.

Special ETC Publications

Europe on stage. 1988-2000: 12 years of European Theatre Convention.

Internal documents

'Eurothalia': 6th International Festival of the European Theatre Convention, Bratislava 24th-30th June 2002.

European Theatre Co-operation Convention.

European Theatre Co-operation Convention, Rider No1, Amendment to the Preamble and Articles 2, 6-5 and 7.

Document on ETC activities

List of ETC members.

Members' publications

Theatre National. Communauté Wallonie Bruxelles 2001/2002, Programme.

Theatre National. Communauté Wallonie Bruxelles 'Cinq photographes et les Bulles'.

Pegasus Foundation (BE)

http://www.fondation-pegase.org

Projects/events publications

'Le projet L'ecole adopte un monument'.

1st International Congress 'Peoples and cultures from the Mediterranean Basin. Iberian World', April 2002.

'Explore with a book'

Reports

Activity report for 1999-2000.

Activity report for 2001.

Programme of activities for 2002.

Analytical report of 2001 activities.

Internal

Members of the Pegasus Foundation.

Budget analysis.

Some examples of how the Pegasus Foundation contributes to the image of European Institutions, 2001.

Pegasus foundation project detailed reports.

IYMF (BE)

http://www.menuhin-foundation.com

Grant

Document on all EU funding received sorted as in European Institutions and date.

Internal

Back-up document on MUS-E school visits.

Information on the organisation's legal status and internal function.

Statistics on the MUS-E programme for 2001.

Practical guide for MUS-E evaluation by Dina Sensi, Spain.

Reports

Report submitted to DG EAC on 27 March 2001 including activity plan and budget analysis from the period 01/01/2001-31/12/2001.

IYMF activity report 1998-1999.

IYMF activity report 2000.

Promotional material

Several press releases.

Leaflet on the project 'Enfants d'ici, Contes d'ailleurs'.

IYMF brochures for 2000, 2001 and 2002.

Special brochure on forthcoming concert.

Publications/Catalogues of events

'Contes Nomades, Tool for European Solidarity, Catalogue 1999-2001.

UNESCO, CNEA, 'Sommet Europeen de l'Education Artistique', 20/12/1999.

ANNEX 3: Internal documentation used for the evaluation

Document 1: Questions for interviews with organisations

General description of the organisation

History: how wasfounded?

Describe theas an organisation

Describe your activities (Geographically, socially, methodologies, information activities, stimulation of debate)

Describe previous projects

Describe previous projects

Describe the services delivered by the network Members: describe the members, profile, typology?

Describe how the organisation delivers expert knowledge

Goals: what are the goals and how do you go about them?

If policy is an element describe how you go about that?

If policy is an element describe now you go about tha

Organisation and management

How is the office organised?

How is the board/executive level organised? (geographical spreading, openness, distribution of tasks)

What is the background of the executive director/manager in charge?

How are the contacts to other European institutions/organisations?

How is the follow up in member organisations undertaken and evaluated (if members are organisations and not individuals/institutions)?

Strategy, outcome, changes

Discuss strategy if there is such or other strategic initiatives (why did the organisation make a strategy, how did it come about, how was the implementation procedures envisaged)

Discuss priority areas (explain why theses areas where chosen and how they are dealt with)

How has the organisation changed over the years? (any specific developments, changes)

Mention examples of outcomes, political processes that the organisation has influence on.

At which level do you have an impact: local, regional, national, European or international level?

Any specific successes? Reasons?

Any specific failures? Reasons?

Any feed back: articles, letters?

What are the organisations future plans, any specific changes or obstacles foreseen? <u>European cultural policy</u>

In your words, how doescontribute to the strengthening of European civil society? How does.... promote the idea of Europe/European culture?

Opinion on European cultural policy?

Opinion on Culture 2000?

Questions for sponsors and project partners

General information about the collaboration with the organisation

How did the contact arise?

Who had the idea?

How did the collaboration work out? (Efficiency, professionalism)

Which results did the project produce?

Would you/your institution collaborate with the organisation again?

For networks

Did the organisation perform as a network (e.g. facilitating contacts, expert knowledge)

Did you feel that the organisation constitutes a close contact between the executive level/secretariat and the members?

Organisation as a European organisation

Did the organisation facilitate the transfer of knowledge about similar fields in other regions of Europe?

What is your impression of the results obtained by the organisation:

A/ in general

B/ in relation to Eastern Europe

How do you think that the organisation contributes to the promotion of:

A/ European culture/values? – if so, in what way?

B/ European civil society? (democratic structure, in terms of being representative, ways to network and communicate, information flow)

C/ European identity? – if so, in what way?

Document No 2: Some basic facts about Culture 2000

http://europa.eu.int/comm/culture/index_fr.html

- The Culture 2000 programme is the first Community framework programme in the area of culture.
- It is a five-year programme (2000-2004).
- Its aim is to help built up a common cultural area for the peoples of Europe, characterised both by a common heritage and by cultural and artistic diversity.
- Culture 2000 is open to EU-15, EEA countries and countries which have applied to join the EU.
- Any cultural operator established in an eligible country with the exemption of individuals acting on their own account, may submit a cultural project under Culture 2000 (provided this is done in co-operation with operators from other countries).
- Budget: 167 million Euro over a five-year period
- There are three actions that are supported:
 - Specific innovative and/or experimental actions (50,000-150,000 Euro).
 - Integrated actions covered by structured, multiannual, transnational cultural co-operation agreements (maximum of 300,000 Euros).
 - Special cultural events with a European or international dimension (150,000-300,000 Euros).
- The programme fosters transnational co-operation between creative artists, cultural players and cultural institutions in the Member State, with the following objectives:
 - Dialogue and mutual knowledge of culture and history
 - Transnational dissemination of culture
 - Movement of artists, creators and other cultural operators
 - Strong emphasis on young and socially disadvantaged people
 - Highlight creativity
 - Highlight development of new forms of cultural expression
 - Highlight at European level the common cultural heritage

• Foster intercultural dialogue

Document No 3: Preliminary data collection/research form

A. General information

Report filled in by (expert's name)	e Overall comment on organisation (general impression and estimation after visit)
Organisation's name/title	
Organisation's details (addre telephone, fax, email)	SS,
Person(s) that have been contact (Names and position)	ed Name/position Interview ¹ Phone/email

B. Information about the organisation

Organisation's legal status (NGO,			
private, non-profit organisation,			
other)			
Organisation's partnership within			
Europe (state countries where			
there is partnership) ²			
Organisation's brief profile of			
activities (policy making,			
networking, promotion of specific			
area of cultural activity, creativity,			
consulting, other)			
Year the organisation was founded			
Contract(s) with European	1 st	Total	Year running
Commission	2 nd	years	
	more		
Co-operation with other	Yes		
international organisations (if yes			

state which ones)³

 $^{^{1}}$ Tick or cross 2 If there is membership which countries are the members from. If there is a consortium, which are the countries that participate. Also check partnership with other EU funded NGOs.

	No			
Main objectives of the	•			
organisation:	•			
(such as cultural networking, mobility, cultural performance,	•			
cultural creativity, promotion of the arts and heritage, intercultural	•			
dialogue)	•			
Network activity (including set up of networks, continuity in keeping	Very active			
the networks, conference	Average			
organisation, meetings)	Low activity			
Target groups (artists, youth, large public, policy makers, other)				
Impact (at local, regional,	Levels	Yes		No
national, European, international	Local			
levels)	Regional			
	National			
	European			
	International			

C. Material included

Publication material included	Yes Type of material	<u>No</u> Not applicable
Audiovisual products	Yes Type of product	<u>No</u> Not applicable
Website	Web address	Not applicable (no website)
	Languages used	Comments on appearance/design
	Overall impression on website	<u>Comments on content</u>
Other (such as attendance of	a	

 $[\]frac{1}{3}$ Check whether there are contracts with other DGs or other EU institutions.

performance or meeting)	

D. More in depth qualitative analysis

How do your organisation's objectives meet Culture 2000 goals?

Culture 2000 objectives						
Common cultural area for the peoples of	Yes	No				
Europe						
Common European cultural heritage	Yes	No				
Cultural and artistic diversity	Yes	No				
Transnational co-operation	Yes	No				
Dialogue and mutual knowledge of	Yes	No				
culture						
Transnational dissemination of culture	Yes	No				
Promotion of creativity	Yes	No				
Development of new forms of cultural	Yes	No				
expression						
Highlight role of culture for socio-	Yes	No				
economic development						
Fostering of intercultural dialogue	Yes	No				

Promotion of European identity/dimension		

Social aspects	
Commitment to youth	
Commitment to people with disabilities	

E. Budget areas

Areas concerned	%	of	overall	Amount in Euros	Further
	budg	et			comments

Administration		
Mobility		
Personnel		
Material		
Events		
Publication		
Networking		
Other (specify)		

F. More detailed comments (presented in a more elaborate way)

- Relationship between objectives and achievements
- Overall success or failure story?
- Resources versus results and impact in the area
- Success in promoting European identity
- Perception of the organisation from the local authorities and national authorities
- Perception of the organisation's European valueComparison with other similar projects of Culture 2000
- Qualitative analysis of successful activities
- Impact on the youth of the area (where applicable)
- Impact at regional, national, European level
- Contribution of the project to development of European cultures of EU member states
- Contribution of the project to encouragement of cultural co-operation among EU member states.

ANNEX 4: Questionnaire for networks and music organisations

<u>Networks</u>

Evaluation of organisations promoting European culture and European civil society (A-line 3042) For the European Commission DG Education and Culture

External evaluators of this exercise: Katerina Kolyva Rinske van den Berg Anne Mette Holt External evaluation of networks

Name/title of network that is being evaluated:

Activity area:

1. Name/title of member:

2. What is the size and scope of your organisation? (e.g. how many members, how many countries do you co-operate with and at what scale)

3. Membership of ... since.. (please specify the year that you joined the network)

4. Type of membership (full, part-time, other)

5. Why did your organisation join ...?

6. What are your expectations to ... and have they been met?

7. How many events/meetings/conferences organised by ...have you participated in? (please specify which ones)

8. Have you benefited from the attendance at these meetings and if yes how?

9. Has your organisation/institution assisted in organising events or other activities for ... (e.g. contributing to publications, to research or other)

10. How has ... helped you in... (please elaborate) a. Making new contacts:

b. Promoting your activities to other members:

c. Developing as an organisation, e.g. elaboration of objectives, management, activities and strategy:

d. Learning about policy at European level:

e. Gaining the attention of national and/or European authorities on issues pertaining to your work:

f. Other (please specify)

11. Is your voice heard within ...? (e.g. is it easy to gain influence on the work of the network)

12. Do you consider .. to be a good source of information, e.g. does the network provide an efficient information flow?

13. In your words, how does ... contribute to the promotion of European culture and European civil society?

14. According to you, does ... bring forth the expertise and opinion of the network at European policy level?

15. Do you consider ... to have an influence on European policy and if so, in what way?

16. How do you consider ... efforts to integrate Eastern and Central European countries?

17. Do you have any criticism towards ENCATC or any suggestions for improvement?

18. Do you participate in other associations/networks? (if yes please specify which ones)

Music organisations

QUESTIONNAIRE to former members of the – 1. Name:

2. Age:

3a. Nationality:

3b. Gender: M/F

4. Current position:

5. How did you learn about the possibility to join ...?

6. What was your role/ function in?

7. Which year did you join and for how long?

8. Was this the first time you joined an international orchestra/opera/choir?

9. What did you think about the selection procedure/criteria? (did it take place as an open process? Were the selection criteria clear to all?)

10. How did you benefit from being a member of?

Professionally:

Personally:

11. Did your participation in the orchestra/opera/choir have any influence on your career?

If so, in what way?

12. What did you learn about European culture?

13. Did the experience with in any way change or develop your views on the following issues, and if so, in what way?:

a/ Music and the role of music in society and in the European community?

b/ Cultures, cultural differences and cultural understanding?

c/ Europe and the European construction?

14. In your words, how does ... promote European culture?

15. On an overall level, how would you evaluate your experience?

ANNEX 5: Abbreviations

Organisations EUYO: The European Union Youth Orchestra EUBO: The European Union Baroque Orchestra EOC/Opera Europe: European Opera Centre Trust Manchester EUCO: The European Union Chamber Orchestra EA: EuropaChorAkademie EJYO/Swinging Europe: European Union Youth Jazz Orchestra EFAH: European Forum for the Arts and Heritage IETM: Informal European Theatre Meeting EWC: European Writers' Congress ECA: European Council of Artists EN: Europa Nostra ELIA: European League of Institutes of the Arts ENCATC: European Network of Cultural Administration and Training Centres EUnetART: Europepan Network of Arts Organisations for Children and Young People ETC: European Theatrical Convention PF: Pegasus Foundation IYMF: International Yehudi Menuhin Foundation

IASJ: International Association of Schools of Jazz WIPO: World Intellectual Property Organisation NBP: Nordic Baltic Platform

Countries AT: Austria BE: Belgium BG: Bulgaria BR: Brasil CA: Canada CH: Switzerland CY: Cyprus CZ: Chech Republic DE: Germany DK · Denmark EE: Estonia ES: Spain FI: Finland FR: France FO: Faroe Islands **GB:** Great Britain GE: Georgia **GR:** Greece HR: Croatia HU: Hungary IE: Ireland IL: Israel IS: Iceland

IT: Italy JO: Jordan LB: Lebanon LT: Lithuania LU: Luxembourg LV: Latvia MA: Morocco MD: Moldova MKD/FYROM: Former Republic of Macedonia NL: Netherlands NO: Norway PL: Poland PT: Portugal RO: Romania RU: Russia SA: South Africa SE: Sweden SI: Slovenia SK: Slovakia TN: Tunisia UA: Ukraine US: United States (of America) YU: Yogoslavia

Various

DG EAC: Directorate General for Education and Culture EC: European Commission EP: European Parliament EU: European Union GA: General Assembly MEP: Member of European Parliament NGO: Non-Governmental Organisation