D5.1 Evaluation Methodology

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1. Introduction to the project evaluation plan
1.1. Background

Sport4HealthNet addresses the topic: encourage participation in sport and physical activity especially by supporting Council Recommendations on HEPA and EU Physical Activity Guidelines.

The main objective of the Sport4HealthNet aims at creating better access and more opportunities in people's everyday lives to engage in exercise and maintain a healthy lifestyle.

The transnational network of 6 European Countries – Sport4HeathNet with a synergise approach will address two issues as major concerns and obstacles for citizens to be more active: lack of time and better sport local infrastructure. In this context Sport4HeathNet will influence changes.

1.2.   Strategic and Specific Objectives of Sport4HealthNet

The overall idea to be evaluated in this project is that advanced practices and knowledge on alternative physical activities in/around the workplace represents a quantifiable health benefit, contributing to increasing healthy lifestyle behaviour in working population, resulting in mood improvement, higher productivity, decrease in absenteeism and lifestyle diseases

The specific objectives of Sport4HealthNe project are:

(1) to evaluate target groups of employees for health profiles (see below) before/after an educational intervention;
(2) to develop user-friendly manual for physical activity at workplace that includes multicomponent interventions with innovative activities (including stretching and strength exercise);
(3) to provide an educational intervention and practical demonstration by a HEPA-recognised professional how to implement novel interventions in work settings;
(4) to determine the extent to which the intervention would yield an additional benefit for health profiles; and
(5) to promote and disseminate project results using popular media, non-professional and professional bodies and relevant events.

1.3.   Key Activities and Products of Evaluation in Sport4HealthNet

In order to assess the results of Sport4Health and provide educated projections of the results the Sport for Health Network community might have after the end of the project, work package 5 deploys a simple but focused evaluation exercise in which a set of indicators of interest will be measured and analysed.

The resulting deliverables are:

D5.1 Report on evaluation methodology (M4)
D5.2 Report on results and conclusions (M18)

2. Project Evaluation Approach

2.1.   Summary Notions

Evaluation in Sport4HealthNet project follows an established approach framed by the Guidelines for Health-Enhancing Physical Activity Promotion Programmes from The European Network for the Promotion of Health-Enhancing Physical Activity.
Faculty of Kinesiology played a considerable evaluation role in all of the above and is accordingly in the position to adapt the approach to the needs of Sport4HealthNet.
In order to assess the results of Sport4HealthNet and provide educated projections of the results the Sport for Health Network community might have after the end of the project, work package 5 "Results evaluation" deploys a simple but focused evaluation exercise in which a set of indicators of interest are measured and analysed.
In order to reach the goal, evaluation is scheduled to execute a "before and after" analysis, which is effectively conducted as follows:

- Establishment of a project baseline, which represents to all means and purposes the departing situation (before) and as such the benchmark against which comparing the final one. The baseline is analysed through an initial round of data collection, which concerns the same exact impact and process indicators that are going to be collected at project conclusion.
- Continuous verification (monitoring) of the smooth implementation of the activities and intermediate rounds of data collection to monitor trends.
- Determination of a final project picture, which represents the concluding situation (after) as a result of the interventions made possible by Sport4HealthNet Again, the instrument utilised is impact and process data collection, performed according to the methods employed for baseline and monitoring.

The information thus produced will enable the evaluation team to produce a thorough impact and process assessment.
This brief overview of the approach clearly shows that it has a strong dependency from a set of performance indicators (necessary for impact evaluation) and questionnaires (necessary for process evaluation), together with a rigorous administration of both types of data collection.

2.2.   Impact Evaluation and Performance Indicators

Key to impact evaluation is the identification and measurement of appropriate performance indicators, which are nothing else than tools that enable a quantification of the impacts (or effects, results) of a project. The progression toward the full execution of the evaluation exercise involves the definition of the following:

Figure 1: progression of evaluation

Indicators need to be determined, which describe important characteristics of the situation at hand and that can be measured or estimated both before and after the implementation of the measures, so that appropriate comparisons can be made of any changes or with any alternative(s). There are often many indicator options for measuring an impact, thus the selection of the right indicators is very important for an evaluation with limited resources.

The goal is to identify a comprehensive yet limited indicator set (no more than ten), which **reconciles:**

- the scientific requirements of evaluation,
- the evidence-based knowledge necessary to produce findings and formulate recommendations, and
- the budgetary constraints of the project.

2.2.1. Objectives and Impact Areas

A meaningful indicator selection is bound to stem directly from the declared project **objectives**.

Likewise, the participating cities have devoted time to determine the **areas** in which Sport4HealthNet is expected to record the most relevant impacts, and the next table shows the results of these considerations by a decreasing priority order.

Market visibility	Traffic flows on main portal (Sport4HealthNet), on websites of sport organisations/employees' associations and companies, number of enquiries, number of references on key websites and/or specialised magazines.
Collaborative community	Level of cooperation between project partners, between partners and their local communities, between members, etc.
Pro-active community	Number of relevant initiatives set in motion at the initiative of members of the Sport4HealthNet community, both associations and dedicated individuals. Actions on the social media channel of the project.
Healthy community	Number of enquiries and booking trainings with the members, number of employees with the members, turnover with the members, number of interactions, number of tested employees/ companies etc.
HEPA educated community	The number of participants recruited for health-related lifestyle profiles evaluation and education = 20%

Figure 2: impact areas

2.2.2.Performance Indicators

The last step is the identification of the **performance indicators** most suitable to quantify the chosen impacts. Each impact area can be addressed through more than one indicator, and what matters is that indicators are:
- Able to clearly reflect the related performance or impact.
- Capable of reliable assessment using the experimental tools and measurement methods chosen by the participating cities.

At the same, the indicators eventually selected must ensure:
- **Relevance**: each indicator should bear significant importance for the evaluation process.
- **Completeness**: the set of indicators should consider all aspects of the project under evaluation.
- **Availability**: the set of indicators must be readily available and/or sufficient resources should be apportioned for their measurement.
- **Measurability**: the identified indicators should be capable of being measured objectively or subjectively.
- **Reliability**: the indicators should be easy to understand and reliable in terms of feedback.

The table of common performance indicators appears on Section 3 of the document.

2.3. Process Evaluation

Process evaluation is the necessary complement to impact evaluation. Whilst the latter finds out **if** and to **what extent** certain results have been reached, the former allows understanding **how** and **why** those results have (or not) been attained.

The techniques to be used for data collection are likely to include questionnaires and/or Interviews.

Process-related information is expected to be collected as follows:

- Identification of the reference person for process evaluation
- Preparation of a questionnaire
- Administration of questionnaires at set intervals (through direct interviews) at project outset, mid-term and project conclusion.
- Reporting of findings for distillation of common insights in D5.2.

All in all, impact and process evaluation should be geared to building the following framework (in red possible performance indicators).

2.4. Phases, Timescale and Resources

As illustrated, the evaluation approach of Sport4HealthNet is organised in three main phases:

1. **Evaluation planning**, which defines the expected impacts and processes of the project and identifies indicators and methods to measure them.

2. **Data collection and measurement**, during which data is collected, both before and after the implementation of the measures. This is an on-going activity.

3. **Evaluation reporting and recommendations**, which interprets field results, comparing them with the stated targets. This is the core content of **D5.2 Report on results and conclusions** to be delivered at month 18.

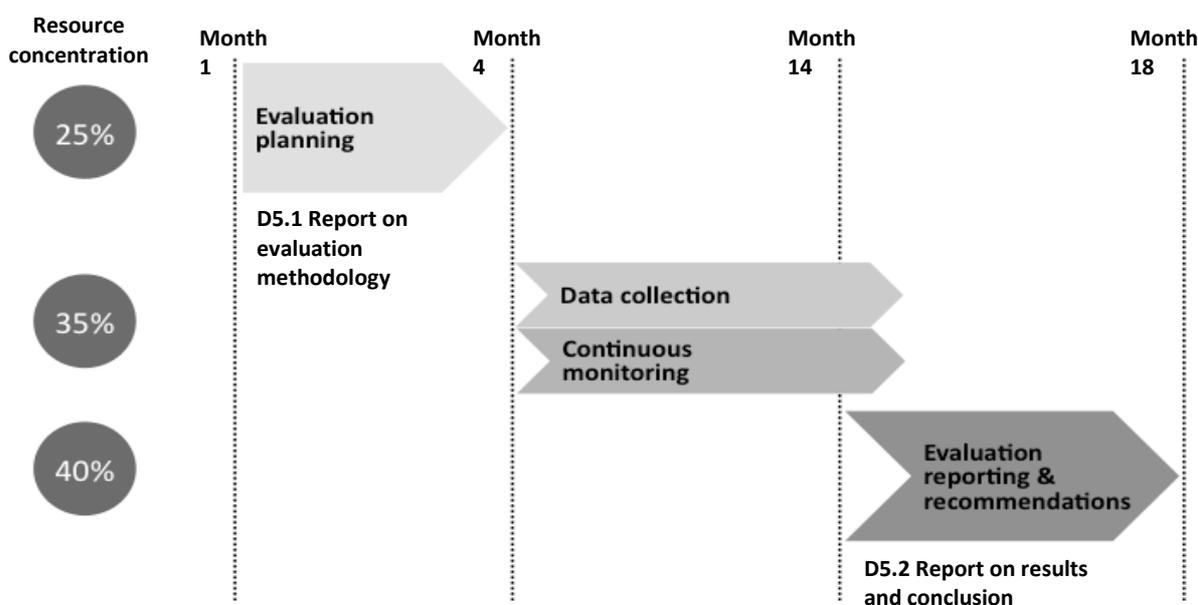The next figure visualises the timescale of evaluation and the estimated levels of resource concentration.

Figure 3: evaluation timescale and resource concentration

The table below shows the limited resources available to the project for the execution of the evaluation activities:

Partner	Person days
UNS	7
KIF	7
ECC	7
SZC	7
BCU	7
STG	7

Figure 4: available resources per partner

3. Project Performance Indicators

3.1.　　Project Impact Framework

Sport4healthNet will also monitor the rollout of initiatives, events and outputs foreseen by the work plan, including:

- Number of actual community members.
- Number of prospective community members.
- Number of events participants (national and international).
- Number of indoor and outdoor sport facilities GIS Mapped.
- Number support offices opened by local authorities

- Number of followers of social media campaigns.
- Number of sport events.
- Number of local promotion videos, meetings, conferences, etc.

3.2.   **Project Process Framework**

As mentioned before, process evaluation intends to assess why the measures performed as they did and in what way congenital or external factors played a role. Process evaluation thus intends to assess the effectiveness of project handling and not the effectiveness of project results. The next is a list of common questions used by Sport4HealthNet partners to evaluate processes.

No.	Question	Answer
1	To what extent are the activities of the project delivered?	☐ Fully delivered ☐ Partially delivered ☐ Not delivered
2	How well are they implemented, do they exceed or fail to reach expectations? If not fully implemented, what is the reason?	☐ Exceeded expectations ☐ Met expectations ☐ Did not meet expectations
3	How do you rate the approaches and methods (e.g. communication, cooperation) used in the project?	☐ 1 (low) ☐ 2 ☐ 3 ☐ 4 ☐ 5 (high)
4	To what degree does the staff responsible for implementation value the project and how well do they work together?	**Project value** **Cooperation level** ☐ 1 (low) ☐ 1 (low) ☐ 2 ☐ 2 ☐ 3 ☐ 3 ☐ 4 ☐ 4 ☐ 5 (high) ☐ 5 (high)
5	Does the staff possess the right skills, and are these improved by the project?	**Skill ownership** **Skill improvement** ☐ 1 (low) ☐ 1 (low) ☐ 2 ☐ 2 ☐ 3 ☐ 3 ☐ 4 ☐ 4 ☐ 5 (high) ☐ 5 (high)
6	Are there adequate resources (time and money) allocated to the project?	☐ More than adequate ☐ Adequate

No.	Question	Answer
		☐ Less than adequate
7	To what extent does the project receive political support and leadership from the city?	☐ 1 (low) ☐ 2 ☐ 3 ☐ 4 ☐ 5 (high)
8	To what degree do other key actors, internal or external, affect the project, both positive and negative?	☐ 1 (low) ☐ 2 ☐ 3 ☐ 4 ☐ 5 (high)
9	Are there other key factors, internal or external, that sustain or hinder the project?	Open answer
10	Overall, what are the main success factors and barriers of the project?	Open answer

Figure 5: project process performance indicators

The methodology calls for the establishment of before (at project outset, expectedly by month 4) and after (by month 18) scenarios. All indicators will thus be measured at these two points in time, even though the electronic nature of many of the measurements will allow Sport4HealthNet to dispose of a continuing base of data. In between scenarios, the work package Faculty of Kinesiology will monitor the data flow and will prepare the partners for the final measurements. Depending on the indicator at hand, it is expected that results will be measured using the website(s), online surveys, direct calls to select community members and interviews with project partners.

3.3.   Project specific products and activities

During the project realisation the specific outcomes of project activities are expected and will be evaluated:

- Sport4Health web site
- Sport4Health mobile application
- Guidelines for stretching and strengthening at work
- GIS map of sport and leisure facilities
- E-learning platform for physical activity at work place
- Study of sports leisure and facilities

4. Resume of Evaluation Tasks

Action	Medium	Date	Status
Establish project evaluation approach	D5.1	M4	✓
Establish project baseline	D5.1	M7	
Monitor progress of key results	Progress reports	Continuing	
Report on evaluation activities	D5.2	M18	

Figure 6: resume of main evaluation tasks