

Centrum für Evaluation



Center for Evaluation

The Impact Oriented Evaluation Approach of CEval

EASY ECO 2006 Conference

Improving the Quality of
Sustainable Development Programs and Projects

AG II 3 „M+E-Approaches“

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Concepts

- ✓ Input: Input of human and material resources, capital expenditures, costs
e.g. expenditures in manpower, expenditures in Euro
- ✓ Output: Service, product of program activities
e.g. number of treated invalids
number of newly hired handicapped persons
number of conducted environmental consultations
- ✓ Impact: Impacts, results of the work performed
e.g. improvements of the state of health
changed attitude towards handicapped persons
improved ecological situation

Impact Dimensions

Impact dimension	intended	Not intended
Structure	+ -	+ -
Process	+ -	+ -
Behaviour	+ -	+ -

Legend: + = goal consistent impact
- = non consistent impact

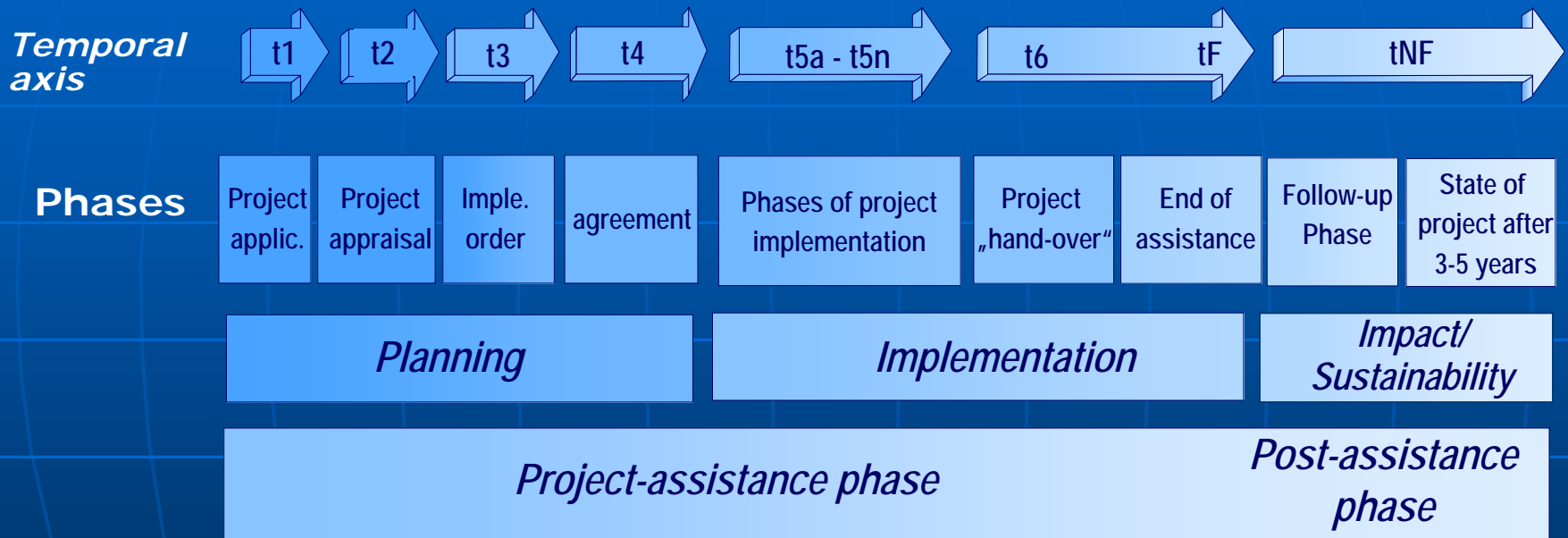
Theoretical Conception of the CEval Approach

- ✓ Life-cycle Model
- ✓ Organizational Conception
- ✓ Conception of innovation and diffusion
- ✓ Multi-dimensional conception fo sustainability



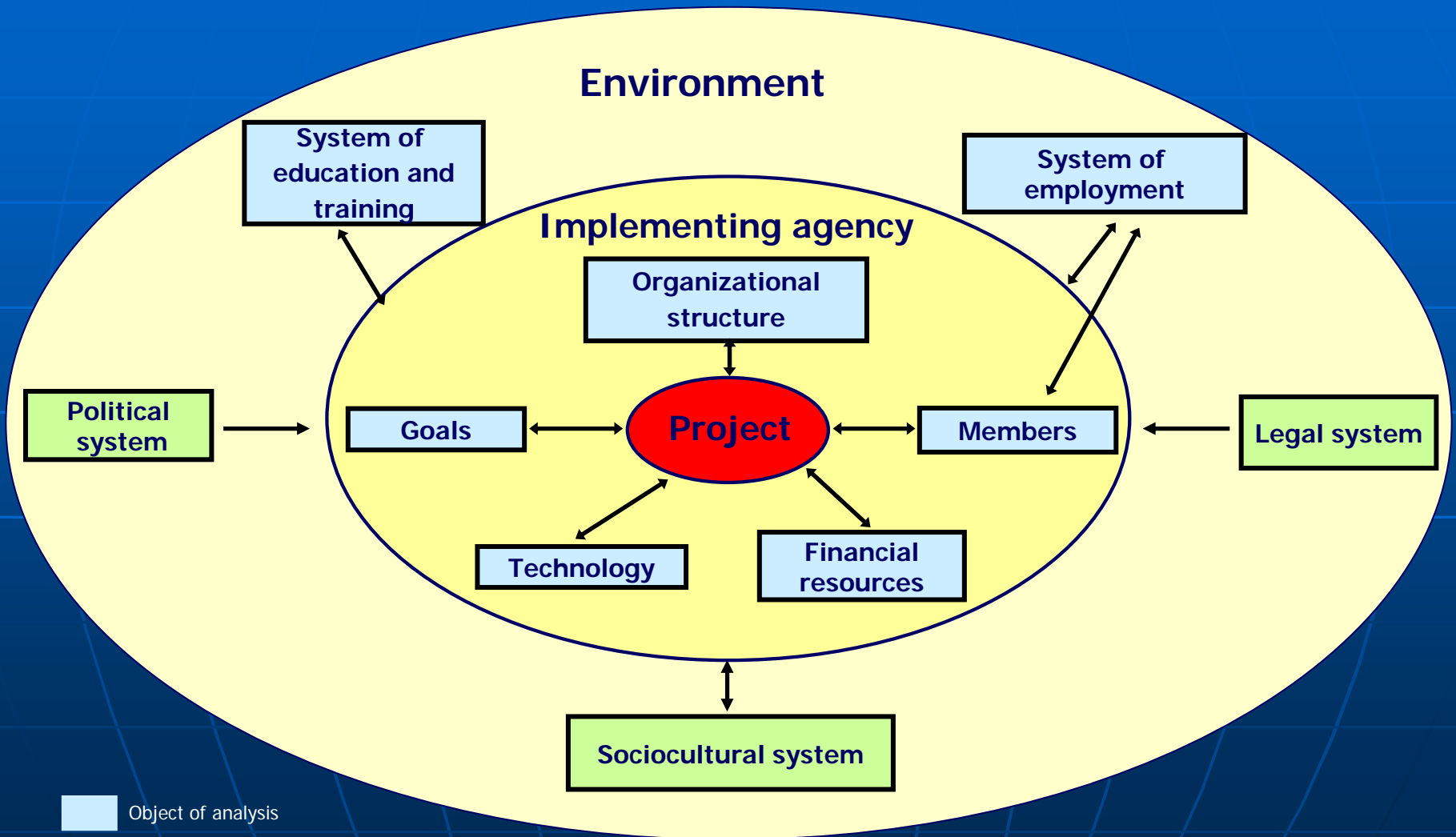
- ✓ Evaluation Manual

Life-Course Model



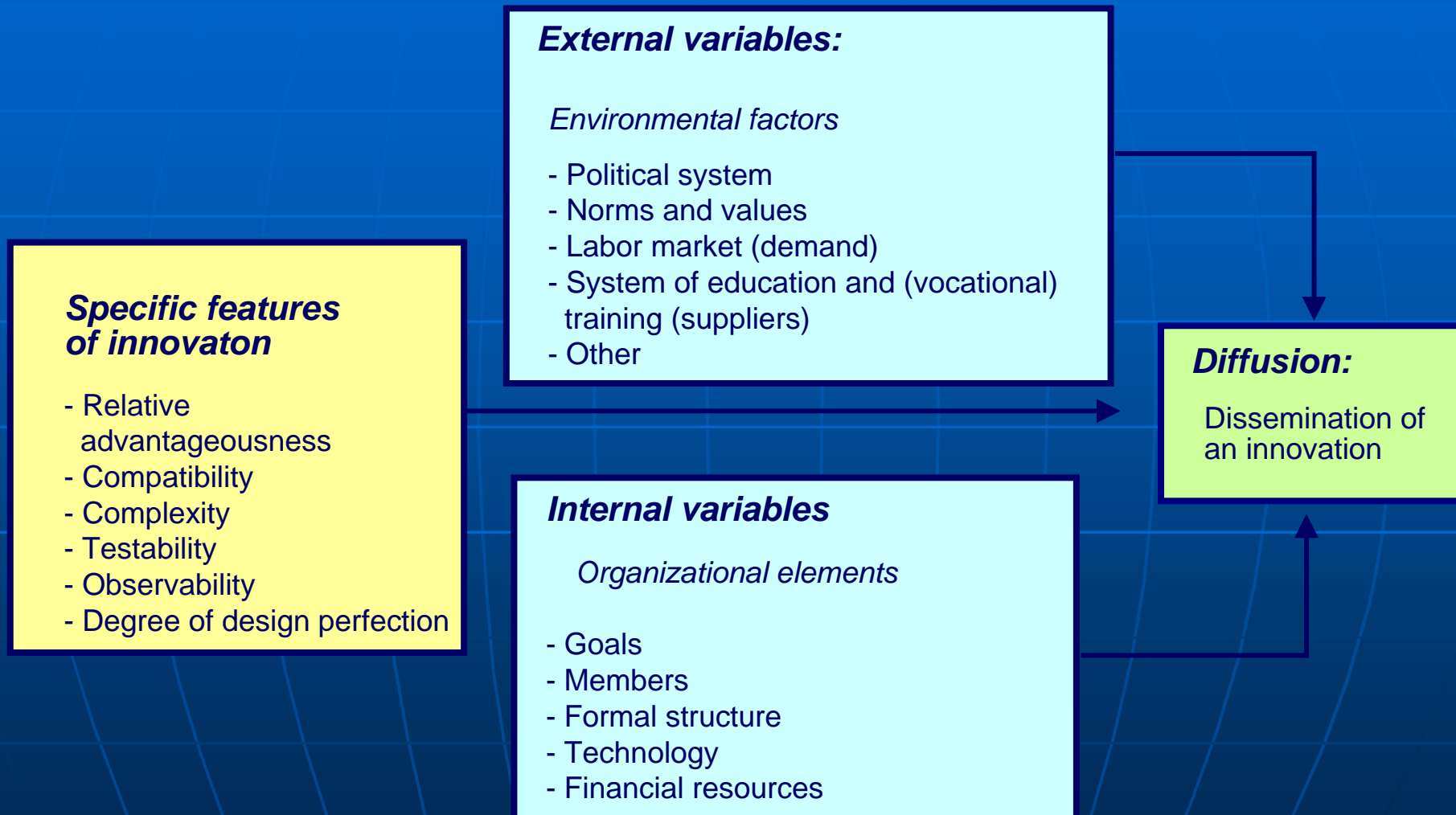
t = Point in time
tF = End of project assistance
tNF = Following end of assistance

Impact Model



Object of analysis

Model of Diffusion

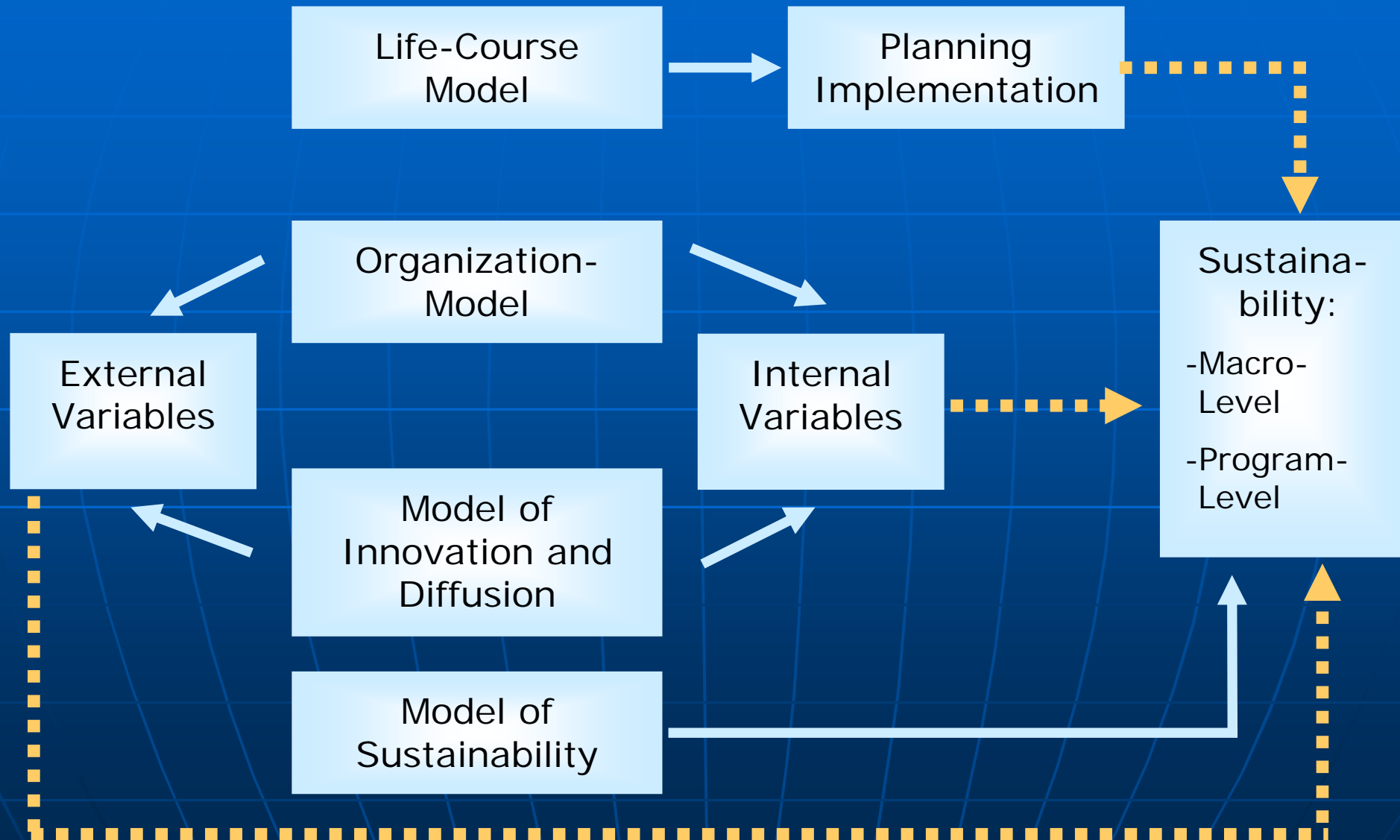


Source: As adapted from Mohr 1977: 43

Sustainability of the program level

Dimension	Type	Attribute
I	Project/ Programme oriented	The target group and/or organisational medium continues using the innovations to serve their own interests and for their benefit.
II	output-/ performance oriented	Other groups/organisations have adopted the innovations on a long-term basis to serve their own interests and their own benefit.
III	System oriented	The innovations lead, via processes of diffusion, to an increase in the performance of the system as a whole (e.g. the health or education system).
IV	Innovation oriented	The target group/organisational medium has a potential for innovation that enables it to react flexibly and appropriately to changed environmental conditions.

Deduction of the Evaluation Manual



Themes of Evaluation

1. Program and environment
2. Planning and implementation
3. Internal impacts
4. External impacts
5. Sustainability

Fields of Internal Impact

- ✓ Goals and their acceptance
- ✓ Personell
- ✓ Organizational Structure
- ✓ Financial Ressources
- ✓ Technology
 - ✓ Technical Infrastructure
 - ✓ Organizational program/ -conception

Fields of External Impact

- ✓ Acceptance of Goals in the Target Group
- ✓ Reaching of Target Groups
 - ✓ Benefit for the Target Groups
 - ✓ Target Group overlapping Impacts
- ✓ Impacts in the Field of Policy / Practical Field
- ✓ Policy overlapping Impacts

Thank you for your attention!



Prof. Dr. Reinhard Stockmann