

# A PROPOSAL OF A SET OF INDICATORS TO EVALUATE VALORISATION

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## INTRODUCTION

Here is presented the analysis result on the theme of evaluation of projects valorisation (in particular, projects related to disability and proposed in Life Long Learning Programme): this analysis has been developed inside the project “ENEVA - Enhance Efficacy through Valorisation”.

Valorisation has recently been the focus of a cultural debate: too many projects and experiences tend not to be considered, not to modify the context, not to bring consequences or long term effects, because no actions are planned to increase the value of the projects' activities and results.

Everyone is engaged in creating projects, has to take into account what may happen after the projects formal conclusion and what can be done to enhance their value. Under this input, the paper proposes a set of indicators to evaluate projects valorisation actions; this set of indicators may also represent a guideline to the implementation of valorisation actions.

## METHOD

The group of partners involved in ENEVA project discussed a lot on the set up of the evaluation method of valorisation.

The difficulty was specifically related to the choice of the method to define a set of indicators to evaluate valorisation.

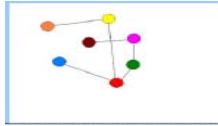
At first, a proposal consisted in extracting strength and weakness spots of those projects introduced in the web site of ENEVA Project<sup>1</sup>, asking to coordinators of projects, with specific questionnaires, the use and the dissemination of their projects. The proposal was also aimed to define bad and good practices of valorisation, in order to extract criteria to evaluate it. This first proposal has been abandoned, because some partners didn't share this methodology.

The discussion among partners led to another method choice:

- Every partner organised national workshops on the theme of valorisation and, using different tools, analysed the concept of valorisation and produced reports on the results obtained (each partner choose the tools considering the feasibility in each context, as focus groups or questionnaires);
- a meta analysis on the results obtained by the workshops and on the contents of publications about valorisation theme led to a deep analysis of valorisation concept.

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<sup>1</sup> The web site [www.enevaproject.eu](http://www.enevaproject.eu) contains a collection of experiences and projects on disability in Life Long Learning Programme



**Meta analysis** is a secondary research tool, which is adapt to collect data deriving from different primary research tools: it processes a synthesis of results of different studies, with the limit of the information contribution. This is a proper restriction of this method (every synthesis process of categories or items results on a new information which doesn't present the features of the single components).

Meta analysis has been developed in the following way:

- 1) The first step consisted in the definition of the valorisation concept, starting from the definitions contained in literature and in workshop reports: valorisation concept has been decomposed in sub concepts (as in Lazarsfeld Paradigm<sup>2</sup>).
- 2) Each sub concept has been analysed to describe single indicators, their evaluation meaning and their evaluation objectives.

The final result is the extraction of a model, a set of indicators useful to evaluate valorisation.

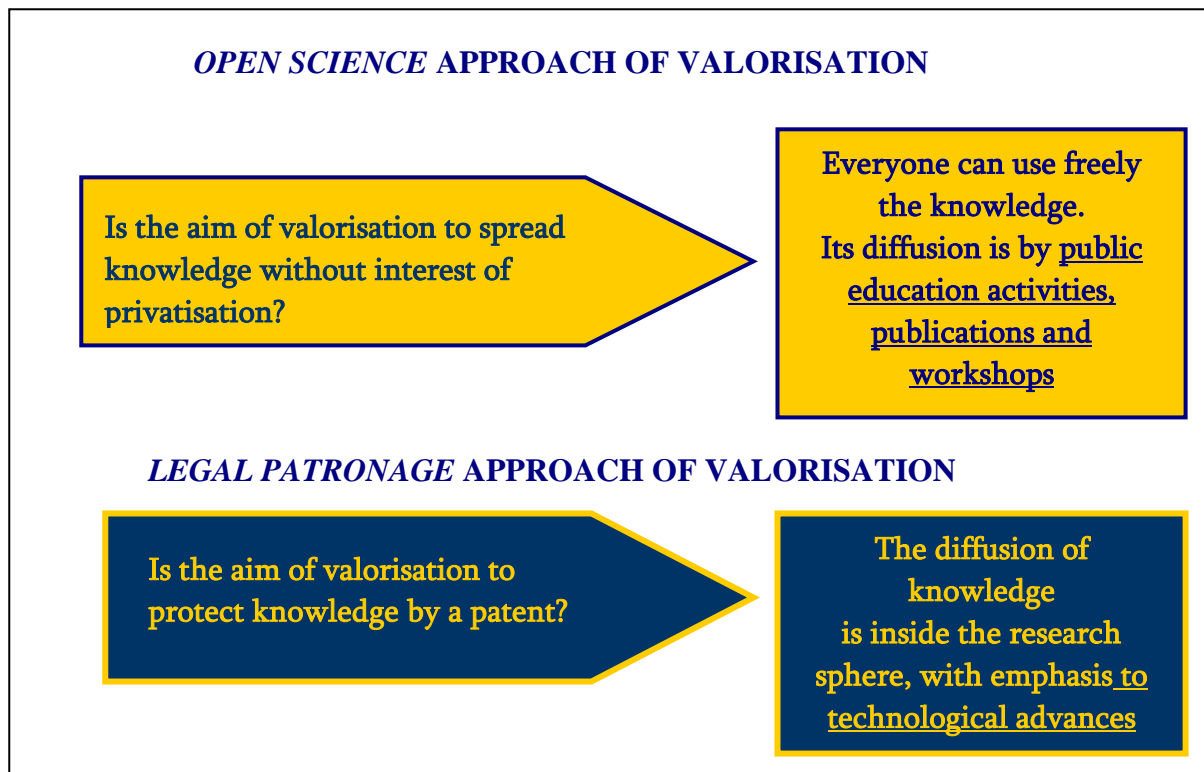
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<sup>2</sup> The Lazarsfeld Paradigm is a cognitive process along different levels of abstraction, from a general problem to sharp indicators; "to do this the initial problem has to be decomposed in its key elements which describe it and then, (eventually), be decomposed in simple concepts, till the researcher feels that the concept has been processed into a low level of abstraction and that every single element found (indicator) could be measured." (see C. Bezzi, *Glossario della ricerca valutativa*, in [www.valutazione.it](http://www.valutazione.it) and C. Bezzi, *Il disegno della ricerca valutativa*, Franco Angeli ed., Milano 2003)



## ANALYSIS OF VALORISATION CONCEPT

A model to identify processes of valorisation in Public Research describes two approaches: a) the first, oriented to the spreading of results without aims of privatisation, as the *open science* approach suggests; B) the second, oriented to the valorisation of results also by the legal patronage. In the first approach education activities, publications and workshops are the best used tools of diffusion, while in the second approach, the protection by a patent leads to processes of diffusion only inside the research sphere, with an emphasis to technological advances (see Cesaroni F., Piccaluga A., 2003).



*Valorisation Processes of public research (Cesaroni, Piccaluga, 2003)*

Actions to give value to the results of projects are supported by the Lifelong Learning programme, and by previous programmes, because they are important to maximise the effectiveness of these efforts.

Under LLP, a Key Activity of the Transversal Programme called "Dissemination and exploitation of projects results" consists in spreading and implementing projects' results, according to an *Open Science* approach.



In this paper our aim is to propose a set of indicators to evaluate valorisation actions. So we start from a possible definition of valorisation concept, which is commonly described as the addition of Dissemination and Exploitation.

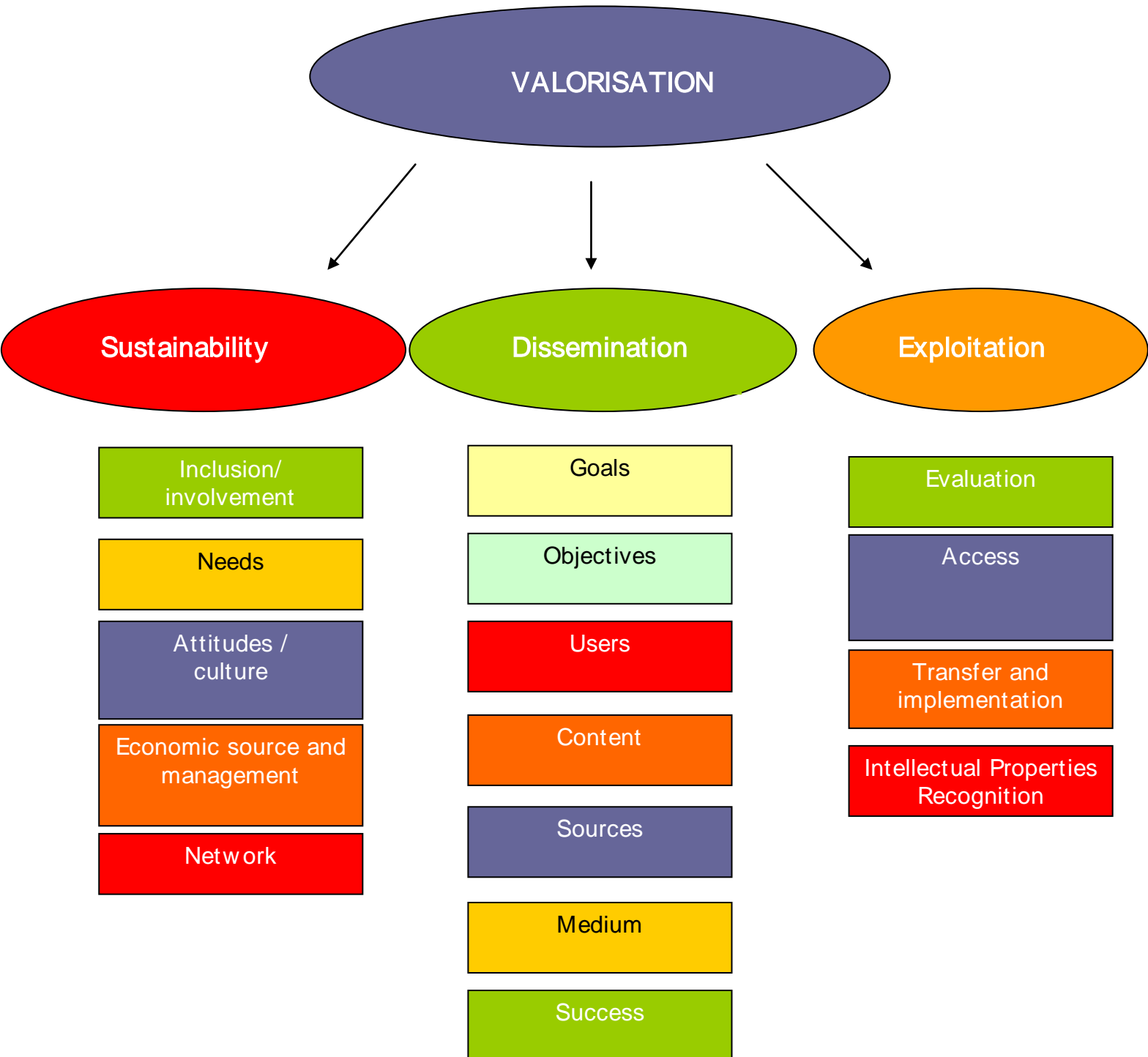
By the meta analysis, we found that valorisation concept can be better described adding a new dimension, which is Sustainability.

This is because Sustainability, together with dissemination and exploitation, seems to be a decisive element, perhaps a prerequisite, to guarantee valorisation of projects.

So, valorisation can be described as:

<b>1. Sustainability +</b>
<b>2. Dissemination +</b>
<b>3. Exploitation</b>

These three dimensions have been broken down (in a Lazarsfeld Paradigm) into other sub dimensions, which in turn have been described through other sub-concepts (indicators), as in the following scheme and in the description of the following paragraphs.



SCHEME 1: Lazarsfeld Paradigm of valorisation concept



## 1. Sustainability

Sustainability is in general the capacity to preserve a process or a state along the time (from [www.wikipedia.org](http://www.wikipedia.org)).

It is the capacity of a project to maintain its existence and to preserve its functioning beyond its conclusion; sustainability of results involves a long-term use and valorisation of them. (*Disseminare e valorizzare*, in “I quaderni di Life Long Learning Programme”, n. 3).

It is also the extent to which partner country institutions will continue to pursue the objective after project assistance is over.

One of the most effective methods to guarantee sustainability and relevance of a project is the involvement of potential users in planning and implementation of the project.

The sub concepts of sustainability of a project have been categorised in:

- **Inclusion/involvement:** document the level of involvement of the main user and of the more important stakeholder of the project in the different phases of the project's life
- **Needs:** document the extent to which the objectives of the project match the users' needs in the specific legal, social, institutional context
- **Attitudes/culture:** document attitudes and cultural conditions that may facilitate or disturb the objectives of the project and its implementation
- **Economic source and management:** document the economic source in relation to objectives and actions; verify the presence of an economic planning
- **Network:** Identify the junction points of the network and document the level of integration, communication and collaboration.

## 2. Dissemination

Dissemination means “To scatter or spread widely, as though sowing seed, to promulgate extensively” (from [www.wikipedia.org](http://www.wikipedia.org)).

“Dissemination is a process requiring a careful match among (a) the creation of products or knowledge, and the context of that creation, (b) the target audiences, and (c) the content, media, formats, and language used in getting the outcomes into the hands (and minds) of those target audiences. It is far more than the simple distribution of paper or products.



Effective dissemination of disability requires careful planning and effort throughout the life of a research project. All grantees share the responsibility to disseminate their project results to all appropriate target audiences, and in accessible formats.

Effective dissemination is critically linked to its timeliness and comprehensiveness.”

(from: [www.researchutilization.org/matrix/resources/depd#philos](http://www.researchutilization.org/matrix/resources/depd#philos))

The elements of an effective dissemination plan can be recognised as:

- **Goals:** Determine and document the goals of your dissemination effort for your proposed project.
- **Objectives:** Associate each goal with one or more objectives that clarify what you are trying to accomplish through your dissemination activities.
- **Users:** Describe the scope and characteristics of the "potential users" that your dissemination activities are designed to reach for each of your objectives.
- **Content:** Identify, at least, the basic elements of the projected content you have to disseminate to each of the potential user groups identified.
- **Source(s):** Identify the primary source or sources that each potential user group is already tied into or most respects as an information source. Consider ways to partner with these sources in project dissemination efforts.
- **Medium:** Describe the medium or media through which the content of your message can be best delivered to your potential users and describe the capabilities and resources that will be required of potential users to access the content for each medium to be used.
- **Success:** Describe how you will know if your dissemination activities have been successful. If data is to be gathered, describe how, when, and who will gather it.

### 3. Exploitation

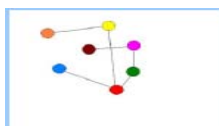
The aim of dissemination should be the use of knowledge: use may have different means for different users. Sometimes it may represent the refuse of a product or of a research result. The critical element is the metabolisation of the project results, and this may happen only if previous knowledge is matched with new knowledge.



Exploitation may be intended as the dissemination process aimed to make available and usable European projects results and to make possible their transfer to a wide audience, facilitating at the same time the systematic adoption of those results.

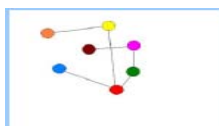
The elements of an effective **exploitation** can be recognised in :

- **Evaluation:** describe an evaluation of the quality level, innovation and effectiveness of the project in a specific context, in order to enhance those elements. Document changes produced by the project at individual, social, political level. Give reliable details of results in term of “good practice”, in order to explain how they contributed to be a benefit for users.
- **Access:** Describe how you will promote access to your information and how you will archive information that may be requested at a later date. Consider that most people will use your project-related information when they perceive a need for it — not necessarily when you have completed your research project
- **Transfer and implementation:** document the mainstreaming of results into a system
- **Intellectual properties recognition:** give notice on authors, sources, intellectual properties of the project which is taken as a model.

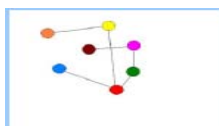


## SET OF INDICATORS TO EVALUATE VALORISATION

<b><i>DIMENSION: SUSTAINABILITY</i></b>			
<b>SUBDIMENSIONS</b>	<b>INDICATORS</b>	<b>DESCRIPTION OF INDICATORS</b>	<b>OBJECTIVES OF INDICATORS</b>
<b>Inclusion/ involvement</b>	Level of involvement and sharing of objectives of main users	<ul style="list-style-type: none"> <li>To what extent are objectives of project widely shared among the stakeholder?</li> <li>The potential users are involved in every important phase of the project?</li> </ul>	Document the level of involvement of the main user and of the more important stakeholder of the project in the different phases of the project's life
<b>Needs</b>	Presence of users and context need analysis	<ul style="list-style-type: none"> <li>To what extent is the project oriented by a deep analysis of users' needs?</li> <li></li> <li>What target and how many people is the project addressed to?</li> <li>What kind of needs and problems is the project addressed to?</li> </ul>	Document the extent to which the objectives of the project match the users' needs in the specific legal, social, institutional context
<b>Attitudes/ culture</b>	Presence of facilities or obstacles	<ul style="list-style-type: none"> <li>Are the objectives of the project feasible in that specific cultural, social, legal context?</li> <li>Are there attitudes and cultural conditions that may facilitate the objectives of the project?</li> </ul>	Document attitudes and cultural conditions that may facilitate or disturb the objectives of the project and its implementation
<b>Economic source and management</b>	Presence of a suitable economic source and management	<ul style="list-style-type: none"> <li>To what extent is the economic source adapt if compared to the objectives?</li> <li>To what extent is there available a management plan to manage the project?</li> <li>Is there in prevision a plan of monitoring the economic management of the project?</li> </ul>	Document the economic source in relation to objectives and actions; verify the presence of an economic planning
<b>Network*</b>	Presence and level of integration of the network	<ul style="list-style-type: none"> <li>Is there a network of stakeholders for the project realisation?</li> <li>Is there an identified leadership in the network?</li> <li>Is the leadership played in order to reach the goals?</li> <li>Is there effective communication among the network actors?</li> <li>Is there a monitoring of network activities?</li> <li>The different professional figures are capable to integrate?</li> <li>Is there an ability to recognise and face criticism in network?</li> <li>Are methods shared among the different actors of the network?</li> </ul>	Identify the junction points of the network and document the level of integration, communication and collaboration



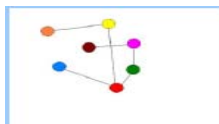
<b>DIMENSION: DISSEMINATION **</b>			
<b>SUBDIMENSIONS</b>	<b>INDICATORS</b>	<b>DESCRIPTION OF INDICATORS</b>	<b>OBJECTIVES OF INDICATORS</b>
<b>Goals</b>	Level of explanation of dissemination goals	<ul style="list-style-type: none"> <li>• What effect is your dissemination effort aimed at producing?</li> <li>• What group or groups will your efforts benefit?</li> <li>• In what ways will the group or groups benefit from your efforts in the dissemination action?</li> </ul>	Determine and document the goals of your dissemination effort for your proposed project.
<b>Objectives</b>	Level of explanation of specific dissemination objectives	<ul style="list-style-type: none"> <li>• In terms of each goal, what major areas of accomplishments will be required?</li> <li>• In terms of each major area of accomplishment, what quantity and/or quality will be required for success?</li> </ul>	Associate each goal with one or more objectives that clarify what you are trying to accomplish through your dissemination activities.
<b>Users</b>	Level of acquaintance of dissemination users	<ul style="list-style-type: none"> <li>• Have you collaborated with identified intended user group(s) to determine dissemination goals and activities?</li> <li>• Have you collected needs assessment data do you have to identify the extent of motivation or readiness of your intended user group(s) to access information in the project's topical area?</li> <li>• Are your intended user group(s) known well enough for you to describe such dissemination-related characteristics?</li> </ul>	Describe the scope and characteristics of the "potential users" that your dissemination activities are designed to reach for each of your objectives.
<b>Content</b>	Level of adjustment of dissemination contents to users features	<ul style="list-style-type: none"> <li>• Is the reading/comprehension level required to understand your project's information analysed and matched to the characteristics of your intended user groups?</li> <li>• Does the content of dissemination event match the expressed informational needs of the intended user groups?</li> <li>• To what extent are there examples or demonstrations of how to use, and the implications of use of your research-based information?</li> <li>• Is your content reviewed through a quality control mechanism to assure accuracy and relevance?</li> <li>• To what extent is the content of dissemination available in languages that are dominant among your intended user group(s)?</li> </ul>	Identify, at least, the basic elements of the projected content you have to disseminate to each of the potential user groups identified.



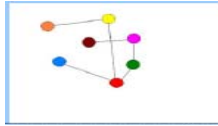
<b>Source</b>	Level of reliance of sources of information in the scientific community	<ul style="list-style-type: none"> <li>To what extent your project/organization is perceived by user groups as an active information dissemination resource?</li> <li>Is your project “partnering” in any way with nationally recognized associations, organizations, institutions of higher education, or other entities in the scientific community?</li> <li>Is your project collaborating with any other organization(s) or association(s) in order to use their current information networks and vehicles reaching one or more of your targeted audiences?</li> </ul>	Identify the primary source or sources that each potential user group is already tied into or most respects as an information source. Consider ways to partner with these sources in project dissemination efforts.
<b>Medium</b>	Effectiveness of dissemination medium	<ul style="list-style-type: none"> <li>To what extent is there available an analysis of the media to be used by your intended user to understand and apply your message?</li> <li>To what extent have the contents included “real world” examples and illustrations that communicate to non-technical user group(s)?</li> <li>Is your information to be delivered through existing networks, communication channels, associations/organizations, meetings/conferences, and other venues?</li> <li>Are you using (have been used) media channels that are currently reaching your target audience(s)?</li> </ul>	Describe the medium or media through which the content of your message can be best delivered to your potential users and describe the resources that will be required by potential users to access the content for each medium to be used.
<b>Success</b>	Level of satisfaction for dissemination activities	<ul style="list-style-type: none"> <li>Have you sampled your user group(s) regarding information previously received from your project to determine their satisfaction with its communication style, content of message, and accessibility?</li> <li>What kind of impact is registered?</li> <li>What the level of satisfaction?</li> </ul>	Describe how you will know if your dissemination activities have been successful. If data are to be gathered, describe how, when, and who will gather it.

\*\* Some indicators of Dissemination dimension are drawn from the web site: <http://www.researchutilization.org/matrix/resources/depd#philos>

<b><i>DIMENSION: EXPLOITATION</i></b>			
<b>SUBDIMENSIONS</b>	<b>INDICATORS</b>	<b>DESCRIPTION OF INDICATORS</b>	<b>OBJECTIVES OF INDICATORS</b>
<b>Transfer and implementation</b>	Level of mainstreaming of project's results	<ul style="list-style-type: none"> <li>Is there a plan of valorisation of project's activities all along the project's life and also after its conclusion?</li> <li>Is there a plan to transfer and use project's results in different contexts?</li> <li>Is it possible to assume models?</li> <li>Is it possible to adapt and shape results to rise up new projects?</li> <li>Is it possible to include potential users into product testing to ensure the quality and the adaptation of results to specific needs?</li> </ul>	Document the mainstreaming of results into a system



<p><b>Evaluation</b></p>	<p>Level of Knowledge about changes produced by the project in term of good practices</p>	<ul style="list-style-type: none"> <li>• Is there an evaluation plan to document the results to be valorised after the end of the project?</li> <li>• Are there clear quality criteria, indicators and reliable information in order to document in which sense project activities can be evaluated “good practices” and can represent a model to be transferred?</li> <li>• Are there documented changes in users life style produced by the project?</li> <li>• Are there documented changes in social and political attitudes, in legal system, in political strategies as a result of project’s activities?</li> <li>• To what extent is there evidence of potential benefits generated by the project in a specific context for a specific target?</li> </ul>	<p>Describe an evaluation of the quality level, innovation and effectiveness of the project in a specific context, in order to enhance those elements. Document changes produced by the project at individual, social, political level. Give reliable details of results in term of “good practice”, in order to explain how they contributed to be a benefit for users.</p>
<p><b>Access</b></p>	<p>Level of access to project information</p>	<ul style="list-style-type: none"> <li>• Is there available information in different accessible formats adapted for every kind of user?</li> <li>• Are there shared medium to access information about the project (telephone number, fax, e-mail or other modalities)?</li> <li>• Is there an available analysis on access needs of users?</li> <li>• Are there available exhaustive information about the project?</li> <li>• Is there an available evaluation plan of access and use of information?</li> </ul>	<p>Describe how you will promote access to your information and how you will archive information that may be requested at a later date. Consider that most people will use your project-related information when they perceive a need for it — not necessarily when you have completed your research project</p>
<p><b>Intellectual properties recognition</b></p>	<p>Awareness and recognition of intellectual properties of project</p>	<ul style="list-style-type: none"> <li>• Is there available information about project sources of information?</li> <li>• Is there a common agreement about the property or intellectual rights of the project final products?</li> </ul>	<p>Give evidence on authors, sources, intellectual properties of the project</p>



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