

Mid-term evaluation of the PROFEEDBACK Innovation and Exploitation Plan

The mid-term evaluation of the Plan is executed by assessing the progress with key exploitable results (KERs) in the period October 2021-October 2023. The evaluation is conducted taking into account actions presented in Table 2 of the Innovation and exploitation plan. The table is presented below.

Action item description	Target delivery date
Actions on the level of key exploitable results	
Mapping of key exploitable results (KERs) of the Action	M25-M48
Exploration of the innovative and commercial potential of each KER	M25-M48
Identification of potential users of each KER	M25-M48
Direct promotion of KERs to potential users	M25-M48
General Actions	
Identification of PROFEEDBACK stakeholders (individuals, organisations, networks, projects) on the national and international level	M25
Establish permanent, regular links with other projects and initiatives to ensure stakeholders' engagement, including European and national stakeholders	M25-M48
Identify sustainability opportunities of the Action	M25-M48
Activate synergies both at the national and European level with already existing initiatives that address one or more of its aspects.	M25-M48
Identify market opportunities	M25-M48
Promotion of Action results through identified exploitation routes (social media, relevant events, newsletters, etc.)	M3-M48

Mapping of key exploitable results (KERs) of the Action and Exploration of the innovative and commercial potential of each KER

In the first two years of PROFEEDBACK implementation, the following key exploitable results are identified:

- PROFEEDBase
- PROFEEDBooks
- PROFEEDCourses
- Policy briefs

PROFEEDBase is an online knowledge base available on the Action's website. It has open access and consists of two parts:

1) The expert pool – a collection of organisations and individuals involved in policy evaluation. Each stakeholder is identified by their name, main field of expertise, country of origin, contact person and

participation in the Action's working groups. On September 30, 2023, the total number of entries in the expert pool database was 166. However, most of the experts are from academia (faculties and research institutes), while there are no government institutions (policymakers) representatives.

2) The knowledge base – a collection of publications produced by the activities of the Action. All publications are classified by their topic and subtopic. On September 30th, 2023, the total number of entries was 72.

PROFEEDBooks consist of thematic proceedings of the conferences organised within the Action. Until September 30, 2023, the three PROFEEDBooks are available:

- 1) Evaluation of public policy responses to black swans
- 2) Evaluation of Policies on Social Inclusion, Migration, in particular interventions related to integration
- 3) Evaluation on Rural and Territorial Development, Urban Development

PROFEEDCourses are focused on training activities of the Action with the aim to collect interactive training materials from the Training Schools. Until September 30, 2023, one training course is available on the website of the Action: Digitalization in evaluations & evaluations of digitalization.

Policy briefs are planned with the aim of offering policy recommendations, conceptual and methodological frames to decision-makers in the field of policy evaluation. In 2023 PROFEEDBACK members started collaboration in drafting a policy brief that analyses the European Structural and Investment Funds (ESIF) and the Recovery and Resilience Facility (RRF) from a policy evaluation standpoint.

Identification of potential users of each KER and Direct promotion of KERs to potential users

Potential users of each key exploitable result are presented in the table below.

Target group	Key exploitable results
Scientific community of policy evaluation with multidisciplinary background	– PROFEEDBooks – PROFEEDCourses – PROFEEDBase – Policy briefs
Professionals from the business sphere	– PROFEEDCourses – PROFEEDBase
Associations dealing with policy evaluation at national and European levels	– PROFEEDBooks – PROFEEDCourses – PROFEEDBase
University and PhD students from various scientific fields	– PROFEEDCourses
Policy-makers responsible for policy evaluation at national and European level	– Policy briefs
General Public interested in science and science policy	– PROFEEDBase

Action results are directly promoted to potential users by the Action website, Facebook page and LinkedIn Page. According to the data on September 30, 2023, the Facebook page has 40 likes and 57 followers, while the LinkedIn page has 399 followers.

Identification of PROFEEDBACK stakeholders (individuals, organisations, networks, projects) on the national and international level

The Action is actively promoted and presented at relevant events. Interested stakeholders are invited to join the working groups, conferences and other events.

Establish permanent, regular links with other projects and initiatives to ensure stakeholders' engagement, including European and national stakeholders and Activate synergies both at the national and European level with already existing initiatives that address one or more of its aspects.

The Action activities and events are regularly presented at the Western Balkan Info hub – website, and the newsletter, with over 13,000 subscribers.

Identify market and sustainability opportunities of the Action

Sustainability options are identified in developed networks, transfer of knowledge and follow-up projects. Market opportunities can be found in opening new avenues for conducting commercial evaluation projects. The Action members could offer information if the networking activities helped them unlock new paths in the field of policy evaluation.

Promotion of Action results through identified exploitation routes (social media, relevant events, newsletters, etc.)

On September 19, 2023, PROFEEDBACK Action an event in Brussels - "RRF versus ESIF - Differences and similarities: an evaluation perspective". It was a Side Event of the European Week of Regions and Cities 2023.

Recommendations for future activities of the PROFEEDBACK Action:

- Involving policymakers in the work of the Action and including them in the PROFEEDBase.
- Including publications that emerged from ITC, DC or STSM grants in the PROFEEDBase – Knowledge Base.
- Opening new publication opportunities besides the PROFEEDBooks and including them in the Knowledge base.
- Placing training materials from the training schools on the Action website.
- Conducting impact assessment among the participants of the training schools to see if the training helped them in their work or has opened up new opportunities. This would be helpful for the identification of market opportunities and sustainability options.
- Organising surveys for the Action members to assess if the Action helped them get new projects or publish new papers.