

Evaluation Actions and Use of Evaluation Results

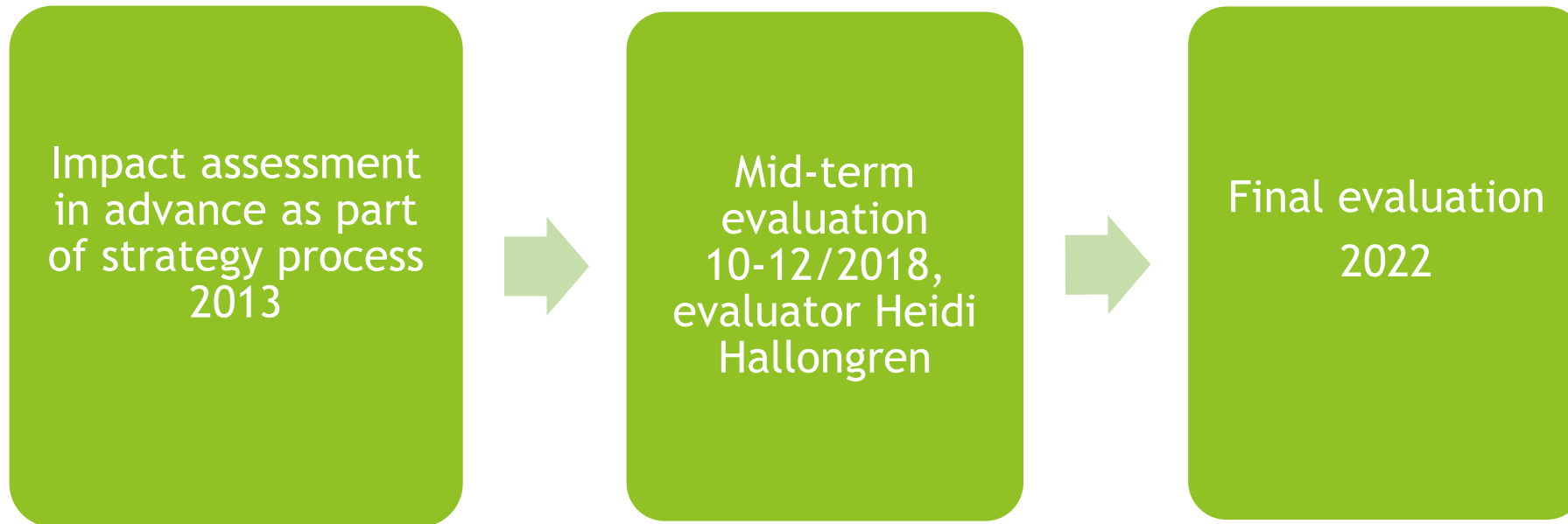
LEADER Pirkan Helmi, Finland
LAG Manager Eliisa Vesisenaho



- ▶ Pirkan Helmi was founded 1999; experience from EU funding periods 2000-2006, 2007-2013, and 2014-2020
- ▶ Area 1930 km² with 49 800 people
- ▶ Pirkan Helmi has
 - 400 members: general assembly once a year,
 - 16 board members: 6 meetings/ year,
 - 3,25 employee: Manager, Project Adviser, Project Worker, Publicists (part-time, shared with 3 other LAGs)
- ▶ During period 2014-2020 so far 126 project applications in which 98 has been funded (public funding 2,6 million €, total 5,1 mill. €)



STRATEGIC EVALUATION ACTIONS 2014-2020



Key principle
CONTINUOUS IMPROVEMENT

MID-TERM EVALUATION

- practical arrangements

- ▶ Time frame from planning to reporting 9/2018 - 1/2019
- ▶ Together with LAG PoKo who's operating under the same regional authority and similar type of region than Pirkan Helmi
- ▶ Hired Heidi Hallongren together for 4 months, salary is paid from the management budget of the LAGs 50%-50%
- ▶ Pirkan Helmi provides the office facilities, but data collection is done in both regions
- ▶ Work is coordinated by a steering committee including the LAG managers & chairmen of the board's

→ self-evaluation done by an "outsider"

MID-TERM EVALUATION

- key themes

- ▶ Fuctionality of Leader project process
- ▶ LAG's Customer service and communication activities
- ▶ Project objectives and their implementation
- ▶ Significance of Leader funding and its effectivity
- ▶ LAG's activation activities and development efforts
- ▶ Strategical management of the LAG & working methods of the board
- ▶ Collecting strategical ideas for future 2021+ funding period

MID-TERM EVALUATION - data collection

- ▶ Online-questionnaire
 - ▶ Leader project realizers
 - ▶ LAG board members
 - ▶ Municipal decision makers & business developers
- ▶ Interviews
 - ▶ ELY Centre authorities
 - ▶ Few Leader project realizers
 - ▶ Experienced LAG board members
 - ▶ LAG personnel

MID-TERM EVALUTION -use of results

- ▶ Improving and designing our customer service process
- ▶ Planning future activation activities
- ▶ Creating a training model for the project realizers
- ▶ Improving our project selection procedures
- ▶ Peer-auditing tool
- ▶ Starting the strategic planning of 2021-2027
- ▶ Project realizers interviews will also be turned into stories: Short informal story telling the background, experiences and ideas to encourage others to start their own projects and give practical hints how to get the most out of your project

Key principle
CONTINUOUS IMPROVEMENT

THANK YOU AND LET'S BE IN TOUCH!



LAG Pirkan Helmi
Tietotie 1, 37630 Valkeakoski, Finland
<https://www.pirkanhelmi.fi/in-english/>

Eliisa Vesisenaho / LAG Manager
+358 40 750 2242, eliisa.vesisenaho@pirkanhelmi.fi

Anna Kulmakorpi / Project Advisor
+358 400 226 676, anna.kulmakorpi@pirkanhelmi.fi

Heidi Hallongren / Evaluator
+ 358 40 185 4755, heidi.hallongren@pirkanhelmi.fi

