

EUROPEAN ALCOHOL AND HEALTH FORUM

WORKSHOP MONITORING AND EVALUATION

Tuesday 3 June 2008, 14h00 – 18h00

Fondation Universitaire, Rue d' Egmont 11,

Room A (first floor)

B-1000 Brussels

SUMMARY REPORT

The meeting was chaired by Wilfried Kamphausen, Unit C4, DG SANCO, and Michael Huebel, Head of Unit C4.

1. Welcome and introduction by the Chair

- The Chair welcomed all participants (*cf. List in Annex 1*) and set out the reason for organizing this workshop:
- At its second plenary meeting (Brussels, 16 April 2008) the European Alcohol and Health Forum discussed the 79 commitments, submitted by Forum members. One of the conclusions was that in general the "monitoring and evaluation"-part is the least developed part of the commitments (see *Summary Report: Commitments made by members of the European Alcohol and Health Forum*).
- Therefore a workshop to give Forum members some examples and guidance on this issue seemed appropriate.
- The Chair stressed the importance of the proper monitoring of commitments, referring inter alia to Annex 2 of the *Charter establishing the European Alcohol and Health Forum* ('Monitoring Commitment').
- As the Nutrition Platform (which is based on a similar approach) started in 2005, it seemed useful to have a look at the experiences with the monitoring of commitments within the Nutrition Platform.

2. Presentations

- Jonathan Back (European Commission, DG SANCO) summarised the monitoring approach followed for the Nutrition Platform. Julia Martinez Sanchez (Confederation of the Food and Drink Industries of the EU, CIAA) and Laura Smillie (European Food Information Council, EUFIC) presented their organisations' experience with the monitoring of commitments in the Nutrition Platform. Tom Ling (RAND Europe) presented RAND's work to oversee the annual monitoring process for the Platform. All these presentations are available on the Commission's public health website.

3. Conclusions and way forward

- It is necessary to make a clear distinction between the commitments as such and their monitoring. 'Valuable' commitments can be monitored badly and vice versa. This workshop focussed on the quality of monitoring and not on relevance of specific commitments and their "added value".
- It is necessary to build a monitoring approach into the commitments already at their design stage: monitoring cannot just be "added on" when the commitment is almost finished.
- Monitoring is very concrete and quantitative: "Did you deliver what you promised, and can you prove or substantiate this?" This "output"-question is easier to answer than the question regarding "outcome" (ultimate impact of the commitment).
- It is easier to monitor focused commitments than very broad commitments; instead of submitting one all-encompassing commitment, Forum members should rather break such broad commitments down to several separate actions.
- All actions inside commitments should be connected to specific, measurable objectives and timeframes.
- It is up to the Forum to decide on engaging in a formal procedure of "scoring" the way in which Forum members are monitoring their commitments (as under the Nutrition Platform).
- At the second plenary meeting of the European Alcohol and Health Forum it was decided that Forum members can submit new or updated commitments by 30 June. As stated in the Summary Report: Commitments made by members of the European Alcohol and Health Forum, updating the monitoring section is necessary for most of the commitments. The concrete recommendations made in Tom Ling's presentation should be used as guidance when reviewing this section.
- As the drafting of the announced guidelines for updating commitments was delayed for technical reasons, the new deadline for submitting new or updated commitments is 15 July.

Annex 1 List of Participants

Forum members

ABAD Aurora	CEEV
AUDREN Marie	European Spirits Organisation CEPS
BEEKMANN Lauri	EUROCARE – Estonian Temperance Union
BRIGAUDEAU Carole	EFRD
CORRAL Eva	COPA-COGECA
DE BRUYN Kim	CEGROBB
DE GUITAUT Guillaume	CEPS – Moet Hennessy
GARAMSZEGI Gabor	The Brewers of Europe – SAB Miller
GOETHART Rutger	The Brewers of Europe – Heineken
HERREBOSCH Walter	CEGROBB
HUGHES Ralph	EPHA – RCP
LUPPINO Joseph	CEPS – Diageo
LYLE Dominic	EACA
RIVIERE Claude	EUROCARE – ANPAA
RODRIGUEZ Nathalie	APYN
SEARLE Chris	CEPS – Bacardi Martini
SKAR Mariann	EUROCARE
TENG Julie	EYF
VAN REETH Catherine	The Brewers of Europe – INBEV
WADOUX Julia	ESIP
WILKS Michael	CPME
WIMPISSINGER Sabine	The Brewers of Europe – Anheuser Busch

External speakers

LING Tom	RAND Europe
MARTINEZ SANCHEZ Julia	CIAA
SMILLIE Laura	EUFIC

European Commission (SANCO)

BACK Jonathan

DE CONINCK Pieter

HUEBEL Michael

KAMPHAUSEN Wilfried

VETTORAZZI Stefano