Advisory Group on
the Monitoring and Reporting of New Commitments

Rationale / Purpose

The major goal of the proposed Advisory Group is to review proposals for the monitoring and reporting of new Commitments and to provide feedback and advice when the proposals are at draft stage to enable, where necessary, the monitoring and reporting proposals to be strengthened.

It is important to note that the Advisory Group for the Monitoring and Reporting of New Commitments will not make recommendations to the plenary Platform Meetings on the acceptability or otherwise of the potential new commitments. The acceptance of new commitments will remain that of the Platform Members alone. Submission of new commitments to the Advisory Group on the Monitoring and Reporting of New Commitments will remain voluntary for all Platform Members.

The Advisory Group will develop a set of criteria for analysis that will be presented and agreed in the Plenary Meetings. The Advisory Group will continuously review the monitoring framework and provide suggestions for improvement of the monitoring and reporting process.

One of the key areas that the group will provide particular attention to is how the reporting of new commitments can be strengthened and enhanced. These roles will be achieved by providing feedback on:

- The development of measurable and attainable objectives that focus on the achievement of the Platform’s purpose (SMART)
- The development of appropriate input, output and outcome / impact indicators.
- The development of the methodology for measuring and describing these indicators.
- The establishment of robust reporting procedures using the correct balance of qualitative and quantitative measures.

In fulfilling this role the group will be supporting continuous improvements in the monitoring of individual commitments, as well as the work of the EU Platform on Diet, Physical Activity and Health as a whole.
Structure

To be able to function effectively the following suggestions are made regarding the structure of the New Commitments Advisory Group:

- It should have a minimum of four and a maximum of six members with the aim of a balanced representation of both NGO’s and industry and include a representative of the JRC and a representative of the academic bodies present within the membership of the Platform.
- Members of the Advisory Group should possess one or more of the following sets of skills / experience:
  - Employee / representative of an organisation which holds one or more active commitments within the Platform
  - Research including process and outcome evaluation / data collection, data management and analysis.

Operating practice

It is proposed that the members of the working group will receive a summary of the proposed commitment including:

- A rationale, a breakdown of activities
- The objectives of the proposed commitment
- The input, output and outcome / impact indicators
- The methodology used to describe inputs, outputs and outcomes / impact of the commitment
- The methodology to be used for reporting the implementation of the commitment.

They will review the proposal and complete a short evaluation form that will provide feedback on indicators and the methodology.

These completed evaluation forms could then either be:

- Discussed at a face to face meeting of the New Commitments Advisory Group (possibly two per year) before collated feedback is given to the potential commitment holder
- Discussed via a telephone conference call / skype call or equivalent before collated feedback is given to the potential commitment holder

It is not suggested that there would be a second round of reviews i.e. once the feedback has been provided it is the potential commitment holders role to either amend / not amend the proposed commitment as they see fit.