

9th CONFERENCE on the Evaluation of EU Cohesion Policy

16-17 September 2021 Porto, Portugal

Shaping Transitions with Evidence



An evaluation of the results of the Major Pompeii Project

Managing Authority of PON Culture and Development 2014-2020 – Ministry of Culture



FUNDS COVERED

- ▶ ERDF, CF

PROGRAMMING PERIODS

- ▶ 2007-2013; 2014-2020

PROGRAMMES COVERED

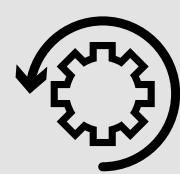
- ▶ Interregional Operational Programme “Cultural, Natural and Tourism Attractors” ERDF 2007-2013 and National Operational Programme «Culture and Development» ERDF 2014-2020

THEMATIC OBJECTIVE

- ▶ T06

TYPE OF EVALUATION

- ▶ Process/implementation.



YEAR OF COMPLETION

- ▶ 2020

MAIN OBJECTIVES

Assess results achieved and targets reached, mechanisms explaining success/failure and issues emerged during implementation.

Detect, measure, and explain outcomes from the point of view of both the Pompeii Archaeological Park Authority and of its visitors.

Measure socio-economic benefits to the local community (expenditure-based approach).

METHODOLOGY USED

Mixed Methods:

- ▶ Statistical analysis/ Input-Output analysis
- ▶ Sentiment analysis e web reputation
- ▶ Interviews with stakeholders, surveys

DATA SOURCES

- ▶ Monitoring data and project documents
- ▶ Data from direct research

MAIN FINDINGS

- ▶ Increase of new usable content from archaeological discoveries made possible by the project, expansion of scientific knowledge and new excavation campaign
- ▶ Restoration of the “non-use value” of the cultural heritage of the archaeological site
- ▶ Technological and organizational strengthening of the Archaeological Park and its staff
- ▶ The project established systematic practices such as planned maintenance, legality, and transparency of the management of the site
- ▶ New and improved image, content and communication tools, marketing, and management of the archaeological area
- ▶ Faster implementation (37%) compared to the national average for the sector «Culture and recreational services»
- ▶ Growth in recreational and tourist demand for the archaeological site and the city of Pompeii:
 - +63% in visitors from 2012 (2,336,188) to 2019 (3,805,094)
 - +107% in gross revenue from ticketing and +71% in gross revenue from additional services (earbuds, bookshop, cafeteria, presale, etc.) from 2012 to 2018
 - +50% of visitors in the other archaeological sites of the Archaeological Park (2012-2019)
 - +22% tourist arrivals and +20% presences from 2012 to 2018
 - +5% of arrivals and +3% of foreign visitors from 2012 to 2018
- ▶ Activation of local production
 - +13% of employees in Pompeii City in businesses linked and linkable to the tourism and culture sector (2012-2016)
 - +250% increase in the number of accommodation facilities from 2012 to 2018 (sevenfold increase in non-hotel establishments)
- ▶ Input-Output analysis results
 - Construction site expenditure: 123 Meuro of gross production, 45 Meuro of added value
 - Tourism expenditure: 254 Meuro of gross production, 113 Meuro of added value.

CONCLUSIONS

- ▶ “Extra-moenia” effects must be planned from the early stages of project selection. Projects need to provide for connections with other initiatives and stakeholders outside the site
 - ▶ **Ex-ante evaluation:** project applications must include an estimate of all base and target values of output, outcome, and impact indicators and provide for devices to attract attention and to produce and use data
 - ▶ **Strengthened and innovative project management:** a liaison body facilitates decision-making, strengthens a system of institutional and technical cooperation based on innovative coordination mechanisms and ensured protection of legality and security, financial and expenditure management and control. Transparency and participation are a method to ensure social control and thus better implementation.
 - ▶ **Capacity building for the beneficiary body** should start immediately, with pre-established timeframes and activities, to be implemented systematically. Capacity building activities should involve all actors (not only individuals who are directly involved in the project) and aim at sharing the knowledge gained with the whole organization
 - ▶ **Financial sustainability of the beneficiary body:** at project start there should be an analysis of the values to be monitored and evaluated (costs, revenues, use of revenue, etc.)
- Ministry of Culture is going to carry out the final evaluation of GPP.



AUTHOR(S) OF THE EVALUATION

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LINKS

<https://ponculturaesviluppo.beniculturali.it/>
https://ponculturaesviluppo.beniculturali.it/my_uploads_pcs/2020/12/Valutazione-GPP_DEF.pdf