



Executive summary

Midway evaluation

CMA Research AB

January 2013



Summary of the results

Planned activities are carried out and projects are clearly defined

The majority of the respondents from the groups Project Managers and Work group find the activities planned by Ny Nordisk Mat to be carried out. They also consider the projects financed by Ny Nordisk Mat to be clearly defined.

However, only a few agree with the statement that they have enough time/resources to complete their part of the work within Ny Nordisk Mat in a satisfying way.

The program is on a good way to reach its goals

The answers of the questions regarding NNM's goals indicates that the program is on a good way to reach them. Many find the program to be a great way to collaborate and expand their network.

Need of information in different languages

Three of four respondents have visited NNM's website during the last six months. The majority of the respondents find the information on the website and the informational letters to be interesting.

Even though the majority of the respondents find the informational letters and the information on NNM's website interesting, many would like to see them being translated into English and other Nordic languages in addition to Danish and Norwegian.

Furthermore, many find the information on NNM's Facebook site to be interesting, but the site itself could become better if Ny Nordisk Mat posted more pictures as well as materials in different languages.



Conclusions

“Together we stand strong”

There is a common perception where promoting the region is seen as an overarching goal. To reach that goal we need to work together, share ideas, experiences and information and inspire each other to strengthen the Nordic identity. In this lies the strengths of Ny Nordisk Mat. Ny Nordisk Mat works as a stage where representatives can meet to expand their network, discuss different issues and participate in various projects.

However, some aspects of the program have potential for improvement. The programs general communication could become more clearly and better reach out to the public and raise awareness amongst ordinary people. Some respondents find the program to be a bit too focused on the professionals operating the food market and that the common people are being overlooked. Another issue seems to be that the program is much more known amongst public and private actors in Denmark and Norway compared to Sweden.

Furthermore, the available information from Ny Nordisk Mat is often only written in Danish or Norwegian. The people from other Nordic countries who are lacking knowledge of those languages have therefore a difficulty taking part of the information. This problem can easily be solved by also publishing information in English. This would not only help people from other Nordic countries to take part of the information, but it would also make the information from Ny Nordisk Mat more accessible to people all over the world.

Overall, the respondents believe the program Ny Nordisk Mat to be a fruitful collaboration and the majority would gladly see an continuation of the program. Many respondents points out the importance of working together, hence one respondent comments – “Together we stand strong”.

Information about the evaluation

Background and purpose

The Swedish Board of Agriculture, who is the managing authority for the program Ny Nordisk Mat II, and wanted to conduct a midway evaluation of the program. The purpose of the evaluation is to investigate how NNM II has worked, its results, and provide suggestions for improvement and for the next two years.

Method

The first stage of the study was a pre-study to become familiarised with NNM and to better understand how the programs goals, objectives, and activities are structured. This is of importance when developing a questionnaire and to more effectively identify the target group for the study.

A web based questionnaire was sent out to 962 persons that subscribes to the e-mail newsletter. 180 e-mail addresses were inactive and two persons answered that they didn't want to participate. Facebook users, that are members in NNM's Facebook group, have also been able to answer the web based questionnaire. In all, we have got **122** web answers and **58** Facebook answers. Two reminders were sent out to the respondents that did not complete the questionnaire in time.

The response rate on the telephone conducted part of the survey is 72 % (**67** responses). Seven of the numbers on the list given to us from NNM could not be used because of different circumstances (person long-term sick etc.).

The questionnaire

The questionnaire consists of the areas: *General Questions, Program Goals, The Work related to Ny Nordisk Mat and its Projects, Effects and Usefulness, Information and communication and Overall View and Ideas for Development*. The questionnaire is available in Swedish and English.

The respondents have also been given the opportunity to answer open-ended questions about the programs concept, activities, strengths etc. throughout the survey. All comments and replies to the open-ended questions can be found in the appendix.

Realisation

The survey was conducted by CMA Research AB during the period December 2012 – January 2013.

For more information, please visit www.cmaresearch.se.

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