

# The application of the Impact Evaluation Framework (IEF) to the case of the Spanish Climate Citizens Assembly (CCA)

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# Content:

- Spanish Climate Citizens Assembly (CCA): Overview
- How to evaluate its impact? The application of the IEF.
  - Methodological design
  - Challenges and partial solutions
  - Preliminary results

# Spanish Climate Citizens Assembly: overview

2019

- **Nov:** General Elections

2020

- **Jan:** The Government announces the climate emergency...

'...During the first 100 days...'

COVID

2021

- **May:** Climate Change and Ecological Transition Law (art.39->CCA)
- **Oct:** Ministerial Order ->CAA
- **Dec:** first CCA session

2022

- **May:** last CCA session
- **Jun:** delivery recommend. to the President of the Gov.
- **Oct:** presentation recommend. to the Parliament.

2023

- **Jun:** "deadline" Gov. response.
- **23<sup>th</sup> July:** General elections (a call for early elections)

# How to evaluate its impact? Methodological design

IEF	INSTRUMENTAL	CONCEPTUAL	CAPACITY-BUILDING
<b>POLICY</b> Key actors: policy-makers, politicians, parliamentarians, civil servants, advisory bodies	<div data-bbox="507 482 1681 561" style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;">PARLAMENTARIANS AND ADVISORY BODIES SURVEY</div> <div data-bbox="507 578 2318 656" style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;">INTERVIEWS</div> <div data-bbox="507 674 1681 752" style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;">DOCUMENTARY ANALYSIS</div>		
<b>SOCIAL:</b> Key actors: public, media, businesses and third-sector organisations	<div data-bbox="507 772 2318 851" style="background-color: #4CAF50; color: white; padding: 5px; text-align: center;">INTERVIEWS</div> <div data-bbox="507 868 2318 946" style="background-color: #4CAF50; color: #FFC107; padding: 5px; text-align: center;">PARTICIPANTS SURVEY</div> <div data-bbox="507 963 2318 1042" style="background-color: #4CAF50; color: #FFC107; padding: 5px; text-align: center;">MEDIA / SOCIAL MEDIA ANALYSIS</div>		
<b>SYSTEMIC</b>			

# How to evaluate its impact? Challenges



## PARTICIPANTS SURVEY

### Strength:

- Measure changes in attitudes, values, behaviour and knowledge.

### Challenges as external evaluator:

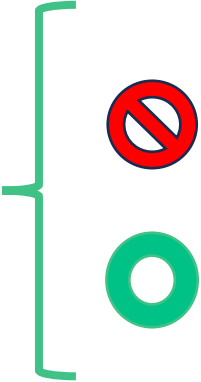
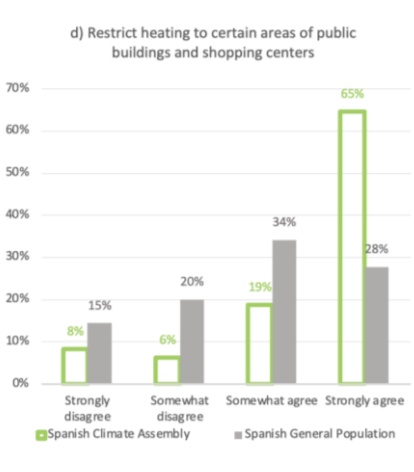
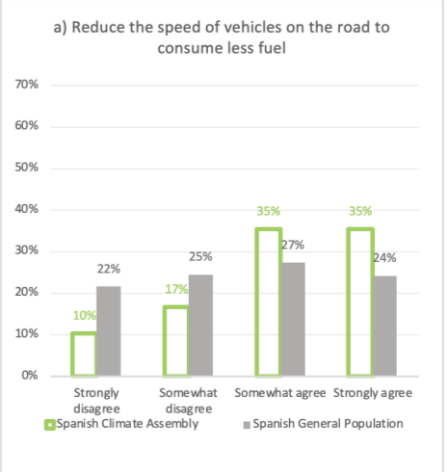
- It requires baseline data (before the CCA is implemented) -> **Irretrievable data**
- It requires to distribute the survey once the CCA is finished -> **Data protection issues**
- Limitation to determine clear causal relationships -> **Common issue in Social Sciences**

### How was in the Spanish CCA?: Just one survey 9 months after

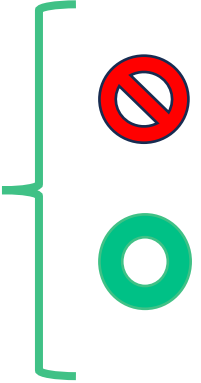
- Challenges: not baseline data & restrictions on participants data
- Partial solutions:
  - ✓ Questionnaire adaptation
  - ✓ Sending the survey through third parties
  - ✓ Comparing with general population

# How to evaluate its impact? Preliminary results

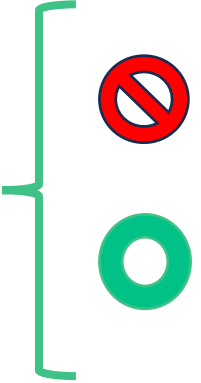
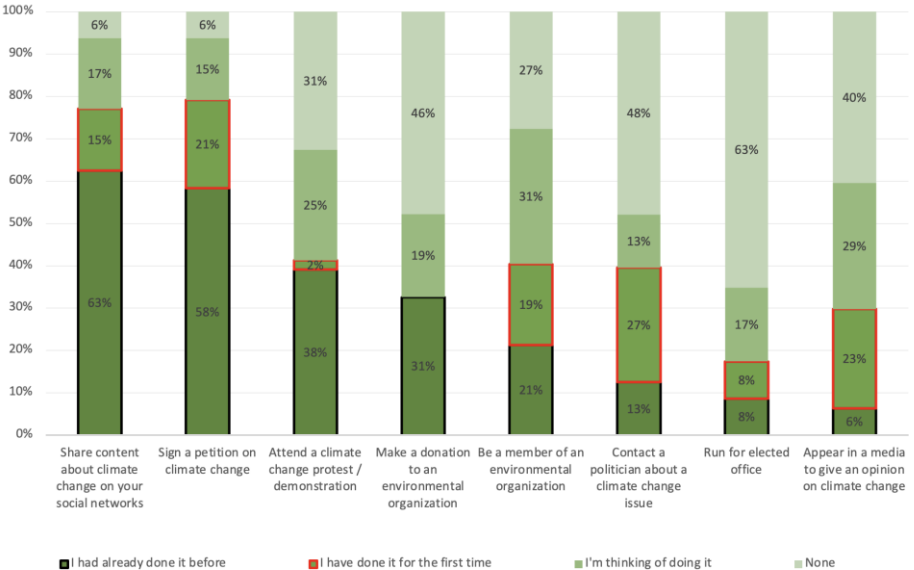
PARTICIPANTS SURVEY (48n, 53% response rate)



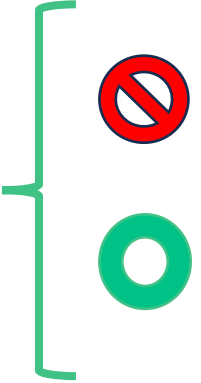
We can not talk about attitudinal changes because we do not have baseline data.



We can talk about the assembly members attitudes towards climate change one year after, and comparing them to those of the general population.



We can not ask specific knowledge questions about climate because we do not have baseline data.



We can ask about other issues, for example, if they have taken certain actions against climate change for the first time after the conclusion of the Assembly?

# How to evaluate its impact? Challenges

## MEDIA / SOCIAL MEDIA ANALYSIS



### Strength:

- Impact on broader public
- It does not require to collect baseline data previously -> It can be gathered afterwards
- Vast amount of information available

### Challenges as external evaluator:

- The external evaluator does not usually have the **login details of the website and social media accounts**
- Information needs to be systematized -> coding process
- Automated content analysis is not recommended -> manual coding process (qualitative approach needed)

### How was in the Spanish CCA?: database with **350 entries** in digital media

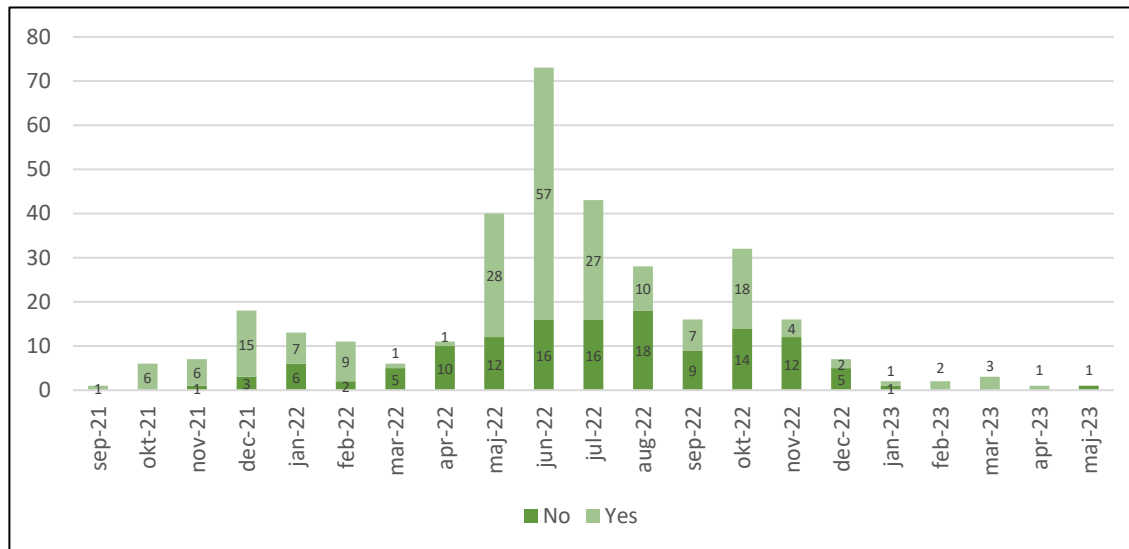
- Challenges: We did not have the login details
- Partial solution:
  - ✓ We obtained the clipping press from the CCA communication team
  - ✓ We used different apps to complement the data (Semrush, BuzzSumo, etc.)

# How to evaluate its impact? Preliminary results

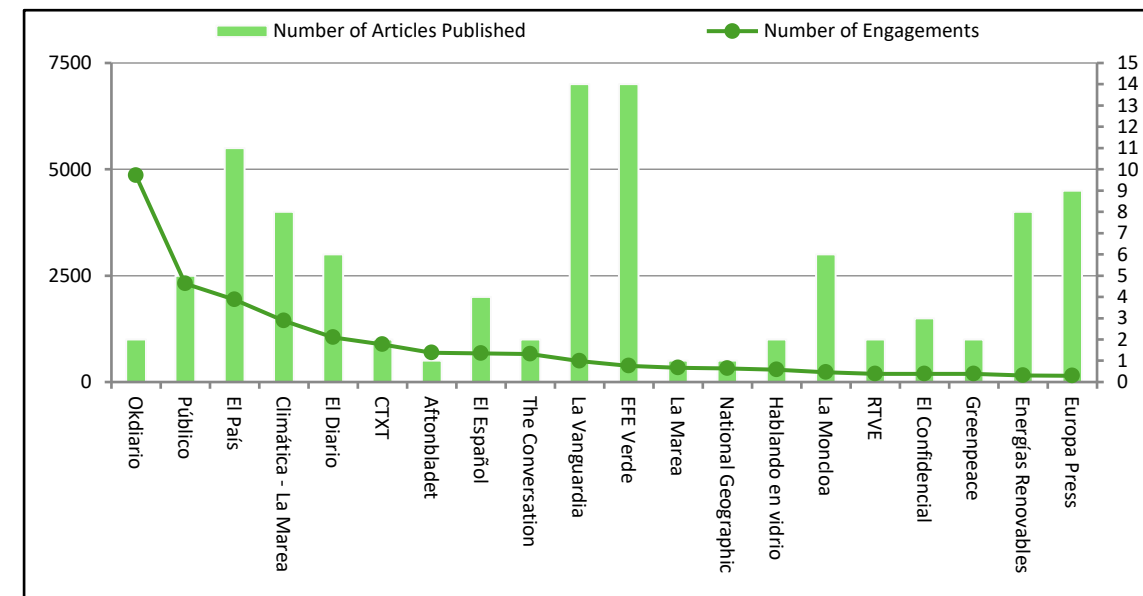
## MEDIA / SOCIAL MEDIA ANALYSIS

Database Variables		
Contextual Variables	Content	Social media engagement
V01. Publication date	V06. Is CCA the main topic? Yes / No	V09. Facebook: nº likes
V02. Title		V10. Facebook: nº shares
V03. URL	V07. What is the main topic? Open coding	V11. Twitter: nº shares
V04. Media outlet (name)	V08. How is CCA presented? Open coding	
V05. Media type		

Media coverage and the main topic of the entry



How the articles written about the climate assembly have been shared and interacted with on social platforms.





# Thanks

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