

Final Evaluation Report “Public Pulse” project

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I. EXECUTIVE SUMMARY

Public Pulse Project is a continuation of Kosovo Early Warning System (KEWS) and continued to work on research and analysis of pertinent issues as well as tended to serve as a watchdog initiative that would constructively engage the Government of Kosovo and Public Institutions. The objective of the project is to increase the communication between public and democratic institutions regarding pertinent issues highlighted by biannual research. Sub-objectives are the following: increase the awareness of democratic institutions on pertinent problems as perceived by people, and increase the responsiveness of institutions toward public demand. The project outcomes are: six (6) biannual "Public Pulse" Reports prepared and published, and six (6) Action Papers addressing important issues prepared in cooperation with Kosovo institutions. The overall objective of the evaluation was to make an assessment on the impact of the project on the ground, as well as to investigate and evaluate the overall importance and demand for the Public Pulse reports and Action Paper documents among the stakeholders.

The evaluation report attempted to answer questions varying from the fulfilment of objectives, to the level of credibility, utilization and impact. The focus was on the Public Pulse reports, the most important product of the project, looking at the methodology, questionnaire, contents, etc. With regards to outputs, the project is believed to be a credible and permanent instrument of facilitating the communication between public and institutions. As a result, the impact analysis suggests that the project was influential to a certain level, though greater impact could be achieved adapting few changes given in the recommendations section. In terms of relevance the Public Pulse reports fed the intellectual, academic and professional debate and argumentation regarding specific public policy issues in Kosovo. Being a story of sustainability in itself, the project needs to reconsider this issue by a process of reviewing the methodology and contents, developing a proactive PR strategy and assessing the impact of the reports.

The following are the specific findings of the project evaluation: reports are considered to be a source for the general information and they enjoy a considerable level of credibility; general indicators suggest that the reports are used by: media, think-tanks, non-governmental organizations, state institutions, international organizations, students and scholars; reports offer a credible picture on the political, economic and security situation; reports that are considered similar to Public Pulse are not considered replications, but rather an opportunity to compare data; methodology of reports is generally considered a credible one, although there is a need to provide detailed information; reports not always offer a detailed picture on the respective issue, sector, policy area, work of institutions; reports have left out many relevant issues of public policies; language of the reports is considered to be too technical and balancing; reports had some impact on improvement of the work of state institutions; biannual publication of the reports has produced daily media reports; general language and interpretation of the findings limit journalists to generalized stories on the developments; there is an evident lack of public reaction by the state institutions that followed the publication of the results; reports are considered to be effective tools of pressure for the state institutions by civil society organizations; public advocacy remains sporadic due to the lack of a permanent PR and dissemination strategy; there is a need to regularly update the reports reflecting new developments; dissemination of the reports not always utilizes all communication channels.

Public Pulse reports are credible sources of information in regards to the public satisfaction with the work of state institutions. They have triggered greater public advocacy and pressure, as the reports fed the intellectual, academic and professional debate. With regards to meeting its main objectives and two sub-objectives, the project has had an impact on increasing communication between public and institutions. The project is believed to help in increasing the awareness of state institutions on pertinent

problems as perceived by people. The project products were launched in public events, receiving wide media attention and coverage, which helped in maintaining project's visibility and credibility. From a project management perspective, Public Pulse is considered a positive example.

The following are the recommendations:

- A process of consultation with the most frequent users of the Public Pulse reports (media, think-tanks, NGOs, international organizations, etc.) to ask for feedback and suggestions on the reports' content, usefulness, research methods, data and structure,
- Coordination with other existing opinion poll surveys that are conducted by different parties, to exchange experiences and explore ways of complementing one another,
- Strengthening of analytical element of the reports, by inviting analysts/experts to interpret findings and write up analysis for each report chapter,
- Keep on adding new questions/issues in the questionnaire that would deepen the understanding of the situation in the areas covered and include areas and issues that are left out,
- A reactive tool to current development, either by including new questions to the regular biannual survey or designing ad-hoc surveys in between reporting periods for the specific political, economic and security developments,
- Development of a tracking mechanism (e.g. subcontracting a company/organization) to assess the impact of the reports on level of improvement of the work of state institutions,
- Continuing the production and publication of materials that would keep reports actual during the period between two reports (op-eds, comparative visualized data, policy briefs, etc.), which are to be published through public discussion events,
- A new PR and dissemination strategy (existing reports and new products) that will target the stakeholders more effectively, as well as engage them permanently in the research, analysis and publication of project products,
- Production of a retrospective report of the PP surveys (formerly EWS) that would encompass the ten years of permanent data collection and assessment of public opinion, and
- In a foreseeable future, to consider the spinning off of the project to a credible and professional local organization.

II. THE EVALUATION

Introduction

The overall objective of the evaluation was to make an assessment on the impact of the project on the ground, as well as to investigate and evaluate the overall importance and demand for the Public Pulse reports and Action Paper documents among the stakeholders. The evaluation report attempted to answer questions varying from the fulfilment of objectives, to the level of credibility, utilization and impact. The focus was on the Public Pulse reports, the most important product of the project, looking at the methodology, questionnaire, contents, etc. The scope of the evaluation incorporates the following categories of analysis: Impact: project's overall impact as a source of information, as well as its particular impact on the work of relevant institutions and organizations, Relevance: project's contribution and influence to the government's plans and policy making processes, cooperation with relevant institutions, methodology in place and the feedback from the stakeholders, and Sustainability: the lessons to be learned from the project and the practical suggestions for the sustainability of the intervention.

Methodology

The following evaluation methods were applied: a. desk reviews of relevant document, b. interviews with project team, partners, stakeholders and beneficiaries, and c. consultation, briefing and debriefing sessions with project staff:

- *Desk review of relevant documents* – The initial phase of the evaluation task was spent studying and analyzing the following documents: Project document, project reports, biannual Public Pulse reports, Action Paper documents, Public Pulse Fast Facts, Annual Work Plans, UN Common Development Plan for Kosovo 2011-2015, Kosovo Program Action Plan 2011-2015, media coverage on project activities, project budget, international reports, etc,
- *Interviews with project team, partners, stakeholders and beneficiaries* – After a careful scanning of the relevant documents, a round of interviews was conducted with the key informants: journalists, think-tank professionals, NGO activists, international organization staff, and state institutions employees,
- *Consultation, briefing and debriefing sessions with project staff* – project staff received regular updates on evaluation progress. In addition, briefing and debriefing sessions were held on case by case basis.

Evaluation questions

The evaluation was conducted around the following questions concerning the project specifically:

- Were the project objective and outputs achieved? What are the factors (positive and negative) that affected the accomplishment of the outputs?
- Were the activities to achieve the outputs effective and efficient? How well the activities were planned and implemented?
- Were the project and its concrete products an important source of information for the relevant stakeholders?
- What is the level of credibility of the projects and its concrete products, as well as their frequency of use the target groups?
- Were the Action Paper documents relevant and influential for the work of respective state institutions?
- Was the methodology used by the project effective and credible and were the reports encompassing all relevant issues of the society?

- Were the Public Pulse reports influential in general sense, as well as in the work of respective sector / institution (organization)?
- Were the content and the language of the reports satisfactory and which were the targets of the reports?
- What are the necessary modifications that need to apply (*methodology, issues treated, questions of the questionnaire, the language of the reports, publication and dissemination strategy, targeting groups, etc.*)?

About the project

The objective of the project is to increase the communication between public and democratic institutions regarding pertinent issues highlighted by biannual research. Sub-objectives are the following: Increase the awareness of democratic institutions on pertinent problems as perceived by people, and Increase the responsiveness of institutions toward public demand. The project outcomes are: Six (6) biannual “Public Pulse” Reports prepared and published, and Six (6) Action Papers addressing important issues prepared in cooperation with Kosovo institutions.

The following activities were undertaken:

- Establishment of Project team,
- Establishment of joint Peer Review Committee,
- Preparation of questionnaire,
- Opinion polls,
- Preparation of fast facts from opinion poll results,
- Follow up research with focus groups and other qualitative methods,
- Preparation of Public Pulse Reports,
- Publication of the Public Pulse Reports,
- Biannual Peer Review Committee meetings, and
- Activities regarding Action Paper documents.

Context (from EWS to PP)

The Kosovo Early Warning System project was initiated by UNDP in 2002 and continuously supported by U.S. Agency for International Development (USAID). The development objective of the KEWS was to build the capacity of local leadership to foresee potential crises, and to design crisis prevention policies based on the findings of the KEWS Reports. The new Public Pulse Report lifts the analysis from early warning and conflict prevention, to democratic dialogue and monitoring of institutional stability. Through this biannual analysis and related debates the Project hoped to increase the communication between public and democratic institutions. As an innovation in this report 3 new indices were developed, the Democratization Index, the Economic Confidence Index, Education Index, Social Distance indicator, Trust in security institutions index and Public Participation Index. Public Pulse has come in a specific momentum of Kosovo moving from mere security and stability paradigm, to institutional development and governance reform. As the figures of the reports indicate, citizens concerns shifted to daily life socio-economic and governance issues. The Action Paper documents of the project applied this logic, considering the relevance of working directly with state institutions in assisting their reform efforts.

III. ANALYSIS

Outcome and output analysis

The objective of the project is to increase the communication between public and democratic institutions regarding pertinent issues highlighted by biannual research. Being a follow-up of the Early Warning System project, the Public Pulse is believed to be the most credible and permanent instrument of facilitating the communication between public and institutions with regard to measuring the overall satisfaction with the performance of public institutions. The continuous measurement of public perception on the performance of public institutions has had an impact in making the institutions more responsive towards the public assessment.

Sub-objectives are the following: Increase the awareness of democratic institutions on pertinent problems as perceived by people, and Increase the responsiveness of institutions toward public demand. The level of satisfaction with key state institutions, political and economic situation and the feeling of security provided pertinent and permanent information for the democratic institutions in evaluating their policies and work in general. The trends projected over the years were a credible indicator for the respective institutions to increase their vigilance towards public perception on the issues of political stability and economic development. Although it is quite difficult to accurately measure the responsiveness of these institutions toward public demands, it is believed that the data produced by the Public Pulse reports played a role in assessing the situation and designing intervention measures by the institutions.

The project outcomes are: Six (6) biannual “Public Pulse” Reports prepared and published, and six (6) Action Papers addressing important issues prepared in cooperation with Kosovo institutions. The project so far has produced six Public Pulse reports and three Action Paper documents (two AP documents are due to be published by the second half of 2013). The project activities were carried out in timely manner and respecting the Project Document and annual work plans of the project.

Impact analysis

Although the overall impact is difficult to be measured, it is believed that the Public Pulse reports had some limited impact on improvement of the work of state institutions. The project reports, drawing also on the legacy of Early Warning System previously, is considered to have increased communication between public and institutions. A clear evidence that comes out from the interviews is that the state institutions follow the reports regarding their public rating and support.

However, the project needs to continue assessing the impact of the reports on level of improvement of the work of state institutions. There is an urgent need to assess the impact in scrutiny, focusing on the main issues addressed by the Public Pulse reports, as well as the impact of the Action Papers into the work of respective target institutions. On the other hand, the respective evaluation report could be considered a first step to that, as it concludes that the project was influential to a certain level, though greater impact could be achieved adapting few changes given in the recommendations section. An indicative element of the reports’ impact is the lack of public reaction by the state institutions that followed the publication of the results that usually tend to be quite alarming on the current situation and negative on the performance of state institutions.

Relevance analysis

The project undoubtedly contributed to the evidence based public debate on relevant policy issues in Kosovo. The reports were a necessary tool to permanently measure the performance of public institutions and provide the media, civil society and general public with a credible instrument of public advocacy and pressure. In specific terms, the reports fed the intellectual, academic and professional debate and argumentation regarding specific public policy issues in Kosovo. In addition, it helped state institutions develop a sense of responsiveness towards public demand.

The Public Pulse reports gained a considerable reputation among different stakeholders. The reports and their findings are used and quoted in academic papers, published in international journals. In addition, many school thesis (MA and PhD) of international students researching about a specific issue in Kosovo refer to Public Pulse findings when providing background information about the political, economic and security situation in Kosovo. Regarding media, the reports are quoted both by Kosovar media (electronic and print) and international news agencies. Several Kosovo think-tanks use Public Pulse reports in their policy papers, either as background information to their analysis or to back certain positions and policy options that they advocate for. There is an increasing use of Public Pulse reports and findings by international organizations as well, among which: International Crisis Groups, International Policy and Leadership Institute, Freedom House, Konrad Adenauer Stiftung, Friedrich Ebert Stiftung, IKV PAX Christi, European Center for Minority Issues and others. There are evidences that Kosovo state institutions do also refer to Public Pulse reports, an example being the Annual Report of the Ombudsperson.

A number of challenges remain however. The Public Pulse reports are not always making the news during the period between their publications. When they catch media attention, the reporting is usually technical in nature, providing data and trends, but not always provoking critical analysis and interpretation. Looking at the analytical, policy and academic papers, the reports are not quoted beyond general figures and data of political, economic and security situation. Clearly, there is a missing link between the Public Pulse reports and stimulating new debates, policy papers or other documents, based solely on the published findings. On the other hand, The Action Paper documents, being a non-monetary contribution to the state institutions, face structural challenges in entering the agenda of respective institutions, which usually commit in the process, but fail to implement the recommendation properly (APJK being a concrete example). The project has managed to establish a certain level of communication and cooperation with stakeholders (state institutions, media, think-tanks), but there is still to be done for an effective and sustainable process of result oriented partnerships.

Sustainability analysis

The Public Pulse project, the follow-up of Early Warning System, considering its decade long performance, is already a story of sustainability. It owes its credibility partly to its endurance, permanence and resistance, becoming the only source of information in Kosovo that could project decade long trends in political, economic and security issues. There are of course several challenges that need to be addressed in order to ensure its continuation and impact in the future. These challenges are highlighted in the section of findings below, which in addition to the conclusions and recommendations are produced as part of this evaluation process.

During years 2011, 2012 and half of 2013, the Public Pulse project has successfully accomplished most of its activities, producing six public pulse reports and three action papers (two actions papers are to be

launched during the second half of 2013). In terms of sustainability, the project is closing its three-year implementation period successfully, leaving space for an upcoming phase.

In this sense, the main issues of sustainability that need to be addressed include:

- Reviewing of the Public Pulse reports' content, inclusion of new issues, specifying of existing issues, and developing a responsive mechanism to address new challenging developments,
- Developing a proactive PR and dissemination strategy that fills the time gap between the two reporting periods of the findings,
- Assessing the impact of Action Paper documents with regards to the implementation of their recommendations by the targeted state institutions.

IV. SPECIFIC FINDINGS

The following is a summary of the findings from the evaluation, each explained in short paragraphs:

- *Reports provide a general sense of the situation*
The Public Pulse reports are considered to be a source for the general information. They provide an overall picture of the current political, economic and security situation of the country, thus allowing the receiver of the information to create a general sense of the situation and it is mainly used to feed the policy debates with relevant data on the public opinion and perception regarding these issues;
- *The level of credibility is satisfactory*
The Public Pulse reports enjoy a considerable level of credibility among the relevant stakeholders. This is mainly due to the fact that it is carried out by the UNDP Kosovo as well as due to its permanence (a continuation of EWS).
- *Reports are utilized by different stakeholders and for different purposes*
The scale and frequency of usage of the reports is difficult to be measured accurately. However, there are some general indications, which suggest that the reports are used by:
 - o Media – usually to report on the day of its publication and from time to time to produce news stories about the public satisfaction with key state institutions,
 - o Think-tanks – use the information in their reports (policy products) in the parts describing the background situation, as well as to back their policy options and recommendations on certain issues,
 - o Non-governmental organizations – to conduct background analysis and to provide a credible justification for project proposals and the need to undertake a certain action,
 - o State institutions – who usually follow the trends of public satisfaction with the institutions, assess the public reaction on sectoral issues of their responsibility and shape their relations with the public and third parties,
 - o International organizations – to assess the overall political and security situation and to feed their reports assessing the situation in specific areas in Kosovo, as well as for project and programme evaluations, and
 - o Students and scholars – who utilize the Public Pulse data and findings in their schools thesis and academic papers;
- *Permanency is the niche of the Public Pulse*
In the absence of other and permanent sources of information regarding the situation in Kosovo, Public Pulse reports are considered relevant sources of general information, offering a credible picture and trends regarding political, economic and security situation in the country;
- *The similar reports provide a chance for comparison and discussion*
The existing reports that are considered similar to Public Pulse (Kosova Center for Security Studies and Safer World), although intersect in certain areas, , are an opportunity to compare and discuss data. In addition, the reports could complement each other, by exchanging experiences,
- *Methodology considered credible*
The methodology of Public Pulse reports is generally considered a credible one, although there is a need to provide detailed information on the research methods. In general, there is a lack of

transparency regarding the cycle of the work from the moment of receiving survey data up to the day of their publication (feedback, focus groups, triangulation, verification of quantitative data, interviews, etc.),

- *Reports lack the relevant insights on issues covered*
Although the issues treated in the reports are considered relevant, there is a prevailing opinion that they are general to an extent and not always offer a detailed picture on the respective issue, sector, policy area, work of institutions, etc,
- *Reports need to incorporate new relevant issues*
Besides the concern regarding the general nature of the presented issues, it was noticed that the reports have left out few relevant issues of public policies. These issues are essential to the overall functioning of National Integrity System of Kosovo, thus are considered quite relevant in drawing a more realistic picture of the overall situation in the country,
- *The language of the reports is too technical and descriptive*
The language of the reports is another aspect of discussion, as it is considered by researchers and journalists as technical in nature, which notice an attempt to describe the findings in a balanced and politically correct manner. Since the descriptive analysis of the findings is a task that could be easily provided also by the contracted company, it is expected that the reports should have an added value, namely a stronger, more focused, effective and analytical/critical language,
- *Reports had a certain impact on the work of institutions*
Although the overall impact is difficult to be measured, it is believed that the Public Pulse reports had some limited impact on improvement of the work of state institutions. The institutions have reported to follow the reports, especially on the parts of satisfaction with and rating of certain public offices,
- *Media reports on the days of publication of reports*
The biannual publication of the reports, with limited follow-up in between two publication periods, has produced daily media reports, which mainly tackled issues of public satisfaction with the state institutions, security situation, economic trends and perception of corruption,
- *Journalists find difficulties in digging deeper into the issues*
In addition to their time dynamics, the general language and interpretation of the findings in the reports pose difficulties for the journalists, limiting them to the reporting of generalized information on the issues covered,
- *Institutions usually do not react on the findings*
An indicative element of the reports' impact is the lack of public reaction by the state institutions that followed the publication of the results that were alarming development trends on the performance of the respective institutions,
- *CSOs consider reports an effective advocacy tool*

Public Pulse reports are considered to be effective tools of pressure for the state institutions by civil society organizations, which have sporadically used the findings to criticize the work of respective institutions in their areas of work,

- *CSO advocacy remains sporadic*

The civil society organizations' public advocacy remains sporadic mainly due to the lack of a permanent PR and dissemination strategy that would keep the opinion and the relevant organizations engaged. A number of CSOs also report the lack of utilization of the reports, considering them only as a source of information for their general knowledge and not necessarily for specific projects or researches,

- *Targeting of the reports is considered relevant*

There is a general perception that the Public Pulse reports should continue to target civil society organizations, think-tanks, academia, media, international organizations and state institutions. The respective groups are considered natural targets of such reports and findings, as in addition to its purpose of drawing the current picture of political situation, the reports are utilized on professional work of the respective groups,

- *Current developments should receive space in the reports*

In addition to further specifying the issues treated by the reports, there is a need to regularly update the reports with new public debate issues and developments, to include additional areas of policy making, as well as moving from a descriptive to a more analytical/critical language. In the course of time, due to the same issues covered and reported, the Public Pulse reports could face a fatigue of repeatedly reporting on the same issues only. The new questions that make to the questionnaire need to be reflected in the reports, as there is a prevailing perception that Public Pulse keeps on researching the same issues over the time,

- *New issues to be included (considered)*

Several issues were mentioned as areas that are not covered by the reports: Media, Education, Health, Environment, Foreign policy, Workers' rights, etc. These issues are collated to the ones covered by the reports, but it is believed that without them, the reports would not be able to offer a holistic picture of the current situation. The reports should find a proper balance between inclusion of new questions/issues, as well as digging deeper into the analysis of the issues covered,

- *The need to move from early warning to responsive approach*

In addition to its periodic dynamic of publication, it is believed that Public Pulse reports lack a reactive approach to the new political, economic and security developments in the country, such as: views on dialogue and agreement between Kosovo and Serbia and the practical implementation of the agreements, privatization of public enterprises (PTK), north and escalation of security situation, causes of the lack of trust and satisfaction with the work of judicial institutions, etc.

- *Dissemination does not utilize all existing channels*

The dissemination of the reports not always utilizes all communication channels and means, as many express concerns about the inability to read the reports on timely manners. The reports are usually accessed through the web-site and retrospectively, thus not always reaching the targeted audience on time.

- *Action Papers are considered relevant, but the impact is still to be seen*
Action Paper documents, being a non-monetary contribution to the state institutions, face structural challenges in entering the agenda of respective institutions, which usually commit in the process, but fail to implement the recommendation properly,

V. CONCLUSION AND RECOMMENDATIONS

Public Pulse is a unique project in Kosovo. In addition, it derives from a previous permanent tool for measuring public opinion, making the project a story of permanence and sustainability. Public Pulse reports are credible sources of information in regards to the public satisfaction with the work of state institutions. The reports and their findings receive certain media attention, and at the same time become references of the think-tanks. By measuring permanently the performance of public institutions, Public Pulse triggered greater public advocacy and pressure, as the reports fed the intellectual, academic and professional debate and argumentation regarding specific public policy issues in the country.

With regards to meeting its main objectives and two sub-objectives, the project has had an impact on increasing communication between public and institutions. It is evident that state institutions do follow the reports as a credible source of information regarding their public rating and support. Moreover, the communication gets stronger once civil society organizations (especially think-tanks) use Public Pulse reports and findings to advocate for certain policy option. In this sense, the project is believed has helped in increasing the awareness of state institutions on pertinent problems as perceived by people, as well as the responsiveness of institutions toward public demand.

The project so far has produced six Public Pulse reports and three Action Paper documents (two AP documents are due to be published by the second half of 2013). The project activities were carried out in timely manner and respecting the Project Document and annual work plans of the project. Local experts were regularly consulted and asked for feedback on the survey findings. The process of selection of target institutions for Action Papers was careful, professional and deliberate. The project products were launched in public events, receiving wide media attention and coverage, which helped in maintaining project's visibility and credibility. From a project management perspective, Public Pulse is considered a positive example.

There are clear indicators that the Public Pulse reports and their findings have equipped different institutions and reports with credible and systematic data on the pertinent issues over the last decade. Considering its credibility deriving from the professional research work and the high profile of its institutional authorship, Public Pulse has a potential of moving to another stage of operation and impact. The project has all necessary preconditions and resources to move from a source that feeds other reports and analysis, to the triggering force of new research and analysis. In parallel, and in accordance with the project rationale, Public Pulse should move from the early warning to a more responsive approach to current developments. Both new approaches will improve the actuality of Public Pulse reports, a permanent tool for increasing impact.

Although the project itself makes a story of sustainability, there are few adjustments and modifications necessary for a greater impact in the upcoming phases of the project. In short, the content of the reports should consider changes (issues, language), the PR and disseminations strategy should become proactive, and Action Papers' impact should be assessed. Public Pulse is a project and its reports a valuable source of information and there is a general consensus on the relevance and necessity of the project. However, there is also a need to address certain aspects of the project. The following recommendations are thought to provide a path to overcoming current challenges:

- A process of consultation with the most frequent users of the Public Pulse reports (media, think-tanks, NGOs, international organizations, etc.) to ask for feedback and suggestions on the

reports' content. The process would simultaneously offer a feedback of the utilization of Public Pulse reports and offer a space for the stakeholders to accommodate their suggestions in the research methodology,

- Coordination with other existing opinion poll surveys that are conducted by different parties, to exchange experiences and explore ways of complementing one another. There are two organizations engaged in similar research, Kosova Center for Security Studies and Safer World, which could be an opportunity for all public opinion assessment tools to complement and strengthen each other by organizing joint debates on use of data and research for policy making
- Strengthening of analytical element of the reports, by inviting analysts/experts to interpret findings and write up analysis for each report chapter. In addition to inviting the local experts' focus group to interpret the findings, the reports should invite credible experts to write report chapters. By doing so, the report chapters would transform from mere interpretative and descriptive texts to analytical and to some extent critical chapters that would trigger greater public debate and foster institutional reform,
- Continue with the practice of adding new questions/issues in the questionnaire that would deepen the understanding of the situation in the areas covered and include areas and issues that are left out. The following issues were mentioned during the interviews for this evaluation report: Media, Education, Health, Environment, Foreign policy, Workers' rights, dialogue and agreement between Kosovo and Serbia, privatization of public enterprises (PTK), north and escalation of security situation,
- A reactive tool to current developments, either by including new questions to the regular biannual survey or designing ad-hoc surveys in between reporting periods for the specific political, economic and security developments. A greater public and institutional attention could be attracted by making Public Pulse speak reactively to current developments. Such a reactive tool could build on the regular reports, the early warning tool, and would suggest concrete options for overcoming a respective challenge,
- Development of a tracking mechanism (e.g. subcontracting a company/organization) to assess the impact of the reports on level of improvement of the work of state institutions. The assessment should focus on the main issues addressed by the Public Pulse reports, as well as the impact of the Action Papers into the work of respective target institutions. The assessment should look at the fluctuations of the perceptions on pertinent issues, compare to the developments and situation in the respective time periods, compare the findings over the years and draw conclusions on the impact of the Public Pulse in the work of institutions,
- Continuing the production and publication of materials that would keep reports actual during the period between two reports (op-eds, comparative visualized data, policy briefs, etc.), which are to be published through public discussion events. Public Pulse reports receive occasional publicity by the media and public. The period in between should be filled with alternative publication tools (such as the info graphics and op-eds that were published so far) that will maintain project's publicity and consequently raise the opportunities for impact,
- A new PR and dissemination strategy (existing reports and new products) that will target the stakeholders more effectively, as well as engage them permanently in the research, analysis and

publication of project products. The strategy should include tools of reaching out to the public (several of interviewed claimed not receiving reports timely and regularly) and a clear frame of implementing them (social media channels). The strategy would foster the recognition of the project by the public at large, in addition to the conventional stakeholders, who are already familiar with the project and use its products,

- Production of a retrospective report of the PP surveys (formerly EWS) that would encompass the ten years of permanent data collection and assessment of public opinion on the pertinent issues in the country. The report would look at the dynamics, trends and fluctuations of public perceptions during a decade and could be followed by a numerous publication products: the comprehensive retrospective report, sectoral reports, policy analysis, data visualization, etc,
- In a foreseeable future, to consider the spinning off of the project to a credible and professional local organization. The maturing think-tank sector of Kosovo civil society could provide a safe and credible environment to accommodate the project in the future. Either one or a group of local think-tanks could bring an added value to the project, that would mean project's further investment to local ownership and sustainability.

References

Project documents

- Project document, Public Pulse
- Mid-term progress reports
- Annual Work Plans, 2011, 2012 and 2013

Project products

- Public Pulse Reports, 1, 2, 3, 4 and 5
- Public Pulse Fast Facts
- Action Plan documents, APJK, JCK and KK Prizren

Other sources, documents and reports

- News portals (Kosovo and international media)
- Policy papers of Kosovo think-tanks and NGOs
- Policy papers of international organizations

Interviews

- Trendeline Dreshaj, Office of Prime Minister
- Florian Qehaja, Kosova Center for Security Studies
- Faik Hoti, Ministry of Health
- Edona Peci, Balkan Investigative Reporting Network
- Bashmir Xhemaj, KohaVision
- Jeton Mehmetaj and Agron Demi, GAP Institute
- Ruzhdi Rexha, Municipality of Prizren
- Majlinda Aliu, Radio Televizion of Kosovo
- Fisnik Korenica, Group for Legal and Political Studies
- Shpend Kursani, KIPRED Institute
- Florina Duli, Kosovar Stability Initiative
- Mrika Tahiri, Kosovo Privatization Agency
- Fisnik Rexhepi, Ministry of Interior
- Fjolla Ceku, European Union Office in Kosovo
- Arben Ahmeti, former Association of Professional Journalists of Kosovo
- Pellumb Kallaba, MA Local Development
- Adem Gashi, Kosovo Law Institute
- Taulant Hoxha, Kosovar Civil Society Foundation
- Besnik Vasolli, Ministry of European Integration

Pending interviews

- Albert Avdiu, Kosovo Judicial Council
- Baki Kelani, Kosovo Police
- Visar Ymeri, Vetevendosje
- Burim Ramadani, Alliance for the Future of Kosovo
- Vjosa Osmani, Democratic League of Kosovo
- Arber Vllahiu, Presidency of Kosovo
- Urim Ahmeri, USAID Kosovo
- Mentor Shala, Radio Televizion of Kosovo
- Naim Rashiti, International Crisis Group
- Dardan Sejdiu, Vetevendosje
- Jusuf Thaci, Encompass
- Artan Venhari, Office of the Auditor General