

Multiple Framework Contract EAC/50/2009

# **Measuring the impact of the Europe for Citizens programme**

**DG Communication**

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This document is the final report of the study. It gathers the different productions of the study.

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# 1. Introduction

## The “Europe for Citizens” programme

Historically, the programme for promoting active citizenship has been launched by DG EAC in 2004-2006. This was mainly an administrative framework aimed at providing a legal basis for small actions undertaken in the area (twinning, support to NGOs, etc.).

Under the current programming period, Europe for Citizens is implemented by the Education, Audiovisual and Culture Agency Executive Agency (hereafter, EACEA), under supervision from Directorate-General for Communication (DG COMM). The programme has been carefully designed for continuing and extending activities aimed at closing the gap between citizens and EU Institutions. The programme helps promoting understanding between the Union and its citizens, seeks to deepen awareness of what it means to be a European, and assists in developing a sense of European identity.

DG COMM is now in the process of designing and implementing a new programme, for the 2014-2020 period, which objectives are mentioned in the table below. DG COMM aims to “increase the capacity of the Commission to set more firm indicators and subsequently be able to objectively, and more in detail, establish progress and impact”.

The objectives for 2014-2020 are presented in the table below:

**Figure 1: Objectives of the 2014-2020 Europe for Citizens programme**

2014-2020
<b>General objectives</b>
<ol style="list-style-type: none"> <li>1. Strengthen remembrance and enhance capacity for civic participation at the EU level</li> <li>2. Stimulate debate, reflection and cooperation on remembrance, EU integration and history;</li> <li>3. Develop citizens' understanding and capacity to participate in the EU policy making process and develop opportunities for solidarity, societal engagement &amp; volunteering at EU level.</li> </ol>
<b>Specific objectives</b>
<ol style="list-style-type: none"> <li>1. Support organisations to promote debate and activities on remembrance, European values and history;</li> <li>2. Support organisations of a general European interest, transnational partnerships and networks to promote citizens' interactions on EU matters;</li> <li>3. Horizontal dimension: Analysis, dissemination &amp; valorisation of project results through internal and external activities.</li> </ol>

## The assignment

This study deals with the issue of the results and impacts of the programme and of their measurements. The expectations were the following:

### 1. Finalising the evaluation of the previous generation of programme

A first aspect was to conclude the evaluation of the current programme by a final survey of the participants to the funded projects. The survey aimed at delivering figures that are comparable to what has been produced before, in a perspective of continuity.

### 2. Discussing the monitoring indicators for the next programme

In the framework of the Result-based management procedures of the European Commission, DG COMM needs to propose performance indicators that can be used to monitor the attainment of its objectives. This is a mandatory step in the process for the programme to be validated. The aim of the study was to propose relevant indicators in that perspective.

### 3. Proposing an evaluation grid for the next generation of programme

Another objective of the assignment was to provide a comprehensive approach and system of indicators that could be used to assess the impacts of the Europe for Citizens 2014-2020 programme.

### 4. Exploring the final impacts of the programme

The last aspect of this assignment was to explore the question of the final impacts of the programme and in particular the evaluation of the number of direct beneficiaries and indirectly reached people.

## Implemented method and tools

The study was carried out by a team of consultants of Eureval (a French consultancy company specialised in Evaluation of public policies) and PPMI (a Lithuanian institute specialised in public policy and management) in an 8 months period, from September 2012 to April 2013.

In order to propose answers to the four points presented before, the team implemented the following set of tools:

- Inception interviews, within DG COMM and EACEA
- European level interviews (7)
- Reconstruction of the intervention logic of the programme
- Survey to individuals (project participants – 1715 answers)
- Focus group with the National Contact points (23 participants)
- Monitoring indicators set up
- Production of the evaluation grid
- Delphi survey
- Survey to organisations (project coordinators – 237 answers)
- Lessons about the surveying strategy for the future

## 2. Finalisation of the evaluation of the 2007-2013 programme

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During mail survey of participants of Europe for Citizens events, implemented in year 2009, difficulties in reaching substantial amount of responses were faced. Therefore web-survey method was offered as an alternative method for implementation of the Europe for Citizens survey 2012.

In order to have possibility of comparative data analysis questionnaire of the previous survey was used as a basis for this survey. The questionnaire used in year 2009 was shortened to minimise time spent on answering to the questions. Some minor changes to formulations of the questions were also introduced. Changes were based on discussions during the inception period and recommendations of authors of the report of 2009 survey. These changes improved the quality of the responses without affecting comparability of the data. The final version of the questionnaire was translated into Czech, English, French, German, Greek, Hungarian, Italian, Lithuanian, Polish, Romanian, Spanish and Swedish languages.

The survey was launched on 28<sup>th</sup> of November. 1715 answers to the questionnaire were collected. The strategy chosen for dissemination of the survey questionnaires proved to be successful – the final amount of responses is 2.3 times higher compared to the amount of the responses to the mail survey performed in 2009.

The following pages present an extract of the survey analysis, focusing on the impacts data. The **full survey report is provided in appendix**.

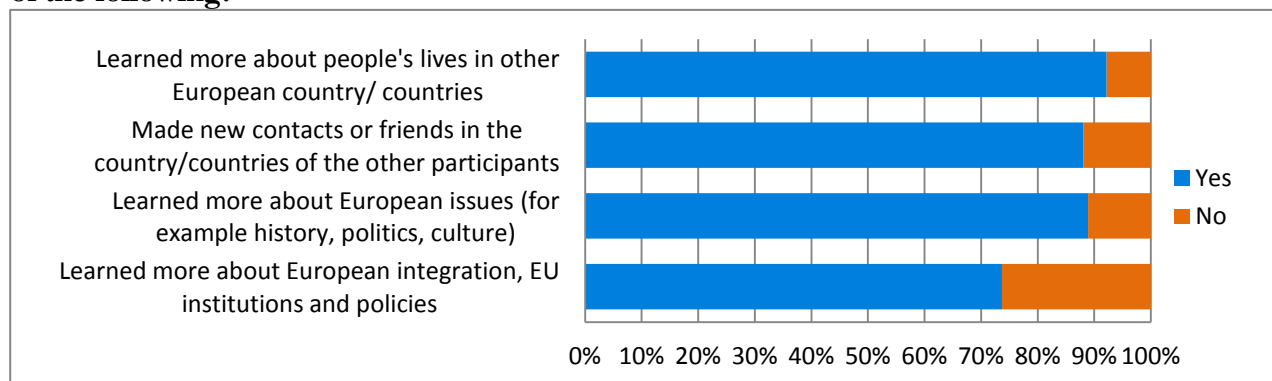
### Analysis of the answers to the evaluative questions

The figures provided in this section are illustrating the answers to the questions, which show the values of the main indicators. The first group of these indicators is related to the content of the event and personal benefits of participation in the event. It shows different groups of topics usually covered during Europe for Citizens events and also shows what influence it had on knowledge of participants (see Figure 7).

#### Topics of to the event

Survey results show stronger personal benefits from participation in the event compared to the survey of 2009. Approximately 5% more respondents state that during the event they have received the following benefits - made new contacts (88.1%), have learned more about EU (73.7%), have learned more about European history, politics and culture (88.9%). Learning more about people's lives in other European countries remains the most mentioned benefit of participation in the event (92.2%) and remained relatively stable (decreased 2%, which is less than an error of this survey).

**Figure 7. Answers to the question 3. As a result of attending this event did you do any of the following?**



Most of the respondents gave a very positive evaluation of the influence of participation in the event. However there are some differences how this question of the survey was addressed by different groups of respondents. Participants of twinning events more often made contacts with participants from other countries. They also learned more about life in other countries. Participants of events of active remembrance more often learned more about European history and culture. These differences are not unexpected and merely represent specifics of the actions.

Survey data shows that event participants from southern countries and new member states are 3% more likely to make new contacts during the event. Respondents, which have been involved in organising the event, tend to be more positive about the influences of participation in the event. It is especially the case speaking about new contacts made with participants from other countries (organisers made new contacts 8% more often compared to other participants). However these differences do not have any vital influence on the interpretation of change of general values of indicators compared to 2009. The overall positive increase in learning experience during the event would remain even if respondents, involved in organising the event, would be removed from the analysis.

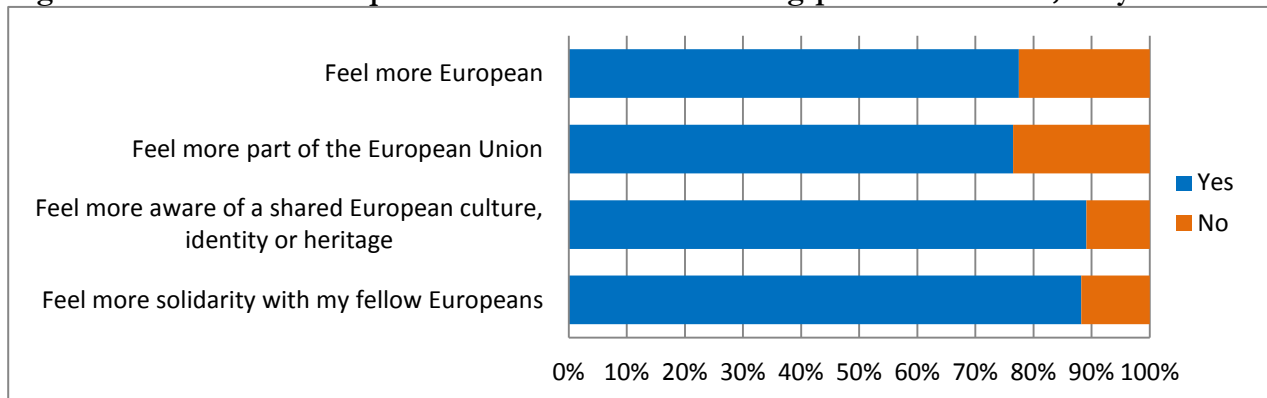
### Effects on perception and identity

The next group of answers to the survey combines most important indicators for the monitoring of the results of Europe for Citizens programme. It summarises the effects of participation in the event on strength of European identity. During previous surveys it was operationalized as increased feeling of „Europeanness“ experienced by the participants of the event. In general 77.5% of participants of the events agreed that as a result of participation in the event they feel more European. This is 3% more compared to the results of 2009 survey. This indicator is followed by other indicators specifying the change in identification with Europe. Survey data shows that as a result of taking part in the event 76.5% of the respondents feel more part of the European Union, 89.1% feel



more aware of European culture, identity and heritage and 88.2% feel more solidarity with other Europeans. All of these results have increased by 6% compared to the results of 2009 survey. This comparison of the data shows positive developments of the programme results.

**Figure 8. Answers to the question 4. As a result of taking part in this event, do you:**



Survey data reveals that the participants of twinning projects strengthened their European identity most. 81.8% of them agreed that as a result of taking part in the event they feel more European. The values of this indicator for participants of civil society events and active remembrance events are around 67%. However participants of active remembrance events were most positive about influence of the events on their awareness of shared European culture, identity and heritage (93.2%). These differences of influence of participation in different types of events can generally be explained by thematic focus and different objectives of the events as well as size and type of the audiences.

Data suggests that age of the participant has a positive influence on strengthened sense of European identity after participation in the event. It is especially well reflected in the answers about feeling more European and feeling more part of European Union. Respondents above age of 55 tended to agree more often that as a result of participating in the event they feel more European and more part of EU. There are also significant differences in answers to this question when it comes to different countries of residence of the respondents. For example respondents from new member states were more likely to agree that participation strengthen their feeling of being European and increased awareness of shared European culture. Respondents from northern countries were less likely to agree that after participation in the event they felt more part of the European Union. Respondents from southern countries were more likely to agree that participation in the event strengthened their feeling of solidarity with other Europeans. Similarly to the question about topics and personal benefits of the event respondents, involved in organisation of the event, were generally more positive about the influence of participation in the event on their sense of European identity. However this did not

have major influence on general value of indicator, which was compared to the value of 2009.

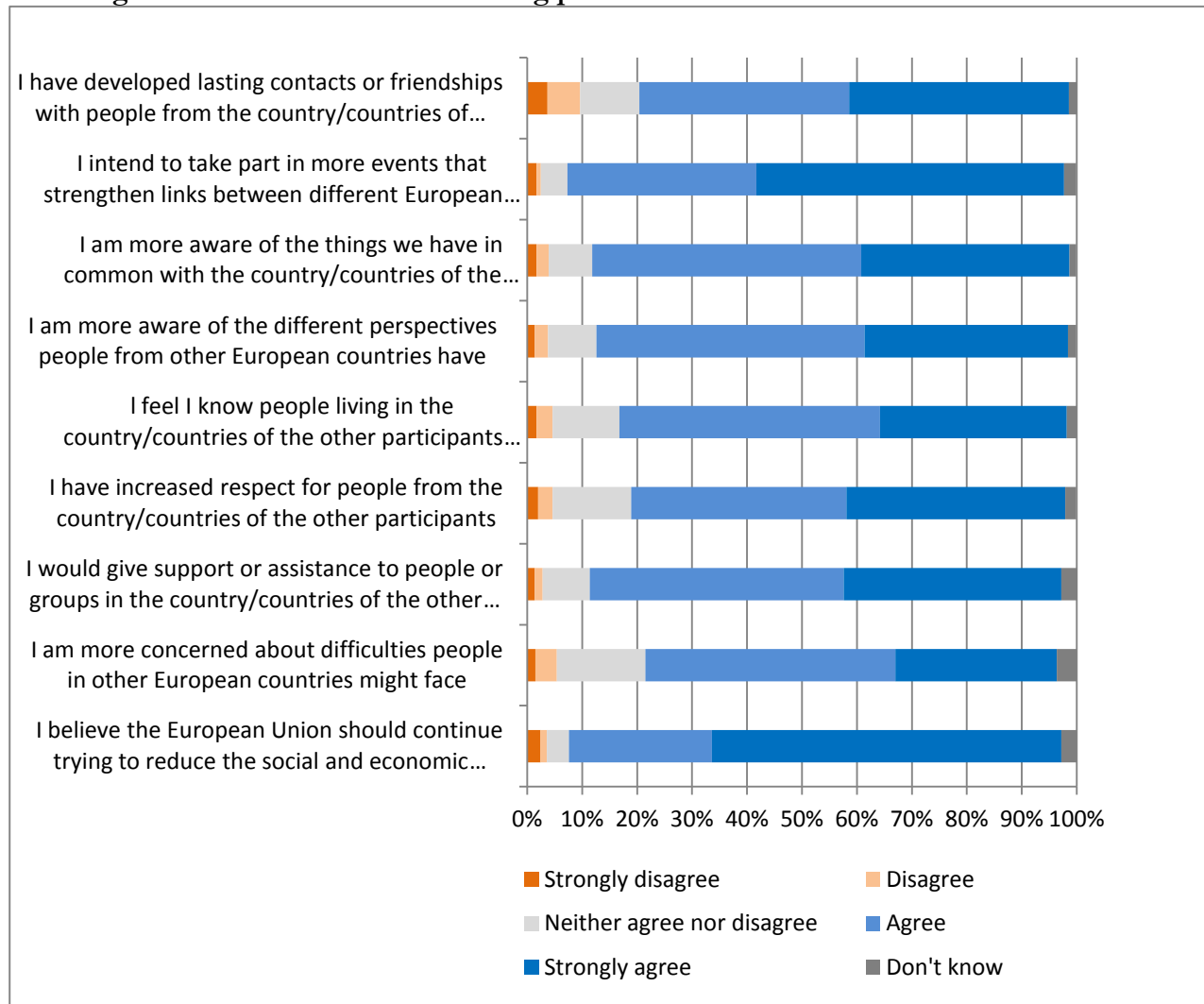
### Other effects of participation in the event

Figure 9 shows the answers to the questions, which elaborate more on the effects of participation in the event. They show how participation in the event has contributed to mutual understanding and trust among participants. The answers are also provided using a wider scale than the answers to previous questions. This enables to have finer detail of perceptions of the respondents.

Generally speaking respondents were highly positive about the effects of participation in the event on their awareness and overall understanding about life of people in other European countries and their increased sense of solidarity. The first two indicators show that 78.2% of respondents developed lasting contacts of friendships during participation in the event and 90.4% intend to take part in more events of similar nature. These answers show sustainability of the results. Positive effect on making new contacts was more often mentioned among participants of twinning events and also participants from new member states. Intentions to participate in other events were evaluated in a similar way among all groups of respondents, but participants of twinning events were again somewhat more positive. This trend is visible in all other answers to this question. It is especially visible in the answers related to mutual understanding.

Another group of the answers to this question shows increased awareness of the participants about people from other European countries and their lives. For example 85.8% of respondents agreed that after participation in the event they are more aware of the different perspectives of people from other European countries. 79.0% stated that they have increased respect for people from other countries. 81.4% stated that they know people living in the country of the participants better. Respondents from new member states were more likely to be more positive about the influence of the event on their awareness and understanding. “Knowing people from other countries better“ is the only indicator of this question with slightly lower value compared to survey 2009 (decrease in 3%). All other indicators were stable or improving.

**Figure 9. Answers to the question 5. How far do you agree or disagree with the following statements? As a result of taking part in this event...**

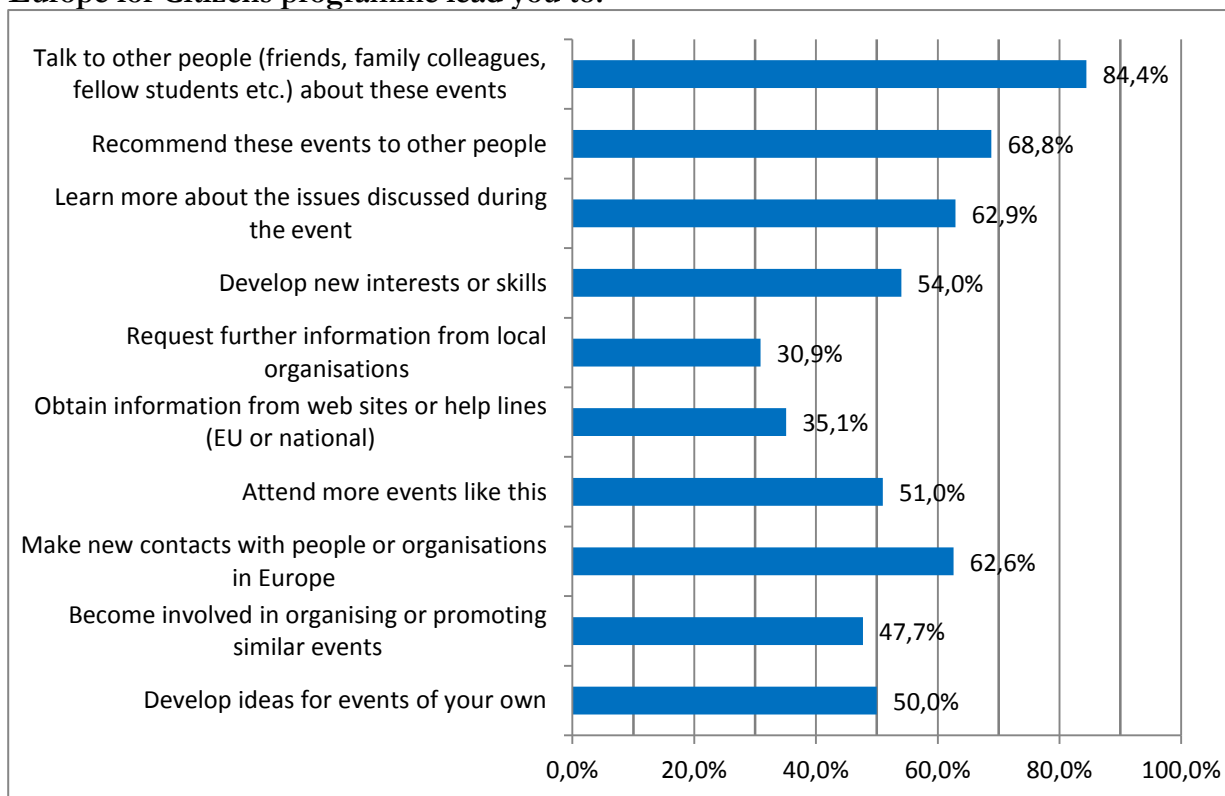


Answers to this question also show strengthened common identity and increase of solidarity among participants of the events. 86.9% of respondents state that after participation they are more aware of the things they have in common with people from other countries. 85.8% respondents would give support or assistance to people in other countries in case of a need and 74.9% were more concerned about the difficulties faced by people in other countries. Data reveals that respondents from new member states tend to get somewhat more concerned about difficulties faced by people in other EU countries than respondents from old member states. And respondents from southern countries are more concerned than respondents from northern countries. However all of these groups quite equally agreed (89.6%) that EU should continue trying to reduce the social and economic differences between European countries.

## Multiplying effects

Final group of answers shows the multiplying effects (or indirect benefits) of participation in the events financed by the programme (see figure 10). Data shows that participants were actively sharing their experience of the event with others (84.4%) and recommending it to other people (68.8%). Participants of the events also were learning more about the issues discussed in the events (62.9%) and made new contacts in Europe (62.6%). Around half of the respondents developed new interests or skills (54.0%), participated in similar events (51.0%), developed ideas of their own events (50.0%) or became involved in organising or promoting similar events (47.7%). Requests for further information from local organisations (30.9%) or websites and help lines (35.1%) were least frequent types of activities triggered by participation in the event.

**Figure 10. Answers to the question 8. Did attending event/events funded by the Europe for Citizens programme lead you to?**



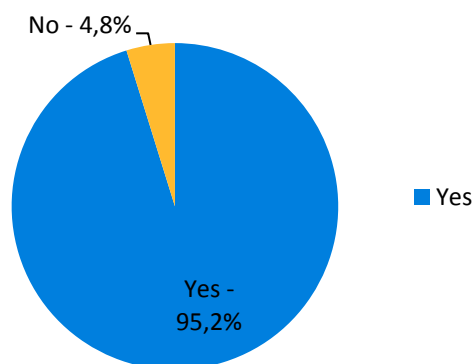
Changes in formulation of the question does not allow for direct comparison of these answers with year 2009. However the general trends of activities triggered by participation in the event and thus creating multiplier effects remain similar.

## Awareness of EU financing

Finally survey data showed that 95.2% of the respondents of the survey were aware of the fact that the event was financed by European Union (see Figure 11). Higher awareness could be expected from the people involved in organising events, because they are usually taking part in administrative arrangements. However awareness was also very high among respondents, who did not take part in organising the event. 94.3% of such participants

of the events were aware about EU financing. Awareness level was equal among the participants from different actions. Awareness level was somewhat lower in the age group of 16 – 24 with 89.1% aware about the EU financing. Awareness level was also somewhat higher among participants from new member states.

**Figure 11. Awareness of EU financing**



In general the data overview presented in this chapter shows improving results of Europe for Citizens programme. It also provides new comparative insights, which could be useful for further development of the programme. The comparative analysis was largely enabled by increased amount of responses gathered during the survey and a better coverage of different sub groups of general population of this survey.

### 3. Monitoring indicators for the next generation programme

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#### Our approach

DG COMM had developed a series of 15 indicators related to the specific objectives 1 & 2 of the Europe for Citizens 2014-2020 programme. Through a back-and-forths process with DG COMM, EACEA and the National Contact Points, the following final set of indicators was proposed.

Our approach has been the following:

- being as faithful as possible to the indicators already proposed by DG COM, while proposing changed names or definitions to reflect well the performance of the programme;
- keeping aside the evaluation indicators, which we detect in two ways: they relate to expected impacts of the programme, and they cannot be measured each year but rather once or twice between 2014 and 2020;
- proposing as much as possible indicators that can be used for both specific objectives, in order to be able to tell about the general performance of the programme rather than of its sub-sections.

These indicators have been discussed and amended in a meeting with 21 national contact points representatives that was held on December, 11<sup>th</sup> in Amsterdam. A DG COM officer and an EACEA representative were also present.

They have been further elaborated with DG COM during the steering committee held on 4<sup>th</sup> February 2013.

For each indicator we offer:

- a number;
- a name, which has to be clear enough to be understood even by someone who is not familiar with the programme
- a definition, which tells exactly what does the indicator measure and how it is calculated.

Note that we almost systematically proposed 2013 as a baseline for the next generation of programme. This point should be validated by DG COM.

You will find below a synthetic table presenting the indicators, and then a table for each indicator with its main features.

**Figure 12. Indicators table**

<b>Programme-level indicators</b>		
<b>#</b>	<b>Name</b>	<b>Definition</b>
1	Number of directly involved participants	Number of persons who participate actively to the funded projects (based on declarations of project holders)
2	Number of persons indirectly reached by the programme	Number of persons not actively involved in the projects who are affected by it via the dissemination of information by participants or by any other feedback of the projects (based on a multiplying coefficient)
3	Selectivity of the programme	Proportion of funded projects compared to the number of applications
4A	Quality of project applications	Evolution of the average score obtained each year by the applications.
4B	Quality of selected project applications	Evolution of the lowest score obtained each year by a retained project
5A	Attractiveness of the programme to newcomers	Percentage of first-time applicants to the programme
5B	Renewal of the beneficiaries	Percentage of project leaders selected for the first time compared to the total number of project leaders
6	Degree of partnership	Average number of types of stakeholders (as defined by typology) by project
7	Diversity of participating countries	Average number of Participating countries by project
8	Geographical coverage of the programme	Comparison between the percentage of projects selected per Member State as a lead partner or co-partner and the percentage of its population in the total population of the EU.

## Indicator 1

1	Number of directly involved participants
Definition	<p>Number of persons who participate actively to the funded projects.</p> <p>“Persons who participate actively” are:</p> <ul style="list-style-type: none"> <li>persons who contribute to the projects, e.g. by being involved in discussions, meetings, workshops, trainings, registered on an internet forum, etc. and are likely to be affected by them.</li> <li>Persons who attend a funded event (e.g. a seminar, a debate, a workshop)</li> </ul> <p>Persons who are touched by media communication activities (e.g. radio broadcast) are not considered as directly involved participants.</p> <p>Persons who are specifically hired to come at an event are not considered as directly involved participants (for instance, a public personality coming to attract more people at a debate).</p>
Use	<p>This indicator is useful to tell about the reach of the programme, especially when cumulated over the 7 years of activity.</p> <p>Note: Projects are not all expected to have a large reach; strong involvement of participants is difficult to combine with a large reach.</p>
Interpretation	It is expected to remain largely stable over the years.
Sources	<ul style="list-style-type: none"> <li>Project holders’ evaluation reports.</li> </ul> <p>The definition of “persons who participate actively” should be carefully enforced to obtain comparable figures from one project to another. Projects that report very high figures should not be taken into account without requesting additional information.</p>
Baseline	Will be based on 2013 survey
Target	7* baseline
Comments	<p>Due to the diversity of projects, the degree of involvement among participants is likely to differ widely. It would be interesting to have a break down of this indicator that would make a distinction between people actively involved in the realisation of the project output (either a debate, a documentary, production of a document, etc.) and persons who merely attend the events.</p> <p>It may be necessary to adapt the definition for less mainstream projects.</p>



## Indicator 2

2	<b>Number of persons indirectly reached by the programme</b>
Definition	<p>Number of persons not actively involved in the projects who are affected by it via the dissemination of information by participants or by any other feedback of the projects.</p> <p>This figure is calculated differently depending on the type of funded project:</p> <ul style="list-style-type: none"> <li>• For all projects involving face-to-face activities, this figure is calculated by multiplying the number of direct participants by a coefficient that will differ depending on the ability of the projects to reach more than the direct participants (15 for twinning projects / 12.5 for civil society organisations projects / 10 for remembrance projects. Cf. calculation of the coefficients p.51 );</li> <li>• For media projects (e.g. a radio or TV broadcast), the number of persons reached is the number of persons having heard the broadcast and who recognised it in the post-test survey held by the project holder;</li> <li>• For the project internet page or website, the number of unique visitors per year; for a Facebook page, the number of “like” at the time of evaluation;</li> <li>• For supported think tanks, EU networks and umbrellas, the number of persons registered to receive their newsletters.</li> </ul> <p>These figures are then aggregated.</p>
Use	<p>This indicator complements indicator #1 by estimating the additional reach of the programme. This reach is however weaker than the direct reach: it cannot be expected much more on this target than better awareness on the topic discussed.</p>
Interpretation	<p>This figure is expected to increase over the years as projects having a better reach beyond direct participants are selected.</p> <p>Note that this indicator is calculated on an annual basis; however, some of the project outputs (e.g. Facebook pages) are likely to continue to reach persons not directly involved in the projects years after they have been funded. This is a limitation of this indicator. An evaluation could bring additional information on the total reach of such projects.</p>
Sources	<ul style="list-style-type: none"> <li>• Project holders’ evaluation reports.</li> <li>• Multiplying coefficients (defined via a Delphi survey)</li> </ul>
Baseline	<p>Will be based on 2013 survey</p>
Target	<p>Baseline*(1+1,05+1,05<sup>2</sup>+1,05<sup>3</sup>+1,05<sup>4</sup>+1,05<sup>5</sup>+1,05<sup>6</sup>). That corresponds to a 5% increase each year (and roughly to Baseline*8,14)</p>
Comments	<p>-</p>

### Indicator 3

3	Selectivity of the programme (selection rate)
Definition	Proportion of funded projects compared to the total number of applications
Use	<p>This indicator tells about the capacity of the programme to create the conditions of an effective competition among projects and therefore contribute to an improved quality of projects.</p> <p>The selection rate can be used every year to adjust eligibility and selection criteria, either to increase or decrease selectivity.</p> <p>It should be noted that a selection rate too low can be rather counterproductive by discouraging application from some project holders such as newcomers.</p>
Interpretation	The selection rate should keep stable within a given range.
Sources	<ul style="list-style-type: none"> <li>• EACEA data</li> </ul>
Baseline	The baseline should be 2013's selection rate
Target	The target should be a range where the minimum is not discouraging and the maximum is still stimulating competition between projects, e.g. 25%-35%.
Comments	The selection rate is an important figure when communicating towards the potential targets. Therefore, it would be useful to communicate on the expected selection rate of the programme, to trigger applications.

## Indicator 4A

4A	Quality of project applications
Definition	<p>Evolution of the average score obtained each year by the applications.</p> <p>In all cases, a standard scoring system is needed to allow for year-to-year comparison. Otherwise, the figures obtained will not be comparable.</p>
Use	This indicator is an indicator of the quality and relevance of the guidelines and other resources made available to the applicants.
Interpretation	The score is expected to increase every year as a consequence of the applicants’ increased experience and of the availability of guidelines.
Sources	<ul style="list-style-type: none"> <li>• EACEA data</li> </ul>
Baseline	The baseline should be 2013’s average score
Target	Two targets can be proposed: at mid-term (baseline*1,02) and a final target (baseline*1,02 <sup>3</sup> )
Comments	<p>This indicator was largely questioned by the national contact points because of the way applications are currently assessed: the selection criteria seem to be not transparent enough, and besides, the scoring grid and expert profile have changed over time.</p> <p>This indicator would be more relevant if these issues were solved in the next generation of programme.</p>

## Indicator 4B

4B	Quality of selected project applications
Definition	<p>Evolution of the lowest score obtained each year by a retained project.</p> <p>This definition is the simplest to implement and request minimal calculations.</p> <p><i>Alternative definitions: Average score of retained projects; Proportion of all projects that are ranked as “excellent”.</i></p> <p>In all cases, a standard scoring system is needed to allow for year-to-year comparison. Otherwise, the figures obtained will not be comparable.</p>
Use	<p>This indicator is useful to verify each year whether the funded projects are likely to obtain decent results. The quality of projects itself can only be assessed with an evaluation.</p> <p>It is also an indicator of the quality and relevance of the guidelines and other resources made available to the applicants.</p>
Interpretation	<p>The score is expected to increase every year as a consequence of the applicants’ increased experience and of the availability of guidelines.</p>
Sources	<ul style="list-style-type: none"> <li>EACEA data</li> </ul>
Baseline	<p>The baseline should be 2013’s lowest score obtained by a retained project.</p>
Target	<p>Two targets can be proposed: at mid-term (baseline*1,02) and a final target (baseline*1,02<sup>2</sup>)</p>
Comments	<p>This indicator was largely questioned by the national contact points because of the way applications are currently assessed: the selection criteria seem to be not transparent enough, and besides, the scoring grid and expert profile have changed over time.</p> <p>This indicator would be more relevant if these issues were solved in the next generation of programme.</p>

## Indicator 5 A

5A	Attractiveness of the programme to newcomers
Definition	<p>Percentage of first-time applicants to the programme.</p> <p>First-time applicants are organisations, either leader or partners, that have never applied to the Europe for Citizens programme before. They may however have observed or been affected by such a project in the past.</p>
Use	<p>This indicator tells about the attractiveness of the programme to local and national organisations.</p> <p>It tells about the good communication made on the programme, but also on its reputation. If the programme is attractive, it is easier to increase the quality requirements.</p>
Interpretation	<p>This indicator is expected to remain stable at a high level or to increase following a communication campaign, for instance</p>
Sources	<ul style="list-style-type: none"> <li>• EACEA data based on applicants’ declaration (Did you apply to the programme in the last five years, either as a leader or as a partner?)</li> </ul>
Baseline	<p>The baseline should be 2013’s percentage of first-time applicants to the programme.</p>
Target	<p>-5%&lt;baseline&lt;+5%</p>
Comments	<p>It should be noted that in some smaller countries, the number of potential applicants is limited.</p> <p>Different levels of renewal of beneficiaries may be expected according to each type of actions. It may for instance be more important for town-twinning actions than for support to organisations of a general European interest. It would then be interesting to have a breakdown of this indicator.</p>

## Indicator 5 B

5B	Renewal of the beneficiaries
Definition	Percentage of project leaders selected for the first time compared to the total number of project leaders
Use	<p>This indicator can be useful to verify that new generations of project holders gain access to the programme, that the programme does not only benefit experienced, already-funded organisations.</p> <p>A project leader is an organisation which is contractually responsible of the project and which receives funding.</p> <p>It could also be useful to verify what proportion of newly selected project leaders have been partners in previous funded projects.</p>
Interpretation	This indicator is expected to increase on the period, starting low as experienced project holders take over the programme, and increasing when organisations that used to be partners lead their own projects.
Sources	<ul style="list-style-type: none"> <li>• EACEA data based on applicants’ declaration (Have you ever been selected as a project leader in the last five years?)</li> </ul>
Baseline	The baseline should be the average percentage of project leaders selected for the first time in the 2007-2013 period.
Target	20% of each year’s number of selected project leaders.
Comments	-

## Indicator 6

6	Partnership degree
Definition	<p>Average number of types of stakeholders (as defined by typology) by project.</p> <p>Stakeholders are the persons and the organisations that participate effectively to the implementation of the project.</p> <p>The types of stakeholders could be:</p> <ul style="list-style-type: none"> <li>• Local, regional or national governments, administrations or agencies;</li> <li>• associations, foundations and other non-governmental organisations;</li> <li>• think tanks and research organisations;</li> <li>• museums and memorial institutions;</li> <li>• educational organisations (schools, higher education organisations; other educational organisations);</li> <li>• media organisations;</li> <li>• others.</li> </ul> <p>The indicator measures diversity and not the number of organisations per type of stakeholders.</p>
Use	<p>The expected increased diversity of stakeholders in the projects is a key difference between the new and previous generations of programmes.</p> <p>Increased diversity is expected to increase the quality of the projects and their capacity to have long-lasting effects.</p>
Interpretation	Diversity is expected to increase over the period, especially if diversity is a selection criteria.
Sources	<ul style="list-style-type: none"> <li>• Project holders’ evaluation reports.</li> </ul> <p>Note: the number and type of stakeholders mentioned in the application should not be taken into account to calculate the indicator, as it is likely that they will change in the very first months of the application.</p>
Baseline	The baseline should be 2013’s average number of types of stakeholders.
Target	At least 2 types of stakeholders.
Comments	<p>If not applicable to all types of projects, this indicator should at least be used for town twinning.</p> <p><i>Will diversity be a selection criterion? If yes, then the target should match the expectations of the criterion; if not, it may appear as a ghost selection criterion, triggering artificial partnerships.</i></p>

## Indicator 7

7	<b>Diversity of participating countries (<i>specific to objective 2</i>)</b>
Definition	Average number of participating countries by project
Use	<p>The expected increased number of participating countries in the projects funded under Specific objective 2 is a key difference between the new and previous generations of programmes.</p> <p>Increased diversity is expected to increase the capacity of project holders to learn from the project.</p>
Interpretation	Diversity is expected to increase over the period, especially if diversity is a selection criterion.
Sources	<ul style="list-style-type: none"> <li>• Project holders’ evaluation reports.</li> </ul>
Baseline	The baseline should be 2013’s average number of participating countries by project
Target	The target should be based on the ideal number of participating countries to facilitate exchanges while avoiding extreme complexity.
Comments	<p>The diversity issue will be further explored in the evaluation, by considering:</p> <ul style="list-style-type: none"> <li>• the diversity of national relations at programme level;</li> <li>• the distance between countries involved.</li> </ul> <p>It should be noted that it may be harder for peripheral countries to build partnerships with remote countries.</p>



## Indicator 8

8	<b>Geographical coverage of the programme</b>
Definition	<p>Comparison between the percentage of projects selected per Member State as a lead partner or co-partner and the percentage of its population in the total population of the EU.</p> <p>This figure is calculated the following way:</p> <ul style="list-style-type: none"> <li>For each Member State : national coverage (NC)  <math display="block">NC = \% \text{ of projects selected per Member State as a lead partner or co-partner} / \% \text{ of its population in the total population of the EU}</math> </li> <li>At EU level : geographical coverage  <math display="block">GC = \text{number of MS for which } 90\% &lt; NC &lt; 110\%</math> <p><i>Nota: GC can also be expressed in percentage : % of MS for which <math>90\% &lt; NC &lt; 110\%</math></i></p> </li> </ul>
Use	<p>This indicator will be useful to verify that the programme covers fairly the different Member States.</p> <p>Coverage is considered as fair for a Member State X, if the percentage of projects selected with a lead partner or co-partner from Member State X is equivalent to its population weight (% of its population in the total population of the EU), plus or minus 10%.</p>
Interpretation	<p>Each Member State should be covered by the programme between 2014 and 2020, in a coherent proportion when compared to its population.</p>
Sources	<ul style="list-style-type: none"> <li>EACEA data</li> </ul>
Baseline	<p>The baseline should be 2013's geographical coverage.</p>
Target	<p>Target should be the number of EU Member states (this is to say 27 currently and 28 with Croatia in the coming period).</p> <p><i>Nota: if the geographical coverage (GC) is expressed in %, target would be 100%</i></p>
Comments	<p>A regional breakdown could be considered to better reflect the coverage of the programme, especially in larger countries.</p>

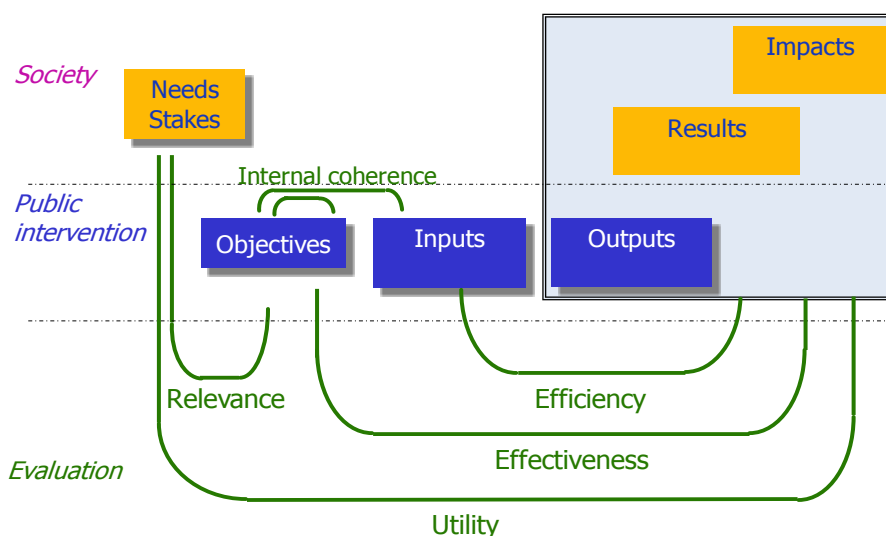
## 4. Evaluation grid for the next generation programme

### Our approach

Evaluation questions, criteria and indicators can be classified in the different themes:

- **Relevance:** Appropriateness of the explicit objectives of an intervention, with regard to the socio-economic problems the intervention is meant to solve.
- **Internal coherence:** Correspondence between the different objectives of the same intervention (internal coherence implies that there is a hierarchy of objectives, with those at the bottom logically contributing towards those above) and adaptation of the inputs (resources) to the objectives.
- **External coherence:** Correspondence between the objectives of an intervention and those of other public interventions which interact with it.
- **Effectiveness:** The fact that expected effects have been obtained and that objectives have been achieved (an effectiveness indicator is calculated by relating an output, result or impact indicator to a quantified objective).
- **Efficiency:** The fact that the effects were obtained at a reasonable cost.
- **Utility:** The fact that the impacts obtained by an intervention correspond to society's needs and to the socio-economic problems to be solved (Utility is a very particular evaluation criterion because it disregards all reference to stated objectives of an intervention – form of free-goal evaluation).
- **Sustainability:** The ability of effects to last in the middle or long term. Effects are sustainable if they last after the funding granted by the intervention has ceased.
- **Added value:** The principle which justifies that a public authority decides to implement an intervention rather than to leave it up to private initiative or another public authority (In the European context, added value means, for example, that the Community acts in those cases where an objective can be achieved better at the European level than at the level of Member States taken alone).

Figure 13: Main evaluation themes



These different themes will be addressed in the preparation of the evaluation on the next generation of the Europe for Citizens programme.

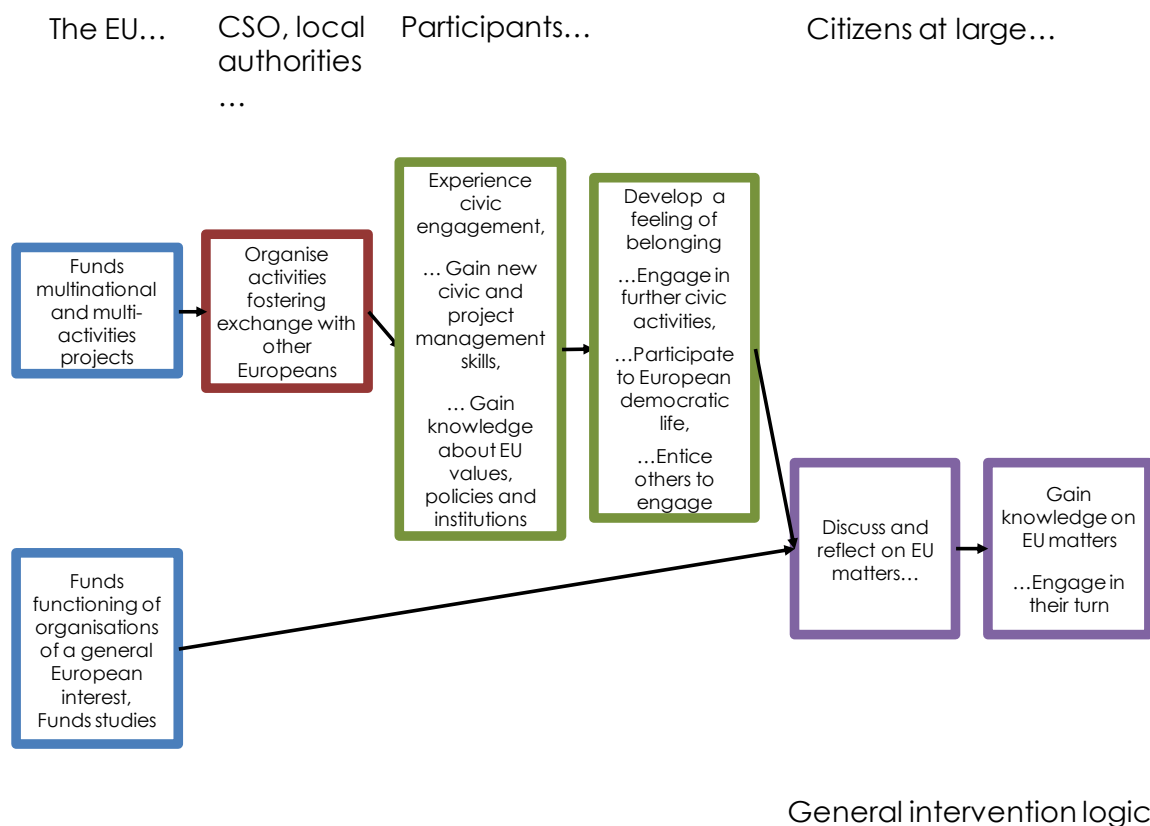
One of the objectives of the current assignment was to provide a comprehensive approach and system of indicators that could be used to assess the impacts of the Europe for Citizens 2014-2020 programme.

In the frame of this study, it was then chosen to focus on questions dedicated to the effectiveness of the programme (its ability to produce the expected results and impacts) as they are usually the most challenging. In order to do so, **the intervention logic of the programme had to be clarified**. The first step was then to produce a diagram, called logigram, representing the causal links between:

- the **outputs** (the “production” of the European commission) on the left;
- the **results on target groups** (here the civil society organisations, local authorities, think tanks and EU networks and umbrellas);
- the **intermediary impacts on direct beneficiaries** (here the participants to the various organised activities);
- and the **final (long term) expected impacts on direct and indirect beneficiaries** (here citizens at large), on the right.

The overall intervention logic of the programme is synthesised in the following figure.

**Figure 14: programme general intervention logic**

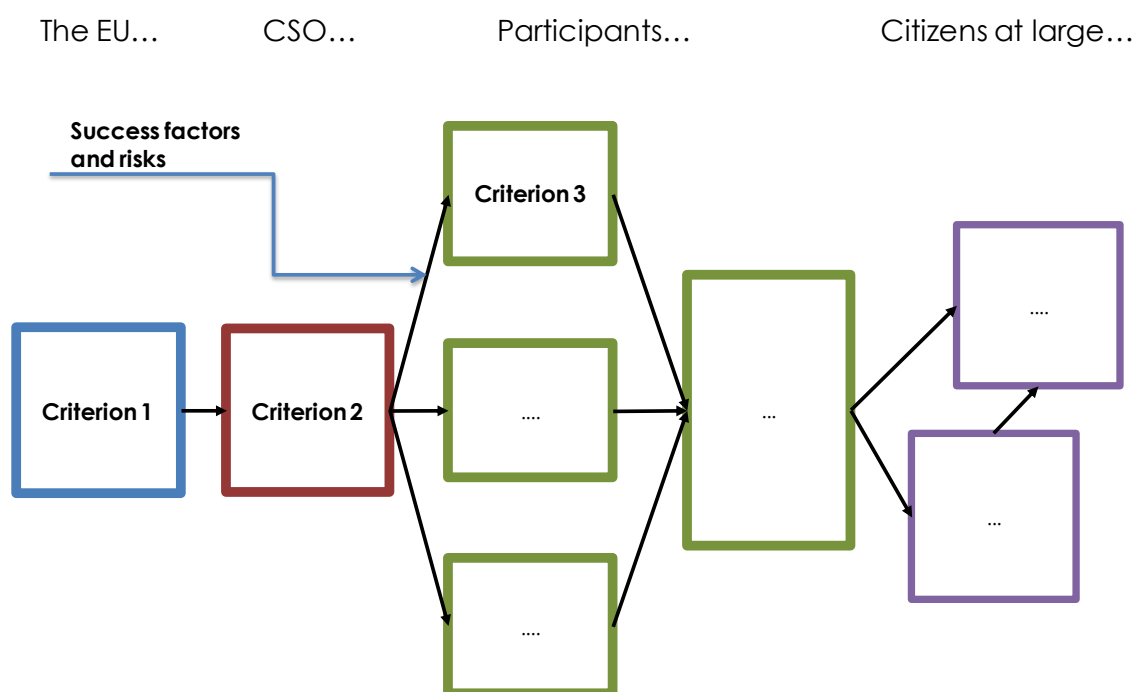


But this overall intervention logic hides in fact different logics, specific to the programme themes and target groups. We have identified four consistent intervention logics:

- The effects of the activities dedicated to remembrance and European citizenship;
- The effects of the activities dedicated democratic engagement and civic participation;
- The effects of the support to organisations of general European interest;
- The effects on target groups.

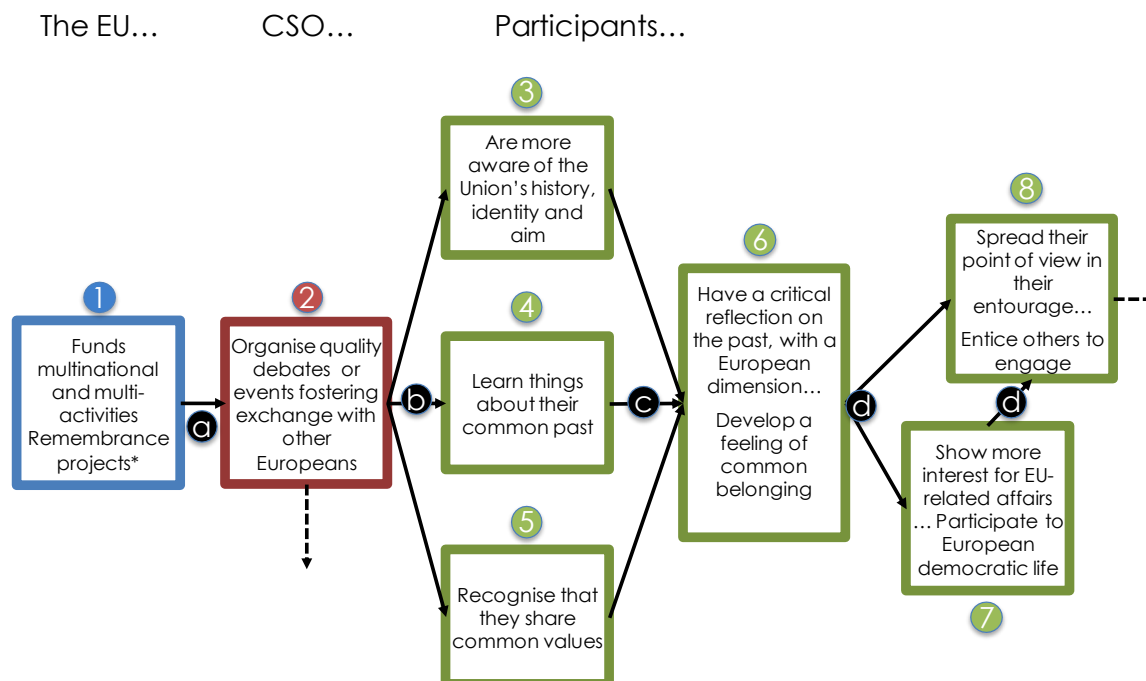
On each of the obtained diagram, we have identified success **criteria** and **evidence to be collected** at each step (boxes) and between each step (arrows). The criteria have been proposed to and discussed/validated with the steering committee members.

**Figure 15: Standard diagram explanation**



## First intervention logic: “Remembrance and European citizenship”

Figure 16: Logigram for the “Remembrance and European citizenship” strand



Remembrance and European citizenship

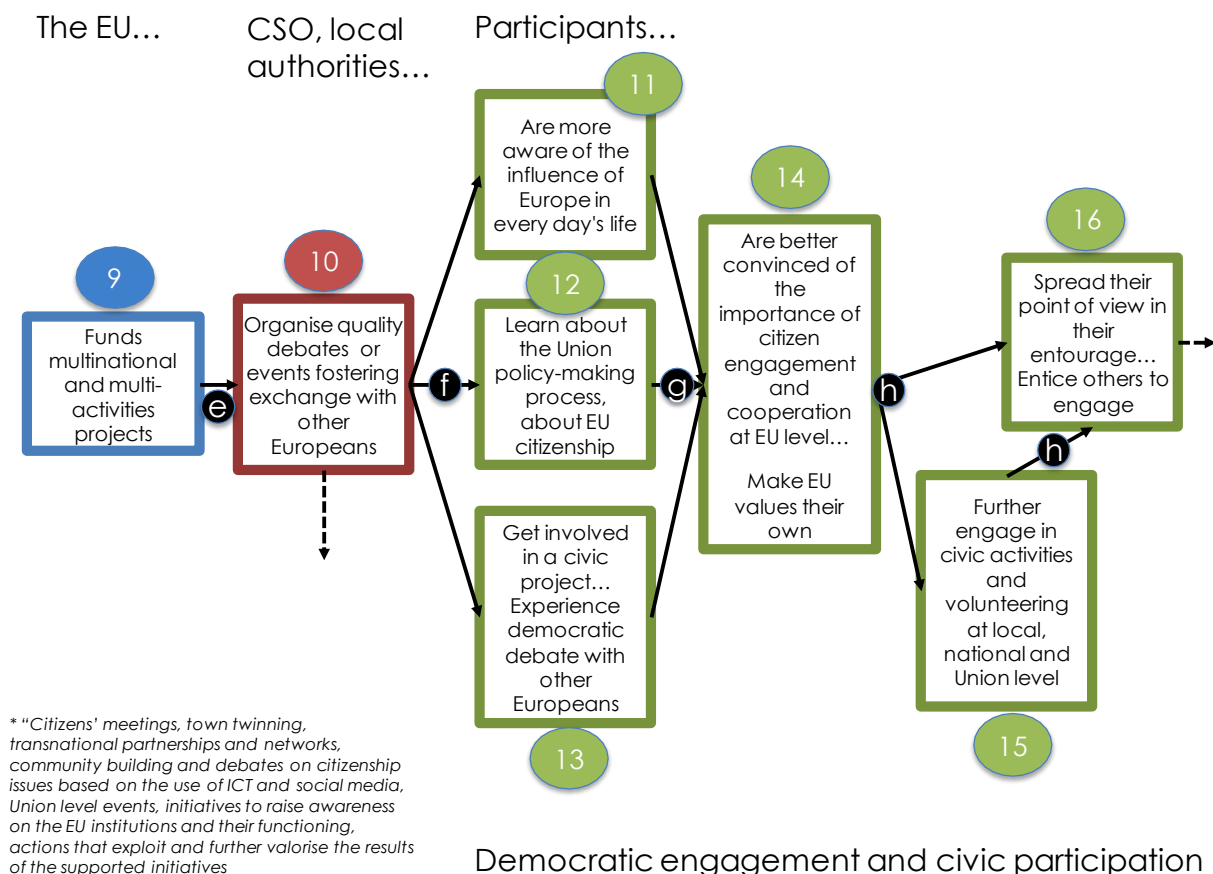
### Evaluation grid for “Remembrance and European citizenship”

Success Criteria and Success factors and risks	Evidence to be collected	Data collection tools
Criterion 1	<ul style="list-style-type: none"> <li>Number of funded projects</li> <li>Average budget per project</li> <li>Total budget</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring system</li> </ul>
Success factors and risks a)	<ul style="list-style-type: none"> <li>Evolution of the quality of selected projects</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring system: Indicator 4B (Quality of selected project applications)</li> </ul>
Criterion 2	<ul style="list-style-type: none"> <li>Participants are satisfied by the events (satisfaction rate)</li> <li>Participants have the opportunity to discuss, express themselves during the events</li> <li>Participants gain access to the opinions or experiences of other Europeans</li> <li>Directly involved participants come from many different countries</li> </ul>	<ul style="list-style-type: none"> <li>Survey of participants</li> <li>Event observations</li> <li>Stakeholder interviews</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Key speakers interventions are deemed interesting by participants or by other stakeholders</li> <li>▪ Key speakers manage to attract public attention</li> </ul>	
Success factors and risks b)	<ul style="list-style-type: none"> <li>▪ There are enough participants to the projects</li> <li>▪ Participants and stakeholders state that a substantial amount of information is provided in a form which is accessible to everyone.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Monitoring system: Indicator 1 (Number of directly involved participants)</li> <li>▪ Event observations</li> <li>▪ Survey of participants</li> <li>▪ Interviews with stakeholders</li> </ul>
Criterion 3	<ul style="list-style-type: none"> <li>▪ Participants learn new things about the EU integration</li> <li>▪ Participants are more aware of the EU’s long-term goal/ raison d’être: peace among European nations.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of participants</li> <li>▪ Projects final reports</li> </ul>
Criterion 4	<ul style="list-style-type: none"> <li>▪ Participants know better the common history of their respective countries</li> <li>▪ Participants learn about how this common past is taught in the different countries</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of participants</li> <li>▪ Documentary analysis (Projects final reports, etc.)</li> <li>▪ Event observations</li> </ul>
Criterion 5	<ul style="list-style-type: none"> <li>▪ Participants get aware that they share common values with other participants from other countries</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of participants</li> <li>▪ Event observations</li> </ul>
Success factors and risks c)	<ul style="list-style-type: none"> <li>▪ Based on the information collected, the unconvinced participants change their point of view on the EU</li> <li>▪ The political and economical context is not too unfavourable to the EU or its institutions</li> </ul>	<ul style="list-style-type: none"> <li>▪ In depth interviews/ case studies</li> <li>▪ Stakeholder interviews</li> </ul>
Criterion 6	<ul style="list-style-type: none"> <li>▪ Participants develop a critical reflection on the past</li> <li>▪ Participants integrate the European dimension into their reflection on the past</li> <li>▪ Participants develop a better understanding on the point of view of other countries</li> <li>▪ Participants feel more European</li> </ul>	<ul style="list-style-type: none"> <li>▪ In depth interviews / case studies</li> <li>▪ Survey of participants</li> </ul>
Success factors and risks d)	<ul style="list-style-type: none"> <li>▪ There is no major news event which takes all coverage in the media and in the discussions</li> <li>▪ There is a significant media coverage (press, TV and radio, social networks...), at least at local level</li> </ul>	<ul style="list-style-type: none"> <li>▪ Stakeholder interviews</li> <li>▪ Media coverage analysis</li> </ul>
Criterion 7	<ul style="list-style-type: none"> <li>▪ Participants state they are more interested in the EU-related affairs following their participation</li> <li>▪ Participants state they are more likely to vote to elect their MEPs</li> <li>▪ Participants are more eager to read the news about other European countries and EU affairs</li> <li>▪ Participants are more eager to know the point of view which prevails in other countries about international and domestic events</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of participants</li> <li>▪ In depth interviews / case studies</li> </ul>
Criterion 8	<ul style="list-style-type: none"> <li>▪ Participants discuss about the event and its content with their entourage</li> <li>▪ Participants convince their relatives and friends to engage into civic participation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of participants</li> <li>▪ In depth interviews / case studies</li> <li>▪ Monitoring system: Indicator 2 (nb of people indirectly reached by the programme)</li> </ul>

## Second intervention logic: “Democratic engagement and civic participation”

Figure 17: Logigram for the “Democratic engagement and civic participation” strand



### Evaluation grid for « democratic engagement and civic participation »

Success Criteria and Success factors and risks	Evidence to be collected	Data collection tools
Criterion 9	<ul style="list-style-type: none"> <li>Number of funded projects</li> <li>Average budget per project</li> <li>Total budget</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring system</li> </ul>
Success factors and risks e)	<ul style="list-style-type: none"> <li>Evolution of the quality of selected projects</li> <li>Diversity of the stakeholders involved in the project</li> <li>Geographical diversity of stakeholders involved in the project (by Member States)</li> <li>The key speakers are fair to the pros and cons arguments on the EU policies</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring system: Indicator 4B (Quality of selected project applications), Indicator 6 (Partnership degree), Indicator 7 (Degree of diversity: Member states)</li> <li>Events observation</li> </ul>



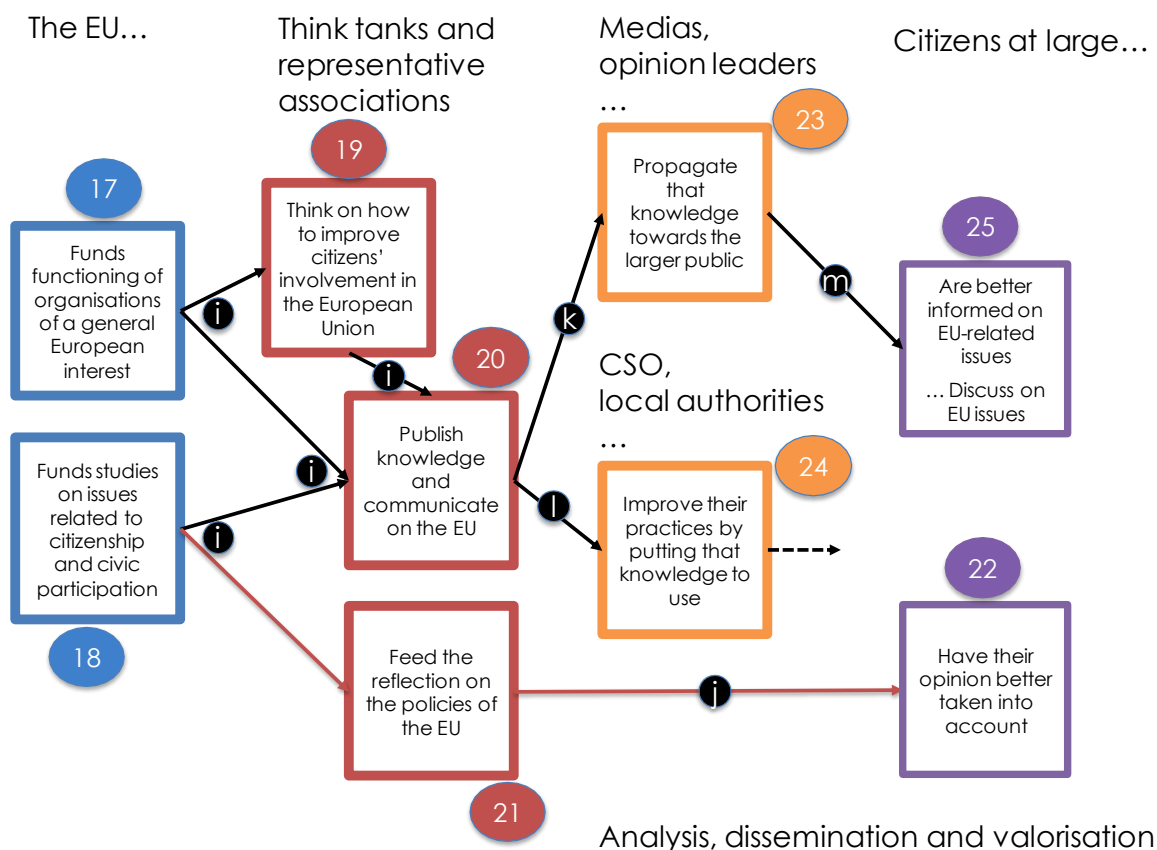
Criterion 10	<ul style="list-style-type: none"> <li>Participants are satisfied by the events (satisfaction rate)</li> <li>Participants have the opportunity to discuss, express themselves</li> <li>Key speakers interventions are deemed interesting by participants or by other stakeholders</li> <li>Key speakers manage to attract public attention</li> <li>Participants gain access to the opinions or experiences of other Europeans</li> <li>Directly involved participants come from many different countries</li> </ul>	<ul style="list-style-type: none"> <li>Survey of participants</li> <li>Event observations</li> </ul>
Success factors and risks f)	<ul style="list-style-type: none"> <li>There are enough participants to the projects</li> <li>There is a good balance between Euro-sceptics and Pro-Europeans with the participants</li> <li>Trainings or knowledge exchange on the EU are organised</li> <li>Sufficient translation services are proposed</li> <li>Participants and stakeholders state that a substantial amount of information is provided in a form which is accessible to everyone.</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring system: Indicator 1 (Number of directly involved participants)</li> <li>Event observations</li> <li>Survey of participants</li> </ul>
Criterion 11	<ul style="list-style-type: none"> <li>Participants are more aware of the influence of the EU in everyday life in the following areas: environment, common market, agriculture, fisheries, employment, vocational training, mobility...</li> <li>Participants learn new things about the competences of the EU</li> </ul>	<ul style="list-style-type: none"> <li>Survey of participants</li> <li>Interviews with stakeholders</li> </ul>
Criterion 12	<ul style="list-style-type: none"> <li>Participants learn new things about the role of the main European institutions and their interactions</li> <li>Participants learn about their rights as European citizens</li> </ul>	<ul style="list-style-type: none"> <li>Survey of participants</li> <li>Interviews with stakeholders</li> </ul>
Criterion 13	<ul style="list-style-type: none"> <li>Participants get strongly engaged in the funded civic project</li> <li>Participants experience a genuine debate with other Europeans</li> </ul>	<ul style="list-style-type: none"> <li>Survey of participants</li> <li>Event observations</li> </ul>
Success factors and risks g)	<ul style="list-style-type: none"> <li>Based on the information collected, the unconvinced participants change their point of view</li> <li>The political and economical context is not too unfavourable to the EU or its institutions</li> <li>A major part of participants had a neutral opinion of the EU or were Pro-Europeans</li> </ul>	<ul style="list-style-type: none"> <li>In depth interviews/ case studies</li> <li>Survey of participants</li> </ul>
Criterion 14	<ul style="list-style-type: none"> <li>The participants are better convinced of the importance of citizen engagement</li> <li>The participants are better convinced of the importance of citizens' cooperation of at EU level</li> <li>The participants make EU values (peace, human rights, rule of law, democracy, individual freedom, equality, fight against discriminations, ...) their own</li> </ul>	<ul style="list-style-type: none"> <li>Eurobarometer</li> <li>Survey of participants</li> </ul>
Success factors and risks h)	<ul style="list-style-type: none"> <li>Participants are able to find in their neighbourhood local, national or European civic organisations to join</li> <li>A major part of the participants' relatives and friends had a neutral opinion of the EU or were Pro-Europeans</li> </ul>	<ul style="list-style-type: none"> <li>Survey of participants</li> <li>In depth interviews</li> </ul>



Criterion 15	<ul style="list-style-type: none"> <li>Participants engage in civic activities, in volunteering at local, national or European levels</li> </ul>	<ul style="list-style-type: none"> <li>Survey of participants</li> <li>In depth interviews/ case studies</li> </ul>
Criterion 16	<ul style="list-style-type: none"> <li>Participants discuss about the event and its content with their entourage</li> <li>Participants convince their relatives and friends to engage into civic participation</li> </ul>	<ul style="list-style-type: none"> <li>Survey of participants</li> <li>In depth interviews / case studies</li> <li>Monitoring system: Indicator 2 (number of people indirectly reached by the programme)</li> </ul>

### Third intervention logic: Support to organisations of a general European interest

Figure 18: Logigram for the support to organisations of a general European interest



## Evaluation grid for « support to organisations of a general European interest »

Success Criteria and Success factors and risks	Evidence to be collected	Data collection tools
Criterion 17	<ul style="list-style-type: none"> <li>Number of funded think tanks and umbrella or EU network organisations</li> <li>Average budget per funded think tank or umbrella / EU network organisation</li> <li>Total budget</li> <li>Percentage of the budget allocated to functioning among the overall funds allocated to think tanks and representative organisations</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring system</li> </ul>
Criterion 18	<ul style="list-style-type: none"> <li>Number of funded studies related to citizenship and civic participation</li> <li>Number of meetings organised with their members, for umbrella organisations</li> <li>Share of selected organisations conducting studies related to citizenship and civic participation</li> <li>Average number of funded studies per organisation</li> <li>Average budget per funded study</li> <li>Total budget</li> <li>Percentage of the budget allocated to the funding of studies compared to total fund allocation to think tanks and umbrella or EU network organisations</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring system</li> </ul>
Success factors and risks i)	<ul style="list-style-type: none"> <li>The funded organisations dedicate enough time and resources to research on citizens involvement</li> <li>The funded organisations dedicate enough time and resources to approach policy makers at all levels</li> </ul>	<ul style="list-style-type: none"> <li>In-depth interviews with the unit, the agency, and funded organisations</li> </ul>
Criterion 19	<ul style="list-style-type: none"> <li>Funded organisations conduct discussion seminars on how to improve citizens involvement in the EU</li> <li>Umbrella and EU network organisations organise exchanges with their national and local members on citizens' involvement</li> <li>Think tanks organise exchanges on citizens' involvement and involve citizens in their activities</li> </ul>	<ul style="list-style-type: none"> <li>In-depth interviews</li> <li>Documentary analysis</li> <li>Events observations</li> </ul>
Criterion 20	<ul style="list-style-type: none"> <li>Funded organisations publish research works on citizenship at large and civic participation in the EU</li> <li>Funded organisations communicate on these works through events, press release, social networks, their web site, or other websites on EU affairs.</li> </ul>	<ul style="list-style-type: none"> <li>Documentary / web analysis</li> <li>Interviews with funded organisations</li> </ul>
Criterion 21	<ul style="list-style-type: none"> <li>Think tanks and umbrella organisations collect the opinion of citizens on different areas of EU affairs</li> <li>Umbrella and EU networks organisations collect the opinion of their members</li> </ul>	<ul style="list-style-type: none"> <li>Documentary / web analysis</li> <li>In-depth interviews with the Unit, the</li> </ul>

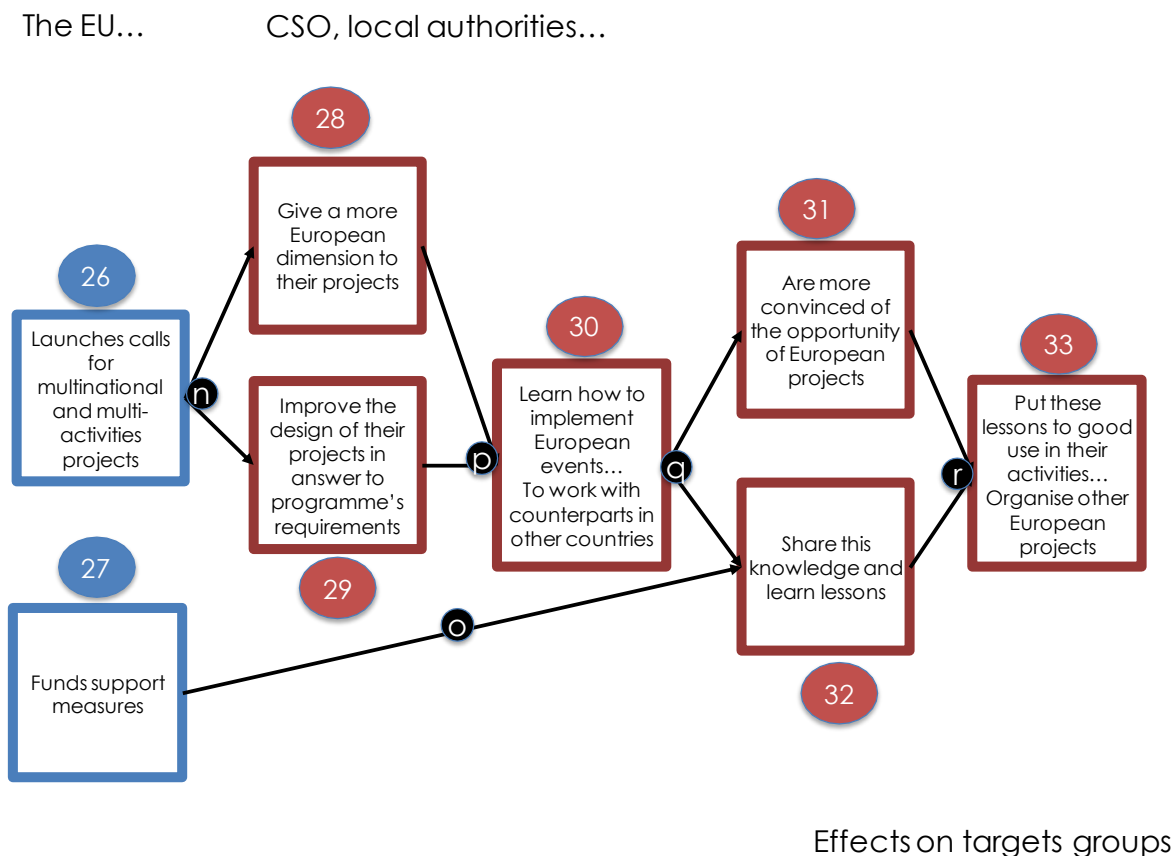
	<ul style="list-style-type: none"> <li>▪ Think thanks and umbrella organisations make research works accessible to the larger public</li> <li>▪ Think thanks and umbrella organisations build bridges between research actors and EU policy makers (through conferences, experts committees, etc.)</li> <li>▪ Think thanks and umbrella organisations contribute to EU consultations</li> <li>▪ Policy makers use funded research works and refer to them in their policy documents</li> </ul>	<p>agency, and funded organisations</p> <ul style="list-style-type: none"> <li>▪ Declaration of think tanks and umbrella organisations, about the reference to their work quoted in policy documents, in final reports</li> <li>▪ In-depth interviews with policy makers at large (European Commission, European Parliament, Council, Committee of the Regions, European Economic and Social Committee)</li> </ul>
Success factors and risks j)	<ul style="list-style-type: none"> <li>▪ European citizens opinions are also transmitted through other actors</li> </ul>	<ul style="list-style-type: none"> <li>▪ In-depth interviews with policy makers at large</li> </ul>
Criterion 22	<ul style="list-style-type: none"> <li>▪ European citizens consider that their opinion is better taken into account by European policy makers than before</li> </ul>	<ul style="list-style-type: none"> <li>▪ Eurobarometer<sup>1</sup></li> <li>▪ Survey of participants</li> </ul>
Success factors and risks k)	<ul style="list-style-type: none"> <li>▪ Content of published information matches the needs of the media and opinion leaders (e.g. European elections campaigns, hot debates on EU issues...)</li> <li>▪ There is no major news event which takes all coverage in the media and in the discussions</li> <li>▪ Think thanks and umbrella organisations have developed real capacities in press relations and use them</li> <li>▪ High level personalities contribute to the events/ dissemination activities of the think tanks or umbrella or EU network organisations</li> </ul>	<ul style="list-style-type: none"> <li>▪ In-depth interviews</li> <li>▪ Press books</li> </ul>
Criterion 23	<ul style="list-style-type: none"> <li>▪ Numerous articles are published or broadcasted</li> <li>▪ The articles are faithful to the funded content /event/ communications</li> <li>▪ The funded content is the main subject of the articles</li> <li>▪ There are articles in the major newspapers or TV/radio journals</li> <li>▪ Journalists did produce original content based on the information provided (not only a duplicate of the press release)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Media coverage analysis</li> </ul>

<sup>11</sup> The Eurobarometer can deliver information about the evolution of the European citizens opinions in time. It supplies a contextual indicator. Of course, it cannot as such speak of the results of the programme.

	<ul style="list-style-type: none"> <li>▪ Influential bloggers discuss the funded content and trigger discussion with their followers</li> </ul>	
Success factors and risks l)	<ul style="list-style-type: none"> <li>▪ CSO and local authorities know the existence and where to find information about the topics treated</li> <li>▪ National and local members of the represented associations have transmitted the funded content to CSO and local authorities</li> <li>▪ CSO and local authorities did receive the funded content</li> <li>▪ The communication has been designed to answer the needs of CSO and local authorities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Interviews</li> <li>▪ Documentary analysis</li> </ul>
Criterion 24	<ul style="list-style-type: none"> <li>▪ CSO and local authorities are aware that better practices exist</li> <li>▪ CSO and local authorities learn about the topic treated</li> <li>▪ CSO and local authorities are convinced that they can use that knowledge to address their own issues</li> <li>▪ CSO and local authorities implement new policies or improve their current policies based on the new knowledge</li> </ul>	<ul style="list-style-type: none"> <li>▪ Interviews</li> <li>▪ Survey</li> <li>▪</li> </ul>
Success factors and risks m)	<ul style="list-style-type: none"> <li>▪ Media and opinion leaders propagating the information have a sufficient reach</li> <li>▪ Think tanks communicate directly toward citizens through social tools</li> <li>▪ Information processing by the media is fair (balanced information, showing pros and cons)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Documentary analysis</li> </ul>
Criterion 25	<ul style="list-style-type: none"> <li>▪ Citizens consider that they are better informed on EU-related issues</li> <li>▪ Citizens discuss EU issues, especially on social networks</li> <li>▪ Participation to European elections rises</li> </ul>	<ul style="list-style-type: none"> <li>▪ Eurobarometer</li> <li>▪ Data analytics (twitter, Google trends ...)</li> <li>▪ Statistical analysis</li> </ul>

## Fourth intervention logic: learning effects on target groups (behavioural additionality)

Figure 19: Logigram for the effects on target groups



### Evaluation grid for « learning effects on target groups »

Success Criteria and Success factors and risks	Evidence to be collected	Data collection tools
Criterion 26	<ul style="list-style-type: none"> <li>Number of expected funded projects in each call for proposals</li> <li>Total number of expected funded projects every year</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring system</li> <li>Documentary analysis (programme guide, calls for proposals...)</li> </ul>
Success factors and risks n)	<ul style="list-style-type: none"> <li>The European Commission and the EACEA publish documents to popularize the Europe for Citizens programme and its projects (project booklets...)</li> <li>National contact points organize events to present the main programme requirements to CSO and local authorities</li> </ul>	<ul style="list-style-type: none"> <li>In-depth interviews with the European Commission, the agency and national contact points</li> <li>Documentary analysis</li> <li>Monitoring system:</li> </ul>

	<ul style="list-style-type: none"> <li>CSO and local authorities know potential partners from other European countries</li> <li>CSO and local authorities benefit from the support of their national contact point in order to find partners</li> <li>National contact points support CSO and local authorities in the design of their projects</li> <li>There is a high proportion of newcomers among the applicants (with no or scarce experience of applying to European funding)</li> </ul>	Indicator 5A (Attractiveness of the programme to newcomers)
Criterion 27	<ul style="list-style-type: none"> <li>Number of funded projects dedicated to peer-to-peer activities</li> <li>Average budget per project</li> <li>Total budget</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring system</li> </ul>
Success factors and risks o)	<ul style="list-style-type: none"> <li>Project evaluations are made</li> <li>Lessons are collected for being shared</li> </ul>	<ul style="list-style-type: none"> <li>Documentary analysis</li> <li>Survey of target groups</li> </ul>
Criterion 28	<ul style="list-style-type: none"> <li>CSO and local authorities involve more stakeholders from other Member States that they would not have involved otherwise.</li> <li>CSO and local authorities include or emphasise on EU-related themes in their project</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring system: Indicator 7 (Degree of diversity: member States), Indicator 8 (Geographical coverage of the programme)</li> <li>Stakeholder interviews</li> <li>Documentary analysis</li> </ul>
Criterion 29	<ul style="list-style-type: none"> <li>CSO and local authorities show that they have understood the objectives of the programme in the design of their project</li> <li>CSO and local authorities link the objectives of their project with the objectives of the programme</li> <li>CSO and local authorities include in their project different types of stakeholders</li> <li>CSO and local authorities include in their project different types of activities</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring system: Indicator 4A and 4B (Quality of project applications), Indicator 6 (partnership degree: types stakeholders), Indicator 7 (Diversity of participating countries)</li> <li>Stakeholder interviews</li> <li>Documentary analysis</li> </ul>
Success factors and risks p)	<ul style="list-style-type: none"> <li>Stakeholders benefit of E4C several times in the period (allowing them to better learn how to implement such events).</li> <li>Newcoming organisations have already worked with stakeholders from other European countries before</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring system: Indicator 5B (Renewal of the beneficiaries) and 5A (attractiveness to newcomers)</li> <li>Survey of target groups</li> </ul>
Criterion 30	<ul style="list-style-type: none"> <li>CSO and local authorities improve their competences in event organization</li> <li>CSO and local authorities improve their ability to work with counterparts in other countries</li> </ul>	<ul style="list-style-type: none"> <li>Survey of target groups</li> <li>In-depth interviews/ case studies</li> </ul>

Success factors and risks q)	<ul style="list-style-type: none"> <li>▪ The project is focusing on topics that are concerning all the CSO and local authorities involved</li> <li>▪ The project products useful outputs for the CSO and local authorities involved</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of target groups</li> <li>▪ In-depth interviews/ case studies</li> </ul>
Criterion 31	<ul style="list-style-type: none"> <li>▪ Once the project is over, CSO and local authorities get more convinced of the opportunity of developing European projects</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of target groups</li> <li>▪ In-depth interviews/ case studies</li> </ul>
Criterion 32	<ul style="list-style-type: none"> <li>▪ Target groups share the knowledge obtained from the design and implementation of the projects</li> <li>▪ Target groups share the lessons learnt from the events organized in the framework of the projects (good practices...)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of target groups</li> <li>▪ In-depth interviews/ case studies</li> </ul>
Success factors and risks r)	<ul style="list-style-type: none"> <li>▪ The lessons of the projects stir up an interest among the heads of the CSO and local authorities involved</li> <li>▪ CSO and local authorities identify other interesting projects that could be funded in the framework of a European programme</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of target groups</li> <li>▪ In-depth interviews/ case studies</li> </ul>
Criterion 33	<ul style="list-style-type: none"> <li>▪ CSO and local authorities implement the good practices which corresponded to their needs</li> <li>▪ CSO and local authorities apply to other European programmes</li> </ul>	<ul style="list-style-type: none"> <li>▪ Survey of target groups</li> <li>▪ In-depth interviews/ case studies</li> </ul>

## 5. Exploration of the final impacts of the programme

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### A double approach

The last aspect of this assignment was to explore the question of the final impacts of the programme.

One of the assumptions of the “Europe for Citizens” programme is that the impacts of the projects it funds is not limited to « directly involved participants », but also includes “persons indirectly reached”, which increase their potential effectiveness.

#### Definitions

« **Directly involved participants** » are persons who participate actively to the funded projects:

- persons who contribute to the projects, e.g. by being involved in discussions, meetings, workshops, trainings, registered on an internet forum, etc. and are likely to be affected by them.
- Persons who attend a funded event (e.g. a seminar, a debate, a workshop)

*Persons who are specifically hired to come at an event are not considered as directly involved participants (for instance, a public personality coming to attract more people at a debate).*

“**Persons indirectly reached**” include:

- Persons who are touched by media communication activities (e.g. radio broadcast). In this case, the number of persons reached is the number of persons having heard the broadcast and who recognised it in the post-test survey held by the project holder;
- Persons who consulted the project internet page or website, measured by the number of unique visitors per year; in the case of a Facebook page, it is measured by the number of “like” at the time of evaluation.
- For all projects involving **face-to-face activities, however**, it is lot more difficult to use existing metrics. The assumption is that a directly involved participant would talk about its experience and its content to their relatives and friends.

We proposed to come with **an estimation of the number of persons concerned by multiplying the number of direct participants by a coefficient** that would differ depending on the ability of the projects to reach more than the direct participants. **This coefficient should be used for monitoring purposes only.** The effective impact of a project can only be estimated via proper and ad hoc evaluation.

In that perspective, we implemented two different approaches:

1. A survey of coordinators of “Europe for citizens” projects, to learn from their “field” experience
2. And a Delphi survey, to collect the opinion of a selection of experts and learn from more “theoretical” knowledge on the subject

Both approaches proposed the same three typical situations, for which the respondents had to answer a simple question: « To how many people has a participant talked about what he did and learnt during the project? ».



The projects were the following:

- **Twinning:** “European network on forward policies and actions for the seniors in Europe” (Promoter: Municipality of Skovde)
- **Remembrance:** “The imprints of Gisi Fleischmann” (Promoter: Holocaust Documentation Centre)
- **Civil Society Organisations:** “Waves of legality, waves of citizenship” (Promoter: Fondazione Giovanni e Francesca Falcone)

Full description of these 3 cases is provided in appendix p.77.

The results of both approaches are presented in the following sections. A last section analyses the results and concludes on numbers to be used in the frame of the indicators’ set.

## Survey of coordinators of “Europe for Citizens” projects

### 1. Implementation of the survey

The questionnaire of this survey was built based on the remaining data needs of this study, which were identified during the interim period. It included questions, which were aimed at measuring amounts of beneficiaries reached by the projects. It also contained open-ended questions, such as questions on good practices of project implementation. Open-ended questions were added to the questionnaire in order to use the opportunity of gathering qualitative data on issues important to the Unit. They were designed based on discussions during the interim meeting. The final English version of the questionnaire was translated into French and German languages.

#### Dissemination of the survey questionnaire

The survey questionnaires were uploaded to PPMI’s in-house online survey tool and thus could be accessed by the respondents on the web. Email invitations were sent to the respondents to participate in the survey. The target group included all coordinators of the projects funded from Europe for Citizens programme Actions 1, 2 and 4<sup>2</sup> in year 2012. Contact details of project coordinators of these projects were received from EACEA. The survey was launched on 27<sup>th</sup> of March. Reminders to participate in the survey were sent on 9<sup>th</sup> of April with the final deadline to submit responses until 15<sup>th</sup> of April 2013. The final structure of the respondent lists and received answers is described in Table 20.

<sup>2</sup> *Action 1 - Active Citizens for Europe: involving citizens either through activities linked to town-twinning or through other kinds of citizens' projects.*

*Action 2 - Active civil society in Europe: targeted to civil society organisations either through structural support on the basis of their European level work programme or through support to projects.*

*Action 4 - Active European Remembrance: support to projects aiming at preserving the sites and archives associated with deportations as well as the commemorating of victims of Nazism and Stalinism.*

**Table 20. Structure of the respondent list and received answers**

	Contacts in the respondent lists	Received answers	Response rate
Action 1	569	180	31.6%
Action 2	44	16	36.4%
Action 4	55	24	43.6%
<b>Total</b>	<b>668</b>	<b>237</b>	<b>35.5%</b>

Note : Action of 17 responses could not be identified.

After the closure of the survey, data was checked for errors and duplications. Any duplicating or incomplete answers were removed. Final data file contains **237 answers** to the questionnaire. The action of the programme could not be identified for 17 answers. Only open ended answers from these responses were used for the analysis.

## 2. Analysis of the data

### Estimations of the amounts of directly and indirectly reached beneficiaries

The main body of the survey questions were designed to measure the amounts of direct and indirect beneficiaries of the projects. The amounts of directly reached beneficiaries were estimated based on the experience of coordinators with their specific project. The amounts of indirectly reached beneficiaries were estimated using two different approaches:

- Based on experience of the coordinators with their specific project;
- Based on scenarios (cf. p.77) of the „Europe for Citizens“ projects financed from different actions. Scenarios included short description of the specific project, description of the person and his/hers involvement in the project.

Estimations are summarised in the table below. The median averages were counted for the answers to each of the questions.

**Table 21. Structure of the respondent list and received answers**

	Based on project experiences			Based on scenarios
	Directly reached beneficiaries	Indirectly reached beneficiaries (per 1 directly reached)	Estimation of total of persons indirectly reached by a project	Indirectly reached beneficiaries (per 1 directly reached)
Action 1	200	20	4000	45
Action 2	200	18	3600	30
Action 4	545	10	5450	18

The amounts of indirectly reached beneficiaries are provided per one direct beneficiary of the project. Project coordinators were providing higher estimations of the amount of indirectly reached

beneficiaries for scenarios of average successful projects. Estimations of the amounts of indirectly reached beneficiaries were approximately twice lower for the actual projects. The estimation of the total persons indirectly reached by a project was counted by multiplying directly and indirectly reached beneficiaries.

## Dissemination practices

Respondents were also asked to reflect on the ways how to disseminate project results by means other than spoken word spread by direct beneficiaries. Majority of the respondents were suggesting that using social media (e.g. Facebook, Twitter) is the best way to increase awareness of the project results. Project related websites or blogs were also mentioned as a suitable method for dissemination. Substantial share of respondents also claimed that mass media, especially local media channels (e.g. local newspapers, radio, TV) are effective means of dissemination. Survey responses show that social media and local mass media channels were actively used for dissemination of project results. Some respondents state that follow-up events in each of the participant countries, where participants could share their experiences, would also be a good alternative for dissemination.

Although 50.4% of the respondents claimed that they have organised media coverage analysis of the project, open ended answers to this question show that such analysis was performed very rarely. In general respondents were not familiar with the concept of media coverage analysis. By choosing this answer they were mostly referring to dissemination activities, which were targeted at media. However survey results also show that systematic documentation of media coverage of the project was a usual practice in a number of projects. 24.8% of the respondents claimed that they have performed post-test surveys of communication activities of their projects. However open ended answers show, that in most of the cases these were the satisfaction questionnaires handed out to the participants or other simple forms of the feedback gathering.

## Hard to reach groups

Another group of the survey questions was focused on definition of hard to reach groups and proposals on how these groups could be better reached. The most often characteristic, which was used to describe hard to reach social groups of the project, was the age. Most often the younger and elderly people were identified as hard to reach group of the specific project. However in some cases attracting „average working citizen“ was also a challenge. It could be illustrated by this response:

*„The active middle-age people are hard to reach and to involve in the long run. Their busy status does not help, but they are also the current actors of the local economy. Their active participation and dynamism would be an asset to pass on the project's values.“*

### Sustainability and recommendations for future programme

Substantial share of the projects did not face any problems reaching their target groups. It could be concluded that difficulties in reaching target groups are project specific. They are very much connected to the objectives of the project, specifics of the geographical location or the usual target groups (“audiences”) of the organisation implementing the project. Survey responses also show that some of the projects had difficulties with their attempts to reach Roma people, people with migrant backgrounds or unemployed. In some projects it was important, but hard to reach politicians or journalists. Overall the hard to reach target groups seem to be project specific and hard to generalise.

While giving proposals how to improve the reach of the target groups most of the respondents were focusing on better project communication. Social media is seen as a good tool to attract younger audiences to the events of the project. In order to reach older generation one has to look for direct contact with this target group, which is usually a more challenging task. Respondents suggest that schools are good contact points to reach parents and older generation. Other providers of community services and nongovernmental organisations could also be used for reaching the possible participants. Respondents also emphasised that all possible barriers for participation, such as timing, length and location of the events, should be identified and removed. It is especially important while targeting middle-age economically active persons.

Respondents were also asked to reflect on sustainability of the projects. They have stressed the importance of sustaining the contacts created during the meetings. In most cases social contacts created during the event are identified as the main source for sustainability of the project results. Social media is seen as important tool for this purpose. However substantial share of the respondents do not see sustainability without follow-up meetings implemented on yearly bases or implementation of new projects. Some respondents have expressed the idea that proper reflection on the lessons learned during the meetings and discussion on how these lessons could be used in the communities of the participants would add to the sustainability of the project.

Respondents were not very consistent in their proposals for the innovative activities or processes, which could be employed during the next generation of the programme. Responses to this survey question give a general sense that beneficiaries are satisfied with the current structure and flexibility of the programme:

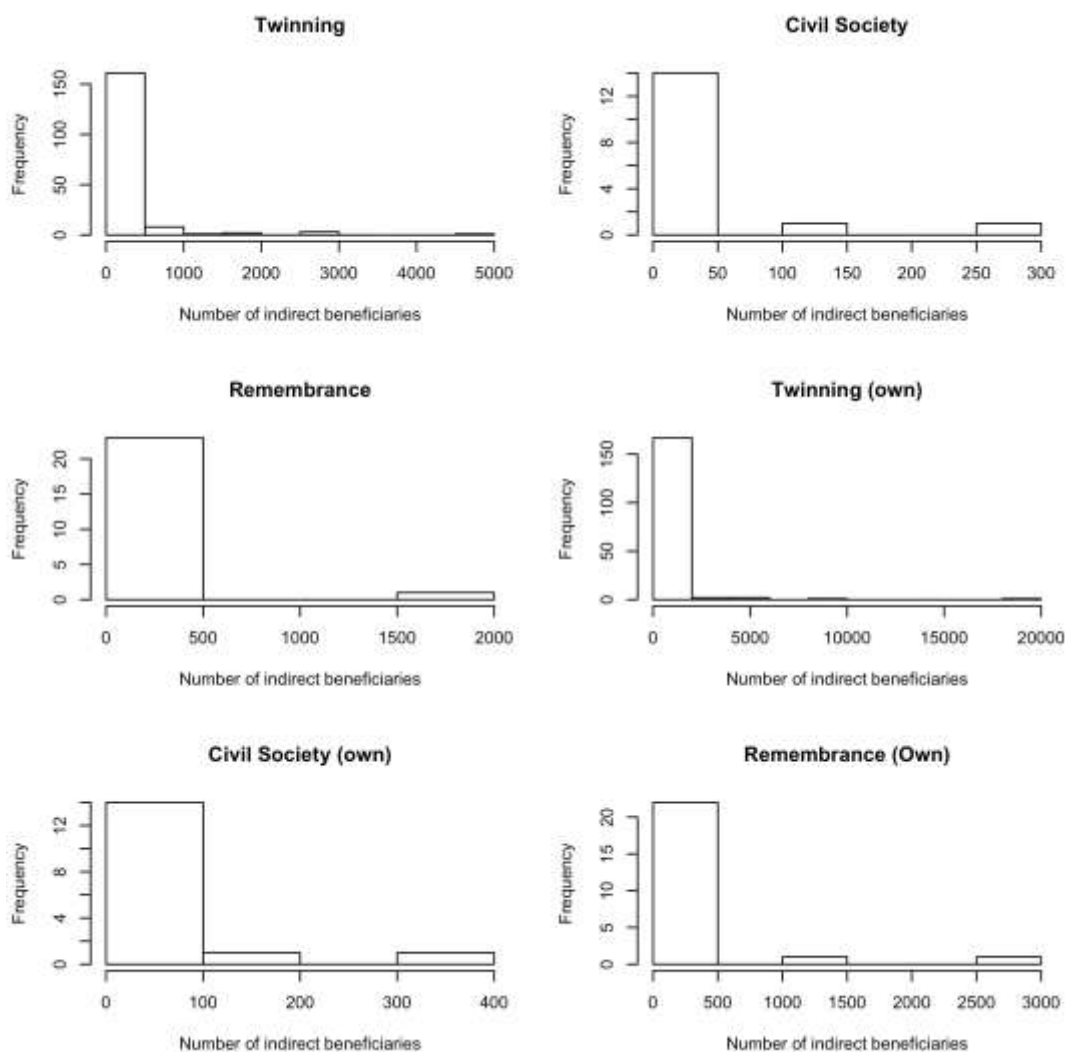
*“The programme should keep its main structure. The best part of the programme has been so far that the organizers were free to plan the content of the meetings. The representatives of the participating municipalities were involved in planning of the project, thus the project could reach its goal. That is why the project was unique, interesting and useful for the participants.”*

Most of the proposals for the future were relevant only at the project level and could be described as the starting ideas for a new project.

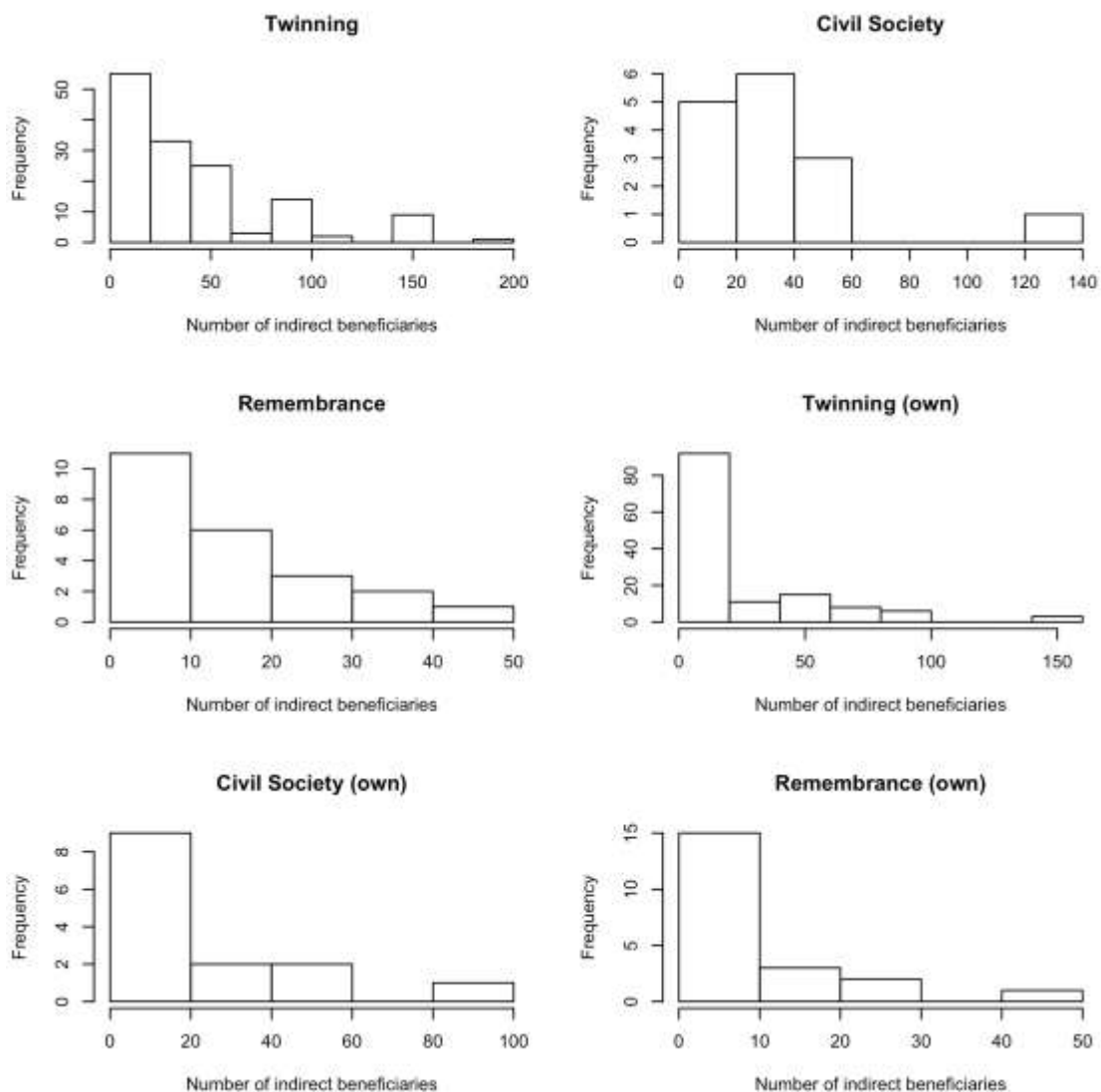
## Lessons learnt from the coordinators’ survey regarding the “indirectly reached”

The volume assessment of “indirectly reached people” given by the respondents to the projects coordinators’ survey can be further analysed.

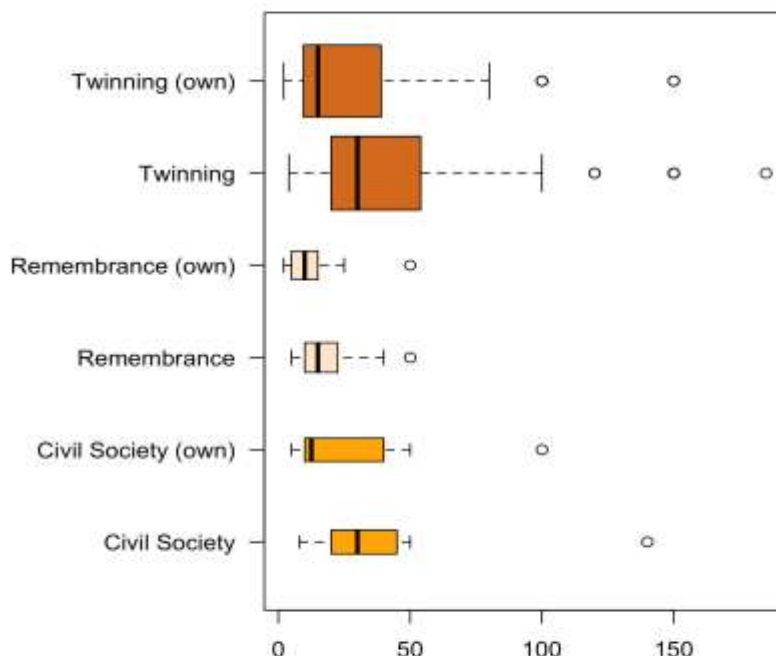
We looked at the distribution of the answers by using histograms for each of the 6 types of assessments: “Twinning”, “Civil society”, “Remembrance”, in a typical successful project, and in their own case.



This shows that the answers are mainly concentrated at the left of the diagrams. Highest scores are likely to be due to media projects while our analysis is concentrated on face-to-face activities. This is why we now run the same analysis but on answers < 200, which covers 350 out of 429 observations, i.e. 82%.



Now we can see that in most cases the answers are actually quite concentrated. We do boxplots diagrams to further identify the distribution.



The box width shows the number of participants considered: 142 for Twinning, 135 for Twinning (own), 23 for Remembrance and 21 for Remembrance (own), and 15 for Civil Society (14 for Civil Society (own)).

Based on the 0.25 quartile and 0.75 quartile, it is possible to consider that, according to project holders:

- **Twinning projects are likely to have 20 to 54 indirect beneficiaries** for one direct participant when successful, and between **9.5 and 39** in a normal case;
- **Remembrance projects are likely to have 10 to 22.5 indirect beneficiaries** for one direct participant when successful, and between **5 and 15 in a normal case**;
- **Civil society projects are likely to have 20 to 45 indirect beneficiaries** for one direct participant when successful, and between **10 and 40 in a normal case**;

The main other results of the analysis are the following:

- The Twinning and Civil Society projects show the highest median (30 indirect beneficiaries), followed by Remembrance projects (15 beneficiaries).
- However, when participants talk about their own projects, the figures are much lower, **going from Twinning (15 indirect beneficiaries) to Civil Society (12.5) and Remembrance (10)**
- Twinning projects show the highest spread, while the scores for Remembrance are much more concentrated.



## Survey of experts

### Implementation of the survey

A questionnaire survey, based on the same three cases of „Europe for Citizens“ projects than the one used within the survey of coordinators (the 3 scenarios are provided p.77), was also sent to a short list of experts. For each case, individual experts were asked to quantify how many people have been indirectly reached by the projects.

12 experts were identified by the European Commission and the evaluation team based on their knowledge of the Europe for citizens programme or citizenship issues:

- Loïc Blondiaux, Researcher, University of Paris I;
- Luigi Bobbio, Researcher, University of Turin ;
- Sandra Ceciarini, Council of European Municipalities and Regions (CEMR);
- Marta Dabrowska, Europe for Citizens Point (ECP) Poland;
- Jim Dratwa, Bureau of Political Advisers, European Commission;
- Joan Font, Researcher, Instituto de Políticas y Bienes Publicas (Spain);
- Pangiotis Karnavos, Education Audiovisual and Culture Executive Agency (EACEA)
- Luc Levy, The Shoah Memorial (France);
- Sigrid Olbrich-Hiebler, Europe for Citizens Point (ECP) Austria;
- Inna Petrenko, Education Audiovisual and Culture Executive Agency (EACEA)
- Risto Raivio, DG Education and Culture, European Commission
- Yves Sintomer, Researcher, University of Paris VIII;

The survey was launched on the 19<sup>th</sup> of March in three languages (English, French and Spanish). Despite reminders, 3 experts only answered to the survey. The following reasons can maybe explain this low return rate (25%):

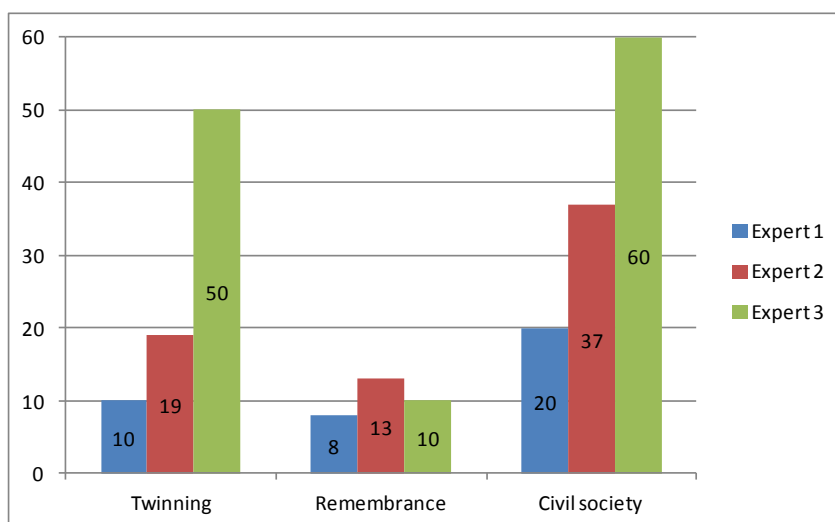
- The exploratory dimension of the survey (very few research or academic knowledge seem to exist in that field, and some experts did not feel legitimate to answer this question);
- The diversity of the projects described (twinning, remembrance and civil society).

### Analysis of the survey

The three respondents are all giving the same ranking position to the three types of projects (see the chart below):

- The “Civil society” project is likely to reach the highest number of indirect beneficiaries: between 20 and 60 people;
- The “Twinning” project is likely to reach the second highest number of indirect beneficiaries: between 10 and 50 people;
- The “Remembrance” project is likely to reach the lowest number of indirect beneficiaries: between 8 and 13 people.





### Number of indirect beneficiaries

The average number of indirect beneficiaries is 39 for “Civil society”, 26 for “Twinning” and 10 for “Remembrance”.

## Which values for the number of persons directly and indirectly reached by the programme?

### Estimates for the directly reached beneficiaries

The amounts of directly involved participants per project were estimated based on the experience of coordinators with their specific project through their answers to the survey for coordinators.

The median averages were counted for the answers, and the results are the following:

Type of action	Number of directly reached beneficiaries per project (median)	Number of directly reached beneficiaries per project (average)
<b>Action 1-</b> Active Citizens for Europe: involving citizens either through activities linked to <b>town-twinning</b> or through other kinds of citizens' projects.	200	754
<b>Action 2 -</b> Active civil society in Europe: targeted to <b>civil society organisations</b> either through structural support on the basis of their European level work programme or through support to projects.	200	1346
<b>Action 4 -</b> Active European <b>Remembrance</b> : support to projects aiming at preserving the sites and archives associated with de deportations as well as the commemorating of victims of Nazism and Stalinism.	545	3507

## Estimates for the number of indirectly reached persons per participant (directly reached beneficiary)

To be able to produce the requested coefficient, we have gathered different information sources:

- The coordinators estimates based on the experience of their own project
- The coordinators estimates based on three successful scenarios
- The experts estimates based on the same three successful scenarios

The different estimates are presented in the following table:

Type of action	Number of indirectly reached persons per 1 directly reached according to ...				
	Coordinators about their own project (Median)	Coordinators about their own project (boxplots median)	Coordinators about the scenarios (Median)	Coordinators about the scenarios (boxplots median)	Experts about the scenarios (Average <sup>3</sup> )
<b>Action 1 - Town-twinning</b>	20	15	45	30	26
<b>Action 2 - Civil society organisations</b>	18	12,5	30	30	39
<b>Action 4 - Remembrance</b>	10	10	18	15	10

We can already notice that project coordinators provided higher estimations of the quantity of indirectly reached beneficiaries for scenarios of average successful projects, than for their own projects. They nonetheless rank the “potential to reach indirect beneficiaries” of each type of action the same way (action 1 > action 2 > action 4).

Experts seem to disagree with this ranking and grant more “potential to reach indirect beneficiaries” to action 2 type of projects.

Here, two limits have to be taken into account:

- the very limited number of experts having answered the study on one hand,
- and the fact that they had to give answers for the 3 scenarios (comparing probably among the scenarios) while the project coordinators only gave an answer for the scenario they were concerned with, on the other hand.

To conclude, we could suggest that:

- **Town-twinning projects are likely to have 15 to 45 indirect beneficiaries** for one direct participant;
- **Civil society projects are likely to have 12,5 to 39 indirect beneficiaries** for one direct participant;

<sup>3</sup> For the experts results, the average was preferred to the median, due to the low quantity of answers (median would have been the estimates of one particular expert)

- **Remembrance projects are likely to have 10 to 18 indirect beneficiaries** for one direct participant

If one coefficient per action type is absolutely to be defined, we suggest 2 options:

1. Either to opt for a cautious strategy and retain the lowest estimations :
  - 15 indirect beneficiaries for one direct participant for action 1 projects
  - 12,5 indirect beneficiaries for one direct participant for action 2 projects
  - 10 indirect beneficiaries for one direct participant for action 4 projects
2. Or to choose an intermediary approach and select the average of all estimations:
  - 27 indirect beneficiaries for one direct participant for action 1 projects
  - 26 indirect beneficiaries for one direct participant for action 2 projects
  - 13 indirect beneficiaries for one direct participant for action 4 projects

## Estimates for the number of reached persons

We proposed to come with an estimation of the number of persons concerned by multiplying the number of direct participants by a coefficient that would differ depending on the ability of the projects to reach more than the direct participants.

We recall that this coefficient is **only to be used for monitoring purposes**. Indeed, the effective impact of a project can only be estimated via proper and ad hoc evaluation.

Based on the data presented above, and with all the methodological limits previously underlined, the following results can be proposed:

### Cautious approach

Type of action	Average number of directly reached beneficiaries per project	Average number of indirectly reached beneficiaries per directly reached beneficiary	Average number of indirectly reached beneficiaries per project	Average number of direct and indirect beneficiaries per project
Action 1- Town-twinning	200	15	3000	3200
Action 2 – Civil society organisations	200	12,5	2500	2700
Action 4 - Remembrance	545	10	5450	5995

## 6. Lessons for the future

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This chapter summarises the lessons learned through monitoring exercise. In the first part of the chapter, the description of advantages and limitations of surveying strategy used during implementation of this study is provided. The chapter is finalised with the summary of the insights from project coordinators regarding implementation of the programme.

### Lessons for the surveying strategy in the future

Europe for Citizens survey 2012 was implemented based on experience of previous surveys. It is the last monitoring survey to measure results of current generation (2007 - 2013) of Europe for Citizens programme. Recommendations regarding the use of the survey method could be successfully used for the monitoring of the future generation of the programme. Improvements can be made on the contents of the questionnaire and on the process of implementation of the survey.

#### Content of the questionnaire

The survey questionnaire of “Europe for Citizens Survey 2009“, which was used as a base for current survey, was a well-developed version. It had well settled formulations of the questions covering most important experiences related to participation in “Europe for Citizens” events. Questionnaire provides a good illustration of results and short-term impacts of participation in the events funded by Europe for Citizens programme. The data gathered during such surveys gives possibilities for fruitful analysis. It also increases visibility of the results created by the programme.

Current questionnaire could also be used as a base for future surveys. However it should be amended to reflect intervention logic of new generation of the programme. New version of the questionnaire should be tested on participants of the events funded from different actions. The tests should analyse new formulations of the questions and scales to better represent perceptions of the respondents.

#### Changes to the questionnaire: action specific questions and “before and after” question

There are additional design changes, which could be introduced in the questionnaires of the future monitoring surveys of Europe for Citizens programme:

- Questionnaire was originally developed for Action 1 and is not sufficiently reflecting differences of the actions. Therefore formulations of some of the questions should be amended for different respondent groups. Intervention logics of different actions should be used to produce new formulations;
- Questions measuring perceptions before and after participation in event could be used in order to have a better understanding of absolute changes in perceptions of the participants of the events.

At the moment some differences in the answers among respondents of different actions are related to differences of objectives of different actions rather than their ability to deliver results. Some questions of the survey could also be changed annually and reflect

annual thematic priorities of the programme. Introduction of these changes would benefit the overall quality of the data. However these changes also require a better response rate from respondents of different actions. Better response rate can be achieved with the changes of the process of implementation of the survey.

### **Use of the survey method to identify the amount of directly and indirectly reached beneficiaries**

Measuring the amounts of directly and indirectly reached beneficiaries was a new objective of this monitoring study. Due to the timing of separate tasks of the current study, the preliminary amounts of indirectly reached beneficiaries were identified using the survey of the coordinators of the projects and survey of the experts. In the future monitoring exercises it is recommended:

- To use the survey of individuals to identify the numbers of indirectly reached beneficiaries. Additional question to the questionnaire should be added. Participants of the events should be asked to identify the approximate number of individuals to whom they have spoken about their experiences in the event. The future questionnaires could also measure the quality of this type of interaction – was it merely simple information sharing about the fact of participation (telling it to family and friends, posting of Facebook etc.) or rather in-depth sharing of experience? Appropriate timing of the survey should be chosen in order to prevent bias of the data. This issue is discussed later in this chapter.
- In the future, amounts of directly reached beneficiaries (or directly involved participants) should be measured based on information provided in the reports of the project holders. Survey of coordinators was used in this study to draw a baseline of this indicator due to the lack of other data sources.

### **Process of implementation of the survey**

During the previous surveys of participants of the Europe for Citizens programme, both online and mail surveying methods were used. Attempts to survey participants of the events by mail resulted in lower response rates and less reliable data, especially for the actions with fewer participants. Therefore it is recommended to use on-line surveying as the main method for carrying out surveys of the participants of the events.

#### **Alternatives of dissemination: direct emails**

In order to increase response rate of the surveys it could be considered to make it mandatory for project coordinators to provide contact lists of the participants of the events financed by “Europe for Citizens” programme. It would enable sending direct invitations to the monitoring surveys, which should result in a higher response rate. It is especially important for Actions 2 and 4, since these actions have less directly reached beneficiaries and the issue of the response rate is more critical for the analysis. Lists should have a standard (e.g. Excel sheet) form and should include the following information:

- Email addresses of the participants;
- Names and surnames of the participants;
- Native language of the participants;

- Project ID number;
- Project name;
- Action of the programme;
- Name of the event in the working language of the event (in the format “Name of the vent, Location of the event, Date of the event” provided in the working language of the event);
- Working language of the event.

Such information could be provided no later than one month after the end of the event. Direct email invitations to participate in the survey (preferably in their native language or working language of the event) could be sent to all individuals from the received participant lists. Such method of dissemination would also enable to link survey responses with monitoring data of the projects, which would give additional possibilities for the analysis. Contacting respondents directly would remove the necessity for intermediation of project coordinators, which usually lowers the response rates of the survey. It is important to note that such gathering of the respondent contact details creates additional administrative burden. Such burden would be proportional and could be justified in case monitoring surveys would be planned in advance and contact details would be gathered only for the surveys, which would be actually implemented.

#### **Alternatives of dissemination: forwarded emails**

Other method of gathering survey responses, which was also used for implementation of the Europe for Citizens survey 2012, is sending indirect email invitations to the coordinators of the projects. Coordinators are asked to forward a common survey link to project coordinators. Advantage of such invitation method is that survey respondents are approached by familiar person, which contributes to the success of the survey. Main disadvantage – not all project coordinators forward invitations and there are no ways to control this procedure. Experience of Europe for Citizens Survey 2012 proved that indirect invitations to participate in the survey give satisfactory response rate if substantial amount of project coordinators (preferably all of them) are contacted. Response rates of surveys disseminated using this method could be improved if dissemination of the survey link would be described as responsibility of the coordinator in the grant contract. It could also be mentioned in the information package for grant beneficiaries.

#### **Timing of the survey**

During implementation of the monitoring surveys of “Europe for Citizens” and similar programmes it is important to consider the timing of the survey. Events, funded by the programme are short-term events. Therefore they do not have such intense long-term impacts on participating individuals as do have long-term involvements. Therefore the best reflections on the results and impacts of the event come within several months after participation in the event. If participants are contacted after longer period (6 - 12 months or later) it negatively influences response rate and quality of the gathered data. This means that surveys of the participants of the “Europe for Citizens” events cannot cover longer period at a time (for example 2 – 3 years, which could be a case if such a survey would be implemented as part of mid-term evaluation process).

Timing of the survey is also critical if the results of the survey would be used to measure amounts of indirectly reached beneficiaries. In such cases it is recommended to wait at least 3-4 months after the end of the year in order all projects (those which ended earlier

and those which ended last) would reach similar phase in terms of the amounts of indirectly reached beneficiaries. Timing of the survey should remain fixed in order to overcome possible distortions of the data – the survey should always be implemented during the same time of the year.

## Feedback of the project coordinators regarding implementation of the projects

As a result of implementation of the methods of this study some data on perceptions of project coordinators was gathered. They give interesting insights on dissemination of project results, awareness raising of the projects, definition of hard to reach groups and sustainability of the projects. Most important insights are summarised here:

- The **social networks** are seen as an important new channel both for the dissemination of the project results and for awareness raising of project activities. Although traditional media channels (especially local press, radio and TV) have important role in awareness raising, social media becomes important tool in reaching some specific target groups, especially among younger audiences;
- Evidence shows that **hard to reach groups** of “Europe for Citizens” are project specific and can hardly be generalised and defined at the programme level. Because of the flexible design of the programme regarding the content of the projects hard to reach groups are very much connected to the objectives of the project or specifics of the geographical location. Project coordinators tend to perceive “hard to reach” groups through the age of the group.
- Project coordinators agree that **social contacts** created during the event are the main source for sustainability of the project results. There is a general view, that effects of the project cannot be sustained for the long time without follow-up meetings implemented on yearly bases or implementation of new projects. It is suggested that **follow-up events** in each of the participating country, where participants could share their experiences, would both be a good alternative for dissemination and would contribute to the sustainability of the project results.

This feedback from project coordinators reflects the realities at the project level. It can be taken into account while designing the requirements for the projects in the new generation of the programme.



## **7. Appendix 1: survey results of the survey of individuals participating in “Europe for Citizens” programme**

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# **„Europe for citizens”**

## **survey 2012**

### **“Individuals” survey report**

Commissioned by DG Communication  
Prepared by consortium of  
Public Policy and Management Institute and Eureval  
in the frame of the study „Measuring the Impact  
of the Europe for Citizens Programme”

**17 January 2013**

## INTRODUCTION

This survey was implemented as one of the tasks of the study “Measuring the Impact of the Europe for Citizens Programme” commissioned by DG Communication under the framework contract No EAC/50/2009 with DG Education and Culture. The main objective of this survey is to provide with the data needed to evaluate results of the Europe for Citizens programme (2007 - 2013) created in year 2012.

This report describes the main results of survey programme. The target group of this survey was the individuals, who took part in events funded by Europe for Citizens programme during the year 2012. Survey covered all actions of the programme with an exception of the Action 3. The survey is part of on-going monitoring process. It was implemented based on the experience gathered during previous surveys of participants of the events funded from “Europe for Citizens” survey<sup>4</sup>.

The report starts with a description of the process of implementation of the survey. In the second chapter the data gathered during the survey is presented and analysed. Technical survey data tables are provided in the annex of this report.

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<sup>4</sup> “Europe for Citizens Survey 2009: Developing impact indicators for the Europe for Citizens programme and adapting them to the 2009 Annual Management Plan” final technical report. ECOTEC, October 2009.

## 1. IMPLEMENTATION OF THE SURVEY

### Amendments and translation of the questionnaire

During mail survey of participants of Europe for Citizens events, implemented in year 2009, difficulties in reaching substantial amount of responses were faced. Therefore web-survey method was offered as an alternative method for implementation of the Europe for Citizens survey 2012.

In order to have possibility of comparative data analysis questionnaire of the previous survey was used as a basis for this survey. The questionnaire used in year 2009 was shortened to minimise time spent on answering to the questions. Some minor changes to formulations of the questions were also introduced. Changes were based on discussions during the inception period and recommendations of authors of the report of 2009 survey. These changes improved the quality of the responses without affecting comparability of the data. The final version of the questionnaire was translated into Czech, English, French, German, Greek, Hungarian, Italian, Lithuanian, Polish, Romanian, Spanish and Swedish languages.

### Dissemination of the survey questionnaire

The survey questionnaires were uploaded to PPMI's in-house online survey tool and thus could be accessed by the respondents on the web. Email invitations were sent to the respondents to participate in the survey. The target group included all participants of the events funded from Europe for Citizens programme Actions 1, 2 and 4 in year 2012. Contact details of project coordinators of these projects were received from EACEA. Invitations to participate in the survey were disseminated using two strategies:

- Project coordinators were contacted and asked to provide email contacts of the participants of their events. Direct email invitations to participate in the survey were sent to all individuals from the received lists of participants. Each respondent received an e-mail invitation in native language to participate in the survey. Invitation contained personalised link to the survey;
- Project coordinators, who did not provide contact details of the participants of their events, were emailed and asked to forward a general link to the survey for participants of their events.

The survey was launched on 28<sup>th</sup> of November. Reminders to participate in the survey were sent on 11<sup>th</sup> of December with the final deadline to submit responses until 1<sup>st</sup> of January 2013. The final structure of the respondent lists is described in Table 1.

**Table 1. Structure of the respondent lists and received answers**

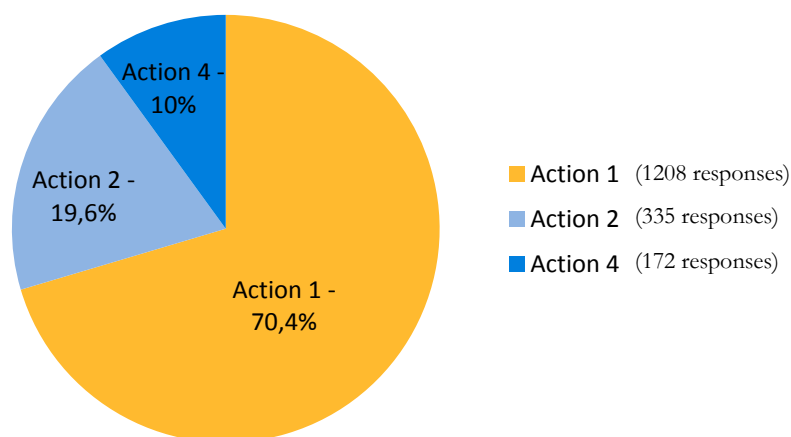
	Contacts in the respondent lists		Received answers
	Project coordinators	Individual participants	
Action 1	564	124	1208
Action 2	43	832	335
Action 4	52	144	172
<b>Total</b>	<b>659</b>	<b>1100</b>	<b>1715</b>

#### Amount of the received answers

After the closure of the survey, data was checked for errors and duplications. Any duplicating or incomplete answers were removed. SPSS data file was prepared for further analysis of the data. Final data file contains **1715 answers** to the questionnaire.

A strategy chosen for dissemination of the survey questionnaires proved to be successful – the final amount of responses is 2.3 times higher compared to the amount of the responses to the mail survey performed in 2009. A better representation of respondents from Action 2 and Action 4 was also achieved. Figure 1 summarises the structure of the responses from participants of the events financed from different actions of the programme.

**Figure 1. Survey responses from different actions**



#### Data error

General survey results have a margin of error of 2.4% under the 95% confidence level. It was counted based on estimation, that amount of individuals directly reached by the programme (general population of the survey) does not exceed 1.5 million.

## 2. ANALYSIS OF THE SURVEY DATA

The further description of the data gathered during this survey is divided into two sections. First section describes characteristics of the respondents of this survey. The second section provides analysis of the answers to the evaluative questions, which describe respondents' experiences during and after participation in the event and thus sum up results of the programme reached in year 2012. Answers to the questions of the survey are compared to the answers of mail survey performed in year 2009.

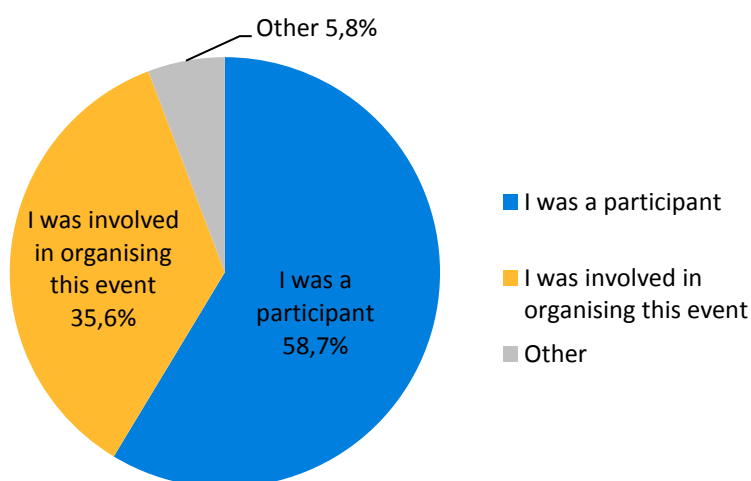
### 2.1 Characteristics of the respondents

Gathered data provides a good overall coverage of the different groups participating in the programme. Here we describe the distribution of these groups. These groups are later used to identify meaningful differences in answers to evaluative questions.

#### Involvement in organising the event

One important characteristic of the respondents is their level of involvement into organising the event financed by Europe for Citizens programme. An assumption was made that persons, involved in organising the event, will perceive the results of the event in the different way and thus will provide different evaluation of the experience of the event. Figure 2 summarises this involvement of the participants of the event.

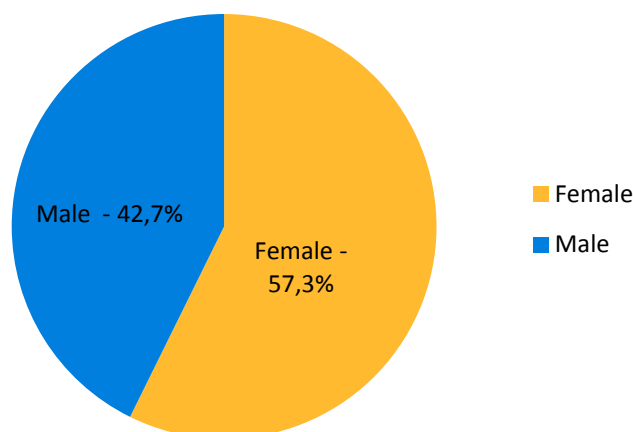
**Figure 2. Involvement in organisation of event**



It shows that, almost 60% of the respondents of the survey declared no involvement in organising the event and one third of the respondents were in some way involved in organising the event. Respondents from EU15 countries (old member states) were 13% more likely to be those involved in organising the event compared to respondents from other countries.

It could be speculated that opinions of organisers, who took part in this survey, represent opinions of the beneficiary organisations and thus are not exactly the subject of this survey. However answers of respondents involved in organising the event were not excluded from the analysis to maintain possibility of comparing the survey results with results from survey of 2009. However responses of this group were closely monitored in order to identify meaningful differences in the answers to the evaluative questions.

**Figure 3. Gender of respondents**



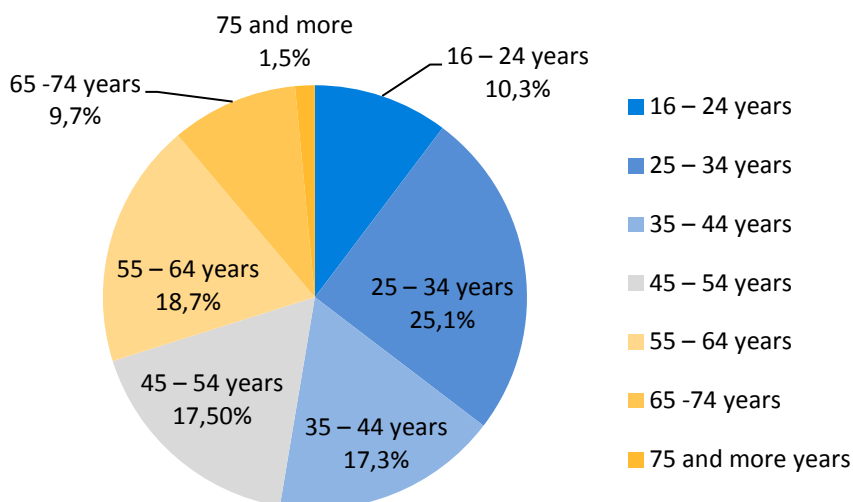
Gender of the participants

Figure 3 shows that female participants are better represented in the survey results. The share of the female respondents is almost identical to the share of the female respondents in the survey of 2009. This trend suggests that women are more likely to participate in the Europe for citizens events. Another possible, but less likely interpretation is that women were more active in answering the survey questionnaire. No matter what are the reasons of higher amount of female respondents in the final data file these differences do not influence the quality of the data. Gender of the respondents proved to have no significant influence on the answers to the evaluative questions of the survey.

Age of the participants

The survey data gives very balanced representation of the event participants from different age groups (see Figure 4). There is almost equal representation of respondents from age group 16 – 44 and 45 – 74. In year 2009 this balance was slightly shifted towards the younger respondents. Data analysis shows important age differences among participants of different actions. For example participants of civil society events (Action 2) tend to be younger - 85.9% respondents from this action are from age group 16 – 44. Participants of twinning events tend to be somewhat older compared to general trends – 55.1% of them are from age group 45 – 74. These trends are similar to the trends of 2009 survey and reflect general differences in the target groups of the projects of different actions.

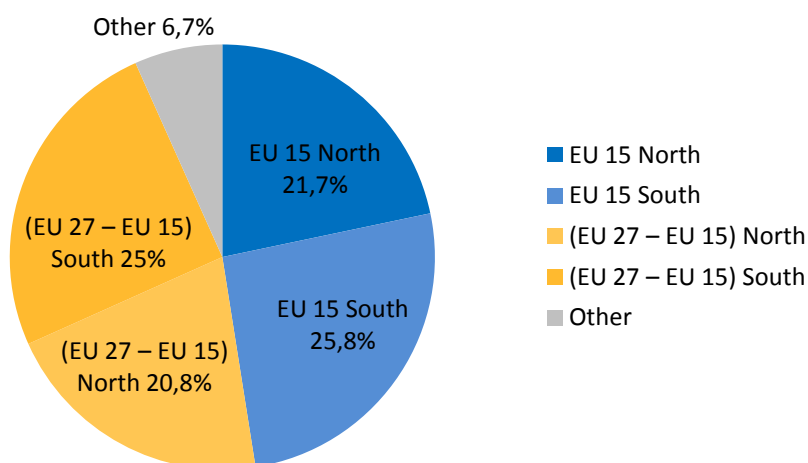
**Figure 4. Age of respondents**



#### Countries of residence of the participants

Similarly to representation of different age groups survey data also gives a very balanced view of participants from different EU countries (see Figure 5). Following the example of 2009 survey the answers of participants from different countries were grouped based on the geographical location of the country (North versus South) and the date of joining the EU (new versus old member states).

**Figure 5. Countries of residence of respondents**

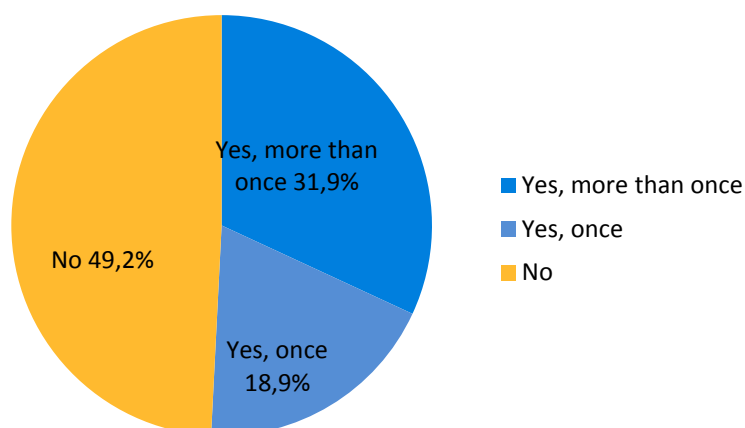


The highest amounts of responses were received from France, Germany, Hungary, Italy, Poland, Hungary and Romania. Responses from these countries all together cover 61% of the total responses. Information about the country of residence of the respondent could not be directly used for the analysis due to high variation in amount of the responses from different countries. Therefore countries were grouped into 5 groups for further analysis:

- Northern countries, which have joined EU before 2004: Belgium, Denmark, Finland, Germany, Ireland, Luxembourg, Netherlands, Sweden, United Kingdom;
- Northern countries, which have joined the EU 2004 and after: Czech Republic, Estonia, Latvia, Lithuania, Poland, Slovak Republic;
- Southern countries, which have joined the EU before 2004: Austria, France, Greece, Italy, Portugal, Spain;
- Southern countries, which have joined the EU 2004 and after: Bulgaria, Cyprus, Hungary, Malta, Romania, Slovenia;
- Other: non-EU countries, respondents with dual or multiple citizenships.

Slightly more survey responses came from southern EU countries. However this difference is proportional to the differences in the respondent lists. Lists contained slightly more projects from southern countries. This is a different trend compared to the survey implemented in 2009. The data of this survey was dominated by responses from northern countries. Therefore in the analysis it was closely monitored if this characteristic of respondents had any influence on the answers, which could explain the differences in data from surveys of 2009 and 2012.

**Figure 6. Participation in the past events**



#### Participation in the past events

About half of the participants of the survey were taking part in Europe for Citizens event for the first time. Participants of the twinning events were 10% less likely to be participating in the event for the first-time compared to the participant of the events funded from other actions. First-time participants were usually those not involved in organising the event. 57.6% of the respondents not involved in organising the event were taking part in event for the first time. And only 34.7% of organisers were taking part in the event for the first time.

Described differences show the overall picture of the respondents of this survey. It shows rather equal representation of the respondents from



different groups. The parameters of the respondents were instrumental while performing analysis of indicators provided in the next section of this chapter.

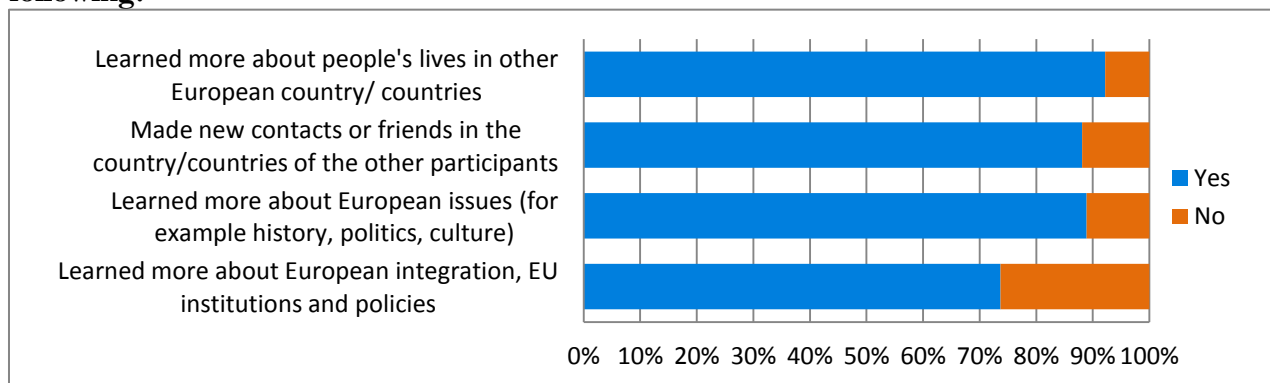
## 2.2 Analysis of the answers to the evaluative questions

The figures provided in this section are illustrating the answers to the questions, which show the values of the main indicators. The first group of these indicators is related to the content of the event and personal benefits of participation in the event. It shows different groups of topics usually covered during Europe for Citizens events and also shows what influence it had on knowledge of participants (see Figure 7).

### Topics of to the event

Survey results show stronger personal benefits from participation in the event compared to the survey of 2009. Approximately 5% more respondents state that during the event they have received the following benefits - made new contacts (88.1%), have learned more about EU (73.7%), have learned more about European history, politics and culture (88.9%). Learning more about people's lives in other European countries remains the most mentioned benefit of participation in the event (92.2%) and remained relatively stable (decreased 2%, which is less than an error of this survey).

**Figure 7. Answers to the question 3. As a result of attending this event did you do any of the following?**



Most of the respondents gave a very positive evaluation of the influence of participation in the event. However there are some differences how this question of the survey was addressed by different groups of respondents. Participants of twinning events more often made contacts with participants from other countries. They also learned more about life in other countries. Participants of events of active remembrance more often learned more about European history and culture. These differences are not unexpected and merely represent specifics of the actions.

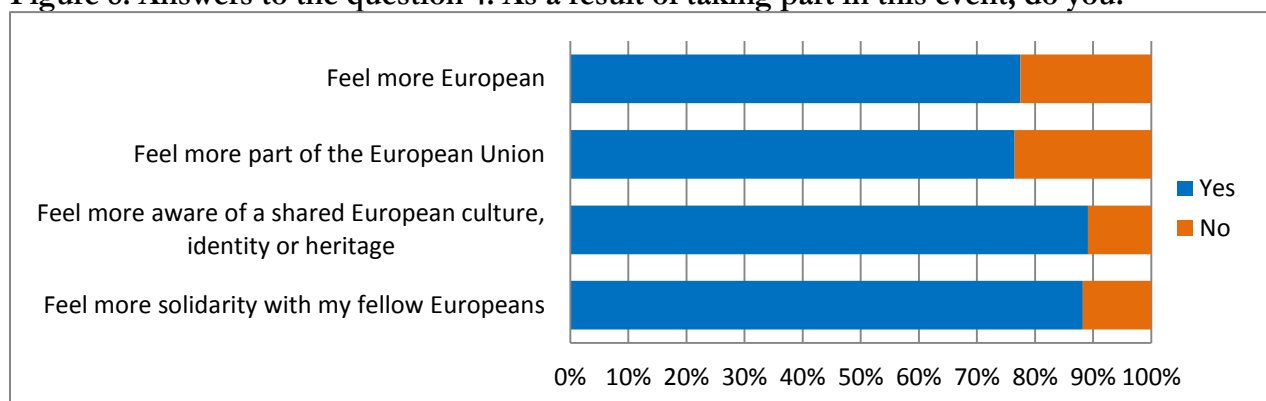
Survey data shows that event participants from southern countries and new member states are 3% more likely to make new contacts during the event. Respondents, which have been involved in organising the event, tend to be more positive about the influences of participation in the event. It is

### Effects on perception and identity

especially the case speaking about new contacts made with participants from other countries (organisers made new contacts 8% more often compared to other participants). However these differences do not have any vital influence on the interpretation of change of general values of indicators compared to 2009. The overall positive increase in learning experience during the event would remain even if respondents, involved in organising the event, would be removed from the analysis.

The next group of answers to the survey combines most important indicators for the monitoring of the results of Europe for Citizens programme. It summarises the effects of participation in the event on strength of European identity. During previous surveys it was operationalized as increased feeling of „Europeanness“ experienced by the participants of the event. In general 77.5% of participants of the events agreed that as a result of participation in the event they feel more European. This is 3% more compared to the results of 2009 survey. This indicator is followed by other indicators specifying the change in identification with Europe. Survey data shows that as a result of taking part in the event 76.5% of the respondents feel more part of the European Union, 89.1% feel more aware of European culture, identity and heritage and 88.2% feel more solidarity with other Europeans. All of these results have increased by 6% compared to the results of 2009 survey. This comparison of the data shows positive developments of the programme results.

**Figure 8. Answers to the question 4. As a result of taking part in this event, do you:**



Survey data reveals that the participants of twinning projects strengthened their European identity most. 81.8% of them agreed that as a result of taking part in the event they feel more European. The values of this indicator for participants of civil society events and active remembrance events are around 67%. However participants of active remembrance events were most positive about influence of the events on their awareness of shared European culture, identity and heritage (93.2%). These differences of influence of participation in different types of events can generally be explained by thematic focus and different objectives of the events as well as size and type of the audiences.

Data suggests that age of the participant has a positive influence on strengthened sense of European identity after participation in the event. It

#### Other effects of participation in the event

is especially well reflected in the answers about feeling more European and feeling more part of European Union. Respondents above age of 55 tended to agree more often that as a result of participating in the event they feel more European and more part of EU. There are also significant differences in answers to this question when it comes to different countries of residence of the respondents. For example respondents from new member states were more likely to agree that participation strengthen their feeling of being European and increased awareness of shared European culture. Respondents from northern countries were less likely to agree that after participation in the event they felt more part of the European Union. Respondents from southern countries were more likely to agree that participation in the event strengthened their feeling of solidarity with other Europeans. Similarly to the question about topics and personal benefits of the event respondents, involved in organisation of the event, were generally more positive about the influence of participation in the event on their sense of European identity. However this did not have major influence on general value of indicator, which was compared to the value of 2009.

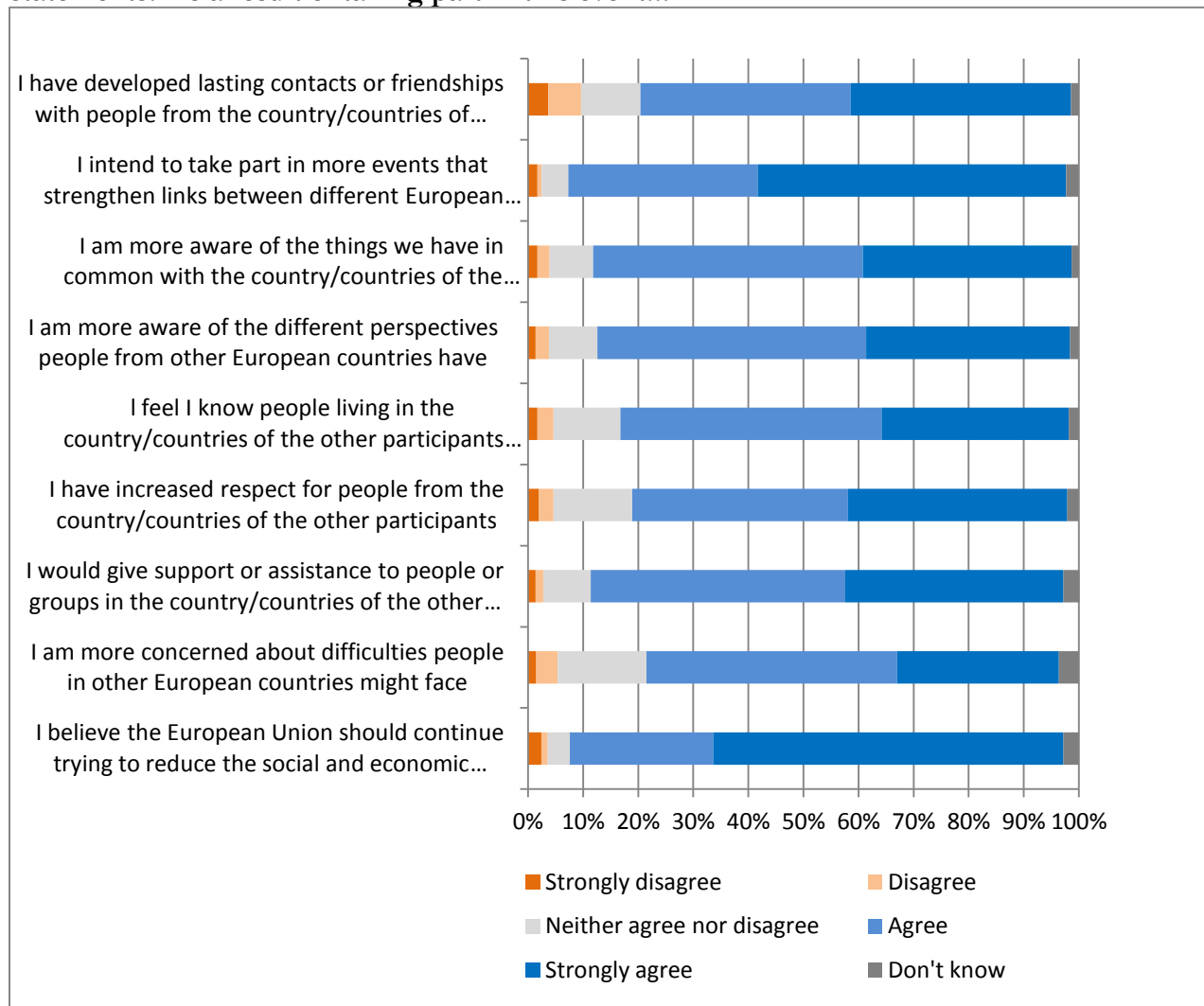
Figure 9 shows the answers to the questions, which elaborate more on the effects of participation in the event. They show how participation in the event has contributed to mutual understanding and trust among participants. The answers are also provided using a wider scale than the answers to previous questions. This enables to have finer detail of perceptions of the respondents.

Generally speaking respondents were highly positive about the effects of participation in the event on their awareness and overall understanding about life of people in other European countries and their increased sense of solidarity. The first two indicators show that 78.2% of respondents developed lasting contacts of friendships during participation in the event and 90.4% intend to take part in more events of similar nature. These answers show sustainability of the results. Positive effect on making new contacts was more often mentioned among participants of twinning events and also participants from new member states. Intentions to participate in other events were evaluated in a similar way among all groups of respondents, but participants of twinning events were again somewhat more positive. This trend is visible in all other answers to this question. It is especially visible in the answers related to mutual understanding.

Another group of the answers to this question shows increased awareness of the participants about people from other European countries and their lives. For example 85.8% of respondents agreed that after participation in the event they are more aware of the different perspectives of people from other European countries. 79.0% stated that they have increased respect for people from other countries. 81.4% stated that they know people living in the country of the participants better. Respondents from new member states were more likely to be more positive about the influence of the event on their awareness and understanding. “Knowing people from other countries better“ is the only indicator of this question with slightly lower

value compared to survey 2009 (decrease in 3%). All other indicators were stable or improving.

**Figure 9. Answers to the question 5. How far do you agree or disagree with the following statements? As a result of taking part in this event...**

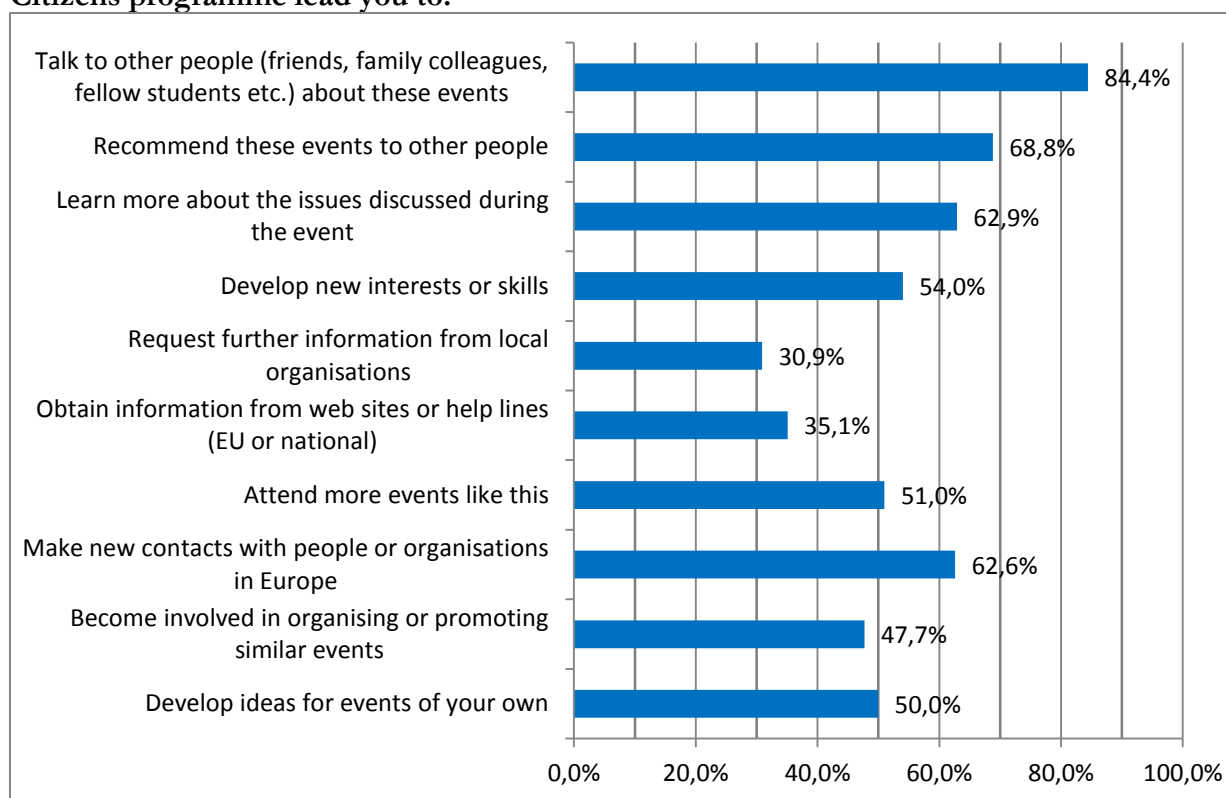


Answers to this question also show strengthened common identity and increase of solidarity among participants of the events. 86.9% of respondents state that after participation they are more aware of the things they have in common with people from other countries. 85.8% respondents would give support or assistance to people in other countries in case of a need and 74.9% were more concerned about the difficulties faced by people in other countries. Data reveals that respondents from new member states tend to get somewhat more concerned about difficulties faced by people in other EU countries than respondents from old member states. And respondents from southern countries are more concerned than respondents from northern countries. However all of these groups quite equally agreed (89.6%) that EU should continue trying to reduce the social and economic differences between European countries.

### Multiplying effects

Final group of answers shows the multiplying effects (or indirect benefits) of participation in the events financed by the programme (see figure 10). Data shows that participants were actively sharing their experience of the event with others (84.4%) and recommending it to other people (68.8%). Participants of the events also were learning more about the issues discussed in the events (62.9%) and made new contacts in Europe (62.6%). Around half of the respondents developed new interests or skills (54.0%), participated in similar events (51.0%), developed ideas of their own events (50.0%) or became involved in organising or promoting similar events (47.7%). Requests for further information from local organisations (30.9%) or websites and help lines (35.1%) were least frequent types of activities triggered by participation in the event.

**Figure 10. Answers to the question 8. Did attending event/events funded by the Europe for Citizens programme lead you to?**



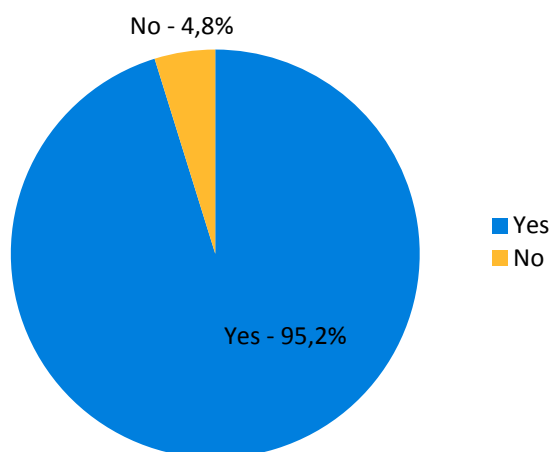
Changes in formulation of the question does not allow for direct comparison of these answers with year 2009. However the general trends of activities triggered by participation in the event and thus creating multiplier effects remain similar.

### Awareness of EU financing

Finally survey data showed that 95.2% of the respondents of the survey were aware of the fact that the event was financed by European Union (see Figure 11). Higher awareness could be expected from the people involved in organising events, because they are usually taking part in administrative arrangements. However awareness was also very high among respondents,

who did not take part in organising the event. 94.3% of such participants of the events were aware about EU financing. Awareness level was equal among the participants from different actions. Awareness level was somewhat lower in the age group of 16 – 24 with 89.1% aware about the EU financing. Awareness level was also somewhat higher among participants from new member states.

**Figure 11. Awareness of EU financing**



In general the data overview presented in this chapter shows improving results of Europe for Citizens programme. It also provides new comparative insights, which could be useful for further development of the programme. The comparative analysis was largely enabled by increased amount of responses gathered during the survey and a better coverage of different sub groups of general population of this survey.

## ANNEX: SURVEY DATA TABLES

The following tables provide the data gathered during the „Europe for citizens“ survey 2012. Tables 1 – 6 describe the characteristics of the respondents. Tables 7 – 11 provide answers to the questions describing experiences with the events. Tables show the totals and cross-tabulations for each of the action.

**Table 1. Structure of the respondents**

	Count	%
Action 1	1208	70.4%
Action 2	335	19.6%
Action 4	172	10%
<b>Total</b>	<b>1715</b>	<b>100%</b>

### *Characteristics of the respondents*

**Table 2. Answers to question: 1. To which age group do you belong?**

	Count	%
bellow 16	0	0%
16 – 24	176	10.3%
25 – 34	430	25.1%
35 – 44	296	17.3%
45 – 54	300	17.5%
55 – 64	321	18.7%
65 -74	167	9.7%
75 and more	25	1.5%

**Table 3. Answers to question: 2. What was your role in this event?**

	Count	%
I was a participant	997	58.7%
I was involved in organising this event	604	35.6%
Other	98	5.8%

**Table 4. Answers to question: 9. Are you...**

	Count	%
Female	975	57.3%
Male	727	42.7%

**Table 5. Answers to question: 10. What is your country of residence?<sup>5</sup>**

	Count	%
EU 15	814	47.5%
<i>EU 15 North</i>	372	21.7%
<i>EU 15 South</i>	442	25.8%
(EU 27 – EU 15) <sup>6</sup>	785	45.8%
<i>(EU 27 – EU 15) North</i>	357	20.8%
<i>(EU 27 – EU 15) South</i>	428	25%
Albania	7	0.4%
Austria	38	2.2%
Belgium	32	1.9%
Bosnia and Herzegovina	0	0%
Bulgaria	26	1.5%
Croatia	78	4.6%
Cyprus	9	0.5%
Czech Republic	32	1.9%
Denmark	5	0.3%
Estonia	23	1.3%
Finland	9	0.5%
France	204	11.9%
Germany	211	12.3%
Greece	11	0.6%
Hungary	223	13%
Iceland	0	0%
Ireland	3	0.2%
Italy	131	7.6%
Latvia	38	2.2%
Liechtenstein	0	0%
Lithuania	58	3.4%
Luxembourg	0	0%
the former Yugoslav Republic of Macedonia	15	0.9%
Malta	7	0.4%
Netherlands	28	1.6%
Norway	1	0.1%
Poland	134	7.8%
Portugal	10	0.6%
Romania	150	8.8%
Slovak Republic	72	4.2%
Slovenia	13	0.8%
Spain	48	2.8%
Sweden	22	1.3%
Switzerland	0	0%
United Kingdom	62	3.6%
Other European	10	0.6%
Other non-European	2	0.1%
Dual or multiple citizenship	2	0.1%

<sup>5</sup> Country groups were formed based on the groups used in the Europe for Citizens survey 2009 report. EU15 North includes following countries: Belgium, Denmark, Finland, Germany, Ireland, Luxembourg, Netherlands, Sweden, United Kingdom. EU15 South includes following countries: Austria, France, Greece, Italy, Portugal, Spain. (EU27 – EU15) North includes following countries: Czech Republic, Estonia, Latvia, Lithuania, Poland, Slovak Republic. (EU27 – EU15) South includes following countries: Bulgaria, Cyprus, Hungary, Malta, Romania, Slovenia.

<sup>6</sup> This group contains all EU member states except those belonging to the EU15 group.



**Table 6. Answers to question: 7. Have you taken part in events funded by the Europe for Citizens programme in the past?**

	Total		Action 1		Action 2		Action 4	
	Count	%	Count	%	Count	%	Count	%
Yes, more than once	543	31.9%	425	35.5%	76	22.8%	42	24.7%
Yes, once	322	18.9%	222	18.5%	67	20.1%	33	19.4%
No	837	49.2%	551	46%	191	57.2%	95	55.9%

### *Experience with an event*

**Table 7. Answers to question: 3. As a result of attending this event did you do any of the following?**

	Total		Action 1		Action 2		Action 4	
	Count	%	Count	%	Count.	%	Count	%
<b>Learned more about people's lives in other European country/ countries</b>								
Yes	1488	92.2%	1078	94.4%	283	89.6%	127	81.4%
No	126	7.8%	64	5.6%	33	10.4%	29	18.6%
<b>Made new contacts or friends in the country/countries of the other participants</b>								
Yes	1418	88.1%	1018	89.9%	278	86.3%	122	78.7%
No	191	11.9%	114	10.1%	44	13.7%	33	21.3%
<b>Learned more about European issues (for example history, politics, culture)</b>								
Yes	1405	88.9%	995	89.6%	262	84.2%	148	93.1%
No	175	11.1%	115	10.4%	49	15.8%	11	6.9%
<b>Learned more about European integration, EU institutions and policies</b>								
Yes	1135	73.7%	817	75.7%	232	72.7%	86	60.6%
No	405	26.3%	262	24.3%	87	27.3%	56	39.4%

**Table 8. Answers to question: 4. As a result of taking part in this event, do you:**

	Total		Action 1		Action 2		Action 4	
	Count	%	Count	%	Count	%	Count	%
<b>Feel more European</b>								
Yes	1181	77.5%	884	81.8%	199	67%	98	67.6%
No	342	22.5%	197	18.2%	98	33%	47	32.4%
<b>Feel more part of the European Union</b>								
Yes	1145	76.5%	841	80%	211	69%	93	66.4%
No	352	23.5%	210	20%	95	31%	47	33.6%
<b>Feel more aware of a shared European culture, identity or heritage</b>								
Yes	1409	89.1%	997	90%	262	84%	150	93.2%
No	172	10.9%	111	10%	50	16%	11	6.8%
<b>Feel more solidarity with my fellow Europeans</b>								
Yes	1350	88.2%	962	90.1%	258	83.2%	130	85.5%
No	180	11.8%	106	9.9%	52	16.8%	22	14.5%

**Table 9. Answers to question: 5. How far do you agree or disagree with the following statements?  
As a result of taking part in this event...**

	Total		Action 1		Action 2		Action 4	
	Count	%	Count	%	Count	%	Count	%
<b>I have developed lasting contacts or friendships with people from the country/countries of the other participants</b>								
Strongly disagree	62	3.7%	34	2.8%	18	5.4%	10	6.1%
Disagree	100	5.9%	51	4.3%	28	8.4%	21	12.8%
Neither agree nor disagree	183	10.8%	111	9.3%	42	12.6%	30	18.3%
Agree	646	38.2%	448	37.6%	134	40.1%	64	39%
Strongly agree	676	40%	534	44.8%	105	31.4%	37	22.6%
Don't know	24	1.4%	15	1.3%	7	2.1%	2	1.2%
<b>I intend to take part in more events that strengthen links between different European countries</b>								
Strongly disagree	29	1.7%	17	1.4%	7	2.1%	5	3%
Disagree	14	0.8%	10	0.8%	2	0.6%	2	1.2%
Neither agree nor disagree	82	4.8%	47	3.9%	27	8.1%	8	4.8%
Agree	582	34.4%	415	34.8%	96	28.8%	71	42.8%
Strongly agree	948	56%	689	57.8%	186	55.9%	73	44%
Don't know	37	2.2%	15	1.3%	15	4.5%	7	4.2%
<b>I am more aware of the things we have in common with the country/countries of the other participants</b>								
Strongly disagree	29	1.7%	15	1.3%	5	1.5%	9	5.5%
Disagree	37	2.2%	19	1.6%	15	4.5%	3	1.8%
Neither agree nor disagree	133	7.9%	80	6.7%	36	10.8%	17	10.4%
Agree	827	49%	595	50%	161	48.3%	71	43.3%
Strongly agree	640	37.9%	470	39.5%	111	33.3%	59	36%
Don't know	21	1.2%	11	0.9%	5	1.5%	5	3%
<b>I am more aware of the different perspectives people from other European countries have</b>								
Strongly disagree	23	1.4%	11	0.9%	6	1.8%	6	3.6%
Disagree	41	2.4%	23	1.9%	13	3.9%	5	3%
Neither agree nor disagree	149	8.8%	99	8.3%	37	11.1%	13	7.9%
Agree	823	48.8%	580	48.9%	167	50.2%	76	46.1%
Strongly agree	624	37%	461	38.8%	104	31.2%	59	35.8%
Don't know	25	1.5%	13	1.1%	6	1.8%	6	3.6%
<b>I feel I know people living in the country/countries of the other participants better now</b>								
Strongly disagree	29	1.7%	17	1.4%	4	1.2%	8	4.8%
Disagree	49	2.9%	29	2.5%	16	4.8%	4	2.4%
Neither agree nor disagree	204	12.2%	112	9.5%	65	19.5%	27	16.4%
Agree	796	47.4%	559	47.4%	162	48.6%	75	45.5%
Strongly agree	570	34%	450	38.1%	77	23.1%	43	26.1%
Don't know	30	1.8%	13	1.1%	9	2.7%	8	4.8%
<b>I have increased respect for people from the country/countries of the other participants</b>								
Strongly disagree	33	2%	17	1.4%	8	2.4%	8	4.8%
Disagree	44	2.6%	25	2.1%	12	3.6%	7	4.2%
Neither agree nor disagree	241	14.3%	147	12.4%	67	20.1%	27	16.4%
Agree	659	39.2%	485	41.1%	120	35.9%	54	32.7%
Strongly agree	669	39.8%	489	41.4%	115	34.4%	65	39.4%
Don't know	34	2%	18	1.5%	12	3.6%	4	2.4%
<b>I would give support or assistance to people or groups in the country/countries of the other participants, should they need it</b>								
Strongly disagree	23	1.4%	15	1.3%	4	1.2%	4	2.4%
Disagree	23	1.4%	17	1.4%	3	0.9%	3	1.8%
Neither agree nor disagree	145	8.6%	98	8.3%	32	9.7%	15	9.1%

	Total		Action 1		Action 2		Action 4	
	Count	%	Count	%	Count	%	Count	%
Agree	774	46.2%	548	46.3%	142	43%	84	51.2%
Strongly agree	664	39.6%	472	39.9%	138	41.8%	54	32.9%
Don't know	48	2.9%	33	2.8%	11	3.3%	4	2.4%
<b>I am more concerned about difficulties people in other European countries might face</b>								
Strongly disagree	25	1.5%	15	1.3%	6	1.8%	4	2.5%
Disagree	65	3.9%	47	4%	10	3%	8	4.9%
Neither agree nor disagree	270	16.1%	168	14.3%	67	20.2%	35	21.5%
Agree	761	45.5%	549	46.6%	147	44.3%	65	39.9%
Strongly agree	491	29.4%	359	30.5%	91	27.4%	41	25.2%
Don't know	60	3.6%	39	3.3%	11	3.3%	10	6.1%
<b>I believe the European Union should continue trying to reduce the social and economic differences between European countries</b>								
Strongly disagree	41	2.4%	28	2.4%	7	2.1%	6	3.6%
Disagree	20	1.2%	11	0.9%	6	1.8%	3	1.8%
Neither agree nor disagree	67	4%	40	3.4%	18	5.4%	9	5.4%
Agree	438	26%	322	27.2%	65	19.5%	51	30.7%
Strongly agree	1070	63.6%	754	63.7%	222	66.7%	94	56.6%
Don't know	47	2.8%	29	2.4%	15	4.5%	3	1.8%

**Table 10. Answers to question: 6. Did you know that the event was partly financed by the European Union?**

	Total		Action 1		Action 2		Action 4	
	Count	%	Count	%	Count	%	Count	%
Yes	1620	95.2%	1141	95.3%	319	95.5%	160	94.1%
No	81	4.8%	56	4.7%	15	4.5%	10	5.9%

**Table 11. Answers to question: 8. Did attending event/events funded by the Europe for Citizens programme lead you to?**

	Total		Action 1		Action 2		Action 4	
	Count	%	Count	%	Count	%	Count	%
Talk to other people (friends, family colleagues, fellow students etc.) about these events	1448	84.4%	1023	84.7%	287	85.7%	138	80.2%
Recommend these events to other people	1180	68.8%	832	68.9%	236	70.4%	112	65.1%
Learn more about the issues discussed during the event	1078	62.9%	727	60.2%	235	70.1%	116	67.4%
Develop new interests or skills	926	54.0%	614	50.8%	222	66.3%	90	52.3%
Request further information from local organisations	530	30.9%	379	31.4%	119	35.5%	32	18.6%
Obtain information from web sites or help lines (EU or national)	602	35.1%	407	33.7%	137	40.9%	58	33.7%
Attend more events like this	874	51.0%	603	49.9%	191	57.0%	80	46.5%

	Total		Action 1		Action 2		Action 4	
	Count	%	Count	%	Count	%	Count	%
Make new contacts with people or organisations in Europe	1073	62.6%	764	63.2%	233	69.6%	76	44.2%
Become involved in organising or promoting similar events	818	47.7%	594	49.2%	161	48.1%	63	36.6%
Develop ideas for events of your own	857	50.0%	568	47.0%	206	61.5%	83	48.3%

## 8. Appendix 2: Data Tables of the Survey of coordinators of „Europe for Citizens“ projects

Bellow you will find the data tables of the survey of coordinators of „Europe for Citizens“ projects. The data is provided together with scenarios, which were presented to survey respondents. Data of the quantitative questions is summed up into median averages. Median average was used in order to eliminate the influence of non-standard answers - abnormally low or high estimations of the directly or indirectly reached beneficiaries.

### I. answers to scenarios

#### Reached beneficiaries: Town Twinning (Action 1 only)

In this question you are provided with a short scenario of participation in one of the Town Twinning projects. Please read the scenario and answer the question based on your personal experience with beneficiaries of "Europe for Citizens" programme. Please note that we are interested in your personal opinion about this standard situation even though you have no actual knowledge of the project. Our goal is to receive your opinion on how many persons outside the project are touched by an average successful Town Twinning project.

#### The project

The aim of the project 'European network on forward policies and actions for the seniors in Europe' was to create a transnational network on local and national policies for senior citizens (60+) who are active and in good health. Six events were organized (one for each municipality taking part) to discuss topics such as housing, services and ICT solutions or leisure and social commitment. Before every event, participants had to think on how to share their country's experience, projects and best practices with the others. The events were structured around lectures (e.g. "Cohousing in Europe", "Everyday life and use of technology among the oldest old") and sometimes included workshops (e.g. "Part-time retirement and more", "Volunteering in Germany") and study visits.

#### The project participant

Anne is a 66 year-old German retired woman. She lives in Enzkreis with her husband. She is a member of a residents' association and involved in local public life, especially in the area of city planning. In addition, Annette is often taking care of her two grandchildren who also live in Enzkreis and spending time with her daughter and her son-in-law.

#### The involvement of the participant in the project

Annette took actively part to the project. She attended the lectures and workshops on empowerment, volunteering and longer working organized in her city, Enzkreis, during three days. In addition, she spent five days in Parma (Italy) for the last conference of the event, where she identified with other participants the most interesting and fruitful areas to go on with and drafted an action plan covering these priorities.

**Table 1. Answers to question (N=176): 1. In your opinion, to approximately how many people outside the project Annette talked about what she did and learned during the project?**

	Value
Median average	45

## Reached beneficiaries: Active Civil Society (Action 2 only)

In this question you are provided with a short scenario of participation in one of the Active Civil Society projects. Please read the scenario and answer the question based on your personal experience with beneficiaries of "Europe for Citizens" programme. Please note that we are interested in your personal opinion about this standard situation even though you have no actual knowledge of the project. Our goal is to receive your opinion on how many persons outside the project are touched by an average successful Active Civil Society project.

### The project

The aim of the project "Waves of legality, waves of citizenship" was to reinforce the role of organised civil society in combating and preventing crime. The project involved around 140 young participants from Italy, Spain, Estonia, France and Bulgaria. Two main activities were implemented:

- An international seminar organised in Paris during which young people had the opportunity to exchange about their perception and knowledge of the organised crime with experts and professionals involved in the fight against crime.
- The participation to commemoration ceremonies of the 19th anniversary of the death of Judge Giovanni Falcone, murdered by the Mafia.

Among the initiatives, the most emblematic one was the so-called "Boat of legality": a cruise from Naples and Civitavecchia to Palermo.

### The project participant

Lucia is a 21-year-old woman from Spain. She is studying journalism at Bilbao University. She is an only daughter and lives with her parents in Bilbao suburbs. She is very involved in different sororities and is an active member of the NGO Amnesty International.

### The involvement of the participant in the project

Lucia took actively part to the project. She attended the seminar in Paris, participated to the cruise from Naples to Palermo with other young Europeans and spent six days in Sicilia in the framework of the various celebrations organised in memory of Judge Falcone. During her stay in Sicilia, Lucia made series of photographs that were used for the final report of the project.

**Table 2. Answers to question (N=16): 1. In your opinion, to approximately how many people outside the project Lucia talked about what she did and learned during the project?**

	Value
Median average	30

## Reached beneficiaries: Active Remembrance (Action 4 only)

In this question you are provided with a short scenario of participation in one of Active Remembrance projects. Please read the scenario and answer the question based on your personal experience with beneficiaries of "Europe for Citizens" programme. Please note that we are interested in your personal opinion about this standard situation even though you have no actual knowledge of the project. Our goal is to receive your opinion on how many persons outside the project are touched by an average successful Active Remembrance project.

### The project

The aim of the project "The imprints of Gisi Fleischmann" was to allow young people to gain a special kind of insight into the story of Gisi Fleischmann, the leader of the "Bratislava working group" who saved thousands of Jews during World War II. The project involved more than 1000 students from Slovakian secondary schools between 12 and 18 years old. Different activities were implemented during the project:

- The students were introduced to the life of Gisi Fleischmann through a film screening ("The woman rabbi") and an exhibition.
- The central part of the project was 2-day debates organized in ten secondary schools around Slovakia about Holocaust on the basis of the story of Gisi Fleischmann. Teachers involved their students in the implementation of these events.

### The project participant

Lubomir is a 16-year-old student who lives in Bratislava. He is the youngest of a three-child family. He is keen on football and the captain of his high school team.

### The involvement of the participant in the project

Lubomir took actively part to the project. He attended the film screening, the exhibition and was in charge, with three other classmates, of the report that was written in his school after the debate.

**Table 3. Answers to question (N=24): 1. In your opinion, to approximately how many people outside the project Lubomir talked about what he did and learned during the project?**

	Value
Median average	18

## II. Number of reached individuals

**Table 4. Answers to question: 3. What is approximate number of individuals directly involved in your project?<sup>7</sup>**

	Value
<b>Median average:</b>	
<b>General (N=214):</b>	200
<b>Action 1 (N=174):</b>	200
<b>Action 2 (N=16):</b>	200
<b>Action 4 (N=24):</b>	545

**Table 5. Answers to question: 4. In your opinion, to how many people (outside the project) an average participant of your project was talking about the project results?**

	Value
<b>Median average:</b>	
<b>General (N=213):</b>	20
<b>Action 1 (N=173):</b>	20
<b>Action 2 (N=16):</b>	18
<b>Action 4 (N=24):</b>	10

## III. Project implementation

**Table 6. Answers to question (N=230): 5. Have you organised a media coverage analysis of your project?**

	Count	%
Yes (please specify):	116	50.4%
No	79	34.3%
Do not know / cannot answer	35	15.2%

**Table 7. Answers to question (N=230): 6. Have you organized any post-test surveys of the communication activities of your project?**

	Count	%
Yes (please specify):	57	24.8%
No	133	57.8%
Do not know / cannot answer	40	17.4%

<sup>7</sup> Explanatory note under question: Please provide as precise and as realistic number of directly involved participants as you can. Directly involved participants are persons who participate actively in the funded projects. These are: Persons who attend a funded event (e.g. a seminar, a debate, a workshop) Persons who contribute to the projects (e.g. by being involved in discussions, meetings, workshops, trainings, registered on an internet forum, etc.) and are likely to be affected by them. Persons who are touched by media communication activities or are specifically hired to come to an event are not considered as directly involved participants. Please provide the number of individuals directly involved in your project below (in digits only):