

| EVALUATION ROADMAP   |  |                         |   |
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| TITLE OF THE EVALUATION/FC   | <b>Evaluation of cooperation in communication between the European Parliament and European Commission in the Member States</b> |                         |   |
| LEAD DG RESPONSIBLE UNIT   | DG COMM/B.1/<br>Representations<br>Support and Partnerships  | DATE OF THIS ROADMAP    | 11.08.2016  |
| TYPE OF EVALUATION   | Interim evaluation   | PLANNED START DATE      | Q4/ 2016  |
|  |  | PLANNED COMPLETION DATE | Q2/ 2017  |
|  |  | PLANNING CALENDAR       | <a href="http://ec.europa.eu/smart-regulation/evaluation/index_en.htm">http://ec.europa.eu/smart-regulation/evaluation/index_en.htm</a> |
| <b>This indicative roadmap is provided for information purposes only and may be subject to change.</b> |  |                         |   |

| A. Purpose  |
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| (A.1) Purpose   |
| <p>The overall aim of the evaluation is to assess the cooperation of the European Parliament and the European Commission in the field of communication in the Member States, services and actions provided. This evaluation will produce conclusions and help identifying the success factors in view of finding more innovative forms of cooperation in communication and to achieve efficiency gains where possible.</p> <p>The conclusions of the evaluation will also contribute to Commission actions aiming at increasing the effectiveness of communication on European affairs in the Member States, such as: helping the European Parliament and the European Commission to reach citizens in a better way and raising their interest in and understanding of the EU, as well as their involvement in EU-related debates. The role of Europa Houses, European Public Space and other partnership actions will be analysed in this perspective.</p> |
| (A.2) Justification   |
| <p>As per the Financial Regulation (art 30) and Rules of Application (art 18) an evaluation is required of all programmes and activities which entail significant overall spending (over EUR 5 million). The budget allocation to the European Public Spaces (EPS) is EUR 1,244,000 per year and approximately EUR 10.75 million since the launch of the EPSs (European Public Spaces) in 2007.</p>   |

| B. Content and subject of the evaluation   |
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| (B.1) Subject area   |
| <p>Europa Houses: The European Parliament and the European Commission have set up Europa Houses to host their offices in the capitals in order to increase the visibility and coherence of the EU's presence in Member States. The Europa Houses promote synergies and conduct joint activities in a systematic and continuous collaboration. In addition, they aim to reduce administrative expenditure thanks to the savings made in rent and reception, security and cleaning services, meeting and exhibition rooms, etc.</p> <p>European Public Spaces (EPSs): The EPSs are communication hubs run jointly by the European Parliament Information Offices (EPIOs) and the Commission's Representations (Reps). The EPSs offer a meeting place for citizens, NGOs, political actors and the media, they host exhibitions, film screenings, meetings, visits, discussions, forums of debate and lectures focusing mainly on civil society, politics, education, academia, think tanks and the cultural world. There is an EPS in 18 capitals.</p> <p>The evaluation to be carried out will cover the performance of the European Public Spaces since 2007 as well other</p> |

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| European Parliament /European Commission joint communication actions in the European Houses and other forms of cooperation.  |
| <b>(B.2) Original objectives of the intervention</b>   |
| <p>The Europa Houses and the European Public Spaces (EPS) are set together by the European Parliament and the European Commission to host their office in the Member States' capitals. The main goal is to increase the visibility and coherence of the EU's presence at national level, to promote synergies and conduct common communication activities through systematic and continuous collaboration. In addition, they aim to reduce administrative expenditures thanks to the savings made in rent and reception, security and cleaning services, meeting and exhibition rooms.</p> <p>In some countries, the European Parliament Information Offices and the European Commission Representations set up partnerships with the national or regional level governments/administrations in the Member State to cooperate in terms of strategic objectives with view to benefit from the enhanced synergies of competencies and resources between the parties.</p>   |
| <b>(B.3) How the objectives were to be achieved</b>  |
| <p>The EPS and the European Houses bring the European Parliament and the European Commission closer to citizens via a common point of contact. The EPS concept enhances daily cooperation between EPIOs and ECRs; EPS' objectives, activities and annual work plans are jointly prepared by both EPIOs and ECRs. This way they can find synergies and also avoid overlapping in their communication activities.. They reach citizens in a better way and raise their interest in and understanding of the EU, as well as their involvement in EU-related debates by hosting meetings with citizens, NGOs, political actors and the media, and also by organising exhibitions, visits, discussions and lectures focusing on, among others, civil society, politics, education and culture.</p> <p>The walk-in Information Points are set up in the Europa Houses either in the framework of the European Public Space or by another kind of cooperation between the EPIO and the ECR. They offer the citizens information services.</p> |

### **C. Scope of the evaluation/FC**

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| <b>(C.1) Topics covered</b>  |
| <p>The evaluation will help assess the performance of the Europa Houses and European Public Spaces over the period of 2007-2015.</p> <p>The evaluation will comprise of a horizontal part mapping all forms of cooperation in the 28 Member States as well as a more detailed evaluation of a selection of 12 country-specific case studies ensuring:</p> <ul style="list-style-type: none"> <li>• balanced geographical spread;</li> <li>• balanced cover of large and smaller Member States;</li> <li>• examples of different combinations of communication tools (EPS, non-EPS, Representation Info point, EPIO Info point, Strategic and ad hoc Partnership, other means of cooperation).</li> </ul> |
| <b>(C.2) Issues to be examined</b>   |
| <p>The following five mandatory evaluation criteria: EFFECTIVENESS, EFFICIENCY, RELEVANCE, COHERENCE and ADDED VALUE will be assessed using specific questions, to guide the analysis of the performance of the Europa Houses and European Public Spaces.</p> <p>Key aspects to be addressed: Types of cooperation, cost-benefits gained by Europa House cooperation, planning and reporting procedures, complementarity with the other EU information and communication services in the Members States.</p>   |
| <b>(C.3) Other tasks</b>   |

NA

## D. Evidence base

### (D.1) Evidence from reporting

- a) The Representations report on regular basis to the European Commission headquarters by a reporting tool called 'Events and Actions'. They encode all their activities as soon as they have taken place so it offers real-time verbal and numeric information on wide variety of indicators.
- b) Annual reporting: The European Parliament Information Offices and the European Commission Representations provide annually some key data on European Public Spaces activities. These contributions include number of events, number of participants, priorities, target audiences, MEPs' participation, use of social media, cultural activities and descriptions of most successful activities.
- c) The EP Information Offices annual report and EPIOs thematic reports on Europe Day, Sakharov Prize, Lux Prize, Citizen's Prize, Women' Day and the European Years.

### (D.2) Previous evaluations and other reports

- There has not been previous evaluations on EPS or Europa Houses
- Reports on Implementation of the Inter-institutional communication priorities (2009 - 2013) contain information on all communication actions related to inter-institutional priorities.
- The Horizontal Evaluation of Management Partnerships (2014).

### (D.3) Evidence from assessing the implementation and application of legislation (complaints, infringement procedures)

NA

### (D.4) Consultation

The consultation process will include:

- (1) publication of the Roadmap in 2016 Q3 - the Roadmap will remain open for feedback for a minimum of four weeks after the publication date and will remain open for feedback throughout the evaluation process.
- (2) a 12-week open public consultation in 2016 (Q4) to be published on the Commission website in due time.

The above-referred consultations will be complemented by a mix of other consultation tools to be chosen by the contractor from the following groups:

- Interviews with relevant actors
- Focus groups with relevant actors
- Questionnaire surveys, polls

The contractor may propose other consultation tools not included in the list above.

'*Contribute to law-making*' ([http://ec.europa.eu/info/law/contribute-law-making\\_en](http://ec.europa.eu/info/law/contribute-law-making_en))' website will give access to the portal and link to the online pages of the Roadmap and of the public consultation.

### (D.5) Further evidence to be gathered

NA

**E. Other relevant information/ remarks**

NA