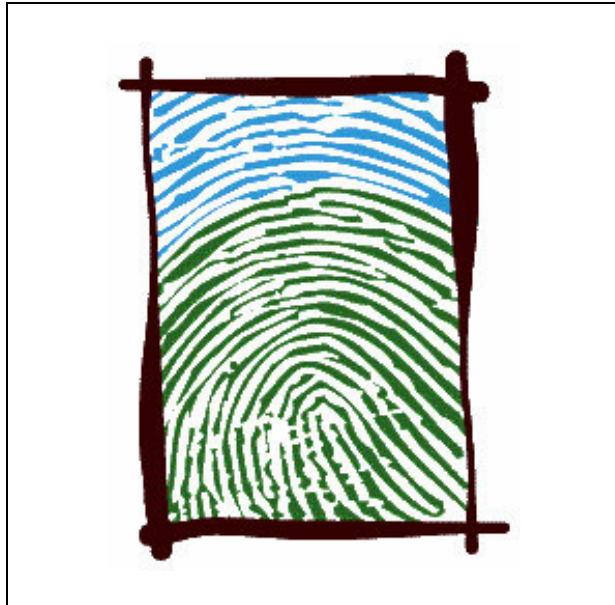


DG Environment, European Commission



EECN Newsflash Survey Report

July, 2005.

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An opinion survey was sent to EECN members in April 2005, requesting feedback on the seven Newsflashes circulated to date. The objective of this survey was to collect opinions from members in order that they could be used for future improvements, ensuring that relevant and interesting news continues to be provided to EECN members in a user-friendly way. This report summarises the key findings from the survey with headline results provided in *Box 1.1*, and is based on a total of fifteen responses. Members were asked about their level of interest in the Newsflashes, its format and layout, as well as their preferences for future news items.

Box 1.1**Headline Results****Level of Interest**

- Members find the Newsflashes to be interesting (scoring medium to high)
- The most popular Newsflashes to date are number 4 (Cameron SDS study on European best practice) and number 3 (European Environmental Toolkit - Jiffy's Eco-Quiz)

Format

- Respondents would prefer the Newsflashes to be sent as an email link
- Respondents felt that the level of detail is about right

Ways to improve the Newsflash

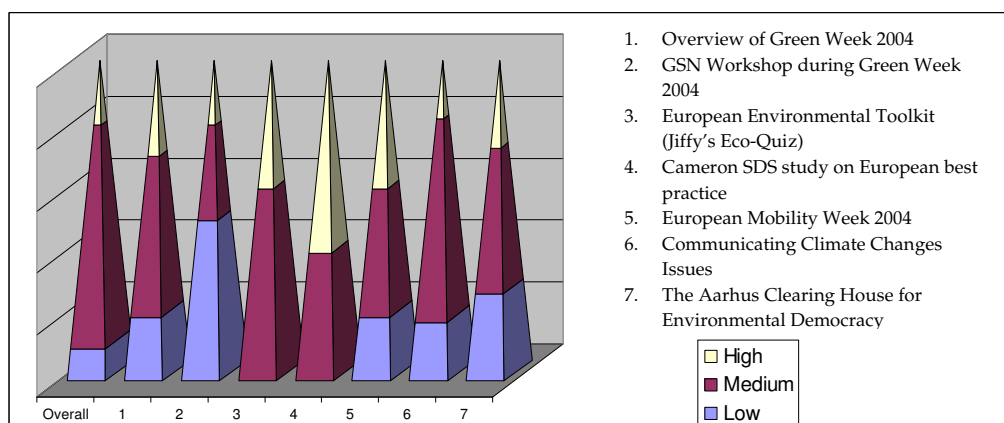
- Communication initiatives and case studies are the most sought after topics, with a slight preference for international (versus national) issues
- More illustrations (e.g. more pictures and graphs) were requested

1.1**LEVEL OF INTEREST**

The survey indicates that the Newsflashes are widely read with about half the respondents having read all the Newsflashes. Respondents viewed them as interesting with an overall ranking of medium i.e. an average score of 7 out of a possible 10. Furthermore, most of the respondents noted that they circulated the Newsflash, usually to colleagues in the environmental communication field.

Respondents were asked to rank each of the 7 Newsflashes in terms of their level of interest. The Newsflashes that were found to be most interesting were issues 4 (Cameron SDS study on European best practice) and 3 (European Environmental Toolkit - Jiffy's Eco-Quiz), as demonstrated in figure 1.1 .

Figure 1.1 *Newsflash Ratings*



1.2 *WAYS TO IMPROVE THE NEWSFLASHES*

Types of News

The types of news that respondents were most interested in reading about were communication initiatives and news from the European Commission, followed closely by case-studies on initiatives that have been working well, which helps explain why Newsflash number 3 was so popular. There also appeared to be more interest in international news items e.g. feedback from international conferences, than national level initiatives ⁽¹⁾.

Level of Detail and Format

Most felt that the level of detail was about right. In terms of format respondents felt there could be more illustrations e.g. more pictures and graphs.

Method of Dissemination

Overall the members prefer the Newsflash as an email link, rather than as an attachment. Many visited the EECN website on a monthly basis (about 42%), whilst the rest visited it on either a weekly basis (25%) or not very much at all (33%).

1.3 *TOPICS MEMBERS ARE WILLING TO PROVIDE*

Members were asked to provide a list of topics that they would be willing to provide as material for future EECN news items, and the following were provided:

- Environmental education and news from national campaigns
- Their own projects at the local level
- Environmental education and news from national campaigns.

Overall the responses from the survey were very encouraging, and more importantly these will allow for further improvements to the content and format of forthcoming Newsflashes.

(1) One suggestion was to cover news items relevant to farmers, for instance the impact of the Water Framework Directive (although this is not directly a communication issue)