



# SMALL-SCALE EVALUATION TOOLS

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## INTRODUCTION

This document includes a number of small-scale evaluation tools for different types of communication activities carried out by the European Commission. This document was drafted in keeping with the *External Communications Network Code of Conduct* (Draft, November 2015), provided to Occurrence by DG COMM.

To ensure the correct interpretation of this document, the following points should be considered:

- As a rule of thumb, we have provided both tools for immediate and ex-post assessment, whenever simultaneously possible and relevant;
- The letters corresponding to individual evaluation tools refer to the different sections of *External Communications Network Code of Conduct*;
- Each evaluation tool includes standard profile questions (gender, age, nationality, occupation). However, this should vary according to the specific target and the nature of the each communication action carried out;
- Distinct categories of indicators (output, short-term result/ outcome, long-term result/ impact) can be measured through the same survey
- The questions highlighted in red are derived from the *External Communications Network Code of Conduct*. Using such indicators is therefore highly recommended in order to enable DG COMM to build an internal benchmark database.
- The other questions are suggestions, they should be adapted according to the specificities of each communication action.

## Q&A

Please bear in mind that the following answers are general. Each communication activity has its own particular features, which can influence the answers to the following questions.

### **Q1. What is the main difference between quantitative evaluation and qualitative evaluation?**

- Quantitative evaluation answers the question “how much”? The standard sample is >100.
- Qualitative evaluation answers the question “why”? The standard sample is <50.
- A combined approach is recommended for new activity or for activity being evaluated for the first time. For repeat or ongoing activity that has already been evaluated, a quantitative approach would be adequate.

### **Q2. Quantitative approach: how do I define a sample and calculate a margin of error?**

- We are not statisticians. Neither are you! To calculate the acceptable margin of error related to a given sample, please use this practical tool: <http://www.raosoft.com/samplesize.html>
- As a general rule, minimum sample for quantitative surveys should be 100 respondents, which allows for 10% error margin. In the case of communication actions targeting less than 100 persons, the survey should be addressed to all participants / beneficiaries.



### Q3. How often should I evaluate?

- The first time you launch a communication activity. This will be your N evaluation (the year after, N+1 etc.)
- Every year to assess how results are progressing and to what extent you are meeting your objectives. If your budget is limited, you should evaluate every 2 or 3 years.
- Every time you make significant changes to the content or format of a communication activity.
- Every time your organisation evolves (for example the launch of a new policy).

### Q4. Questionnaires: which are the main types of questions?

- Three main types of questions:
  1. *Open-ended questions*: the interviewer does not suggest any answer – The interviewer can rely on a pre-coded list of answers
  2. *Closed-ended questions*: the respondent answers by yes or no or chooses one or several answers among a series of suggested answers
  3. *Rating scales*: the survey taker selects a single rating for your question along an equally spaced continuum of possible choices:

E.g. Question: “Overall, how satisfied or dissatisfied are you with X? Possible answers: “very satisfied, somewhat satisfied, neither satisfied nor dissatisfied”, etc.)

### Q5. Questionnaires: what are the main golden rules for formulating questions?

- Ask the question once. Be very clear.
- Never influence the respondent to give a particular answer.
- Only ask the questions you need to ask to meet the survey’s objective.
- Formulate your questions in a neutral way

E.g. The question “Don’t you think the website is old-fashioned?” is biased. You should actually say: “Do you think the website is old-fashioned or modern?”.

- Make your questions as simple as possible.
- Test your questions before using them to eliminate any possible misunderstanding.

### Q6. What are the main rhythms of evaluation?

There are three times to carry out measurement of a communication activity: before, during and after the activity has been carried out.

- **Ex-ante assessment (pre-testing)** – carried out before the activity – aims to test the perception of a communication action on a sample of respondents who are representative of the target.
- **Immediate (on the spot) assessment**, generally involves a short questionnaire that the audience can fill out at the end of the communication action they were exposed to. This is generally more appropriate to evaluate perceptions about the communication activity itself, or **short-term results (outtake)**, rather than its impact on the audience, since emotional aspects are particularly present in such phase of evaluation.

- Ex-post (post-action) assessment** Following the communication activity comes measurement that mostly uses qualitative techniques (such as face-to-face interviews) and more complete range of quantitative indicators (MCQ or more in-depth questionnaires). It is the activity's lasting effect on the exposed audience that we are going to measure: change of opinion, attitude or behaviour, in other words **long-term results (outcome) and impact**. For all ex-post evaluation actions, organisers should make sure they have the contact details of the interviewees (phone number for phone-based surveys and e-mail for online surveys). Such participants' information should be required in supports such as registration forms (for information activities where registration is required) or via on-the-spot contact forms.

### Q7. What are the main conduction modes for questionnaires?

There are several ways to conduct a survey:

|   | <b>Reliability of results</b>   | <b>Simplicity of implementation</b>  | <b>Quantity of information collected</b>  |
|---|---|--|---|
| <b>Face-to-face</b>                     | High.<br><br>The person opposite to you has time to think and elaborate their answer. | Very weak.<br><br>You have to make sure you have sufficient staff to conduct the interviews and manage the logistical aspects (interviewers' travel, printing of questionnaires...) etc.                             | High.<br><br>This type of interview remains the best way to gather information, since the interviewee makes him/herself available to the interviewer. |
| <b>By phone</b>                         | High.<br><br>Same principle as for face-to-face.                                      | Weak.<br><br>Before the recruitment phase, you need to make sure you have all the contact details of the interviewees.   | Average.<br><br>Phone interviews are generally shorter than the face-to-face.   |
| <b>Self-conducted by post or online</b> | Weak.<br><br>Risk of mechanical answers, or no reply.                                 | High.<br><br>The person just has to agree to take or receive the questionnaire.<br><br>Due to the very weak return rate (1 – 5%), online surveying should only be carried out when very large samples are available. | Weak to high.<br><br>The return rate falls depending on the size of the questionnaire.  |



|                    |   |   |                                      |
|--------------------|---|---|--------------------------------------|
| <b>Observation</b> | Average.<br>Risk of bias since it is hard for the interviewer(s) to see everything. | Average.<br>The interviewer must be at the right place at the right time. | Weak.<br>Only behaviour is observed. |
|--------------------|---|---|--------------------------------------|



# A. WEBSITES

## 1. ONLINE POP-UP SURVEY

|               |   |                             |             |
|---------------|---|-----------------------------|-------------|
| Activity type | Timing  | Conduction mode             | Sample size |
| Website       | Once a year or before / after any major changes | Online pop-up questionnaire | Mini. 100   |

*Thank you for visiting our website. We hope it met your expectations. In order to keep improving it, we would appreciate it if you could complete this short questionnaire; it should not take more than a few minutes.*

Gender:

- Male  Female

Age:

Nationality:

Occupation:

You visited this website for...:

- Professional reasons  Personal reasons

1. What is your overall rating of this website [name], on a scale from 1 (poor) to 10 (excellent)? (Short-term result indicator / Outtake) .../10

Do you agree or disagree with the following statements:

|                                |               |               |                  |                  |
|--------------------------------|---------------|---------------|------------------|------------------|
| 2. This website is easy to use | Totally agree | Tend to agree | Tend to disagree | Totally disagree |
| 3. This website is clear       | Totally agree | Tend to agree | Tend to disagree | Totally disagree |
| 4. This website is complete    | Totally agree | Tend to agree | Tend to disagree | Totally disagree |
| 5. This website is up-to-date  | Totally agree | Tend to agree | Tend to disagree | Totally disagree |

6. Did you find the information you were looking for? (Short-term result indicator / Outtake)

- Yes completely  I was not looking for anything in particular  
 Yes partially  Not at all

7. Would you say that the information provided on this website is trustworthy?

- Yes completely  No, not really  
 Yes partially  No, not at all

8. Do you agree or disagree with the following statement "The website [name] improves your understanding of what the EU is doing in this field [or name policy]" / Long-term result indicator / (Outcome)

- Totally agree  Totally disagree  
 Tend to agree  
 Tend to disagree

9. What difference, if any, does [this website] make to your feelings about the EU? / Impact indicator

- Makes you much more positive  Makes you slightly more negative  
 Makes you slightly more positive  Makes you much more negative  
 Makes no difference

10. Do you intend to visit this website again?

- Yes  No



# B. VIDEOS

## 1. VIEWERS SURVEY

| Activity type | Timing                                      | Conduction mode                              | Sample size |
|---------------|---|--|-------------|
| VIDEO         | Immediately after the video has been viewed | Online pop-up survey at the end of the video | Mini. 100   |

*Thank you for watching our video. We hope it met your expectations. In order to keep improving our audio-visual productions, we would appreciate it if you could complete this short questionnaire; it should not take more than a few minutes.*

Gender:

- Male  Female

Age:

Nationality:

Occupation:

1. What is your overall rating of this video, on a scale from 1 (poor) to 10 (excellent)? (Short-term result indicator / Outtake)

.../10

2. According to you, who is the author of this video?

.....

3. According to you, does this video show well that [include main message]?

- Yes completely  No, not really  
 Yes partially  No, not at all

4. Would you say that the information provided in this video is trustworthy?

- Yes completely  No, not really  
 Yes partially  No, not at all

5. Do you agree or disagree with the following statement "The video improves your understanding of what the EU is doing in this field [or name policy]" / Long-term result indicator / (Outcome)

- Totally agree  Totally disagree  
 Tend to agree  
 Tend to disagree

6. What difference, if any, does this video make to your feelings about the EU? / Impact indicator

- Makes you much more positive  Makes you slightly more negative  
 Makes you slightly more positive  Makes you much more negative  
 Makes no difference

7. Do you intend to share this video?

- Yes  No



## 2. EX-POST SURVEY

| Activity type | Timing                                     | Conduction mode                          | Sample size |
|---------------|--|--|-------------|
| VIDEO         | The week following the launch of the video | Online survey with the targeted audience | Mini. 1000  |

*We are currently conducting a survey regarding [include topic]. We would appreciate if you could complete this short questionnaire; it should not take more than a few minutes.*

Gender:

- Male  Female

Age:

Nationality:

Occupation:

1. Have you seen any recent adverts [videos] around the theme of ...?/ Short-term result indicator (outtake)  
 Yes  No  I don't know

2. If yes, what elements of the video do you recall?

3. (For all, replay video) Have you seen this advert [video] recently?/ Short-term result indicator (outtake)  
 Yes  No  I don't know

4. What is your overall rating of this video, on a scale from 1 (poor) to 10 (excellent)/ (Short-term result indicator / Outtake)  
 .../10

5. According to you, who is the author of this video?  
 .....

6. According to you, does this video show well that [include main message]?  
 Yes completely  No, not really  
 Yes partially  No, not at all

7. Would you say that the information provided in this video is trustworthy?  
 Yes completely  No, not really  
 Yes partially  No, not at all

8. Do you agree or disagree with the following statement "The video improves your understanding of what the EU is doing in this field [or name policy]" / Long-term result indicator / (Outcome)

- Totally agree  Totally disagree  
 Tend to agree  
 Tend to disagree

9. What difference, if any, does this video make to your feelings about the EU? / Impact indicator

- Makes you much more positive  Makes you slightly more negative  
 Makes you slightly more positive  Makes you much more negative  
 Makes no difference

10. Do you intend to share this video?

- Yes  No



# D. PRINT MATERIALS

## 1. READERS SURVEY

| Activity type   | Timing  | Conduction mode  | Sample size |
|-----------------|---|--|-------------|
| Print materials | On a yearly basis<br>Before / after major changes | Online or phone survey with recipients of the print material<br>Paper questionnaire included in the material to be sent back | Mini. 100   |

Thank you for reading our [name of the print material]. We hope it met your expectations. In order to keep improving our print productions, we would appreciate it if you could complete this short questionnaire; it should not take more than a few minutes of your time.

Gender:

- Male  Female

Age:

Nationality:

Occupation:

- Can you confirm you received [name material]?  
 Yes  No → end of survey
- Did you read [name material] ...  
 Entirely, or nearly entirely  You browsed it without reading it in details  
 Partly, only the articles that interested you  You did not read it → end survey
- What is your overall rating of the [name material] on a scale from 1 (poor) to 10 (excellent)? (Short-term result indicator (Outtake))  
 .../10

Do you agree or disagree with the following statements:

|                                      |               |               |                  |                  |
|--------------------------------------|---------------|---------------|------------------|------------------|
| 4. The layout is attractive          | Totally agree | Tend to agree | Tend to disagree | Totally disagree |
| 5. The wording is easy to understand | Totally agree | Tend to agree | Tend to disagree | Totally disagree |
| 6. The information is up-to-date     | Totally agree | Tend to agree | Tend to disagree | Totally disagree |

- Did you find the information you were looking for?  
 Yes completely  I was not looking for anything in particular  
 Yes partially  Not at all
- To which extent do you trust the information provided in this [name material]?  
 I trust it very much  I don't trust it very much  
 I rather trust it  I don't trust it at all
- Do you agree or disagree with the following statement "The [name of print material] improves your understanding of what the EU is doing in this field [or name policy]" / Short-term result indicator (Outtake)  
 Totally agree  Tend to disagree  
 Tend to agree  Totally disagree
- How likely or unlikely, if at all, are you to consider sharing this information with other people? / Long-term result indicator (Outcome)  
 Very likely  Fairly likely



Not very likely

Not at all likely

11. What do you usually do with [name material] once you have read it?

You keep it

You lend it

You delete it



## F. PARTICIPATION IN FAIRS AND FESTIVALS<sup>1</sup>

### 1. PARTICIPANTS SURVEY (ON THE SPOT)

| Activity type  | Timing                   | Conduction mode                               | Sample size |
|----------------|--------------------------|---|-------------|
| Fair, festival | At the exit of the event | Face to face survey<br>Self-administered form | Mini. 100   |

*Thank you for participating in this event. We hope it met your expectations. In order to keep improving your experience, we would appreciate it if you could complete this short questionnaire; it should not take more than a few minutes.*

Gender:

---

<sup>1</sup> (not organised by the EC)



Male

Female

Age:

Nationality:

Occupation:

You visited this event for...:

Professional reasons

Personal reasons

1. Which of the following [exhibitors / partners / sponsors] did you notice at the [event]? / (Output indicator)

[name]

[European Commission]

[name]

[name]

2. The European Commission contributed to this event through [include action], did you notice it? / (Output indicator)

Yes

No

3. What is your overall rating of the European Commission's [[booth / participation] at the [event] on a scale from 1 (poor) to 10 (excellent? / (Short-term result indicator / Short-term result indicator (Outtake) .../10

4. Do you agree or disagree with the following statement "The event [name] improves your understanding of what the EU is doing in this field [or name policy]" / Long-term result indicator (Outcome)

Totally agree

Tend to disagree

Tend to agree

Totally disagree

5. How likely or unlikely, if at all, are you to consider sharing the information provided during this event with other people?

Very likely

Not very likely

Fairly likely

Not at all likely

6. What difference, if any, does [this event] make to your feelings about the EU? / Impact indicator

Makes you much more positive

Makes you slightly more negative

Makes you slightly more positive

Makes you much more negative

Makes no difference

7. How likely or unlikely, if at all, are you to consider participating in a future edition of this event?

Very likely

Not very likely

Fairly likely

Not at all likely

## 2. PARTICIPANTS SURVEY (POST EVENT)

| Activity type  | Timing                                | Conduction mode        | Sample size |
|----------------|---------------------------------------|------------------------|-------------|
| Fair, festival | Between 1 and 8 weeks after the event | Phone or online survey | Mini. 100   |

*You participated xx weeks ago in [name event] and we hope it met your expectations. In order to keep improving your experience, we would appreciate it if you could answer/ complete this short questionnaire; it should not take more than a few minutes.*

Gender

Male

Female

Age:

Nationality:

Occupation:

1. Which of the following [exhibitors] did you notice at the [event]? / Output indicator



- [name]
  - [name]
2. The European Commission contributed to this event through [include action], did you notice it? / (Output indicator)
- Yes
  - No
3. What is your overall rating of the European Commission's [booth / participation] at the [event] on a scale from 1 (poor) to 10 (excellent)? / (Short-term result indicator / Short-term result indicator (Outtake) .../10
4. Do you agree or disagree with the following statement "The event [name] improves your understanding of what the EU is doing in this field [or name policy]" / Long-term result indicator (outcome)
- Totally agree
  - Tend to disagree
  - Tend to agree
  - Totally disagree
5. Following your participation in [name event], did you share the information provided with other people?
- Yes
  - No
6. Following your participation in [name event], did you look for more information regarding [name field / policy]?
- Yes
  - No
7. What difference, if any, does [this event] make to your feelings about the EU? / impact indicator
- Makes you much more positive
  - Makes you slightly more negative
  - Makes you slightly more positive
  - Makes you much more negative
  - Makes no difference
8. How likely or unlikely, if at all, are you to consider participating in a future edition of this event?
- Very likely
  - Not very likely
  - Fairly likely
  - Not at all likely



## G. CITIZENS DIALOGUES, FAIRS, CULTURAL EVENTS<sup>2</sup>

### 1. PARTICIPANTS SURVEY (ON THE SPOT)

| Activity type          | Timing                   | Conduction mode                               | Sample size |
|------------------------|--------------------------|---|-------------|
| Events organised by EC | At the exit of the event | Face to face survey<br>Self-administered form | Mini. 100   |

*Thank you for taking part to our event. We hope it met your expectations. In order to keep improving your experience, we would appreciate it if you could complete this short questionnaire; it should not take more than a few minutes.*

Gender

---

<sup>2</sup> (organised by the EC)



Male

Female

Age:

Nationality:

Occupation:

1. What is your overall rating of the event on a scale from 1 (poor) to 10 (excellent)? / (Short-term result indicator / (Outtake) .../10

What is your overall rating of the following items on a scale from 1 (poor) to 10 (excellent)?

- 2. The quantity of information available.../10
- 3. The quality of information available .../10
- 4. The welcome of the staff.../10
- 5. The logistical organisation .../10

6. Do you agree or disagree with the following statement "The event [name] improves your understanding of what the EU is doing in this field [or name policy]" / Long-term result indicator (Outcome)

- Totally agree
- Tend to agree
- Tend to disagree
- Totally disagree

7. How likely or unlikely, if at all, are you to consider sharing this information with other people? / Long-term result indicator (Outcome)

- Very likely
- Fairly likely
- Not very likely
- Not at all likely

8. What difference, if any, does [this event] make to your feelings about the EU? / Impact indicator

- Makes you much more positive
- Makes you slightly more positive
- Makes no difference
- Makes you slightly more negative
- Makes you much more negative

9. How likely or unlikely, if at all, are you to consider participating in a future edition of this event?

- Very likely
- Fairly likely
- Not very likely
- Not at all likely

## 2. PARTICIPANTS SURVEY (POST-EVENT)

| Activity type          | Timing                           | Conduction mode        | Sample size |
|------------------------|----------------------------------|------------------------|-------------|
| Events organized by EC | 1 to 8 weeks following the event | Phone or online survey | Mini. 100   |

Thank you for taking part to our event. We hope it met your expectations. In order to keep improving your experience, we would appreciate it if you could complete this short questionnaire; it should not take more than a few minutes.

Gender

Male

Female

Age:

Nationality:

Occupation:

1. Can you confirm your participation in [name event]?

- Yes
- No → end of survey



2. What is your overall rating of the event on a scale from 1 (poor) to 10 (excellent)? / (Short-term result indicator / (Outtake) .../10

What is your overall rating of the following items on a scale from 1 (poor) to 10 (excellent)?

- 3. The quantity of information available.../10
- 4. The quality of information available .../10
- 5. The welcome of the staff.../10
- 6. The logistical organisation .../10

7. Do you agree or disagree with the following statement "The event [name] improves your understanding of what the EU is doing in this field [or name policy]" / Long-term result indicator (Outcome)

- Totally agree
- Tend to disagree
- Tend to agree
- Totally disagree

8. Did you share the information learnt with other people? / Long-term result indicator (Outcome)

- Yes
- No

9. What difference, if any, does [this event] make to your feelings about the EU? / Impact indicator

- Makes you much more positive
- Makes you slightly more negative
- Makes you slightly more positive
- Makes you much more negative
- Makes no difference

10. How likely or unlikely, if at all, are you to consider participating in a future edition of this event?

- Very likely
- Not very likely
- Fairly likely
- Not at all likely



### 3. PARTICIPANTS HEADCOUNT METHODOLOGY

| Activity type       | Timing           | Conduction mode  | Sample size |
|---------------------|------------------|------------------|-------------|
| All types of events | During the event | Manual headcount | -           |

If data such as participant’s registration forms or badges, is unavailable, the evaluation of the attendance of an event can be estimated through head counting.

One analyst should be dedicated to counting all the persons entering the event (conference room, booth, etc). If the location is too wide to enable one single analyst to count all the entrances, several analysts can be posted on different counting spots.

The analyst should use a counting device so as to facilitate counting of large crowds. Every entry to the location should be registered and reported every 10-minutes on a counting grid. If an analyst cannot be present for the total duration of the event, he should count per 10 minutes periods on regular basis (at least 4 per day), and the results can then be extrapolated.

It should be noted that a headcount measures visits and not unique visitors, as the same persons can access the event more than once.

| <b>Counting schedule [name of event]</b>      |   |          |          |          |                |
|---|---|----------|----------|----------|----------------|
| Date:   | Person in charge:   |          |          |          |                |
| Counting Schedule<br>(Adapt to opening hours) | Access A<br>Adapt according to<br>number of counting<br>spots | Access B | Access C | Access D |                |
| 8:30 to 8:40                                  |   |          |          |          | 8:30 to 8:40   |
| 8:40 to 8:50                                  |   |          |          |          | 8:40 to 8:50   |
| 8:50 to 9:00                                  |   |          |          |          | 8:50 to 9:00   |
| 9:00 to 9:10                                  |   |          |          |          | 9:00 to 9:10   |
| 9:10 to 9:20                                  |   |          |          |          | 9:10 to 9:20   |
| 9:20 to 9:30                                  |   |          |          |          | 9:20 to 9:30   |
| 9:30 to 9:40                                  |   |          |          |          | 9:30 to 9:40   |
| 9:40 to 9:50                                  |   |          |          |          | 9:40 to 9:50   |
| 9:50 to 10:00                                 |   |          |          |          | 9:50 to 10:00  |
| 10:00 to 10:10                                |   |          |          |          | 10:00 to 10:10 |
| 10:10 to 10:20                                |   |          |          |          | 10:10 to 10:20 |
| 10:20 to 10:30                                |   |          |          |          | 10:20 to 10:30 |
| 10:30 to 10:40                                |   |          |          |          | 10:30 to 10:40 |
| 10:40 to 10:50                                |   |          |          |          | 10:40 to 10:50 |
| 10:50 to 11:00                                |   |          |          |          | 10:50 to 11:00 |
| 11:00 to 11:10                                |   |          |          |          | 11:00 to 11:10 |
| 11:10 to 11:20                                |   |          |          |          | 11:10 to 11:20 |
| 11:20 to 11:30                                |   |          |          |          | 11:20 to 11:30 |
| 11:30 to 11:40                                |   |          |          |          | 11:30 to 11:40 |
| 11:40 to 11:50                                |   |          |          |          | 11:40 to 11:50 |
| 11:50 to 12:00                                |   |          |          |          | 11:50 to 12:00 |
| 12:00 to 12:10                                |   |          |          |          | 12:00 to 12:10 |
| 12:10 to 12:20                                |   |          |          |          | 12:10 to 12:20 |
| 12:20 to 12:30                                |   |          |          |          | 12:20 to 12:30 |
| 12:30 to 12:40                                |   |          |          |          | 12:30 to 12:40 |
| 12:40 to 12:50                                |   |          |          |          | 12:40 to 12:50 |
| 12:50 to 13:00                                |   |          |          |          | 12:50 to 13:00 |
| 13:00 to 13:10                                |   |          |          |          | 13:00 to 13:10 |
| 13:10 to 13:20                                |   |          |          |          | 13:10 to 13:20 |



## H. LOCAL EVENTS

### 1. ORGANISER FEEDBACK FORM

| Activity type | Timing                              | Conduction mode                 | Sample size                        |
|---------------|-------------------------------------|---------------------------------|------------------------------------|
| Local event   | During the week following the event | Feedback form (paper or online) | Distribution to all staff involved |

Thank you for helping organise our event. We hope it met your expectations. In order to keep improving our actions, we would appreciate it if you could complete this short questionnaire; it should not take more than a few minutes.

1. What is your overall rating of the event on a scale from 1 (poor) to 10 (excellent)? / (Short-term result indicator / (Outtake) .../10

What is your overall rating of the following items on a scale from 1 (poor) to 10 (excellent)?

2. The logistical organisation.../10
3. The choice of topic(s) .../10
4. The location.../10
5. The timing .../10
6. Do you agree or disagree with the following statement "The event [name] improves your understanding of the needs of [target group]"
  - Totally agree
  - Tend to agree
  - Tend to disagree
  - Totally disagree
7. Overall, the feedback you had from participants was...
  - Very positive
  - Rather positive
  - Rather negative
  - Very negative
8. Do you think the European Commission should organise future editions of this event?
  - Yes
  - No
  - I don't know
9. Please provide suggestions on how this event could be improved



## 2. PARTICIPANTS FEEDBACK FORM (ON THE SPOT)

| Activity type | Timing      | Conduction mode     | Sample size                      |
|---------------|-------------|---------------------|----------------------------------|
| Local event   | On the spot | Paper feedback form | Distribution to all participants |

Thank you for taking part to our event. We hope it met your expectations. In order to keep improving your experience, we would appreciate it if you could complete this short questionnaire; it should not take more than few minutes of your time.

Gender

- Male  Female

Age:

Nationality:

Occupation:

1. What is your overall rating of the event on a scale from 1 (poor) to 10 (excellent)? / (Short-term result indicator / (Outtake) .../10
2. The quality of the information .../10
3. The quantity of the information .../10
4. The choice of the speakers.../10
5. The choice of the location .../10
6. The timing .../10
7. Do you agree or disagree with the following statement "The event [name] improves your understanding of what the EU is doing in this field [or name policy]"
 

|  |   |
|--|---|
| <input type="checkbox"/> Totally agree | <input type="checkbox"/> Tend to disagree |
| <input type="checkbox"/> Tend to agree | <input type="checkbox"/> Totally disagree |
8. How likely or unlikely, if at all, are you to consider sharing this information with other people? / Long-term result indicator (Outcome)
 

|  |  |
|--|--|
| <input type="checkbox"/> Very likely   | <input type="checkbox"/> Not very likely   |
| <input type="checkbox"/> Fairly likely | <input type="checkbox"/> Not at all likely |
9. How likely or unlikely, if at all, are you to consider participating in a future edition of this event?
 

|  |  |
|--|--|
| <input type="checkbox"/> Very likely   | <input type="checkbox"/> Not very likely   |
| <input type="checkbox"/> Fairly likely | <input type="checkbox"/> Not at all likely |
10. What difference, if any, does [this event] make to your feelings about the EU? / Impact indicator
 

|   |   |
|---|---|
| <input type="checkbox"/> Makes you much more positive     | <input type="checkbox"/> Makes you slightly more negative |
| <input type="checkbox"/> Makes you slightly more positive | <input type="checkbox"/> Makes you much more negative     |
| <input type="checkbox"/> Makes no difference              |   |



### 3. PARTICIPANTS SURVEY (EX-POST)

| Activity type | Timing  | Conduction mode    | Sample size  |
|---------------|---------|--------------------|--|
| Local event   | Ex-post | By phone or online | Mini. 100 or all participants (if small-scale event) |

Thank you for taking part to our event. We hope it met your expectations. In order to keep improving your experience, we would appreciate it if you could complete this short questionnaire; it should not take more than few minutes of your time.

Gender

- Male  Female

Age:

Nationality:

Occupation:

1. What is your overall rating of the event on a scale from 1 (poor) to 10 (excellent?) / (Short-term result indicator / (Outtake) .../10
2. The quality of the information .../10
3. The quantity of the information .../10
4. The choice of the speakers.../10
5. The choice of the location .../10
6. The timing .../10
7. Do you agree or disagree with the following statement "The event [name] improves your understanding of what the EU is doing in this field [or name policy]"
 

|  |   |
|--|---|
| <input type="checkbox"/> Totally agree | <input type="checkbox"/> Tend to disagree |
| <input type="checkbox"/> Tend to agree | <input type="checkbox"/> Totally disagree |
8. Did you share the information learnt with other people? / Long-term result indicator (Outcome)
 

|                              |                             |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|
9. How likely or unlikely, if at all, are you to consider participating in a future edition of this event?
 

|  |  |
|--|--|
| <input type="checkbox"/> Very likely   |  |
| <input type="checkbox"/> Fairly likely |  |
10. What difference, if any, does [this event] make to your feelings about the EU? / Impact indicator
 

|   |   |
|---|---|
| <input type="checkbox"/> Makes you much more positive     | <input type="checkbox"/> Makes you slightly more negative |
| <input type="checkbox"/> Makes you slightly more positive | <input type="checkbox"/> Makes you much more negative     |
| <input type="checkbox"/> Makes no difference              |   |



# I. CONFERENCES, WORKSHOPS AND STAKEHOLDER MEETINGS

## 1. FEEDBACK FORM (ON THE SPOT)

| Activity type     | Timing      | Conduction mode     | Sample size      |
|-------------------|-------------|---------------------|------------------|
| Organising events | On the spot | Paper feedback form | All participants |

Thank you for taking part to our event. We hope it met your expectations. In order to keep improving your experience, we would appreciate it if you could complete this short questionnaire; it should not take more than few minutes of your time.

Gender

- Male  Female

Age:

Nationality:

Occupation:

1. What is your overall rating of the event on a scale from 1 (poor) to 10 (excellent?) / (Short-term result indicator / (Outtake) .../10
2. The quality of the information .../10
3. The quantity of the information .../10
4. The choice of the speakers.../10
5. The choice of the location .../10
6. The timing .../10
7. Were enough networking opportunities provided?
 

|   |  |
|---|--|
| <input type="checkbox"/> Agree completely | <input type="checkbox"/> Rather disagree     |
| <input type="checkbox"/> Rather agree     | <input type="checkbox"/> Disagree completely |
8. Did you make useful contacts during the [event]? / Short-term result indicator (Outtake)
 

|                              |                             |                              |
|------------------------------|-----------------------------|------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
|------------------------------|-----------------------------|------------------------------|
9. How likely or unlikely, if at all, are you to consider sharing this information with other people? / Long-term result indicator (Outcome)
 

|  |  |
|--|--|
| <input type="checkbox"/> Very likely   | <input type="checkbox"/> Not very likely   |
| <input type="checkbox"/> Fairly likely | <input type="checkbox"/> Not at all likely |
10. What difference, if any, does [this event] make to your feelings about the EU? (Impact indicator)
 

|   |   |
|---|---|
| <input type="checkbox"/> Makes you much more positive     | <input type="checkbox"/> Makes you slightly more negative |
| <input type="checkbox"/> Makes you slightly more positive | <input type="checkbox"/> Makes you much more negative     |
| <input type="checkbox"/> Makes no difference              |   |



## 2. PARTICIPANTS SURVEY (EX-POST)

| Activity type     | Timing                           | Conduction mode    | Sample size      |
|-------------------|----------------------------------|--------------------|------------------|
| Organising events | 1 to 8 weeks following the event | By phone or online | All participants |

Thank you for taking part to our event. We hope it met your expectations. In order to keep improving your experience, we would appreciate it if you could complete this short questionnaire; it should not take more than X minutes of your time.

Gender

- Male  Female

Age:

Nationality:

Occupation:

1. What is your overall rating of the event on a scale from 1 (poor) to 10 (excellent?) / (Short-term result indicator / (Outtake) .../10
2. The quality of the information .../10
3. The quantity of the information .../10
4. The choice of the speakers.../10
5. Were enough networking opportunities provided?
 

Agree completely  Rather disagree

Rather agree  Disagree completely
6. Did you make useful contacts during the [event]? / Short-term result indicator (Outtake)
 

Yes  No  N/A
7. Did you share the information obtained with other people? / Long-term result indicator (Outcome)
 

Yes  No
8. What difference, if any, does [this event] make to your feelings about the EU? (Impact indicator)
 

Makes you much more positive  Makes you slightly more negative

Makes you slightly more positive  Makes you much more negative

Makes no difference



# J. INFORMATION CENTRES

## 1. VISITORS SURVEY (ON THE SPOT)

| Activity type       | Timing      | Conduction mode          | Sample size        |
|---------------------|-------------|--------------------------|--------------------|
| Information centres | On the spot | Paper form, face-to-face | Mini. 100 visitors |

Thank you for your visit. We hope our [name of the information centre] has met your expectations. In order to keep improving your experience, we would appreciate it if you could complete this short questionnaire; it should not take more than few minutes of your time.

Gender

- Male  Female

Age:

Nationality:

Occupation:

1. What is your overall rating of the visit on a scale from 1 (poor) to 10 (excellent?) / (Short-term result indicator / (Outtake) .../10
2. The quality of the information .../10
3. The quantity of the information .../10
4. The attitude of the staff.../10
5. The staff's promptness in dealing with your demands.../10
6. The staff's ability to understand your needs.../10
7. Do you agree or disagree with the following statement "The visit helped you develop a better understanding of what the EU is doing for its citizens [or name policy]" / Short-term result indicator (Outtake)  
 Totally agree  Tend to disagree  
 Tend to agree  Totally disagree
8. Did this visit answer your main questions?  
 Agree completely  Rather disagree  
 Rather agree  Disagree completely
9. How likely or unlikely, if at all, are you to consider sharing the information learnt during the visit with other people? / Long-term result indicator (Outcome)  
 Very likely  Not very likely  
 Fairly likely  Not at all likely
10. Would you recommend the visit to your acquaintances?  
 Yes  No  I don't know
11. What difference, if any, does [this visit] make to your feelings about the EU? / Impact indicator  
 Makes you much more positive  Makes you slightly more negative  
 Makes you slightly more positive  Makes you much more negative  
 Makes no difference



## 2. VISITORS SURVEY (EX-POST)

| Activity type       | Timing                           | Conduction mode | Sample size |
|---------------------|----------------------------------|-----------------|-------------|
| Information centres | 1 to 3 weeks following the visit | Online          | Mini. 100   |

Thank you for your visit. We hope our [name of the information centre] has met your expectations. In order to keep improving your experience, we would appreciate it if you could complete this short questionnaire; it should not take more than few minutes of your time.

Gender

- Male  Female

Age:

Nationality:

Occupation:

1. What is your overall rating of the visit on a scale from 1 (poor) to 10 (excellent?) / (Short-term result indicator / (Outtake) .../10
2. The quality of the information .../10
3. The quantity of the information .../10
4. The attitude of the staff.../10
5. The staff's promptness in dealing with your demands.../10
6. The staff's ability to understand your needs.../10
7. Do you agree or disagree with the following statement "The visit helped you develop a better understanding of what the EU is doing for its citizens [or name policy]" / Short-term result indicator (Outtake)  
 Totally agree  Tend to disagree  
 Tend to agree  Totally disagree
8. Did this visit answer your main questions?  
 Agree completely  Rather disagree  
 Rather agree  Disagree completely
9. Did you share the information learnt during the visit with other people? / Long-term result indicator (Outcome)  
 Yes  No
10. Would you recommend the visit to your acquaintances?  
 Yes  No
11. What difference, if any, does [this visit] make to your feelings about the EU? / Impact indicator  
 Makes you much more positive  Makes you slightly more negative  
 Makes you slightly more positive  Makes you much more negative  
 Makes no difference



## K. NETWORKS

### 1. MEMBERS SURVEY (EX-POST)

| Activity type | Timing | Conduction mode    | Sample size              |
|---------------|--------|--------------------|--------------------------|
| Networks      | Yearly | By phone or online | Mini. 100 to all members |

Thank you for taking part in our network. We hope it has met your expectations. In order to keep improving your experience, we would appreciate it if you could complete this short questionnaire; it should not take more than few minutes of your time.

Gender

- Male  Female

Age:

Nationality:

Occupation:

1. What is your overall rating of the network on a scale from 1 (poor) to 10 (excellent?) / (Short-term result indicator / (Outtake) .../10
2. Did you make useful contacts through the network? / Short-term result indicator (Outtake)  
 Yes  No  N/A
3. Did you share the information obtained with other people? / Long-term result indicator (Outcome)  
 Yes  No
4. Do you agree or disagree with the following statement "Your participation to the network benefitted your professional or private life" / Long-term result indicator (Outcome)  
 Totally agree  
 Tend to agree  
 Tend to disagree  
 Totally disagree
5. What difference, if any, does [this event] make to your feelings about the EU? / (Impact indicator)  
 Makes you much more positive  Makes you slightly more negative  
 Makes you slightly more positive  Makes you much more negative  
 Makes no difference