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# Evaluation of synergies between Commission and Managing Authorities' campaigns

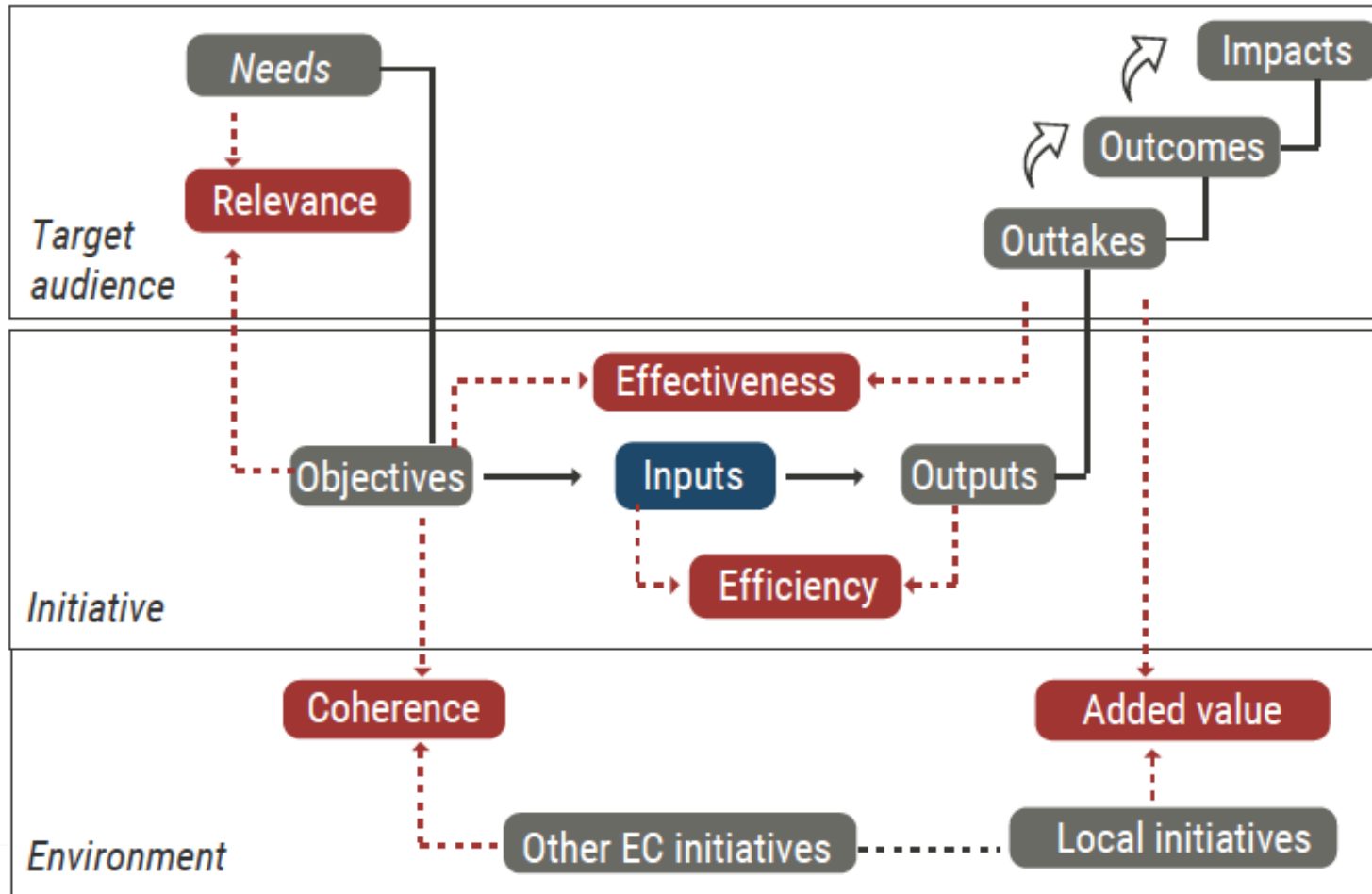
*INFORM-INIO conference – May 16, 2019*

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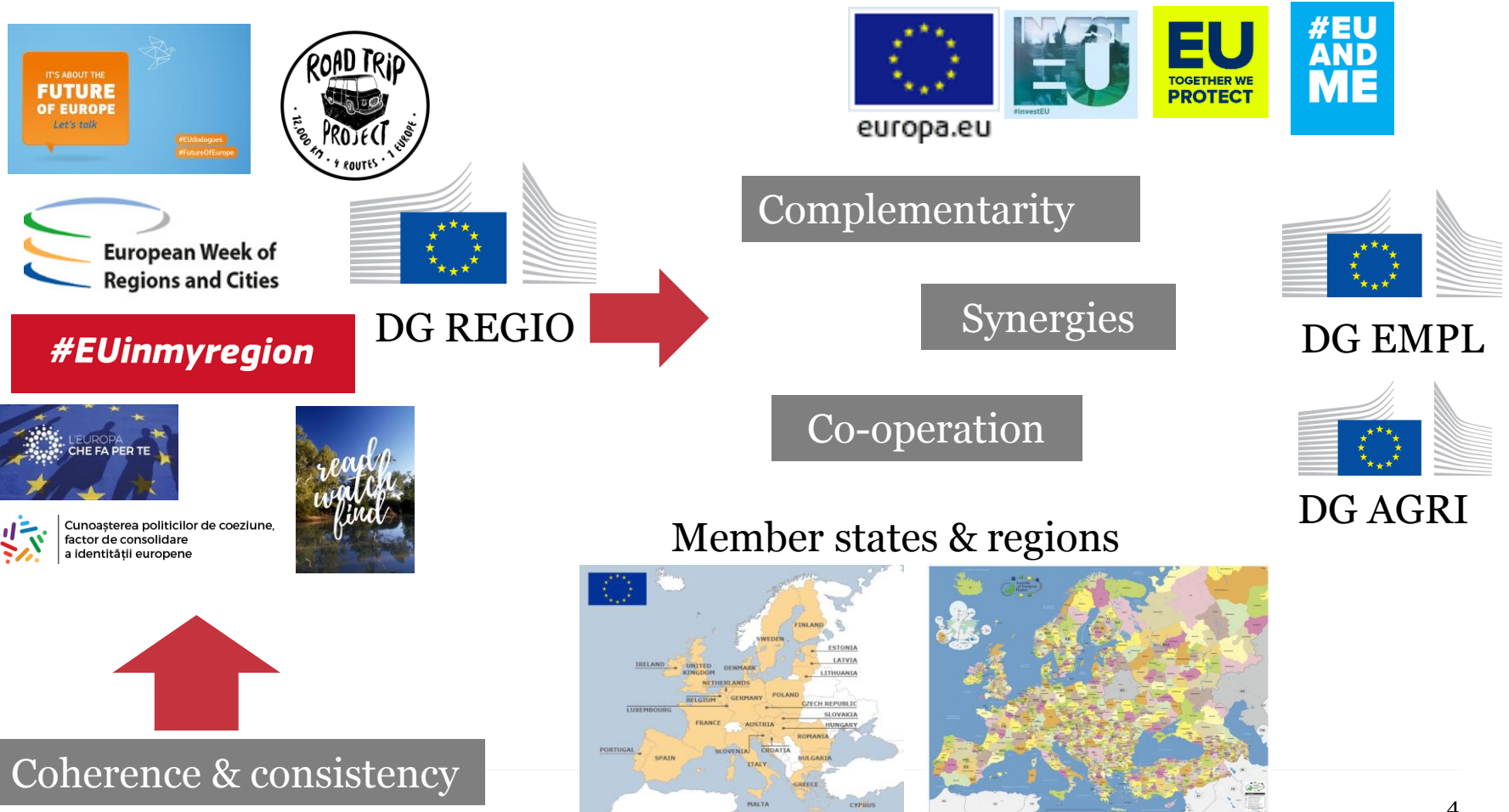
## Evaluation of DG REGIO communication activities

- A horizontal assessment of DG REGIO communication activities in the period 2017-18
- Ultimate aim: to provide
  - *Advice on the communication of cohesion policy results to the European citizens*
  - *Guidelines on how to improve the way DG REGIO communicates towards external audiences*
- Recommendations on
  - *How further to integrate DG REGIO communication campaigns*
  - *How to align them with communication actions by Member States and Managing Authorities*
  - *How to build more synergies with communication campaigns carried out by other Commission services & ESIF-implementing authorities*

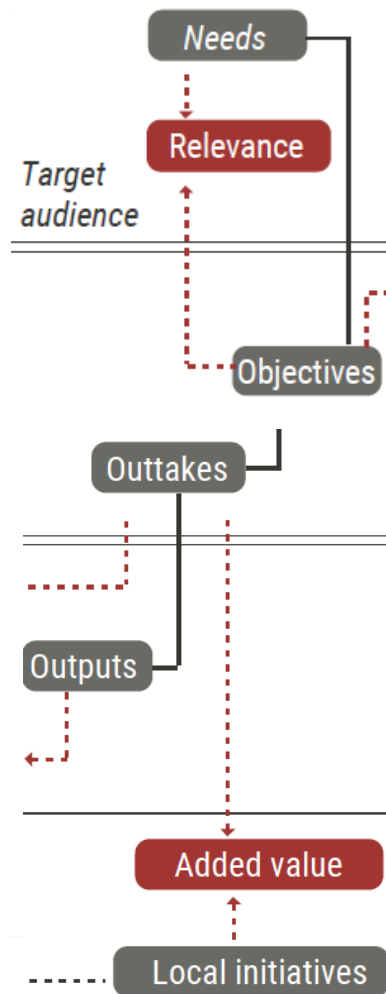
## Building upon the intervention logic concept



# The creation and attainment of coherence is at the core



## Closely linked to the criteria of relevance and added value



### **Optimal support** to policy-making – **in collaboration:**

- Focus on areas most in need of communication support
- Target groups that need to be reached to fulfil the communication strategy objectives

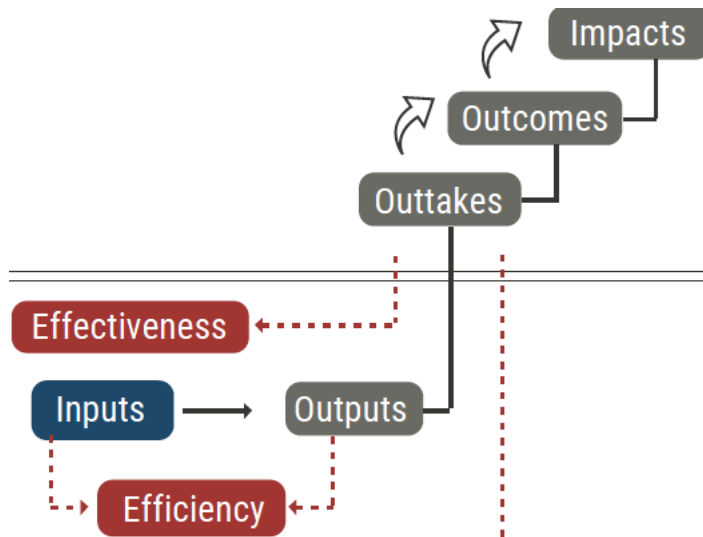
### Versus corporate campaigns:

- Design & implementation **more tailored and relevant** to local needs and concerns
- **Resources and actors** which could not have been mobilised

### Versus national / regional campaigns:

- Coordination and concentration of efforts on selected priority EU key messages & audiences **not achievable** by MS/MAs independently

## And influencing effectiveness and efficiency



- Potential impacts maximised through **mutually reinforcing actions**
  - *Consistency in communication design and messages*
  - *Mechanisms to ensure integration & alignment*
  - *Effectiveness in implementation*

- Efficiency in implementation: **processes** ensuring alignment & integration of DG REGIO campaigns – internally and externally
- Qualitative estimates of gains from the development of products for **multiplying actors** at national level
- Internal benchmarking of DG REGIO campaigns considering KPIs and costs (strong qualitative dimension)

## Addressed through a mix of qualitative & quantitative methods

	Qualitative methods				Quantitative methods		
	Desk research	Interviews (~80)	Case studies (5)	Workshop	Surveys (2)	Secondary data	Social/ online media data
Relevance	√	√	√	√	√		
Effectiveness	√	√			√	√	
Efficiency		√			√	√	
Coherence		√	√	√	√		√
EU added value		√	√	√	√		
Sustainability	√	√			√	√	

## Your input and opinion is crucial !

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- Two online surveys (Managing Authorities & INFORM network) – **June / July**
- A workshop with the INFORM/INIO network - **if feasible**
- Case studies in five countries: Sweden, Poland, France, Italy & Greece
  - *3 key communication actions & their implementation in two regions each*
  - *At least 10 interviews (of which 5 face-to-face)* – **September / October**

**Final report: February 2020**



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