



TAKING
COOPERATION
FORWARD

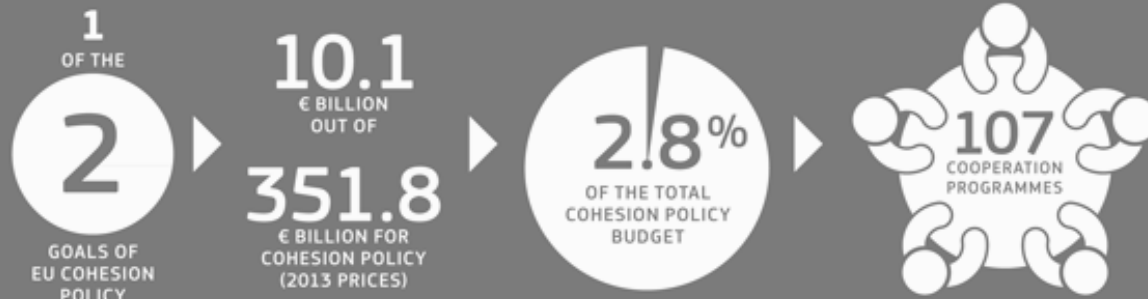
 INFORM webinar on the evaluation of communication activities | 20 September 2018

 **Good practice: Programme communication evaluation**

 Interreg CENTRAL EUROPE | Frank Schneider | Head of Communication and Public Policy

EU COHESION POLICY AND INTERREG

INTERREG 2014-2020



► CROSS-BORDER INTERREG VA

60	COOPERATION PROGRAMMES INTERNAL BORDERS	6.6 € BILLION
12	INTERREG IPA INSTRUMENT FOR PRE-ACCESSION	242* € MILLION
16	INTERREG ENI EUROPEAN NEIGHBOURHOOD INSTRUMENT	634* € MILLION

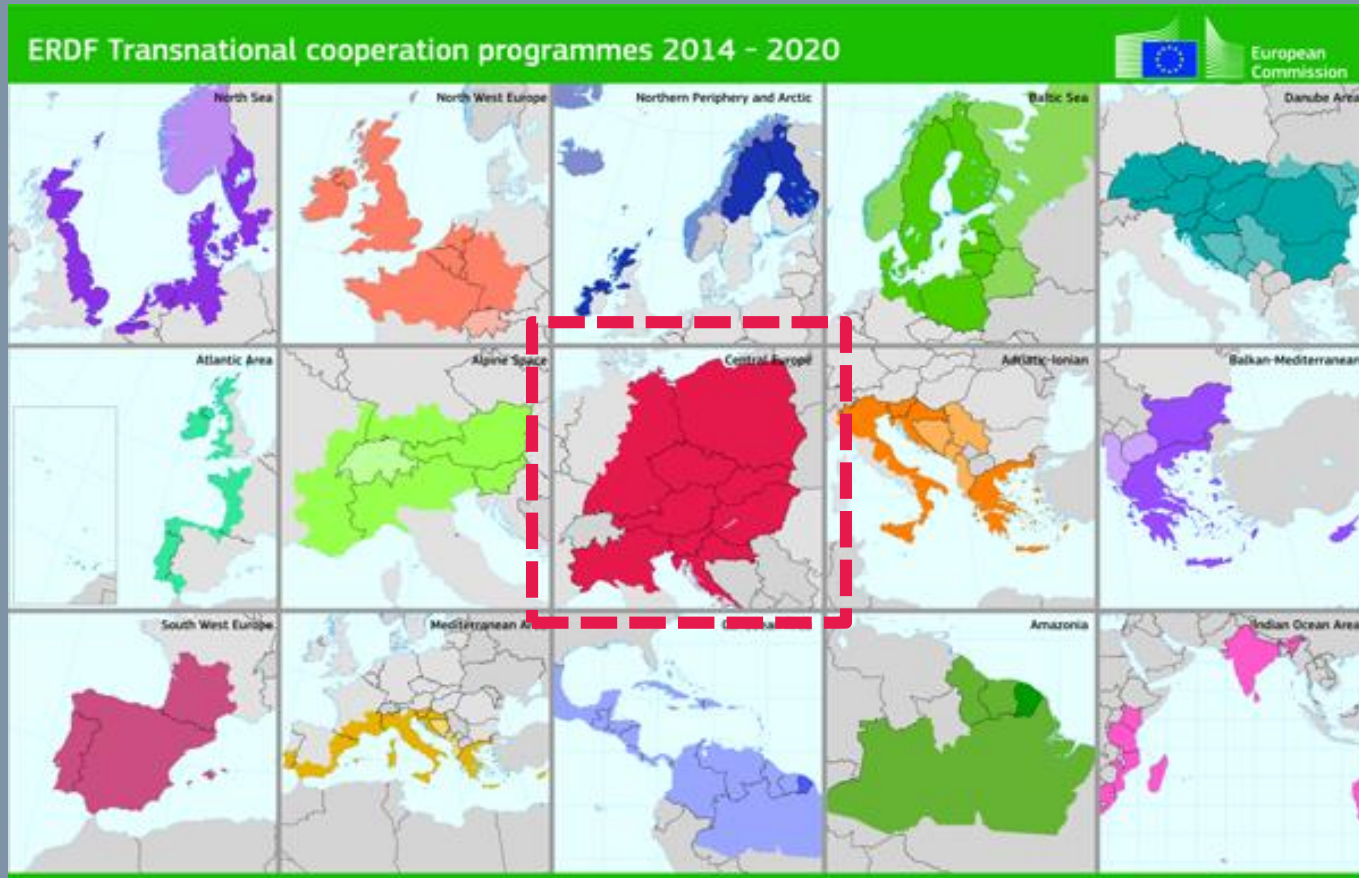
► TRANSNATIONAL INTERREG VB

15	COOPERATION PROGRAMMES
2.1	€ BILLION

► INTERREGIONAL INTERREG VC

4	COOPERATION PROGRAMMES
—	INTERREG EUROPE
—	INTERACT
—	URBACT
—	ESPN
► 0.5	€ BILLION

INTERREG TRANSNATIONAL COOPERATION



INTERREG CENTRAL EUROPE

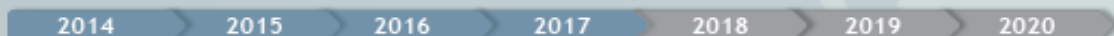
TAKING COOPERATION FORWARD

Interreg CENTRAL EUROPE is a funding programme that encourages cooperation beyond borders between public and private institutions. Financed through the European Regional Development Fund (ERDF), it helps innovative yet isolated ideas to grow into jointly developed, tested and accepted solutions for a better central Europe.
www.interreg-central.eu

COUNTRIES, REGIONS, CITIES AND INHABITANTS COVERED



DURATION OF THE PROGRAMME



BUDGET INVESTED



= **0.07%**

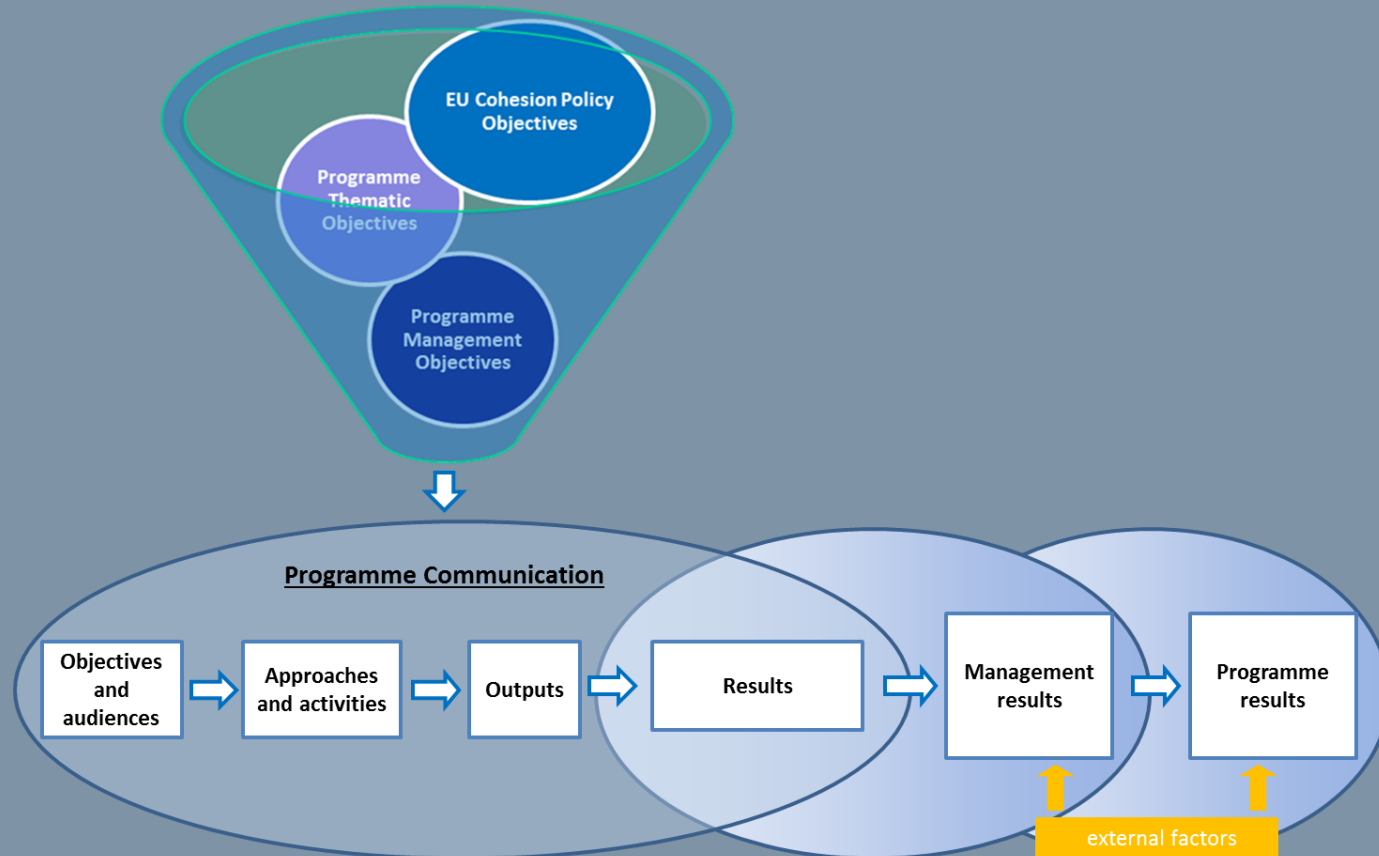
OF THE TOTAL EU REGIONAL POLICY BUDGET OF 351.8 BILLION EUROS

0.22€
SPENT PER CITIZEN PER YEAR

FOR



COMMUNICATION CONTRIBUTES TO PROGRAMME SUCCESS



BUT DOES IT REALLY?

**EVALUATION AND MONITORING
WILL HELP US TO FIND OUT AND IMPROVE**

WITH THIS GOAL IN MIND WE HAVE TAKEN 3 STEPS TO BETTER EVALUATION

Think of evaluation in the communication strategy

Regularly monitor progress and collect data

Integrate communication evaluation into programme evaluation

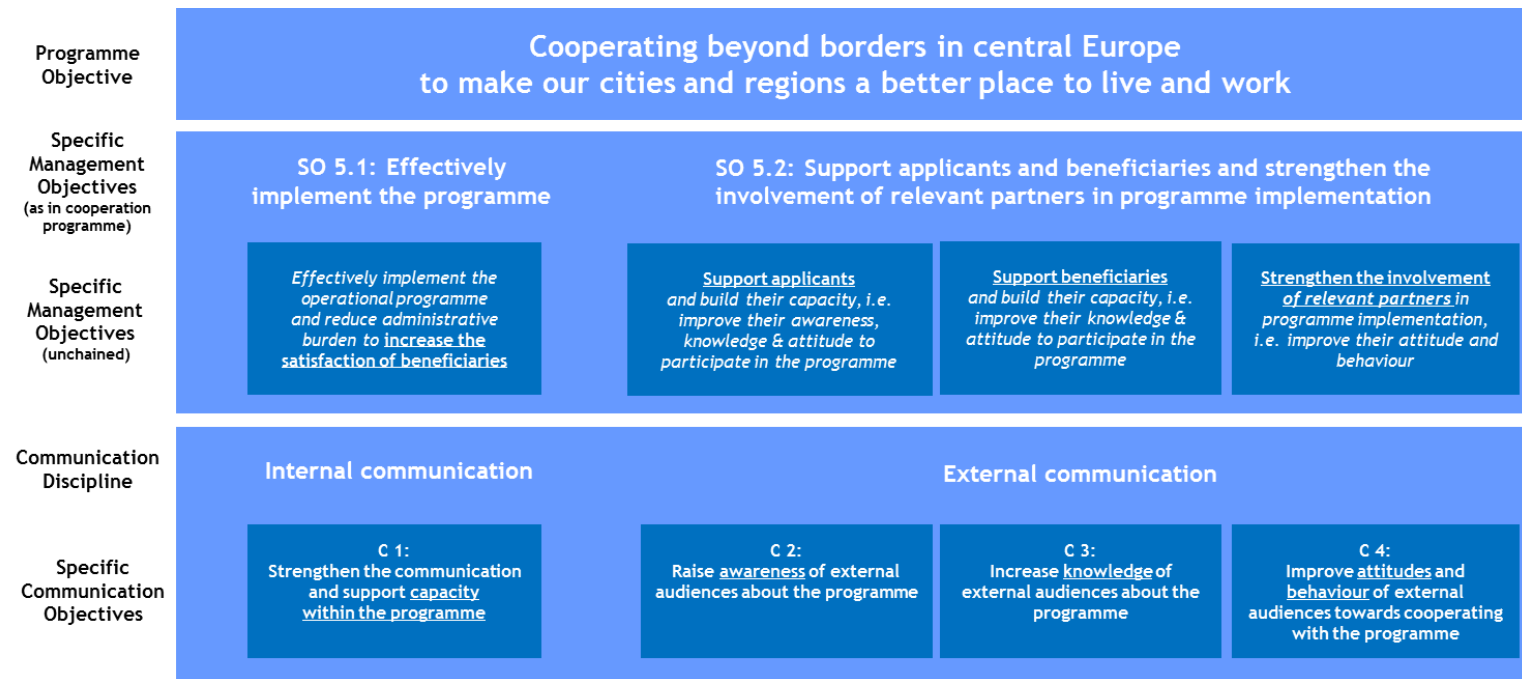
Step 1

Think of evaluation in
the communication strategy



Define communication objectives

Make sure they are linked to management objectives



Define result indicators for evaluation

As for example for knowledge increase of applicants



Result indicator	Measurement unit	Baseline value (2014)	Target value (Ø 2015-2023)	Source of data	Frequency of reporting
Maintained high satisfaction with information provided by the programme at events	Percentage	90	90	Monitoring of event feedback on national and transnational events	2018 2020 2023



Define output indicators for monitoring

As for example for programme conferences

ID	Output indicator	Unit	Baseline value (2014)	Target (2023)	Source of data	Reporting dates
4.1.1.	Programme conferences organised	Number			Monitoring	Yearly



Step 2

Regularly monitor progress
and collect data



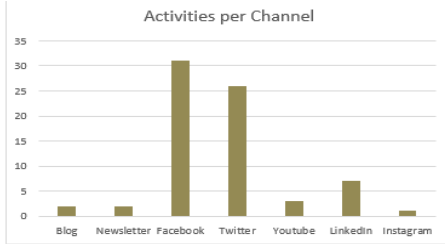
Example: Our social media planning tool

Timeline										Content							Channels						
Month	Date	Month	Week (KW)	Date	Public holiday	Aktionstag	international	Type	Priority	Topic	Short description	Link	Content type	Deadline	Response	Status	Blog	Newletter	Facebook	Twitter	Youtube		
September	09.09.2010	September	36	09	Su	Tag der Eltern und Hochschultage der Eltern																	
	10.09.2010	September	37	10	Mo	Kinder Tag der offenen Tür		Output and results (#coop)		Cultural and creative industries	Infocentre of workshop for the Industrial Culture	eBook				Done	done			x	x		
	11.09.2010	September	37	11	Tu	Mech-Die-Bett-Tag der Wohnanlagen		Output and results (#coop)		Culture (EYCH)	Cultural Reviver	New Platform project of the week	project website	picture			Done			x	x		
	12.09.2010	September	37	12	We	Europa-Wochen Kopfchen- und Wochentag Tag der Wissenschaft	Tag der Funktion	Output and results (#coop)			Cultural and creative industries	"L'avenir de demain belongs together the East and West of Europe. It is time to get on and to the strategy of a divided Europe," said Jean-Claude Juncker, President of the European Commission, in his ESOE speech today. We've set our goal for him: Together with our projects we are already on it - every day!	text						x	x			
	13.09.2010	September	37	13	Th	Wahl-Spür-Tag		Event and meeting															
	14.09.2010	September	37	14	Fr	Tag der Transporter		Output and results (#coop)		Transport	Low carbon mobility planning	Call for Low-carbon future cities	http://www.mobilityweek.eu/							x	x		
	15.09.2010	September	37	15	Sa	Wahlsonntag																	
	16.09.2010	September	37	16	Su	Samstag																	
	17.09.2010	September	38	17	Mo	Tag der Erneuerung		Event and meeting		Innovation	Entrepreneurial skills	Youth competition											
	18.09.2010	September	38	18	Tu	Tag der Erneuerung		Output and results (#coop)			Low carbon strategies	Low carbon mobility planning	mobility week							x	x		
	19.09.2010	September	38	19	We	Tag der Erneuerung		Output and results (#coop)			Culture (EYCH)	Heritage and building	praktik25.eu	video									
	20.09.2010	September	38	20	Th	Tag der Erneuerung		Event and meeting															
	21.09.2010	September	38	21	Fr	Wahltag		Event and meeting															

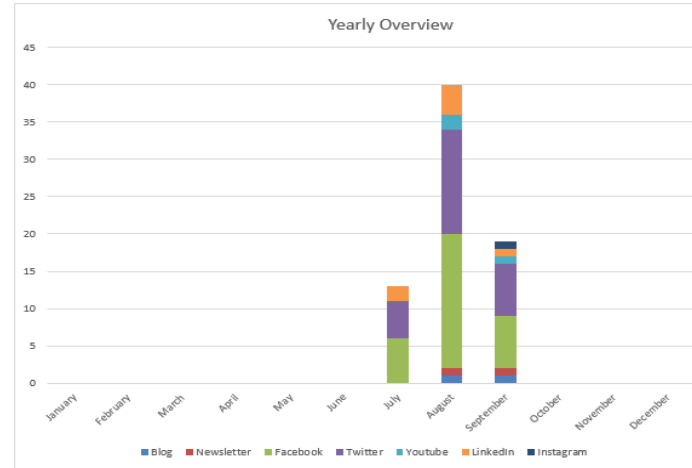
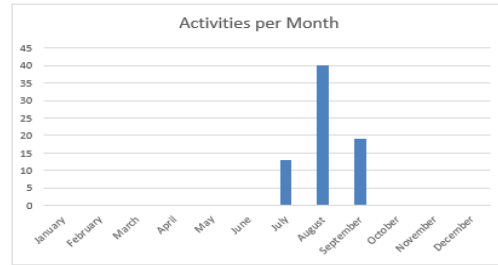


Example: Our social media monitoring tool

Channels	Activity
Blog	2
Newsletter	2
Facebook	31
Twitter	26
Youtube	3
LinkedIn	7
Instagram	1



Month	Activity
January	0
February	0
March	0
April	0
May	0
June	0
July	13
August	40
September	19
October	0
November	0
December	0

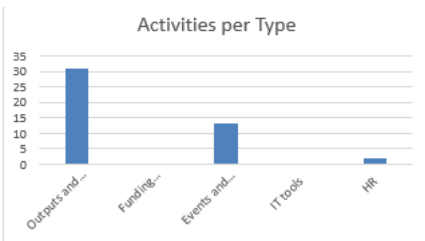


	Blog	Newsletter	Facebook	Twitter	Youtube	LinkedIn	Instagram
January	0	0	0	0	0	0	0
February	0	0	0	0	0	0	0
March	0	0	0	0	0	0	0
April	0	0	0	0	0	0	0
May	0	0	0	0	0	0	0
June	0	0	0	0	0	0	0
July	0	0	6	5	0	2	0
August	1	1	18	14	2	4	0
September	1	1	7	7	1	1	1
October	0	0	0	0	0	0	0
November	0	0	0	0	0	0	0
December	0	0	0	0	0	0	0

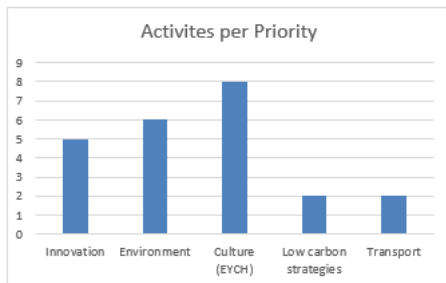


Example: Our social media monitoring tool

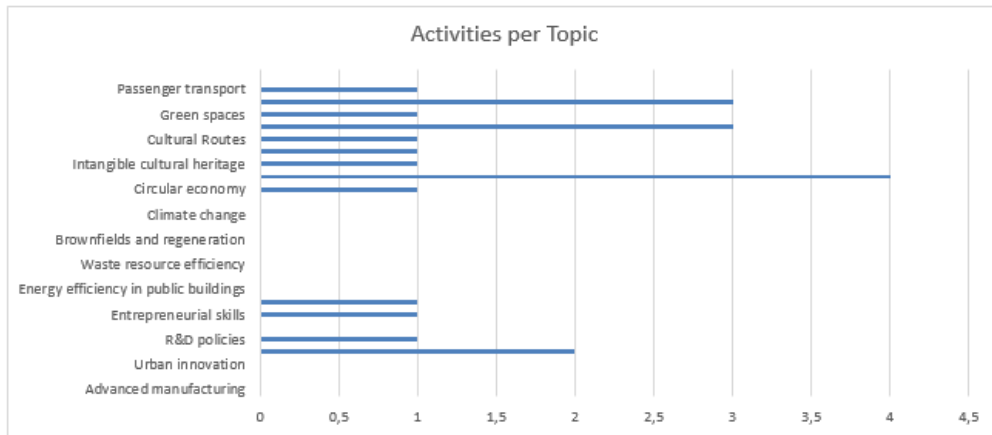
Type	Activity
Outputs and results (#cooperationiscentral	31
Funding opportunities (#cooperationiscentral	0
Events and meetings	13
IT tools	0
HR	2



Priority	Activity
Innovation	5
Environment	6
Culture (EYCH)	8
Low carbon strategies	2
Transport	2

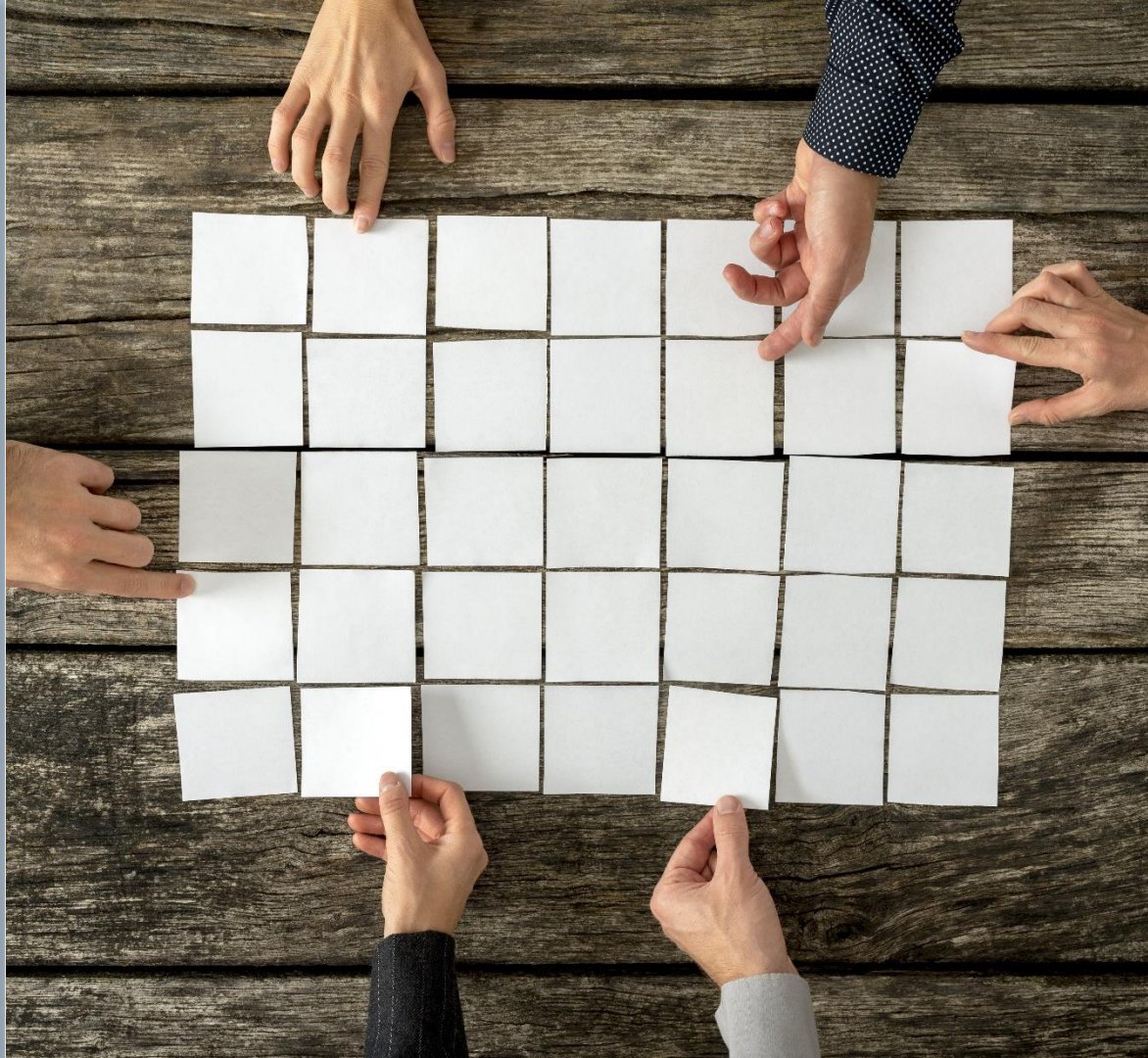


Topic	Activity
Advanced manufacturing	0
Agro-Bio-Economy	0
Urban innovation	0
Health	2
R&D policies	1
Public procurement	0
Entrepreneurial skills	1
Social entrepreneurship	1
Energy efficiency in public buildings	0
Renewable energy resources	0

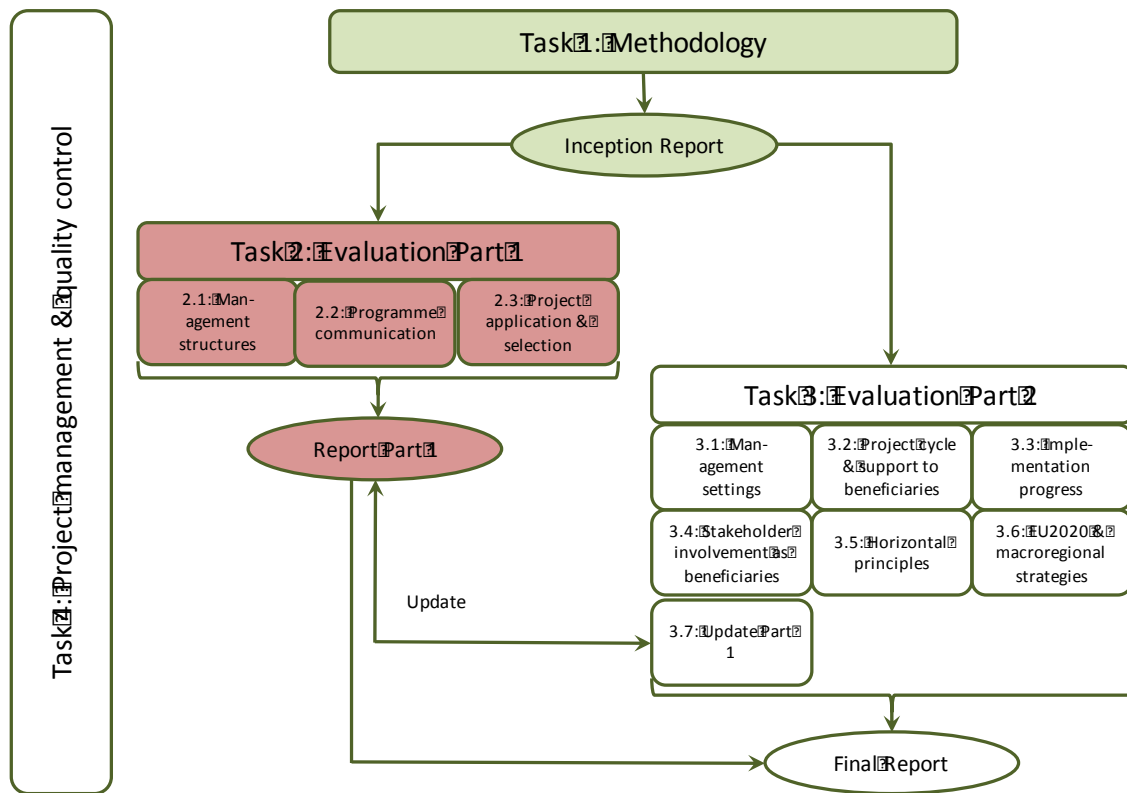


Step 3

Integrate communication
evaluation into the
programme evaluation



External operational evaluation: The process



Evaluation methods

- Document analysis
 - Cooperation programme document & annexes
 - Programme communication strategy and brand manual
- Data analysis
 - Survey data
 - Monitoring data from digital sources
 - Feedback on programme events
- Interviews
 - With all programme bodies



Evaluation questions

- Effectiveness of **internal communication** within the programme management
 - How are the interactions between the programme bodies?
- Relevance and effectiveness of programme **communication strategy**
 - How well is the programme reaching out to applicants?
 - Is the strategy for programme communication sound? Does communication contribute to reaching the specific programme management objectives?
 - How effective are the approaches for reaching the communication objectives (e.g. for involving competent partners)?



Evaluation conclusions by external evaluators

- Effectiveness of internal communication within the programme management
 - Good and **open communication culture** in the programme
 - Good and **timely flow of information** between programme bodies



Evaluation conclusions by external evaluators

- Relevance and effectiveness of programme communication strategy
 - Sound, **concrete and coherent**
 - Clear & well-founded **intervention logic**
 - **Lessons learned** actively used to improve communication
 - **Tailored** communication
 - Output & result **indicators** and baseline & target values - **clear & measurable**
 - Generally **clear roles** and responsibilities



Evaluation conclusions by external evaluators

- Relevance and effectiveness of programme communication strategy
 - Implementation **progress is fine**
 - Progress on spending in line with plan/expectations
 - Planned activities fully implemented
 - Social media activities behind expectations (in 2016, before we launched the [#cooperationiscentral](#) campaign)
 - Some indicators with high or 'over-achievement'

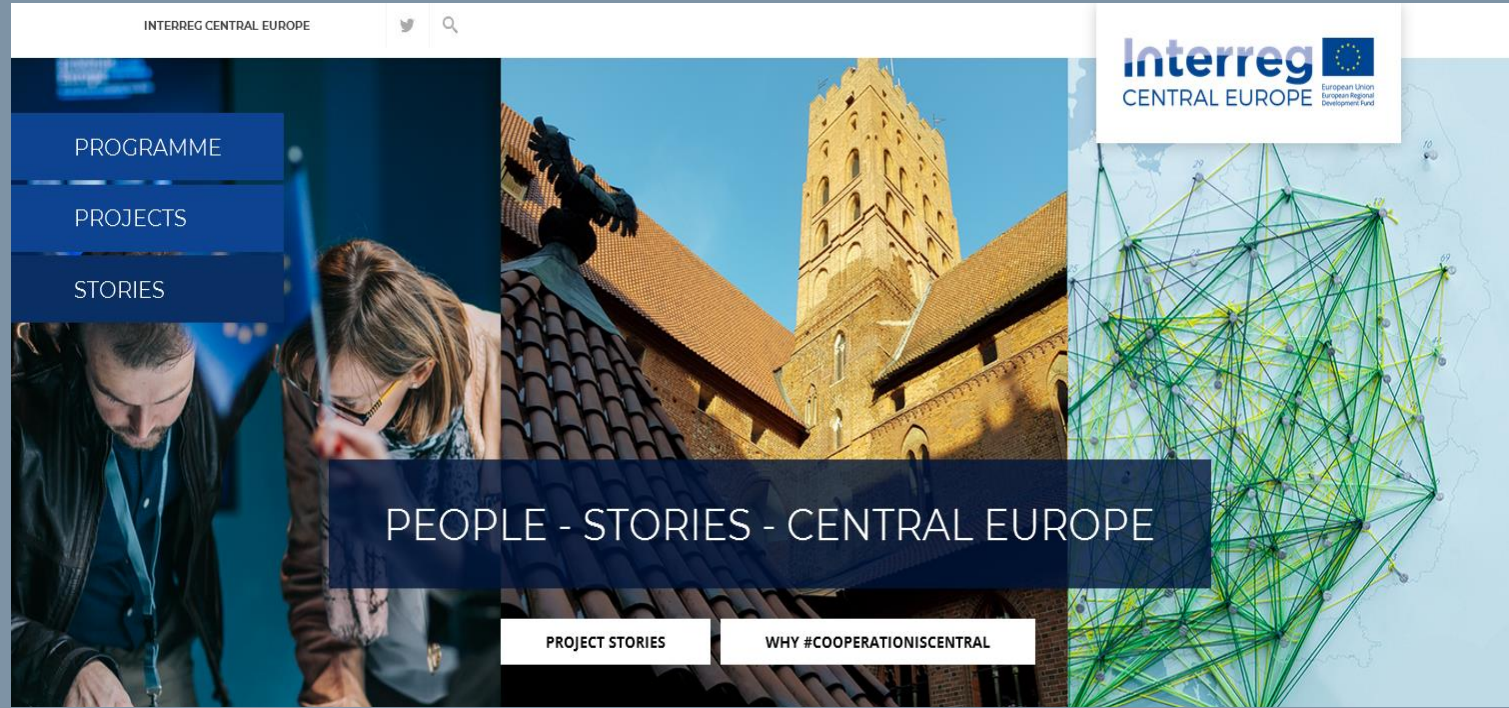


Evaluation conclusions by external evaluators

- Relevance and effectiveness of programme communication strategy
 - **Effective and good outreach to stakeholders**
 - Programme has been **effective in reaching out** to programme stakeholders
 - **High share of programme newcomers** attracted.
 - But: no data on the share of newcomers among successful applicants
 - **Good representation of private sector** entities as project partners
 - But: imbalanced geographic distribution of the applicants
 - But: low number of projects received under priority 4
 - Additional priority-specific outreach and support is needed



THANKS TO MONITORING AND EVALUATION WE ARE CONSTANTLY IMPROVING...



www.interreg-central.eu/cooperationiscentral



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