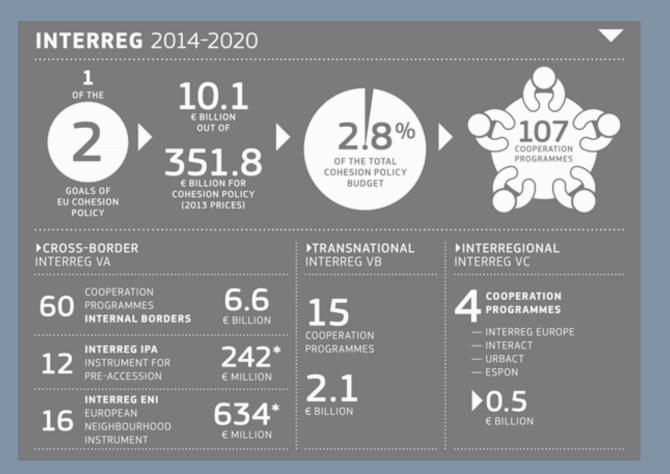
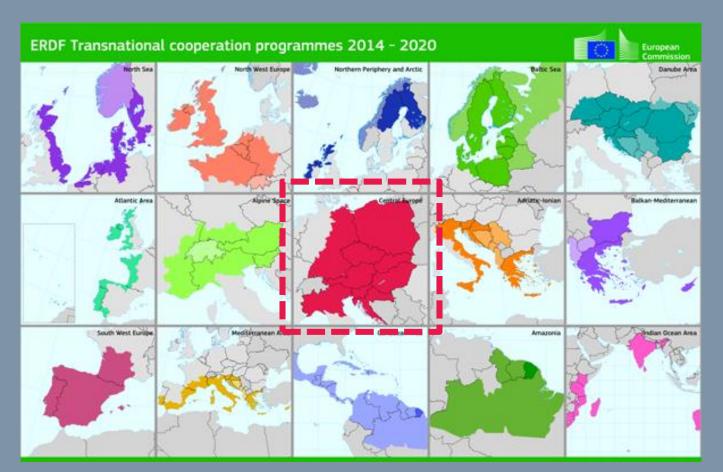


- NFORM webinar on the evaluation of communication activities | 20 September 2018
- Good practice: Programme communication evaluation
- Interreg CENTRAL EUROPE | Frank Schneider | Head of Communication and Public Policy

EU COHESION POLICY AND INTERREG



INTERREG 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



76♠☆■



DURATION OF THE PROGRAMME

2014

2015

2016

2017

2018

2019

2020

BUDGET INVESTED



231

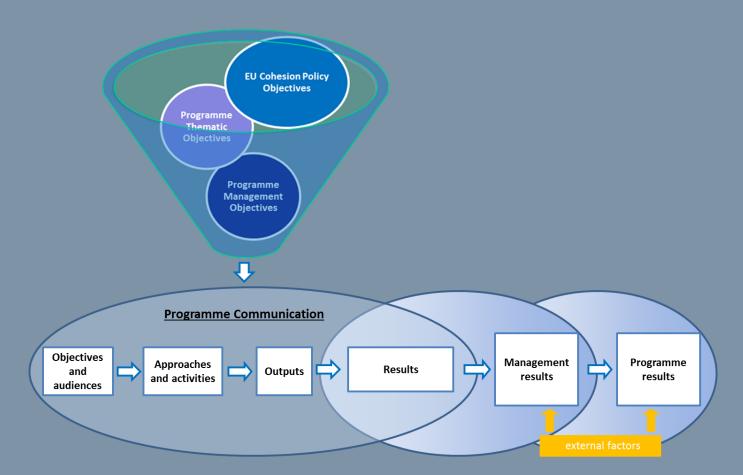
= 0.07%

OF THE TOTAL EU REGIONAL POLICY BUDGET OF 351.8 BILLION EUROS





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

Cooperating beyond borders in central Europe Programme Objective to make our cities and regions a better place to live and work Specific Management SO 5.1: Effectively SO 5.2: Support applicants and beneficiaries and strengthen the Objectives involvement of relevant partners in programme implementation implement the programme (as in cooperation programme) Effectively implement the Support beneficiaries Strengthen the involvement Support applicants Specific and build their capacity, i.e. of relevant partners in operational programme and build their capacity, i.e. Management improve their knowledge & and reduce administrative programme implementation. improve their awareness, Objectives attitude to participate in the i.e. improve their attitude and burden to increase the knowledge & attitude to (unchained) satisfaction of beneficiaries participate in the programme programme behaviour Communication Internal communication **External communication** Discipline C 1: C 2: C 4: C 3: Specific Raise awareness of external Increase knowledge of Strengthen the communication Improve attitudes and Communication behaviour of external and support capacity audiences about the programme external audiences about the Objectives within the programme programme audiences towards cooperating with the programme



Define result indicators for evaluation

As for example for knowledge increase of applicants

CO 1: Strengthen internal communication capacity CO 2: Raise awareness about the programme CO 3: Increase knowledge about the programme CO 4: Improve attitude and behaviour to the programme



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

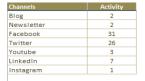
Regularly monitor progress and collect data

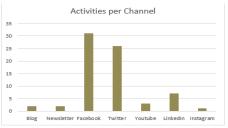


Example: Our social media planning tool

		_	_	Timelin	e					(ontent		_						Channels	
onth	Date 🔻	Month *	Week (KW		$\overline{}$	c ho ✓ Aktionstage ✓ e Tage	Type	Priority	Topic	Short descripti	Link	Content ty	Deadline	Respon:	Status	Blog	▼ Newsletter	▼ Facebook	Twitter	Youtube
	09.09.2018	September	36		Su	Tog der Erinnerung und Mahnwag I Tag der eilkenhalper chil Tusten Kinder I Tag der affenen Dommelt I Tag der Taddyksen I Tag der Wiener Scholtste														
	10.09.2018	Soptombor	37	10	Me	Wolttog der Suizidpräventian	Outpute and rozulte (# compa	rationiccontrol)	Cultural and creative industr	ior Farging Industrial Culture	obnuk			Dene	dane			н	н	
	11.09.2018	Suptombor	97	11	Tu	Koine-Machrichton vind qute-Machrichton-Taq Mach-Dein-Bett-Taq Taqdor Wahnungslaron	Outputs and results (*coops	rc Culture (EYCH)	Cultural Router	NouPilgrimAge project of the week	project webrite	picture		Don-e				×	×	
September	12.09.2018	Soptombor	37	12	We	Europ lite chare Kingste character und Kingste character Auf STEP STEP Zuremmen erbeitelt für Auf STEP STEP With two steckscharter With two steckscharter With two steckscharter		retimircontrel)		"I want or to do more to bring tage that the East and Wart of Europe. It it time use put an on to the earry spectacle of a divided Europe," aid Jean Cloude Jourcher, Pracidant of the European Commission, in the SCOTEU peach taday, We've got quad neuer far him: Tagether with our project we are already on it - every day!		test						×	×	
	13.09.2018	Soptombor	37	13	TK	Wolt-Soprir-Taq	Eventr and meetings			JS mooting father of Interrog cooperation idea in Vienna										
	14.09.2018	September	37	14	Fr	Tog der Traponwälder I Tog-der-Wet-Crome- gefüllten-Thautr	Outputs and results (*coops	rc Transpart	Law carbon mability planning		http://www.mabilityu	took.ouf						×	×	
	15.09.2018	September	37	15	S ₄	br-sina-Aghi-Taq Taq der Bildung-Frishist Taq der Demakratio Taq der Sutturer- Frishist Taq der Punkkar Welthunghamtas	07													
	16.09.2010	Soptombor	27	16	Su	Sammai-Steino-Tayl Tay dee Amerikanischen Lagimi Tay dee Frie Abafe ITay dee Gastupe Tay dee Gastupe Tay dee Schutz dee Ozmachicht	üe		V											
	17.09.2018	Suptombor	38	17	Ме		Eventr and moetings	Innovation	Entropronourialzkillz	Youth competition										
							Outputs and results (#coops	rc Law carbanztratogica	r Law carbon mability planning	mability week								н	н	
	18.09.2018	Soptombor	38	18	Tu	Tag der Cheeroburgerr I Tag der Rerpoktr	Outputs and results (\$ coops	rc Culture (EYCH)	Horitagozitoz and buildings	pratoch2Save		videa								
	19.09.2018	September	38	19	Wa	Sprich-Wie-Ein-Pirat- Tag	Eventr and meetings			EWRC comporationis control talk lives troom										
	20.09.2018	September	38	20	Th		Eventr and moetings			Allpine Space										
	21.09.2018	September	38	21	fr.	Wonigsliftog Wolt- Alsheimertog Wolttog Friedenetog dorDankbarkeit	Eventr and meetings			ECDAY										
						AutofreierTaql Ehrentag der Elefanten I Europäischen Pilztaql														

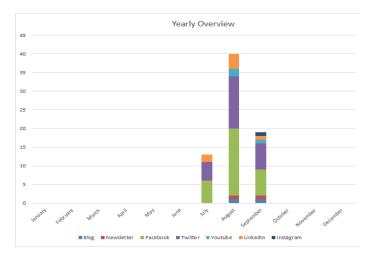
Example: Our social media monitoring tool





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

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

ationiscentral	31	35						
opportunities ationiscentral	0	25 20 15						
nd meetings	13	10						
	0	5 0						
	2		do.	Ac	ab.	25	AR.	
		(Jul Pals and	Funding	Events and.	(Tagle	*	
	Activity	ı						

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

0

1

0 0

Health R&D policies Public procurement

Entrepreneurial skills Social entrepreneurship

Energy efficiency in public buildings

Renewable energy resources

		F	Activite	es per P	riority	
	-		_			
	-					
	-					
	-					
Innova	tion	Envir	onment	Culture (EYCH)	Low carbon strategies	Transport

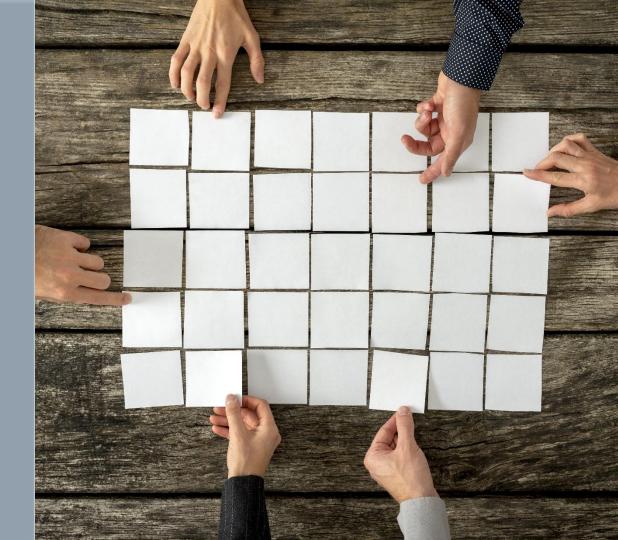
Activities per Type

anced manufacturing 0 (EYCH) strategies p-Bio-Economy 0		
c Activity Innovation Environment Culture Low carbon strategies Disconomy 0	carbon strategies	2
Activity noed manufacturing 0 Bio-Economy 0	sport	2
ic Activity anced manufacturing 0 -Elio-Economy 0		
anced manufacturing 0 D-Bio-Economy 0	ic	Activity
· · · · · · · · · · · · · · · · · · ·	vanced manufacturing	0
n innovation 0	ro-Bio-Economy	0
	oan innovation	0

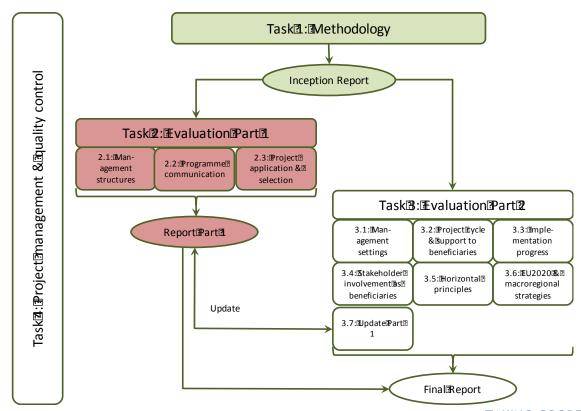
			Acti	vities per	Topic					
Passenger transport										
Green spaces										
Cultural Routes										
Intangible cultural heritage										
Circular economy										
Climate change										
Brownfields and regeneration										
Waste resource efficiency										
Energy efficiency in public buildings										
Entrepreneurial skills										
R&D policies										
Urban innovation										
Advance d manufacturing										
	0	0,5	1	1,5	2	2,5	3	3,5	4	4,5

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)?

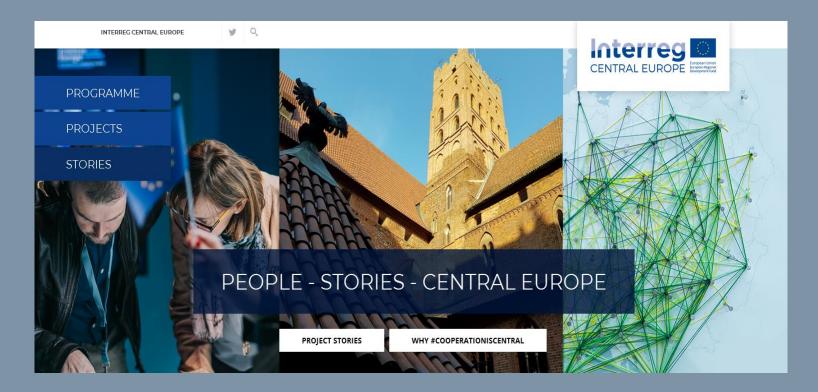
- Effectiveness of internal communication within the programme management
 - Good and open communication culture in the programme
 - Good and timely flow of information between programme bodies

- 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

- 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'

- 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







Frank Schneider Head of Communication and Public Policy



www.interreg-central.eu



schneider@interreg-central.eu



+43 1 8908088-2411



facebook.com/InterregCE



twitter.com/InterregCE



Linkedin.com/in/interregce



youtube.com/interregcentraleurope