



INTERact

Sharing Expertise

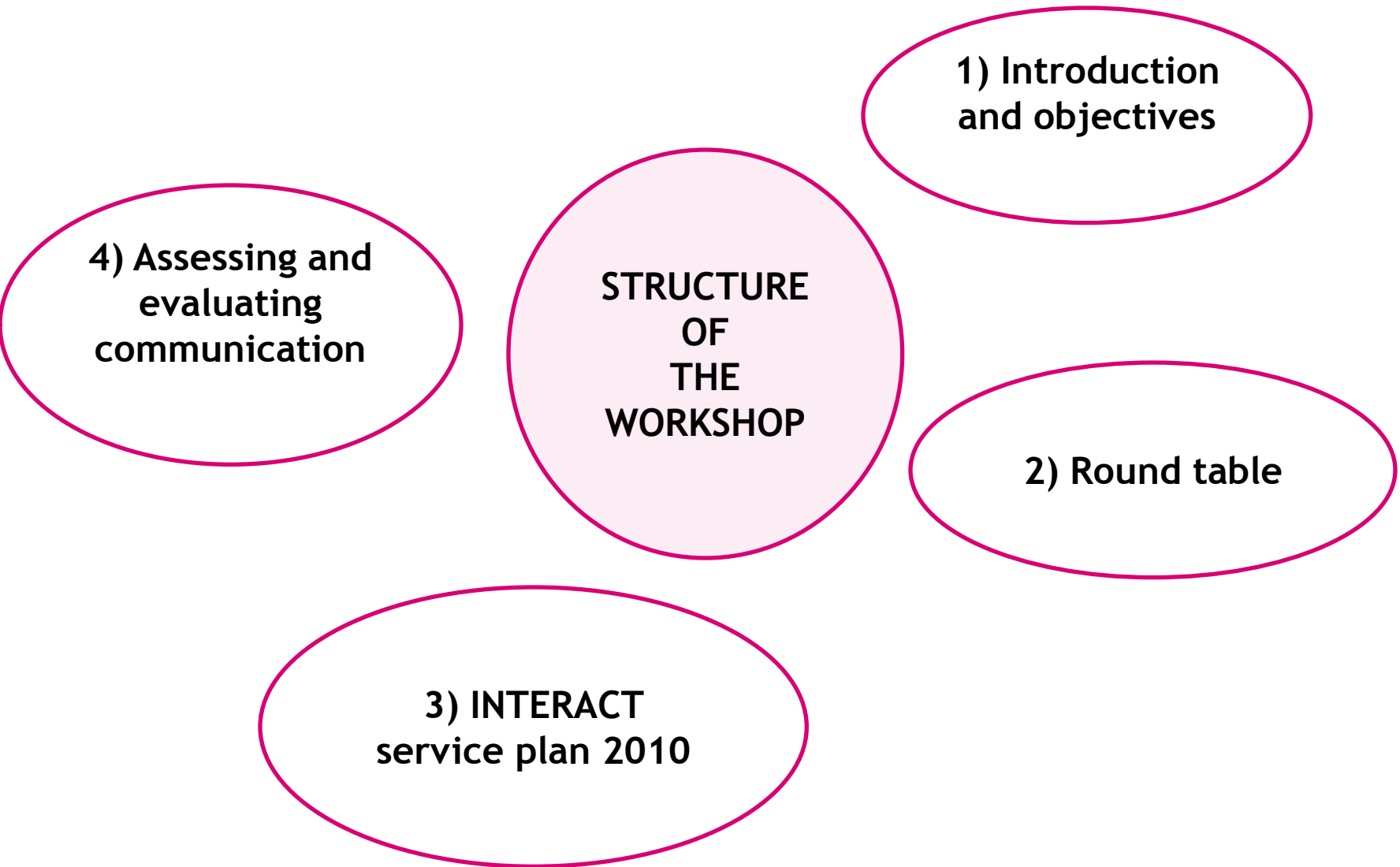
ETC programmes network

State of play

Evaluation of communication

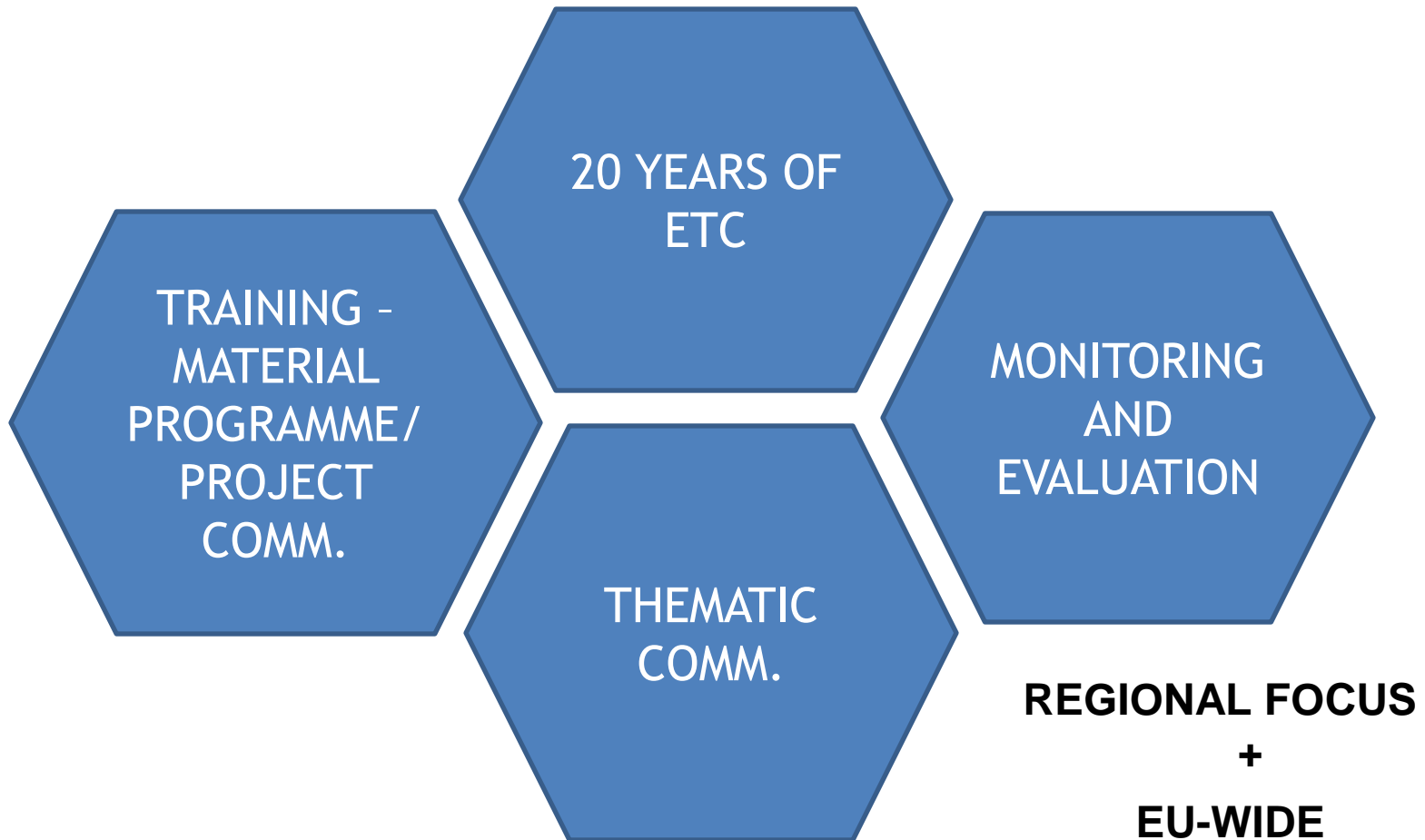
4th INFORM Event, 2 December 2009, Brussels







INTERACT communication services 2010





Assessment/evaluation.... EC requirements are not meant to be a punishment





What are Commission expectations?

Annual and final reporting (Annex XVIII of 1828/2006, amended as of 01.09.2009):

Former version:

- “Measures taken to provide information and publicity on the operational programme, including examples of best practice and highlighting significant events.
- Indicators, including in the form of tables as provided for in Chapter 3 of this Annex”.

New version:

“Information in accordance with Article 4(2) of this Regulation, including achievements, examples of good practice and significant events.”

Note:

- Indicators still have to be reported! (as required by article 4(2))
- Semantic modification from best to good practice - requirement remains



What are Commission expectations?

Article 4 of implementing Regulation EC 1828/2006:

Annual report for the year 2010, **to be submitted by 30.06.2011**, must include “a chapter assessing the results of the information and publicity measures in terms of

- 1) visibility and
- 2) awareness of operational programmes and
- 3) of the role played by the Community”



What are Commission expectations?

Article 4 of implementing Regulation EC 1828/2006:

“The means used for implementing, monitoring and evaluating the communication plan shall be proportional to the information and publicity measures identified in the communication plan”.



What are we missing?

But especially...

What do we aim for?





Brainstorming - round table

What is the plan?

- External evaluation?
- Ad-hoc activity (e.g. a qualitative survey? A website focus group? Etc?)?
- How far are you?

What are current issues and questions?

- What to evaluate? How much and how detailed?
- Expected outputs?
- Issues with indicators? With data collection?

What questions are there?

- How to make the assessment/evaluation exercise a valuable tool with real impact?
- Link between ongoing evaluation and communication evaluation?