

COMMUNICATION INDICATORS – Extracted from Gruppo Soges Sheets (see USB stick)

Each type of communication can be assessed through e.g. questionnaires, interviews, recording of figures etc: the results of these assessments can then be used to fill in indicators: activity-result-impact. The list below is extracted from the SHEETS made by Gruppo Soges but is not exhaustive.

	General awareness of the public about the programme	Event (public – potential applicants – final beneficiaries)	Specific event for potential applicants	Publications	Publicity campaign	Media Coverage	Activities targeted at journalists
<u>Activity indicators</u>		<ul style="list-style-type: none"> No of people invited No of journalists invited No of workshops 	<ul style="list-style-type: none"> No of people invited No of journalists invited No of workshops 	<ul style="list-style-type: none"> Budget spent for publications No of copies produced No of copies distributed 		<ul style="list-style-type: none"> No of communication actions with potential media impact 	<ul style="list-style-type: none"> No of journalists invites No of activities targeted at journalists No of topics covered
<u>Result indicators</u>	<ul style="list-style-type: none"> No of people who have heard about the ERDF/Programme No of people who have heard about a co-financed project No of people who understand the meaning of the Programme No of communication channels mentioned by the interviewed public 	<ul style="list-style-type: none"> No of participants – participation rate (No of participants / No of invitees) No of speakers No of participating journalists No of documents distributed No of completed questionnaires/evaluation forms No of press reports on the event 	<ul style="list-style-type: none"> No of participants No of speakers No of journalists No of press reports on the event 	<ul style="list-style-type: none"> Number of copies distributed / produced — size of the target audience of the publication Level of satisfaction among those surveyed (include a questionnaire to the publication) 	<ul style="list-style-type: none"> No of people in the target group who remembered the campaign No of visual and verbal aspects they remembered No of people who understood the message No of people who appreciated the campaign 	<ul style="list-style-type: none"> No of published articles/news item per month/week (quantity) Percentage of positive, negative and ambivalent reports (quality) Percentage of own initiated press coverage Geographical dispersion of press coverage No of co-financed projects that mention the EU financing in their media coverage 	<ul style="list-style-type: none"> No of participating journalists No of press packs distributed No of press reports published No of press reports on the event
<u>Impact indicators</u>	<ul style="list-style-type: none"> Awareness of the general public of the Managing Authority Proportion of the sample that benefits directly or indirectly from EU support 	<ul style="list-style-type: none"> Percentage of participants that subsequently submit an application 	<ul style="list-style-type: none"> No of participants who subsequently submit an application 	<ul style="list-style-type: none"> Percentage of recipients that subsequently submit applications Percentage of recipients that subsequently call the help desk 	<ul style="list-style-type: none"> Increased awareness and understanding of the OP, of the EU 	<ul style="list-style-type: none"> Evolution of the media coverage over time (annual progress) 	<ul style="list-style-type: none"> Evaluation of media coverage (quantity and quality)