

SHEET 3 : Assessing the communication plan



European Commission
DG Regional Policy

Benefits of the assessment

- ♦ Verifies that the communication plan conforms with EU requirements (Article 69) and that it contains:
 - Aims and target groups
 - The strategy and content of the information & communication measures, to ensure transparency for all target groups
 - An indicative budget for implementation
 - The administrative departments responsible for its implementation
 - Details of how it is to be evaluated
- ♦ Improves the efficiency and the coherency of the communication measures before the plan is implemented
- ♦ Supports the annual review of the communication plan and feeds into the midterm review

Tools

- ♦ Check list

Check List

- ♦ The check list can be used before sending the communication plan to the EU
- ♦ Filter questions can be added to by-pass questions that are not relevant
- ♦ The answers could be weighted in order to consider different priorities and levels of importance
- ♦ The results are mostly represented as percentages of a positive answer
- ♦ Is it recommended that additional specific questions are added to those proposed in order to tailor the assessment to your own situation

Content of the assessment tools

1. Relating to the communication plan itself

Framework of your communication plan (CP)

Was your CP developed on the basis of the results of audits and evaluations of communication actions undertaken during the last programming period?	YES	NO
In developing your CP, did you follow a structured process?	YES	NO
Did you identify the strengths and weaknesses of the current plan?	YES	NO
Did you carry out an audit of the information needs of local target groups?	YES	NO
Did you seek the support of the existing information relays?	YES	NO
Did you clearly define the expected outcomes?	YES	NO

Contents of your communication plan

Did you specify the target audience (potential beneficiaries, beneficiaries and general public)?	YES	NO
Did you define the communication strategy in order to ensure transparency for the target groups?	YES	NO
Did you outline your objectives in the CP? Target groups and priorities? Strategy?	YES	NO
Did you create a catalogue of measures?	YES	NO
Did you ensure that all measures were linked to and support the communication strategy?	YES	NO

Organisation and management

Did you describe the organisation that will carry out the communication activities?	YES	NO
Did you define and validate the managing authorities' responsibilities?	YES	NO
Did you define and validate the beneficiaries' responsibilities?	YES	NO
Did you define and validate the responsibilities of other local partners?	YES	NO
Did you create a steering committee for the validation and review of the CP?	YES	NO

Evaluation and review of your communication plan

Are the means proposed proportional to the information needs identified in the CP?	YES	NO
Did you formulate success and impact evaluation indicators for each communication measure in order to determine the outcome of the strategy?	YES	NO
Did you evaluate your existing plan to determine if the objectives were achieved or not?	YES	NO
Did the monitoring committee validate your CP?	YES	NO
Did you develop a monitoring system which allows identification of possible deviations and provides the possibility to take corrective action?	YES	NO

2. Concerning the information and publicity measures

All information and communication measures

Do the measures proposed contribute to highlight the role of the Community and its financial contribution?	YES	NO
Did you identify target groups for each measure?	YES	NO
Did you define a budget for each measure, and identify who is responsible for implementation, the deadlines to be met, and the evaluation indicators?	YES	NO
Will you involve a local network in implementing the information and publicity measures?	YES	NO

Information and communication measures for potential beneficiaries

Did you mention the possibility of joint financing by the Community and Member States in the operational programme?	YES	NO
Did you emphasise the fact that financial support is potentially available to all interested applicants?	YES	NO
Did you specify the conditions of eligibility to be met in order to qualify for financing under the operational programme?	YES	NO
Did you designate the contacts at national, regional or local level that can provide information on the operational programme?	YES	NO

Information and communication measures for beneficiaries

Did you explain the role of the Community?	YES	NO
Did you communicate to beneficiaries that acceptance of funding is also an acceptance of their inclusion in the published list of beneficiaries?	YES	NO
Did you explain that their projects were supported by a programme part-financed by the ERDF, ESF or the Cohesion Fund?	YES	NO

Information and communication measures for the general public

Did your communication measures include the European emblem (in accordance with the graphic standards and reference to the European Union)?	YES	NO
Did you foresee at least one major information activity per year, presenting the achievements of the operational programme or programmes covered by the CP?	YES	NO
Did you aim to achieve the widest possible media coverage?	YES	NO
Did you publicise the list of beneficiaries, the names of the projects and the amount of public funding allocated to each project?	YES	NO