

Annex 2 - Communication Strategy Evaluation

Communication objective	Activities	Assessment tools	Achievement indicators	Source of data	Result indicators
CO 1 Raise awareness about the Programme and its funding opportunities to attract high-quality projects	Digital and printed publications Public events Major publicity events for applicants Infodays and workshops for project applicants Feedback collection Promotional material	Distribution rating of publications Surveys at events (e.g. online surveys in case of bigger events) Attendance at events Analytics	N. of digital publications N. of distributed printed publications N. of major publicity events for applicants N. of participants N. of Infodays N. of workshops for project applicants N. of received applications N. of visits on the website N. of requests for information N. of distributed gadgets Percentage of participants (to public events) stating that their knowledge of the Programme has increased	on line platform system Monitoring system Project reports JS and Annual reports	Rate of awareness of the EU citizens about the Programme and EU Funds
CO 2 Increase the public awareness and the reputation of the Programme	Digital and printed publications Communication toolkit Major publicity events for beneficiaries Infodays and workshops Feedback collection	Questionnaires addressed to the final beneficiaries Feedbacks Attendance at events, surveys at events (e.g. online surveys in case of bigger events) Analytics	N. of digital publications N. of distributed printed publications N. of major publicity events for beneficiaries N. of Infodays N. of workshops for beneficiaries N. of participants N. of beneficiaries/partners participating N. of events organised by beneficiaries Percentage of projects committed and finished Percentage of participants (to public events) stating that their knowledge of the Programme has increased	on line platform system Monitoring system Project reports JS and Annual reports Surveys Eurobarometer surveys	Level of satisfaction of applicants and beneficiaries
CO 3 Support the efficient Programme management and the implementation of the Programme	Meetings Intranet Mailing lists Internal training activities (meetings among Programme authorities and structures) Participation in European and other Programme events Feedback collection	Questionnaires Attendance at meetings Feedbacks	N. of internal training activities N. of participations in EU and other Programme events Questionnaire results N. of employees (FTEs) whose salaries are cofinanced by Technical Assistance	JS and Annual reports Surveys/questionnaires	Satisfaction and positive feedback on overall communication by internal bodies