

Evaluation of the communication and information activities
in the programming period 2014- 2020 (phase one)

Final Evaluation Report (Final version)

31. 05. 2017

No.	MI	Comment on value achieved per 2016
1	Level of awareness of the possibilities of support from ESIF	A mean value for results of the public opinion poll on the questions: Do you know that the European Union provides financial means to develop various areas of its member states' economies, such as regional development? (88,6 %) + Have you ever come across the topic of EU funds and their operational programmes? (48,6 %).
2	Number of implemented information campaigns	Per 2016 = 1 (July and August 2016)
3a	Number of implemented information activities	Media campaign = 1. Promotional events = 4. Competition = 1. WWW = 1. FB = 1. Publications = 6 (1 x flyer + 5 x Eurokompas) Infocentrum = 1. Promotional give-aways = 1. Press releases = 52. List of projects = 1.
3b	Number of implemented information activities	Promotional events = 1 (seminar Act locally). WWW = 1. Publications = 6 (1 x flyer + 5 x Eurokompas) Infocentrum = 1. Promotional give-aways = 1. List of projects = 1.
3c	Number of held seminars, conferences and other events	Promotional events = 35 (seminar, Europe Day, Young European, 32 x schools within Roadshow).
4a	Number of attendees at the implemented information activities	Seminar Act locally = 55 participants. Young European 2016 = 1854 participants. Europe Day 2016 = 2500 participants. Roadshow 2016 = 1120 participants (35 students x 32 schools).
4b	Number of attendees at seminars, conferences and other information activities	Seminar Act locally = 55 participants. Young European 2016 = 1854 participants. Europe Day 2016 = 2500 participants. Roadshow 2016 = 1120 participants (35 students x 32 schools).

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6a	Interest in ESIF support	Results of the public opinion poll. Questions: Have you been seeking information on the EU funds actively?; Have you applied or do you suppose you could apply for a contribution from the EU funds in the future to support a project within your professional or private activities? Total count of respondents who answered the question positively = 1000; count of respondents with a "yes" to: question 1 = 43, question 2 = 192; mean value for the two questions = 117.5; total share in the number of respondents: $117.5/1000 \cdot 100 = 11.75$; indicator value = 11.75 %.
7	Level of overall positive perception of the EU role in the SR	Results of the public opinion poll. Question: Do you believe that the assistance from the EU funds represents a unique opportunity for development and improved living standards in Slovakia?
8	Number of external professional papers and materials on ESIF (issued outside of the organizations involved in ESIF implementation)	Publikácia pre podnikateľov was issued only in 2017 - not relevant in 2016.
13	Number of distributed professional and information publications	Flyer = 0. Magazine Eurokompas = 5 * 5000. Publication for entrepreneurs - not relevant in 2016.
14	Website traffic	The value includes value per 2015 as well (112,509 sessions). Discrete value per 2016 = 1,477,435 sessions. The 2015 value has been included for the purposes of correct calculation of the cumulated value since the inception of the activity (2015).
15	Facebook profile traffic	Value for posts published in 2016: 591 posts * 245 unique users per post.
16	Number of published news, interviews, contributions and advertising in all media types	Number of news at the portal www.partnerskadohoda.gov.sk = 408 (including official press releases issued via TASR (The News Agency of the Slovak Republic)). Media campaign: Press = 165 ads. Radio = 1,660 commercials. Online = 29,962,950 impressions. Facebook = 591 posts.
17	Number of issued professional and information publications	1 x flyer + 5 x Eurokompas (publication for entrepreneurs should be included per 2017 since it was issued in 2017).
18	Number of partners engaged in information and communication activities	SOPK - Slovak Chamber of Commerce and Industry (publication for entrepreneurs). Representation of EC in Slovakia. Information centers Europe Direct.

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19	Perception of transparency of the provided ESIF information	<p>In your opinion, what is the biggest problem in obtaining information on the EU funds and their operational programmes and about the possibilities and results of such assistance? Responses: "information is difficult to understand for an ordinary person", "information is difficult to access" and "lack of information".</p> <p>Count of respondents familiar with ESIF = 486; count of respondents who answered: information is difficult to understand for an ordinary person = 192, information is difficult to access = 84, lack of information = 96; mean value for the three responses = 124; total share in the number of respondents familiar with ESIF: $124/486 \cdot 100 = 25.5$; indicator value: $100 - 25.5 = 74.5$.</p>
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Monitoring and evaluation framework for implementation of the Communication Strategy

#		Specific objective 1: Increase public awareness of the Partnership Agreement and possibility to draw ESIF.	Specific objective 2: Raising positive awareness of the Communities among the citizens.	Specific objective 3: Provision of good professional information about implementation of the individual operational programmes and projects under ESIF.	Specific objective 4: Detailed information and education of entities involved in the implementation process of the Partnership Agreement and Operational Programmes in order to increase successful implementation of the EU support.
Indicators corresponding with effective & efficient information and communication					
1	Level of awareness of the possibilities of support from ESIF	yes	yes	no	no
2	Number of implemented information campaigns	yes	yes	no	no
3a	Number of implemented information activities	yes	yes	no	no
Implementation indicators per individual activities					
3b	Number of implemented information activities	no	no	no	yes
3c	Number of held seminars, conferences and other events	yes	yes	yes	yes
4a	Number of attendees at the implemented information activities	no	no	no	yes
4b	Number of attendees at seminars, conferences and other information activities	yes	yes	yes	yes
5a	Level of overall public awareness on the EU role possibility drawing of ESIF	n/a	n/a	n/a	n/a
5b	% of population familiar with the EU role and OP measures (Overall public awareness of the EU role and OP measures)	n/a	n/a	n/a	n/a
6a	Interest in ESIF support	yes	no	no	no
6b	Number of grant applicants (interest in OP-funded support)	n/a	n/a	n/a	n/a
7	Level of overall positive perception of the EU role in the SR	no	yes	no	no
8	Number of external professional papers and materials on ESIF (issued outside of the organizations involved in ESIF implementation)	no	no	yes	no

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9	Number of implemented educatory activities	n/a	n/a	n/a	n/a
10	Number of attendees at the implemented educatory activities	n/a	n/a	n/a	n/a
11	Project success rate (share of projects without any irregularities)	n/a	n/a	n/a	n/a
12	Number of duly completed projects (Programme success rate)	n/a	n/a	n/a	n/a
13	Number of distributed professional and information publications	yes	yes	yes	yes
14	Website traffic	yes	yes	yes	no
15	Facebook profile traffic	yes	yes	yes	no
16	Number of published news, interviews, contributions and advertising in all media types	yes	yes	no	no
17	Number of issued professional and information publications	yes	yes	yes	yes
18	Number of partners engaged in information and communication activities	no	no	no	yes
19	Perception of transparency of the provided ESIF information	no	yes	no	no

Legend:

ComS indicator and at the same time ACP indicator per 2016

ComS indicator only

ACP per 2016 only

Newly proposed indicator