



MINISTERSTVO
PRO MÍSTNÍ
ROZVOJ ČR



PŘEKRAČUJEME HRANICE
PRZEKRACZAMY GRANICE
2014–2020



EVROPSKÁ UNIE / UNIA EUROPEJSKA
EVROPSKÝ FOND PRO REGIONÁLNÍ ROZVOJ
EUROPEJSKI FUNDUSZ ROZWOJU REGIONALNEGO

2017

Evaluation of Interreg V-A Czech republic – Poland Communication Effectiveness

1.3 – TASK 1 EXECUTIVE SUMMARY

FINAL VERSION



PROCES

KREATUS

Output of “**Evaluation of Interreg V-A Czech republic – Poland Communication Effectiveness**”, which was realized under the project called “Evaluations of the cross-border cooperation program Interreg V-A Czech Republic - Poland 2014-2020”.

Contractor:

PROCES – Centrum pro rozvoj obcí a regionů, s.r.o.

Švabinského 1749/19, 702 00 Ostrava – Moravská Ostrava, Česká republika

tel.: +420 595 136 023, web: <http://rozvoj-obce.cz/>, e-mail: info@rozvoj-obce.cz.

Kreatus sp. z o.o.

11 Listopada 60-62; 43-300 Bielsko-Biała; Polska

tel.: +48 33 300 34 80, web: <http://kreatus.eu/>, e-mail: biuro@kreatus.eu.

Project Team:

Doc. Ing. Lubor Hruška, Ph.D.

Ing. Ivana Foldynová, Ph.D.

Mgr. Andrea Hrušková

dr. Joanna Kurowska-Pysz

Ing. Petr Proske

Ing. David Kubáň

and others

Evaluation objective

The main objective of the evaluation was to evaluate the effectiveness and efficiency of the Interreg V-A Czech Republic - Poland communication activities, communication tools and channels. The evaluation results are used as the base for the further programme improvement and development.

Evaluation conclusions and recommendations

As the result of the evaluation, the programme recommendations were identified by the expert project team. Recommendations are structured by the thematic similarity. Each thematic group contains several recommendations with the objective of meeting the communication goals of programme communication strategy in the following years. For each recommendation, its justification, activities and impacts are identified.

Table 1: Evaluation recommendations

A/Communication Strategy Implementation		C/Improving the impact of communication activities	
A.1	Revise the involvement of Regional Contact Points, or delete that level entirely	C.1	Preparation of communication plans with expected target groups and impacts for the flagship projects.
A.2	Involve Euroregions in communication activities within the program's communication strategy officially.	C.2	In case of promotion items within the other projects, identify the target group for which these items are intended for.
B/Targeted Communication Strategy		C.3	Support the project with high quality communication activities by the higher points within the project assessment.
B.1	Identify sub-groups of "public" target group to gain opportunity for effective information targeting.	C.4	Development of Methodology of targeted communication with best practice examples.
B.2	Test the effect of proposed communication tools by pilot actions.	C.5	Realization of communication trainings with examples of best practice.
B.3	Perform an assessment of the real impact of communication activities and add relevant indicators to communication strategies.	C.6	Development of Interactive project map.
		D/Other recommendations	
B.4	Promotion of programme impacts to decision-making bodies on the level of EU, Czech Republic and Poland.	D.1	Support of potential grant recipients networking by finding the relevant project partners.
		D.2	Implementation of targeted campaign to promote and highlight the programme benefits. Decrease the negative experience with the programme connected to administrative and financing problems.
		D.3	Programme website revision.

Recommendations are identified as the answer to programme communication strengths and weaknesses, which are presented in the following SWOT analysis.

Strengths	Weaknesses
Czech Republic – Poland cooperation programme awareness is increasing among the potential beneficiaries.	Declining knowledge of the impacts and results of Czech-Polish cooperation in the public (part of the public knows that there is a program of Czech-Polish cooperation but does not know specific projects or results).
Czech Republic – Poland cooperation programme awareness is increasing among the public at programme area.	The target groups “Public” is too wide without the detailed subgroups. Targeted communications for the specific target groups is not possible.
The long-term relations and partnerships are developed and maintained thanks to Czech Republic – Poland cooperation programme.	There are no indicators in the communication strategy to measure the real communication impacts.
Positive experience of existing and potential grant recipients with help from Euroregions. There are preferred as the first contact point by the most of potential beneficiaries.	Beneficiaries have negative experience with the programme because of user unfriendly MS2014+ system, administrative difficulties and delays with subsidy payments.
Effective and positively evaluated activities of Joint Secretariat in the field consultations.	The non-intuitive structure of programme website. Visitors have problem to find the information they came for.
Effective and positively evaluated activities of Joint Secretariat in the field of conferences and workshops.	Non-effective distribution of printed leaflets, as they don't give the motivation for more information.
Videos and webinars as a support for increasing knowledge about administrative requirements for current and potential grant recipients are positively perceived.	Low awareness of Czech Republic – Poland cooperation in the areas, where are no programme projects realized.
Existence of partnerships, that continue even after the end of programme support.	Low impact of general campaign implementation, is it provides unclear information with no links to other information sources.

Opportunities	Threats
Increasing knowledge and skills in the field of effective communication and promotional activities of representatives of the implementation structure of the Program and the Euroregions by the trainings with the examples of best practice.	Decreased interest in the programme for potential beneficiaries due to negative experience with user unfriendly MS2014+ system, administrative difficulties and delays with subsidy payments.
Development of new effective ways to programme promotion and communication directly through approved programme projects.	Ineffective communication with the decision-making bodies on the EU and national level, leading to lower support for programme in the next period.
Increase of promotional campaigns through the social networks (target group: general public).	
Utilization of Euroregion's communication potential.	
Great communication potential of the flagship projects.	

Evaluation methodology

All necessary information needed for the evaluation question answering were gathered by the combination of evaluation tools. The answers are identified on the analysis of gathered primary and secondary data. The principle of triangulation was used, so the acquired information are verified from multiple sources. Following tools were used:

Desk research:

The programme documentation and other relevant documents, as the communication strategy were analyzed. This tool provides the basic input for the work of evaluation team.

Analysis of statistical data

Within this part of evaluation, the relevant data form previous surveys, statistic sources (GoogleAnalytics, Facebook stats) and statistic tools were used. After the statistical analysis, it's important to correctly interpret the results.

Individual interviews

Total of 28 individual interview were with the relevant experts conducted during the evaluation. These people are an exceptionally valuable source of knowledge about the subject, they are able to assess how the programme changes and shifts in the program period. The interviews were led by an experienced interviewer.

Table 2: Numbers of realized individual interviews

Target Group	Country	Number of interviews
Representatives of programme communication implementation structure	CZ	4
	PL	2
Potential beneficiaries	CZ	12
	PL	10

Focus Groups

Four group discussions with representatives of Program beneficiaries, ie representatives of regional entities, Euroregions, local authorities and other beneficiaries of the program were carried out by qualitative research.

Tabulka 3: Přehled skupinových rozhovorů s příjemci Programu (FG_A)

#	Locality	Date	Number of participants
FG_A1	Kladsko (PL)	3 rd November 2017	11
FG_A2	Ostrava (CZ)	6 th November 2017	6
FG_A3	Liberec (CZ)	13 th November 2017	7
FG_A4	Cieszyn (PL)	15 th November 2017	10

Also, one group discussion was carried out with the target group of general public from Czech Republic and Poland. The communication tools were tested on this focus group.