



Indicators and Evaluation of Communication

*Interreg communication network
meeting*

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Confessions...

**When someone talks about
evaluation and indicators for communication**

My brain...





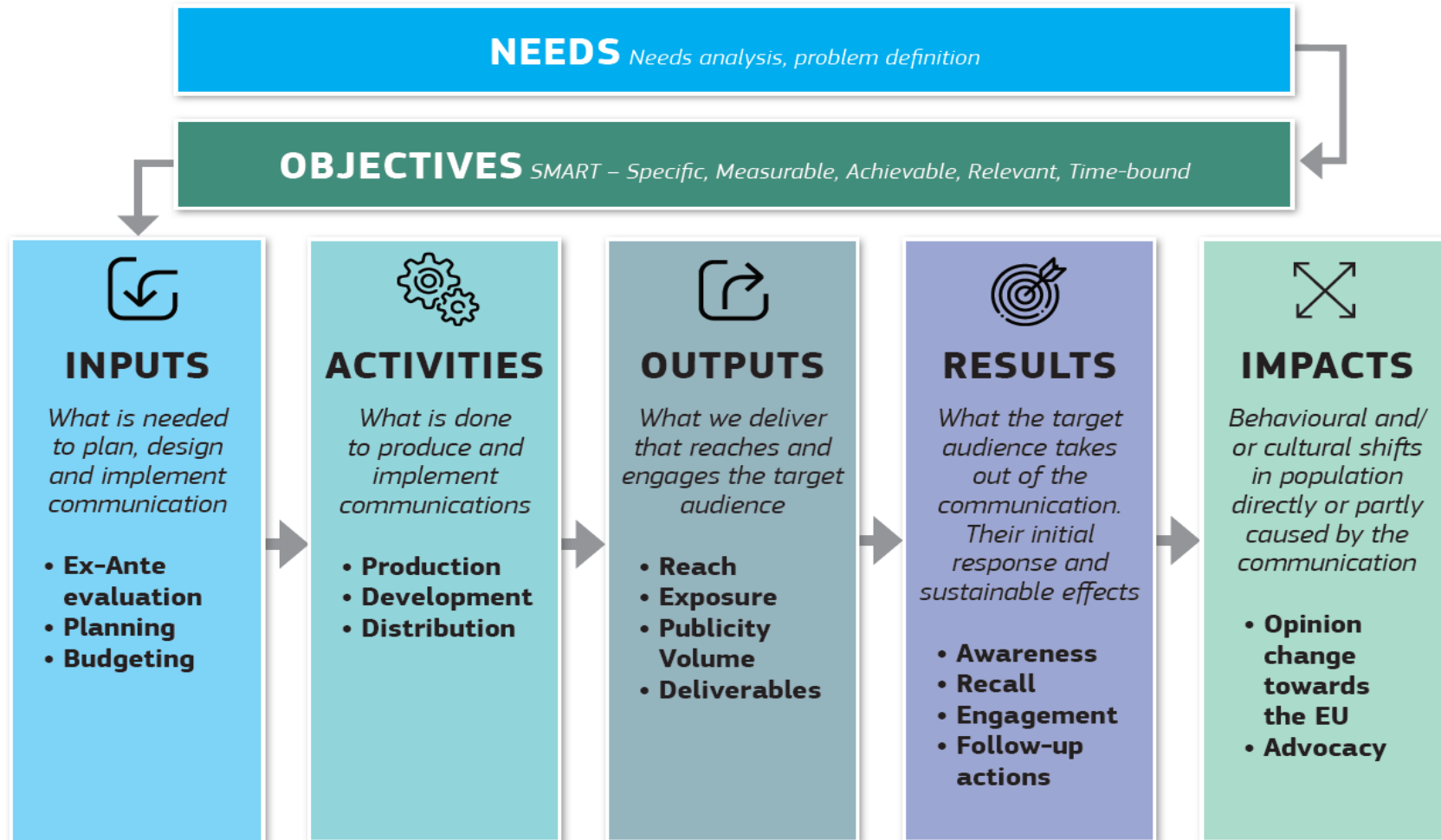
And then, after a while...

My brain...



A single set of rules for programmes... including:

- Art. 17 (3) – Mandatory elements to be covered in communication chapters
 - Communication objectives, Target audience, Channels and social media outreach, Planned budget, **Indicators for monitoring and evaluation**
- **Implementation progress to be reported in MC & ARM**



How to identify your needs

The identification of the needs requires an exercise both in needs analysis and problem definition.

Tools as Eurobarometer or national/regional statistics can be very useful to provide context indicators capable of validating your needs.

Nevertheless, cross-check points of view with different data:

- Evaluations
- Previous reports
- Literature review
- Data from previous (similar) activities
- Benchmarking, case studies, etc.

Once the needs are identified, you move to set your objectives...

First condition to be able to monitor and evaluate communication activities is to set **SMART objectives**

What are SMART objectives?

Specific	Objectives should be precise and concrete enough not to be open to varying interpretations by different people
Measurable	Objectives should define a desired future state in a measurable terms, to allow verifications of their achievement
Achievable	Policy aims should be set at a level which is ambitious but at the same time realistically achievable
Relevant	The objectives should be directly linked to the problem and its root causes
Time-bound	Objectives should be related to a fixed date or precise time period to allow an evaluation of their achievement

My brain...



Target audiences

- When planning a communication activity it is very important to define as clearly as possible the target audience depending on both the objectives and the message to be transmitted

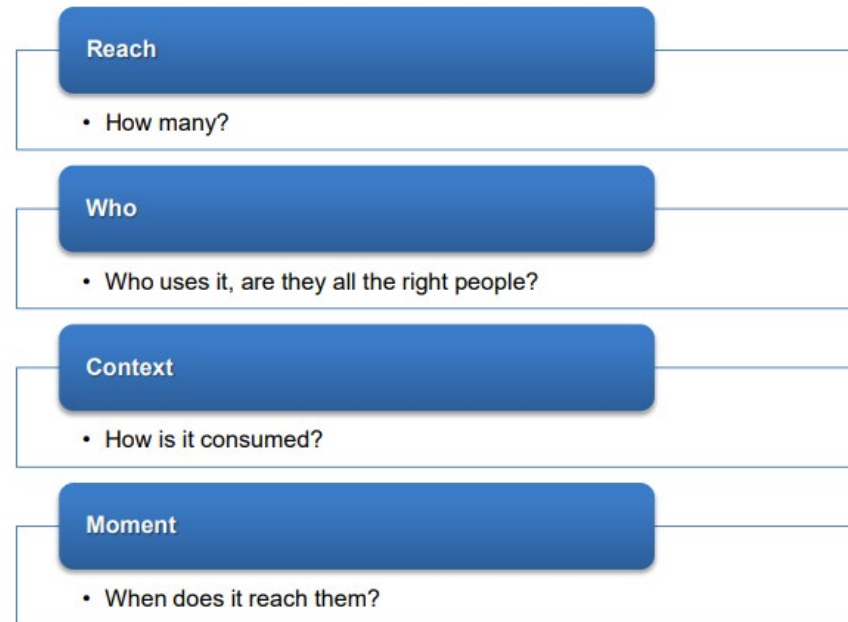
Audience research: what to research

Audience research is a fundamental part of best practice in communication. In addition to basic demographic information:

- age
- gender
- ethnicity
- socio-economic status
- geographic location

Activities

- Each channel has its own characteristics which can help or hinder your **message reaching** your audiences.



How to choose your indicators?

- Keep it simple: limited number of indicators
- Go beyond input reporting: include output indicators, include result and impact indicators
- Limited number of KPIs

Name	easy to understand
Definition	as precise as possible – define words, calculation, measurement unit, etc.
Use	to which question does the indicator intend to answer? who will use this indicator and for what?
Frequency	to be documented and analysed each: month, semester, year? and set-up the cut-off date
Source/ provider	where will we find the necessary data? who will document it? how?
Indicator break down	do we need specific sub-indicators?
T0	what is the indicator level before the beginning of the programme/ regulation?
Target	which level do we wish to reach and when?
Other comments	any comment that help to understand some specificities, limits, acceptability, etc.

For more information, please check the Toolkit for the evaluation of the communication activities (non exhaustive list of options).

The document is available at the following address:

https://ec.europa.eu/info/sites/info/files/communication-evaluation-toolkit_en.pdf

Your brain?





To avoid this... Group Exercise!

**Group 1- Creating a network:
the Interreg Communicators Network**

**Group 2- Creating an event:
30 Years of Interreg celebration**

**Group 3- Producing a publication:
The 30 best ever Interreg projects**

**Group 4- Producing a video:
Interreg project XY in programme WZ**

Thank you



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