

Monitoring and evaluation of communication

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Looking back to our first online session in June...

**It all starts with
SMART objectives!**

**Specific
Measurable
Attainable
Relevant
Time-bound**



Today: Why, what and how to measure and evaluate?

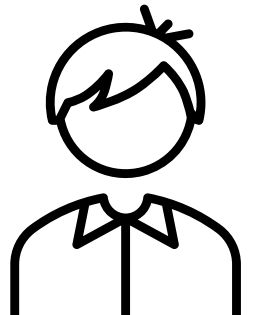
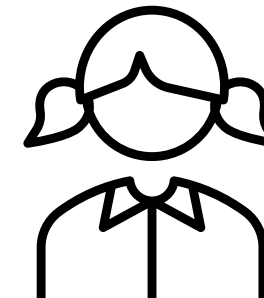
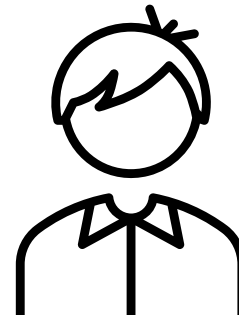
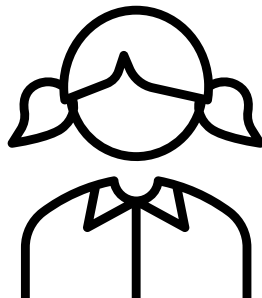
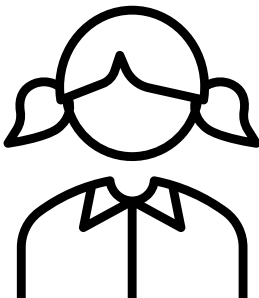
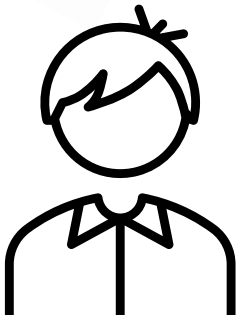
Why do I evaluate?
Who needs the
information?
For what?

What should I
measure?
How?

When should we
measure?

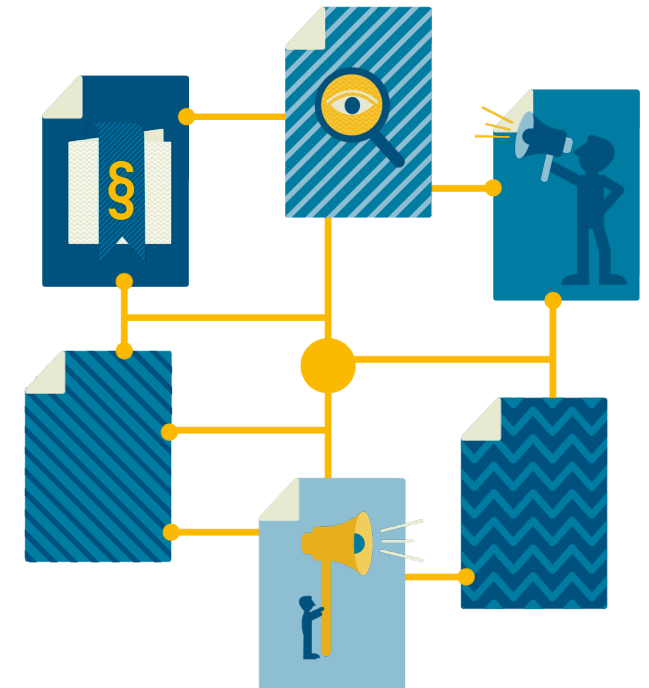
Who will do it?

How much will it
cost?



Evaluation framework of a programme and communication as part of it

- Communication chapter of the Interreg programmes:
 “Approach to communication and visibility for the Interreg programme (objectives, target audiences, communication channels, including social media outreach, where appropriate, planned budget and **relevant indicators for monitoring and evaluation**)”
- Programme Evaluation plan within one year of the programme approval submitted to the Commission, communication included
- At the moment it looks like the common indicators for Interreg programmes will not include ones for communication.



Communication objectives in time

Examples:

2021

2022

2023

2024

2025

2026

2027

To make the programme known, attractive and easily approachable to potential applicants of all Policy Objectives and in all regions of the programme area



To create a cooperation community with the beneficiaries to deliver encouraging support during project implementation ensuring efficient implementation, including communication and capitalisation of results



To promote the benefits of cooperation widely in the programme area and beyond



To create a positive working culture internally within the programme bodies



Evaluation asks: How well did we meet our objectives?



**7-year
communication
objectives**

**Annual
communication
objectives**

Example:

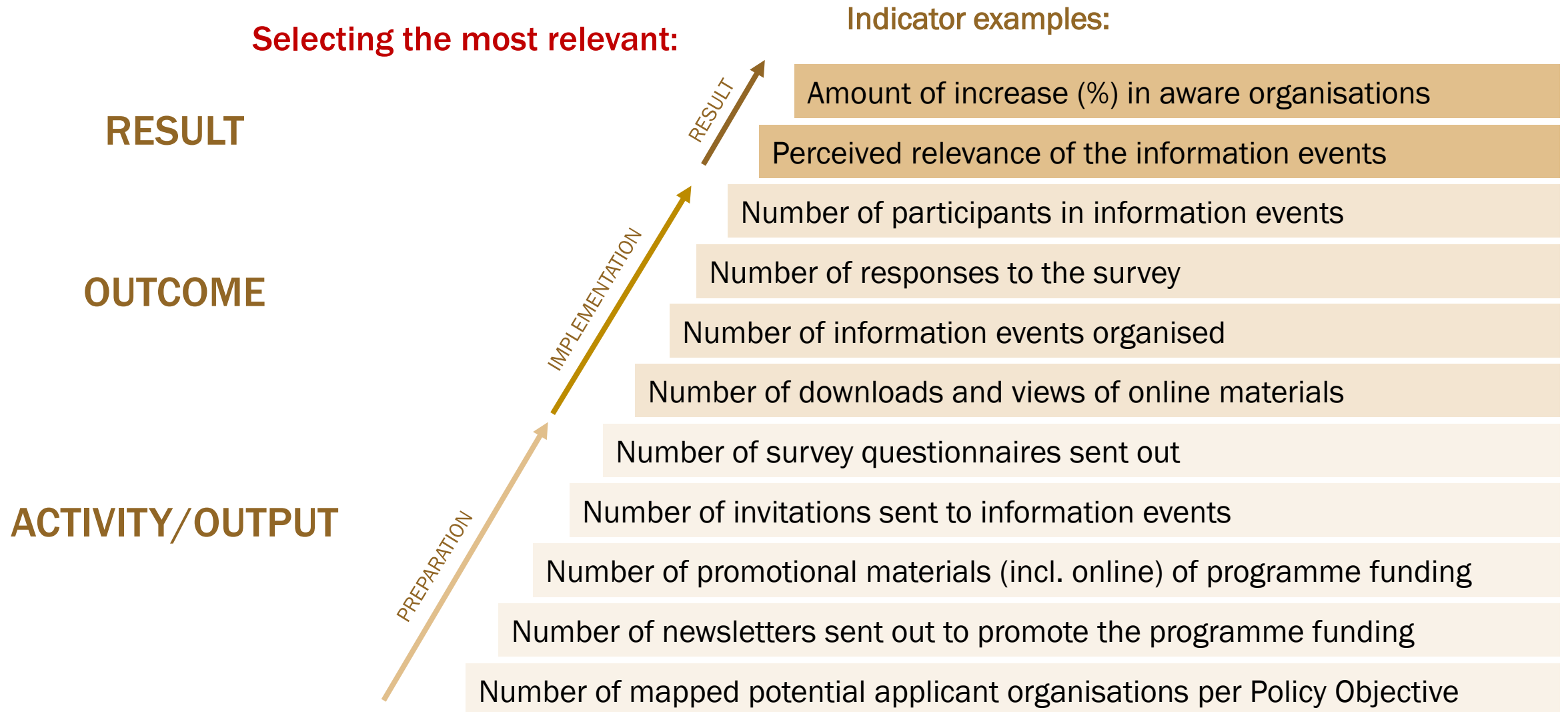
To attract applicants from all programme area to apply for funding with relevant, good quality applications for all Policy Objectives

Example:

To increase awareness of the possibility to apply for financing amongst a defined list of potential beneficiary organisations per each Policy Objective from 50% to 65% during 2021

Example – Annual communication objective:

To increase awareness of the possibility to apply for financing amongst a defined list of potential beneficiary organisations per each Policy Objective from 50% to 65% during 2021



Communication indicator framework, example

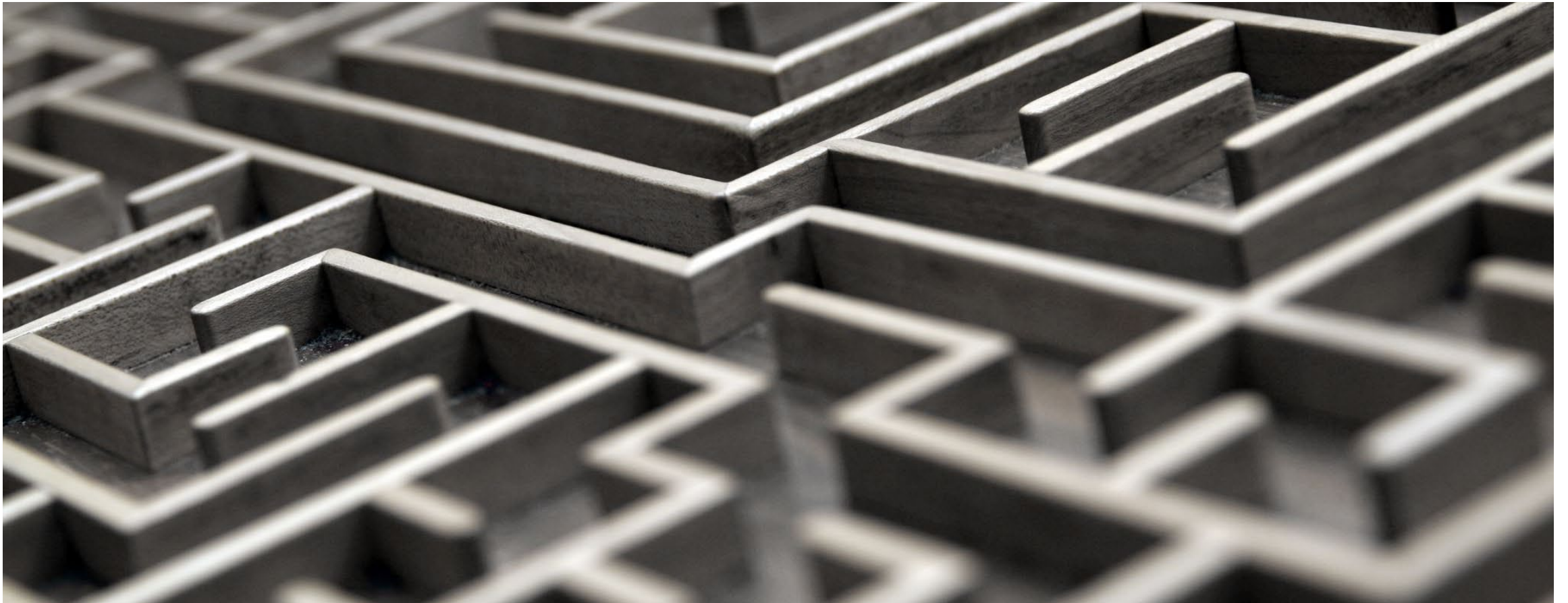
Objective A (7 years)		2021	2022	2023	2024	2025	2026	2027
(Activity indicator A)		(*)	(*)	(*)	(*)	(*)	(*)	(*)
KPI: Output indicator B		*	*	*	*	(*)	(*)	(*)
KPI: Result indicator C		*	*	*	*	(*)	(*)	(*)
Annual objective A1								
Activity indicator A1.1		*	*	*	*			
Output indicator A1.2		*	*	*	*			
Result indicator A1.3		(*)	(*)	*	*			
Annual objective A2								
Activity indicator A2.1		*	*	*				
Output indicator A2.2		*	*	*				
Result indicator A2.3		(*)	*	*				
Objective B (7 years)		2021	2022	2023	2024	2025	2026	2027
(Activity indicator A)		(*)	(*)	(*)	(*)	(*)	(*)	(*)
KPI: Output indicator B		(*)	(*)	*	*	*	*	*
KPI: Result indicator C		(*)	(*)	*	*	*	*	*
Annual objective B1								
Activity indicator B1.1				*	*	*	*	*
Output indicator B1.2				*	*	*	*	*
Result indicator B1.3				*	*	*	*	*
Annual objective B2								
Activity indicator B2.1							*	*
Output indicator B2.2							*	*
Result indicator B2.3							*	*

KPI = Key performance Indicator

* = measured

(*) = measured if feasible

How to design good indicators?



BASELINE AND TARGET

Each indicator should have a baseline, i.e. the level from which you start.

- If difficult to establish, consider if monitoring will be feasible during implementation.
- The previous programme can provide insights for building a baseline.

Do you have enough information to set a realistic target?

- Remember to be clear on by when the target should be reached!



DATA TYPE, SOURCES, FREQUENCY



What type of data do you need to answer your questions? Where to get it from?

- e.g. numerical statistics, surveys, interviews or something else?

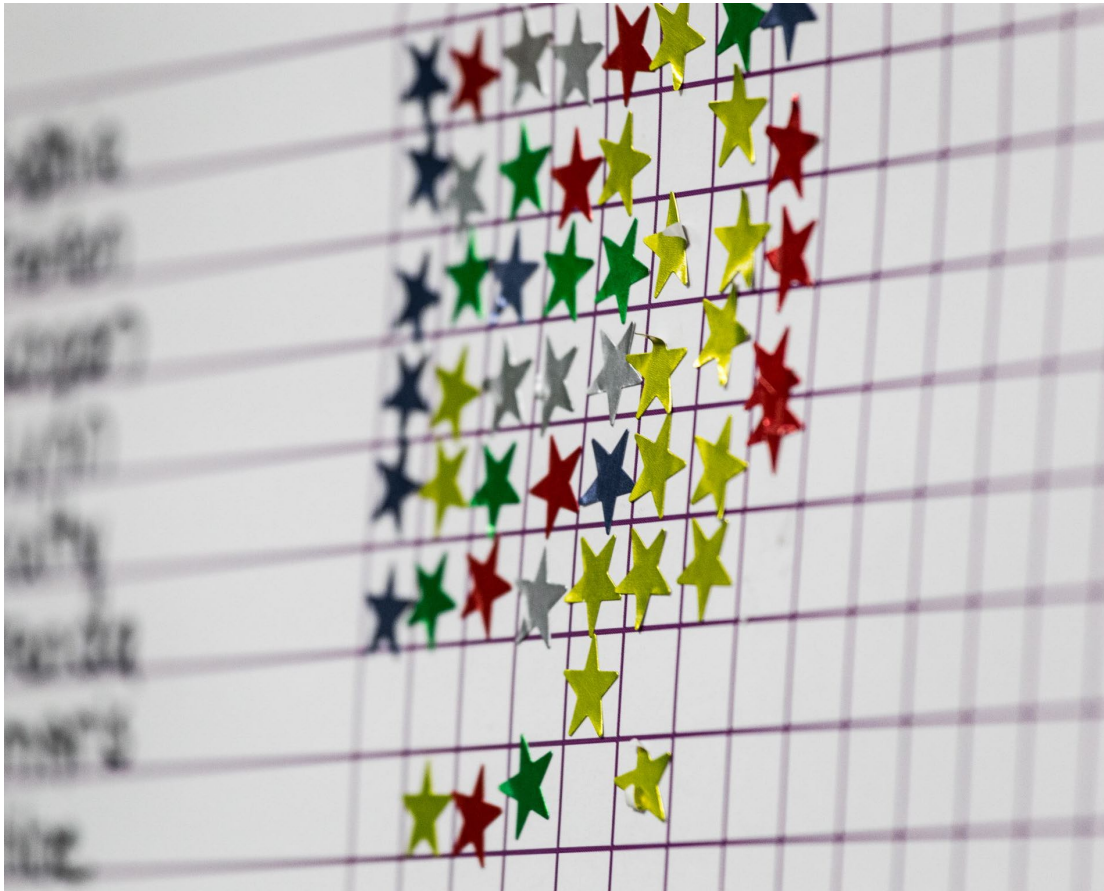
How often do you need to record the data?

- e.g. event per event or annually, month by month or quarterly

Pay attention to the input-output ratio:

- reliability
- relevance
- feasibility of collecting

RESPONSIBILITY



Who is responsible for collecting data, for building baselines?

Do it when and where it is most easily available (when people present, when projects are running etc.).

Don't forget your projects! They can multiply your communication efforts. But even with them, a solid monitoring framework is needed to be able to show the outcomes of their work.

Also the national level (contact points, MSs etc.) can be a great source for data.

Greetings from evaluators: a good evaluation plan



- Done early in the programme
- Clear objectives in both: the strategy and the evaluation plan
- Strong intervention logic
- Well designed timing of what is being looked at: looking for impacts half-way through the programme period is not recommended
- Good quality data supports the aim of the evaluation, relevant for the evaluation questions.
- Interreg evaluations have traditionally been quite process oriented while they could be more goal oriented.
- Does not repeat the possible shortcomings of past evaluations.

Greetings from evaluators: help them to help you!

- Programme should know what they want to evaluate and have the monitoring data available. Monitoring/looking for/improving patchy data is not an evaluators time well spent.
- Contact database available for evaluators, so that their time is not wasted for looking up people and addresses
- Have resources available also on programme side: the evaluator will need support during the process.
- Use an evaluator for evaluating aspects where an external view is of added value, as a "critical friend".
- One option could be to use external help in making the evaluation plan, designing indicators and building baselines.



*Interviewed consultants: Kai Böhme and Silke Haarich, Spatial Foresight
 Ieva Cēbura and Krišjānis Veitners, Safege Baltija*

More guidance available

- DG Communication: [Tips and Tools – Communication, monitoring and evaluation](#)
- Interact website: [Guidance on building programme communication strategy](#)



**I will always choose a lazy person
to do a difficult job, because he
will find an easy way to do it.**

- Bill Gates



Cooperation works

All materials will be available on:

www.interact-eu.net

