

"Evaluation of the communication activity in order to support the potential beneficiaries of the Interreg V-A Romania-Hungary Programme"

ANNEX 1

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1. Institutions and organizations responding to the questionnaire

The questionnaires were applied to potential beneficiaries of the Interreg V-A Romania-Hungary Programme, entities belonging to those listed below:

Table no. 1 Institutions and organizations responding to the questionnaire

Name of the institution/organization
University of Szeged
Szentpéterszeg Local Administration
Szeged-Csanád Episcopcy
Alesd Town Municipality
University of Debrecen
Secondary School No.1 Tărian
Kalmand Altalanos School
Hang-Image Association
West Technical College of Timișoara
Méhkerék Commune of the National Municipalities Government of Romania
National Council of Small and Medium Private Enterprises from Romania – Arad subsidiary
South – European Cooperation for Development
Disaster Management Directorate, Szabolcs-Szatmár-Bereg County
Transborder Water Mangement Directorate
Local Public Institutions
Commune Vetiş Municipality, Satu Mare county
Secondary School Nr.10
I.D.A. Oradea Metreopolitan Area
Local Administration of Law School of Békéscsaba county
Gavavencsellő Local Administration
Doboz town Local Administration
Békéscsaba town Local Administration
Szarvas town Local Administration
Local Administration
Satu Mare Agency for Environment Protection
Regional Agency for Innovation KhE
County Agency for Employment
County Agency for Payment and Social Supervision - Bihor
National Agency for Land Improvements FT Someș-Criș
Agency for Environment Protection Bihor
AJOFM Bihor
APS Aqua Crisisus

Name of the institution/organization
Bird Conservation Association of Hungary
Multi-purpose Association of Körös-Szegi Microregion
Charpatian Association
Sport Club Association Gecko
Intercommunitary Development Association – Satu Mare County
Counselling and Training Association Arad
Eiva Arad Association
Halo Association of Partium
County Football Association Bihor
MTESZ Association of Szabolcs-Szatmár-Bereg County
Municipal Territorial Development Association of Central Békés
My Nature Association
Organization Caritas Association of Diecezei Satu Mare
Pro Vlaci Arad Association
Werdnig Hoffman Association
Bio-SZIL NGO
Gouvernment Office of Békés County
Reformed Church of Tiszántúl
Architecture Chamber Hajdu-Bihar
Chamber of Commerce and Industry Szabolcs-Szatmár-Bereg
Chamber of Commerce and Industry Bihor
Chamber of Commerce, Industry and Agriculture of Arad County
Didactic House "Darius Pop"
Chamber of Commerce, Industry and Agriculture Timiș
Cultural Center and Library Deszki
Medical Supply Center Csongrád County Hódmezővásárhely – Makó
Development Center Arad
"Mihai Viteazu" Ineu College
Technical College Valeriu Braniște
Andrid Commune
Cetariu Commune
Dorobanți Commune
Dorolt Commune
Drăgănești Commune
Lugașu de Jos Commune
Oso Commune
Păulești Commune

Name of the institution/organization
Răbăgani Commune
Socodor Commune
Spinuș Commune
Suplacu De Barcău Commune
Țețchea Commune
Valcani Commune
Vama Commune
Conservation of Ornithology and Nature Hungary
Nagyegyhaza Local Council
Téglás Város Local Council
Arad County Council
Bihor County Council
Satu Mare County Council
Szabolcs-Szatmár-Bereg County Council
Makó Local Council
Újkígyós Local Council
Nyírbátor Greco-Catholic Consistory
General Directorate for Social Assistance and Child Protection Satu Mare
Superior Tisa Water Directorate
Nyíregyháza Water Directorate
Public Health Directorate Bihor
General Directorate for Social Assistance and Child Protection Arad
General Directorate for Child Protection Szabolcs-Szatmár-Bereg
Romanian Orthodox Episcopcy from Hungary
Excelsior NGO
Faculty of Pedagogy of the College Ferenc Gál
Fetivizig
Philharmonic Banatul Timișoara
Szatmárnémeti Proscenium Foundation
Diaspora Foundation
Körös-Maros Foundation
Maurer Foundation
PRIMIM Szabolcs-Szatmár-Bereg Foundation
Sciences of Environment Public Foundation, Debrecem
"Vasile Goldiș" Universitarian Foundation Arad - Satu Mare Susidiary
Gabon Research Nonprofit Ltd.
Kindergarden and Vocational School Szegedi Szc Gábor Dénes

Name of the institution/organization
Greenfish Se.
Homokkert Nonprofit Kft.
Police County Inspectorate Arad
National Institute for Research and Development in Welding and Materials Testing ISIM Timisoara
Institute of Euroregional Studies
Satu Mare County
Katház Kft non-profit.
Agroindustrial Technological College "TAMÁSI ÁRON"
Lőkösháza Municipality
Arad City
Battonya City
Békés City
Deszk City
Gyula City
Mórahalom City
Ferenc Móra Museum
Nyíradony Local Administration
Tășnad Forest District
ÓNTE ONG
Livada City
Kétegyháza Commune
Alesd City
Jimbolia City
Nyírbátor Municipality
Oraşului Nádudvar Municipality
Checea Municipality
Abramut Municipality
Becicherecu Mic Municipality
Madaras Municipality
Sîntandrei Municipality
Csongrad Municipality
Dumbravița Municipality
Ineu Municipality
Makó Municipality
Arad Municipality
Biharkeresztes Municipality

Name of the institution/organization
Komádi Municipality
Timisoara Municipality
Tótkomlós Municipality
Arad Municipality
Santana Municipality
Sarkad Municipality
PILU Municipality
Topolovatu Mare Municipality
Újszentiván Municipality
Boldog Terézia College
Secondary School Acas
Primary School István Bocskai of Biharkeresztes
Ardeal Carpathian Society - Satu Mare
Welfare Organization Don Orione Oradea
National Organization Red Cross - Satu Mare Subsidiary
Psychiatry Hospital Capalnas
Municipal Hospital "Dr. Teodor Andrei" Lugoj
Hospital Lipova
Agricultural Research and Development Resort
Szeged Hydraulic CO.
Szent József Általános Iskola, Gimnázium, Szakgimnázium és Kollégium
Non-profit Móricz Zsigmond Theatre
TAU Nădlac
TAU Pecica
TAU Săcueni
TAU Sănnicolau Mare
Újkígyós Város Önkormányzata
West University of Timișoara
Politechnique University Timișoara
Körös Rivers Valley Nature Park Association

Source: Data processed by the research team

2. Type of institutions and organizations responding to the questionnaire

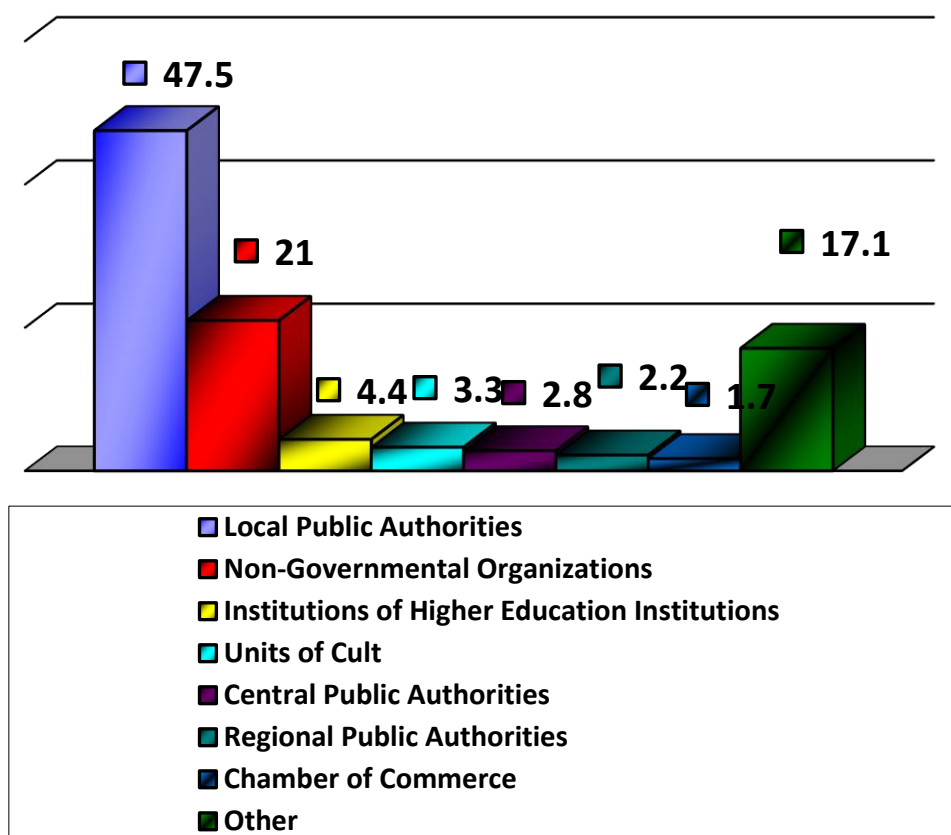
The survey has addressed all the potential beneficiaries of the 8 eligible categories of the Interreg Romania-Hungary Programme, as it follows:

Table no. 2 Type of institutions and organizations responding to the questionnaire

Type of institution/organisation	Percentage
Local Public Authorities	47,5
Non-Governmental Organizations	21,0
Institutions of Higher Education Institutions	4,4
Units of Cult	3,3
Central Public Authorities	2,8
Regional Public Authorities	2,2
Chamber of Commerce	1,7
Other	17,1
Total	100,0

Source: Data processed by the reserach team

Figure no. 1 Type of institutions and organizations responding to the questionnaire



Source: Data processed by the reserach team

3. Distribution of respondents by towns/communes

The survey has addressed potential beneficiaries that are located within the entire eligible area of the programme.

Table no. 3 Distribution of respondents by towns/communes

Town/Commune	No. Questionnaires
Oradea	16
Arad	13
Satu Mare	13
Szeged	12
Timișoara	10
Debrecen	9
Alesd	4
Gyula	3
Biharkeresztes	2
Deszk	2
Ineu	2
Livada	2
Lugoj	2
Makó	2
Mórahalom	2
Szarvas	2
Szentpéterszeg	2
Nyíregyháza	1
Újkígyós	1
Vásárosnamény	1
Békéscsaba	1
Acâș	1
Andrid	1
Arbamut	1
Ardud	1
Bors	1
Capalnas	1
Carei	1
Cetariu	1
Checea	1
Csongrad	1
Doboz	1
Dorobanți	1

Town/Commune	No. Questionnaires
Dorolt	1
Draganesti	1
Dumbravița	1
Egyházi intézmények	1
Gávavencsellő	1
Hódmezővásárhely	1
Jimbolia	1
Kalmand	1
Kétegyháza	1
Kistelek	1
Komádi	1
Kondoros	1
Lökösháza	1
Lipova	1
Lugasu de Jos	1
Méhkerék	1
Nadlac	1
Nádudvar	1
Negresti-Oas	1
Nyírbátor	1
Ópusztaszer	1
Osorhei	1
Paulesti	1
Pecica	1
Pilu	1
Rabagani	1
Sacuieni	1
Sannicolau Mare	1
Santana	1
Sarkad	1
Sarkadkeresztúr	1
Sintandrei	1
Socodor	1
Spinus	1
Suplacu de Barcau	1
Tarian	1
Tasnad	1
Téglás	1

Town/Commune	No. Questionnaires
Tetchea	1
Újszentiván	1
Vetis	1
Total	181

Source: Data processed by the reserach team

4. Distribution of respondents by county

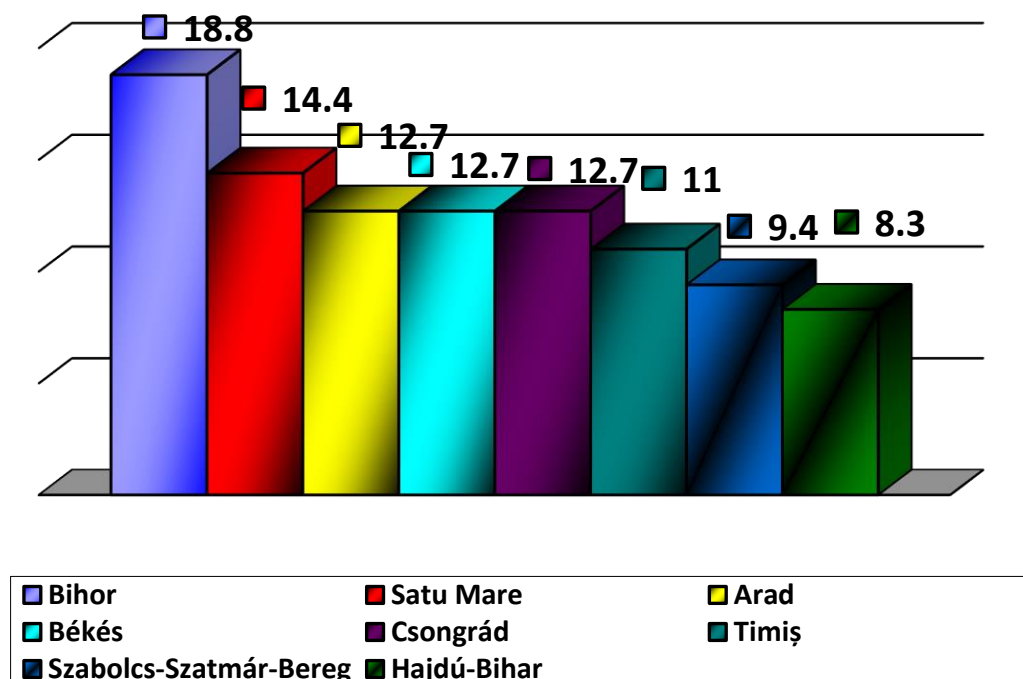
The county having the highest ratio of participation to the survey is Bihor county (18.8%), followed by Salaj county (14.4%) and Arad, Békés and Csongrád counties (12,7%).

Table no. 4 Distribution of respondents by county

County	Percentage
Bihor	18,8
Satu Mare	14,4
Arad	12,7
Békés	12,7
Csongrád	12,7
Timiș	11,0
Szabolcs-Szatmár-Bereg	9,4
Hajdú-Bihar	8,3
Total	100,0

Source: Data processed by the reserach team

Figure no. 2 Distribution of respondents by county



Source: Data processed by the reserach team

5. Previous experience of the respondents within the Hungary-Romania Cross-Border Cooperation Programme 2007-2013

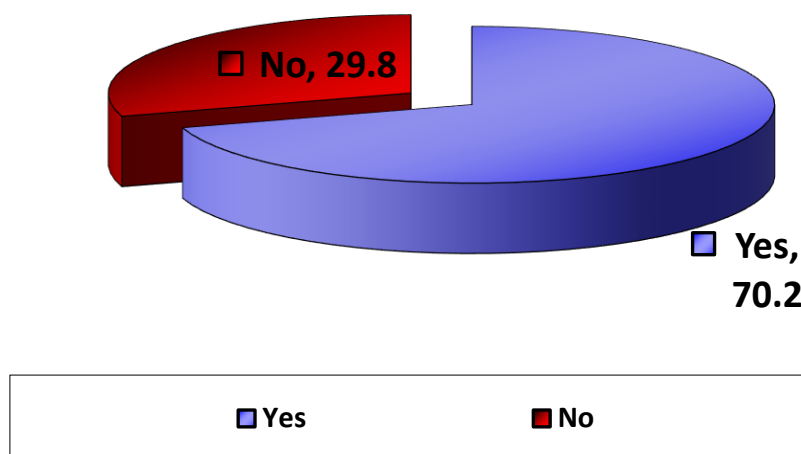
A significant share of the institutions and organizations participating in the survey have had previous experiences under the Romania-Hungary Cross-Border Cooperation Programme 2007-2013 (70.2%), while 29.8% of the respondents have not benefited from fundings through the previous cross-border programme.

Table no. 5 Previous experience of respondents within the Hungary-Romania Cross-Border Cooperation Programme 2007-2013

Q5. Have you been a beneficiary of the Hungary-Romania Cross-Border Cooperation Program?	Percentage
Yes	70,2
No	29,8
Total	100,0

Source: Data processed by the reserach team

Figure no. 3 Previous experience of respondents within the Hungary-Romania Cross-Border Cooperation Programme 2007-2013



Source: Data processed by the reserach team

6. Level of recognition with regards to the logo of the Interreg V-A Romania-Hungary Programme

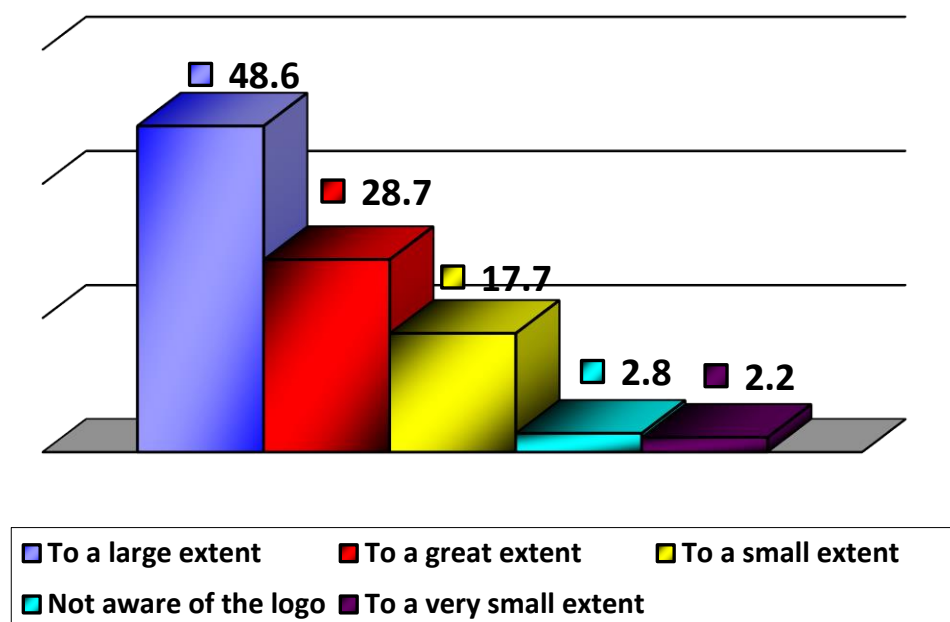
A total percentage of 77.3% of the respondents recognize the programme logo to a great and large extent (48.6% to a large extent and 28.7% to a great extent), 17.7% to a small extent, and 2.2% of them know to a very small extent. Only 2.8% of all potential beneficiaries are not aware of the logo of the Interreg V-A Romania-Hungary Programme. This shows a strong visual impact on the target group and a high visibility of the programme through the logo.

Table no. 6 Level of recognition of the Interreg V-A Romania-Hungary Programme logo

Q6. To what extent do you recognize the logo of the programme	Percentage
To a large extent	48,6
To a great extent	28,7
To a small extent	17,7
Not aware of the logo	2,8
To a very small extent	2,2
Total	100,0

Source: Data processed by the reserach team

Figure no. 4 Level of recognition of the Interreg V-A Romania-Hungary Programme



Source: Data processed by the reserach team

7. Level of recognition of the Interreg V-A Romania-Hungary Programme logo, by sources of information

The information sources with the strongest visual impact, with regards to the logo, are the programme's Internet webpage (15.78%), brochures and informative materials (14.44%), Info Days information sessions (12.26%), flyers (8.37%) and press conferences (7.28%). The "Others" category, represented by the institution's informative channel through email, has shown the lowest visual impact with regards to the logo (0.36%), followed by TV announcements (0.49%), TV shows (0.61%), newspapers (1.94) and posters (2.55%).

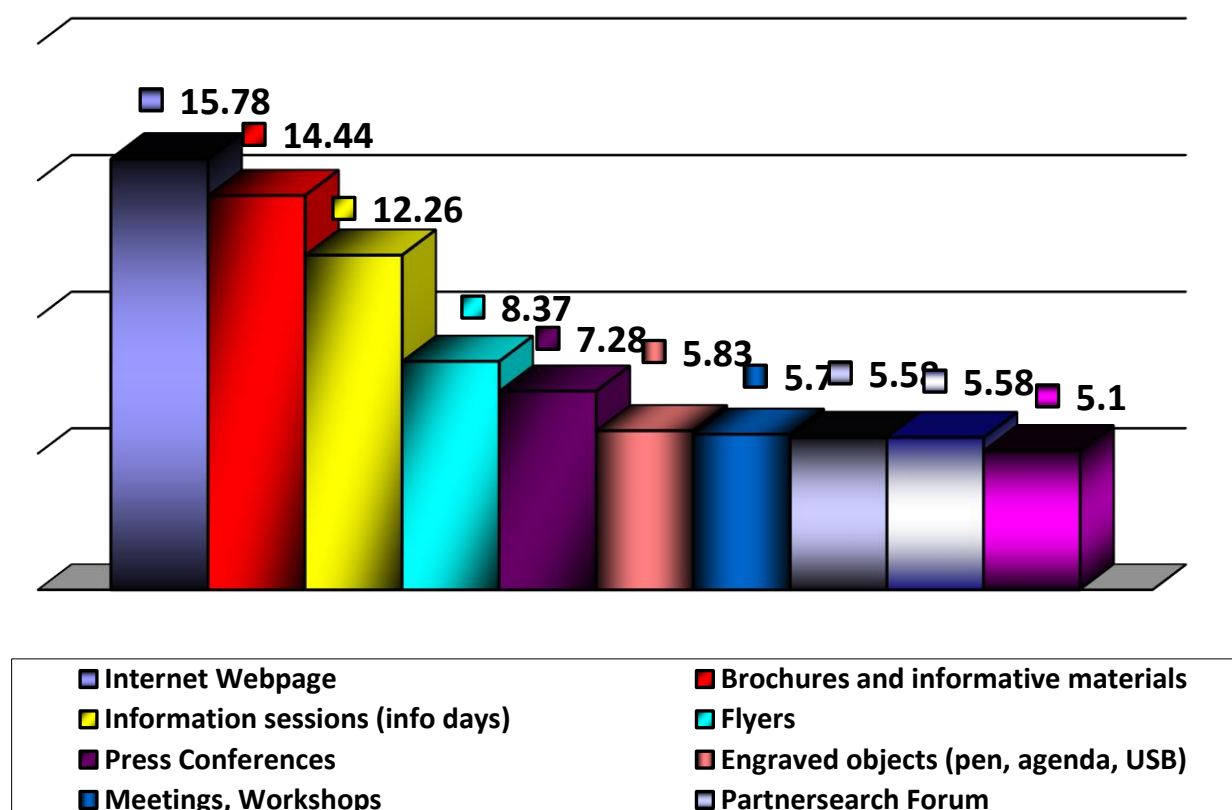
Table no. 7 Level of recognition of the Interreg V-A Romania-Hungary logo, by sources of information

Q7. Where have you seen this logo?	Percentage
Internet Webpage	15,78
Brochures and informative materials	14,44
Information sessions (info days)	12,26
Flyers	8,37
Press Conferences	7,28
Engraved objects (pen, agenda, USB)	5,83
Meetings, Workshops	5,70
Partnersearch Forum	5,58

Q7. Where have you seen this logo?	Percentage
Public Events	5,58
Facebook page	5,10
Banners	4,13
Generating Ideas events	4,00
Posters	2,55
Newspapers	1,94
TV shows	0,61
Tv Announcements	0,49
Other	0,36
Total	100,00

Source: Data processed by the reserach team

Figure no. 5 Level of recognition of the Interreg V-A Romania-Hungary Programme logo, by sources of information



Source: Data processed by the reserach team

8. Level of recognition of the motto of Interreg V-A Romania-Hungary programme

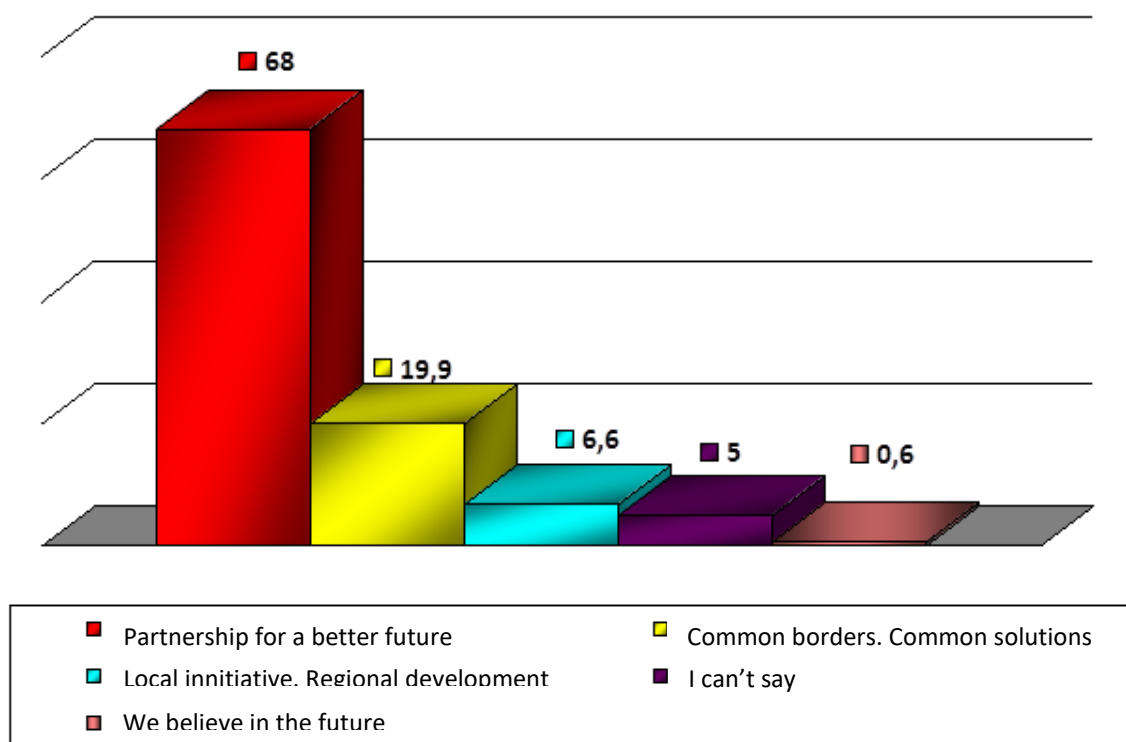
The majority of respondents know that the motto of the programme is "Partnership for a better future" (68.0%). A percentage of 19.9% of potential beneficiaries consider that the motto of the programme is "Common borders. Collective Solutions ", while 6.6% believe the motto is" Local Initiative. Regional Development " and 0.6%" We believe in our future"; the percentage of those who can not appreciate this aspect being 5%.

Table no. 8 Level of recognition of the motto of Interreg V-A Romania-Hungary Programme

Q8. In your opinion, which is the motto of Interreg V-A Romania – Hungary programme?	Percentage
"Partnership for a better future"	68,0
„Common borders, Collective Solutions"	19,9
„Local initiative. Regional development"	6,6
I cannot appreciate	5,0
„We believe in our future"	0,6
Total	100,0

Source: Data processed by the reserach team

Figure no. 6 Level of recognition of the slogan of Interergr V-A Romania-Hungary Programme



Source: Data processed by the reserach team

9. Level of visits on the WebPage and Facebook Page of the Interreg V-A Romania-Hungary Programme.

The survey resulted in a high level of visits on the Interreg VA Romania-Hungary WebPage: 71.7% of respondents have accessed it several times, 14.4% visited it only once, and only 13.9% have never accessed this source of information.

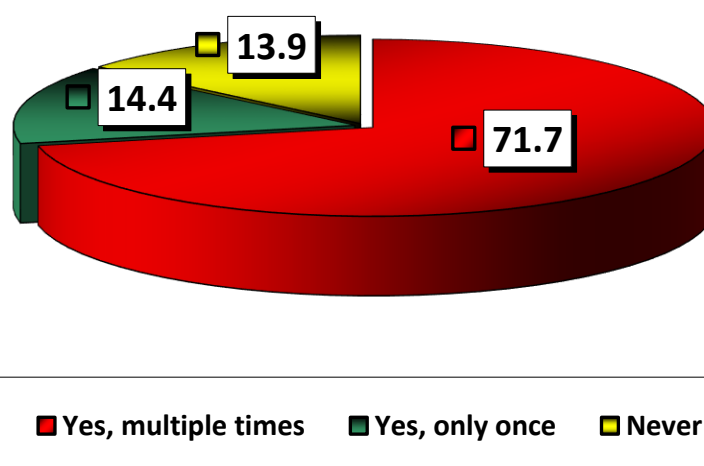
As far as the programme's Facebook page is concerned, there is a very low access rate compared to the programme's website, only 30.4% of respondents have accessed this information source several times. It is noteworthy that most of the respondents never visited the Facebook page of the Interreg V-A Romania-Hungary Programme (57.5%), and 12.2% visited it only once.

Table no. 9 Number of visits on the WebPage of the Interreg V-A Romania-Hungary Programme

Q9.a Have you accessed the official website of the Interreg V-A Romania-Hungary Programme 2014-2020?	Percentage
Yes, multiple times	71,7
Yes, only once	14,4
Never	13,9
Total	100,0

Source: Data processed by the reserach team

Figure no. 7 Number of visits on the WebPage of the Interreg V-A Romania-Hungary Programme



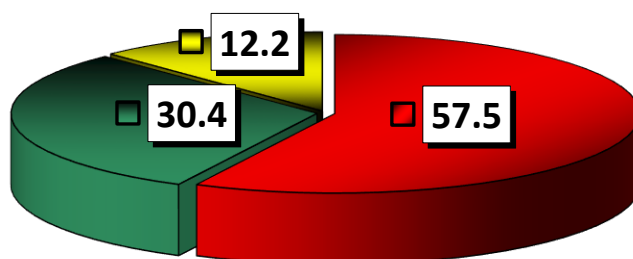
Source: Data processed by the reserach team

Table no. 10 Number of visits on the Facebook Page of the Interreg V-A Romania-Hungary Programme

Q9.b Have you accessed the Facebook Page of the Interreg V-A Romania-Hungary Programme?	Percentage
Never	57,4
Yes, multiple times	30,4
Yes, only once	12,2
Total	100,0

Source: Data processed by the reserach team

Table no. 11 Number of visits on the Facebook Page of the Interreg V-A Romania-Hungary Programme



■ Never
 ■ Yes, multiple times
 ■ Yes, only once

Source: Data processed by the research team

10. The level of awareness on the online tools available on the website of the Interreg V-A Romania-Hungary Programme

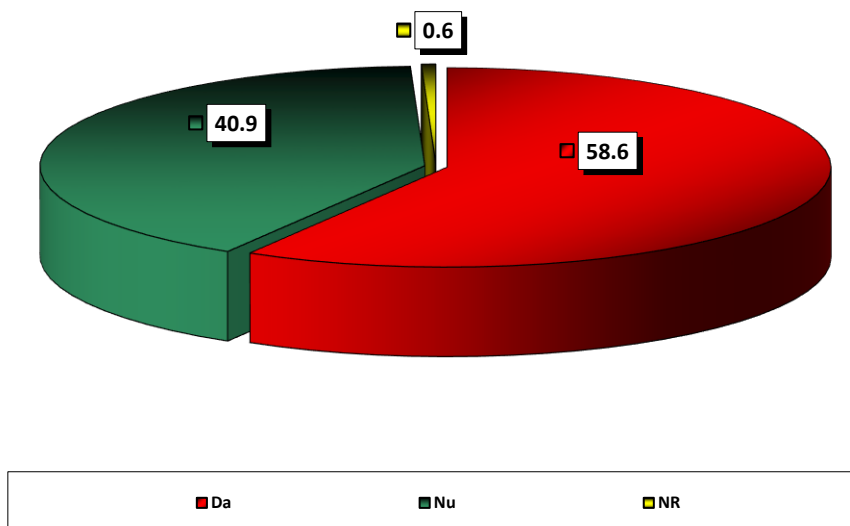
10.a Platform for identifying potential partners

Table no. 12 Awareness on the platform for identifying potential partners

Answer	Percentage
Yes	58,6
No	40,9
NA	0,5
Total	100,0

Source: Data processed by the reserach team

Figure no. 8 Awareness on the platform for identifying potential partners



Approximately 58.6%, representing 106 respondents, are aware of the platform for identifying potential partners, available on the website of the Interreg VA Romania-Hungary Program, while about 41%, 74 of the total number of respondents do not know anything about this platform.

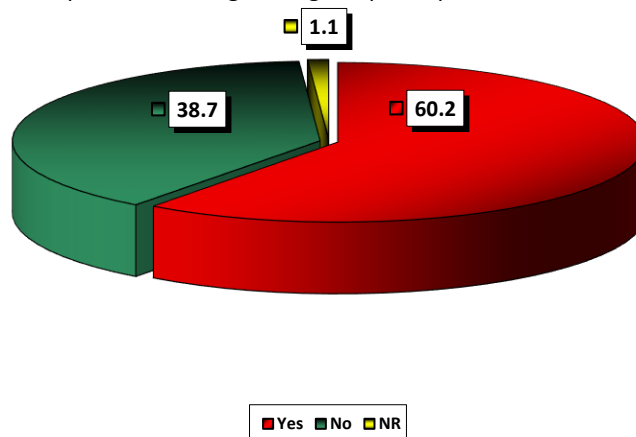
10.b Platform for registering the participation to Info Days or Partner Search Forums

Table no. 13 Awareness on the platform for registering the participation to events

Answer	Percentage
Yes	60,2
No	38,7
NA	1,1
Total	100,0

Source: Data processed by the research team

Figure no. 9 Awareness on the platform for registering the participation to events



Source: Data processed by the research team

Regarding the platform for registering the participation to events such as information sessions (Info Days) and partner search forums, positive replies were recorded to a greater extent, 60.2% - 109 respondents that have knowledge about the platform, while 38.7% do not know about it. It can be noticed that the event registration platform is better known compared to the platform for identifying potential partners.

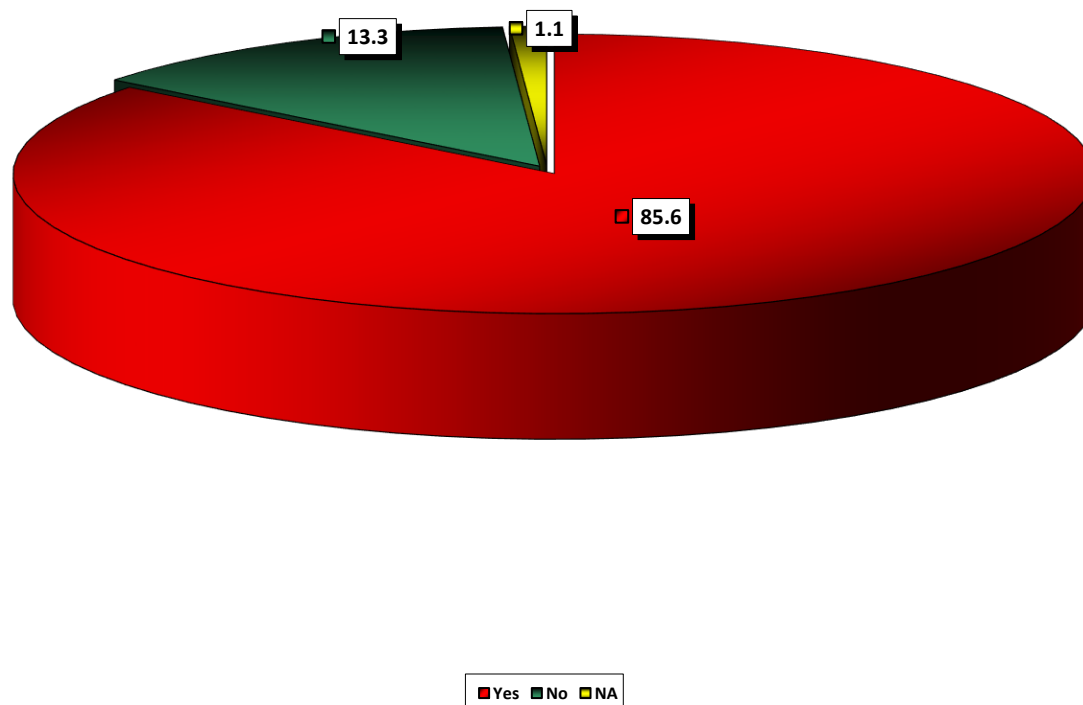
11. Level of information related to the organizing of promoting events for Interreg V-A Romania-Hungary Programme

Table no. 14 Information regarding the organizing of promoting events

Answer	Percentage
Yes	85,6
No	13,3
NA	1,1
Total	100,0

Source: Data processed by the research team

Figure no. 10 Information regarding the organizing of promoting events



Source: Data processed by the research team

The survey reveals a positive aspect with regards to the level of information of potential beneficiaries related to the organizing of events meant to promote the Interreg V-A Romania-Hungary Programme. Thus, 85.6% of respondents claim that they have been noticed about the events for promoting the programme, while 13.3% have not been announced.

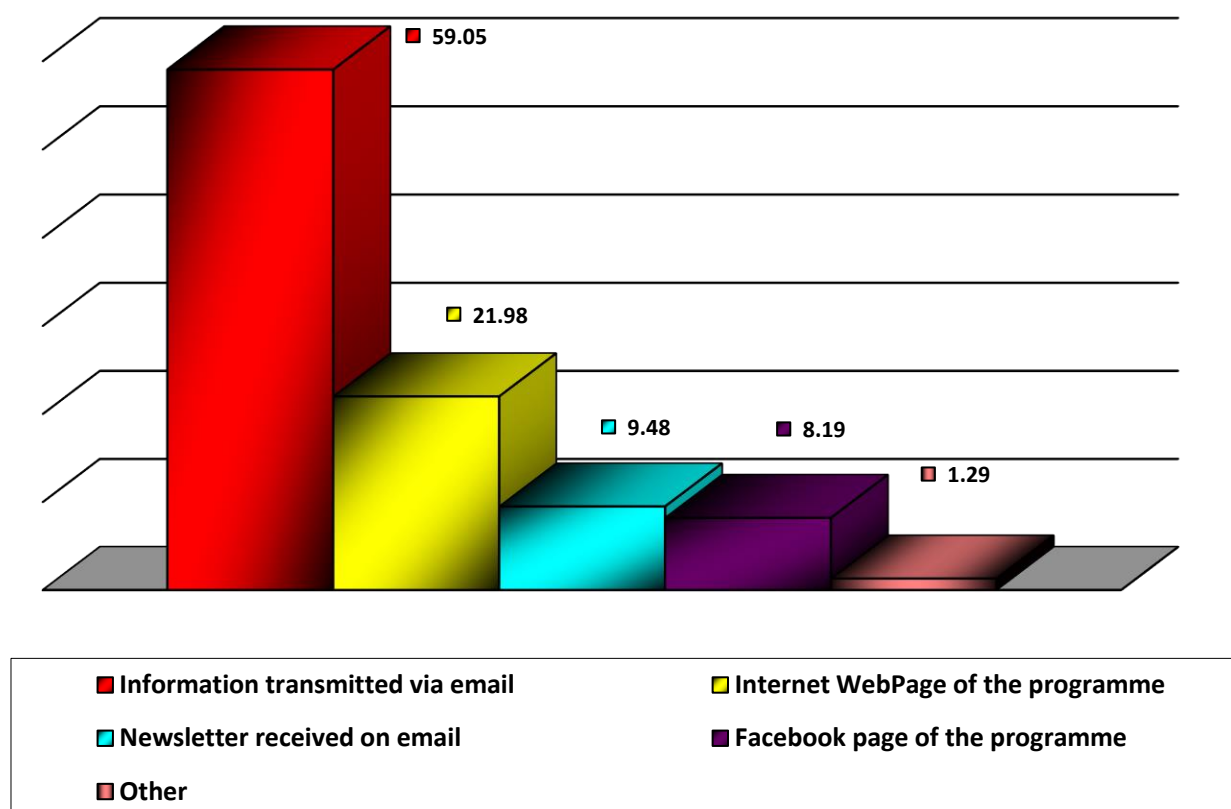
12. Sources of information related to the organizing of events for promoting the Interreg V-A Romania-Hungary Programme

Table no. 15 Information channels related to the organizing of promoting events

Answer	Percentage
Information transmitted via email	59,05
Internet WebPage of the programme	21,98
Newsletter received on email	9,48
Facebook page of the programme	8,19
Other	1,30
Total	100,00

Source: Data processed by the research team

Figure no. 11 Information channels related to the organizing of promoting events



Source: Data processed by the research team

The answer with the highest frequency is registered in the category "Information transmitted via e-mail", 59.05%, 91 respondents, being also the most user-friendly channel for receiving information from the point of view of the applicants. The second category is the category of those who were informed about the events organized through the programme's website - 21.98%, 34 respondents. With relatively equal percentages, *information through the newsletter* (9.48%) and *information through the Facebook page* of the Programme (8.19%) are ranked in the last positions by the respondents, as channels for receiving information about the organizing of promoting events.

On the other hand, there is also the possibility to receive information on the organization of promoting events through additional channels. These are generally represented by local / regional public authorities as well as the mass media. However, the main channels for receiving information about the organization of events remain those that were used by the JS.

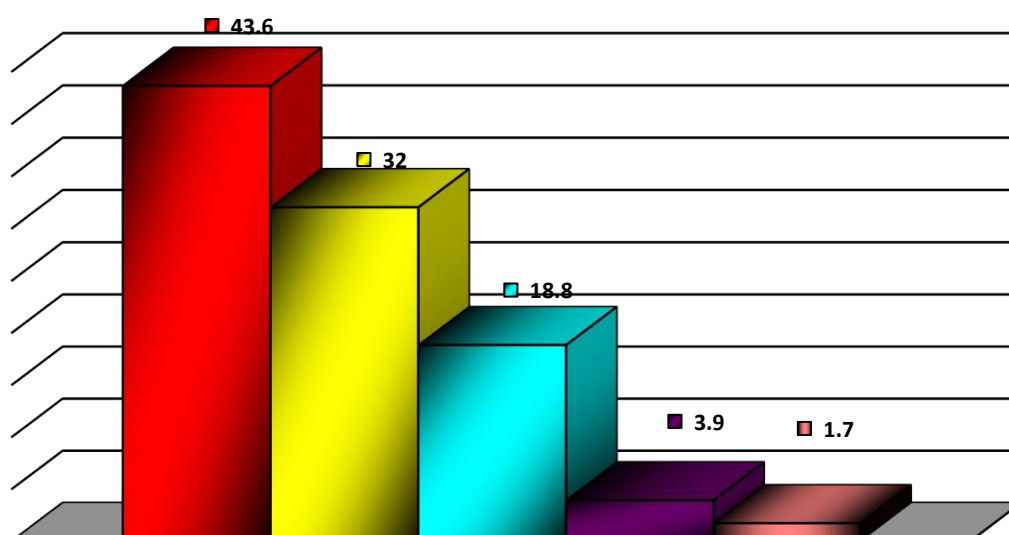
13. Participation to promotional events or information sessions regarding the Interreg V-A Romania-Hungary Programme

Table no. 16 Participation to promoting events of the programme

	Percentage
Yes, multiple events	43,6
Yes, only one event	32,0
No, but I would like to participate	18,8
No, I am not interested in participating to such events	3,9
NA	1,7
Total	100,0

Source: Data processed by the research team

Figure no. 12 Participation to promoting events of the programme



■ Yes, multiple events
 ■ Yes, only one event
 ■ No, but I would like to participate
 ■ No, I am not interested in participating to such events
 ■ NA

Source: Data processed by the research team

Most potential beneficiaries, respondents to the questionnaire, have participated in at least one promotional event organized by Interreg V-A Romania-Hungary, about 75%. A percentage of 43.6%, 78 respondents, have participated in several promotion events, while 32%, 57 respondents have participated in a single event. The results of the survey suggest that among those who did not participate in any event, there is a desire to participate in the future, 18.8% (of all respondents to this question), while only 3.9% (of all respondents to this question) responded that they are not interested in participating to such events.

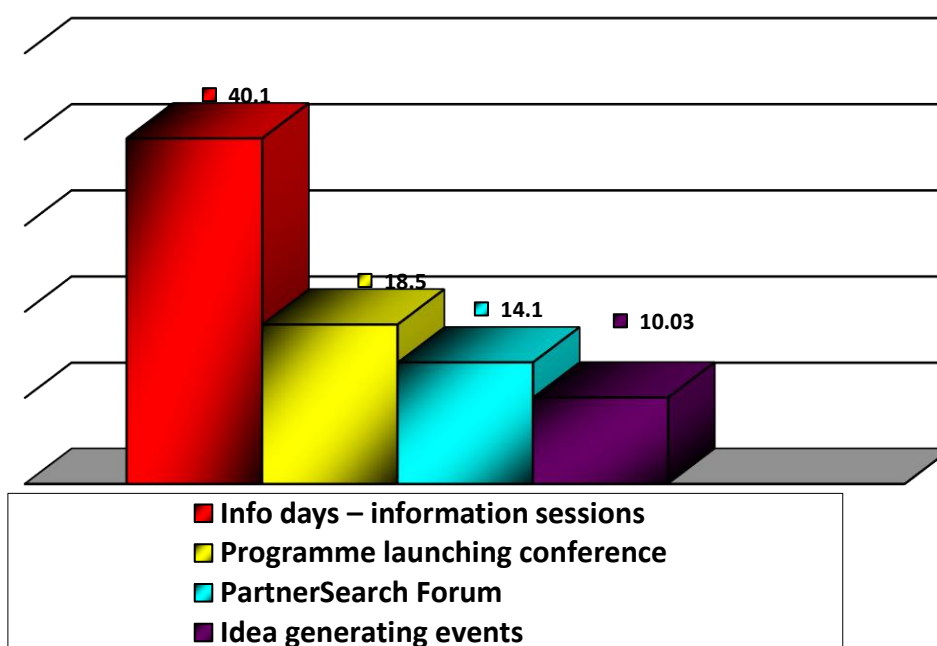
14. Type of events that potential beneficiaries have participated at

Table no. 17 Type of event that potential beneficiaries have participated at

Event	Percentage
Info days – Information sessions	40,1
Programme launching conference	18,5
PartnerSearch Forum	14,1
Idea generating events	10
Focus group, workshop/ eMS helpdesk	6,6
NA	10,3
Other	0,74
Total	100,0

Source: Data processed by the research team

Figure no. 13 Type of event that potential beneficiaries have participated at



Source: Data processed by the research team

The most attended event is the InfoDays- information session, accounting for 40% of the responses, of those who participated to different events. The *programme Launching Conference*, respectively the *Partner Search Forum*, recorded a response rate of 18.5% and 14% respectively, of the total

attendance. The lowest percentages of participation are found in the *Idea Generating Events* category and *focus groups / workshops* - 6%. Note that these rates appear as a result of the different selection area for each particular event - for example, *Info Days- Information Sessions* have targeted the highest number of participants- potential beneficiaries, while *focus groups* targeted a much narrower, more specific target group.

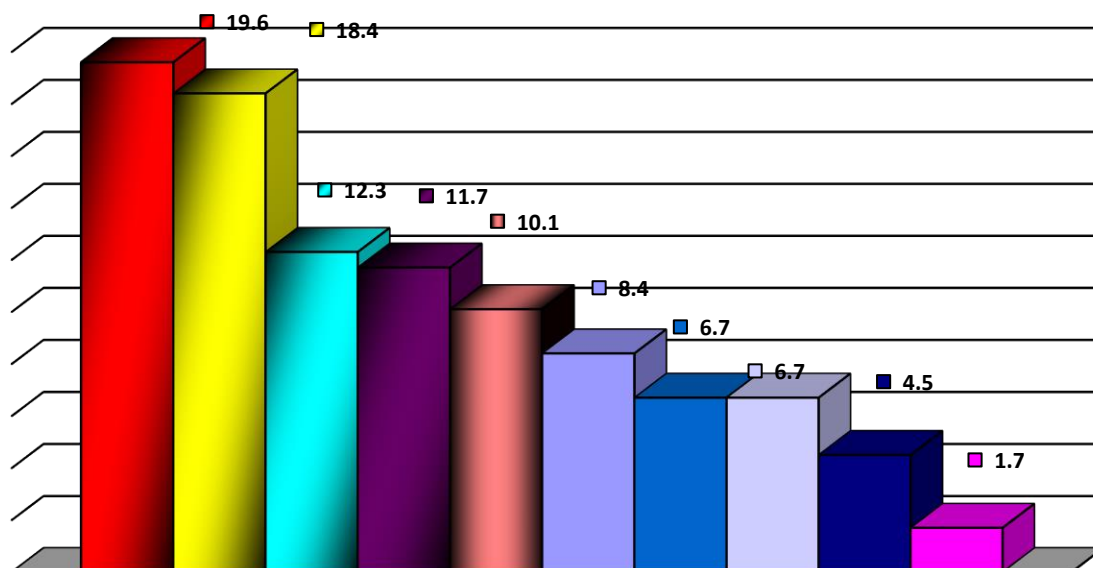
15. Level of information related to the activities carried out within the Interreg V-A Romania-Hungary Programme

Table no. 18 Level of information related to the activities carried out within the Interreg V-A Romania-Hungary Programme

	Percentage
5	19,6
8	18,4
7	12,3
6	11,7
9	10,1
4	8,4
3	6,7
10	6,7
1	4,5
2	1,7
Total	100,0

Source: Data processed by the research team

Figure no. 14 Level of information related to the activities carried out within the Interreg V-A Romania-Hungary Programme



■ 5
 ■ 8
 ■ 7
 ■ 6
 ■ 9
 ■ 4
 ■ 3
 ■ 10
 ■ 1
 ■ 2

Source: Data processed by the research team

* 1 = low level of information; 10 = high level of information

The level of information related to the activities carried out by the programme is relatively high among respondents, with 47% of them giving a score above or equal to 7 (as level of information on a scale from "1" to "10" where „1” represents „not informed at all” and „10” represents „very well informed”). Moreover, less than 13% of respondents gave a score of less than or equal to 3, while the rest of the respondents considered that their level of information on the activities of the programme was average.

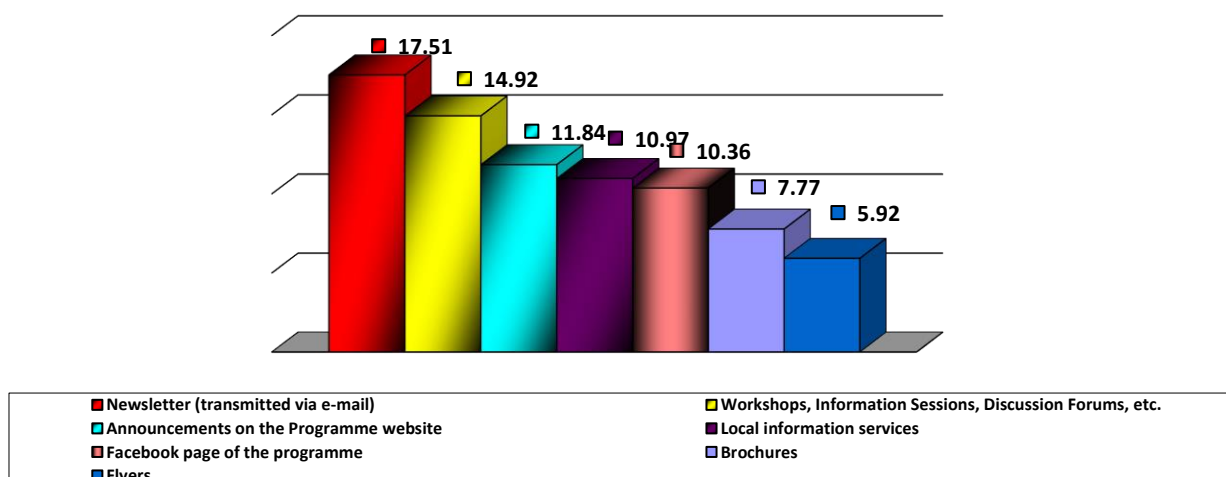
16. Level of utility of promotion and advertisement instruments/channels of the Interreg V-A Romania-Hungary Programme

Table no. 19 Utility of promotion and advertisement instruments/channels of the Interreg V-A Romania-Hungary Programme

	Percentage
Newsletter (transmitted via e-mail)	17,51
Workshops, Information Sessions, Discussion Forums, etc.	14,92
Announcements on the programme website	11,84
Local information services	10,97
Facebook page of the programme	10,36
Brochures	7,77
Flyers	5,92
Newspaper announcements – local level	4,69
Engraved objects (catalogue/map, agenda, pen, USB stick, etc.)	4,44
Newspaper announcements – regional/national level	3,45
TV announcements – regional/national television	2,96
TV announcements – local television	1,97
Radio announcements – local media stations	1,73
Radio announcements – regional/national media stations	1,48
Total	100,00

Source: Data processed by the research team

Figure no. 15 Utility of promotion and advertisement instruments/channels of the Interreg V-A Romania-Hungary Programme



Note: In this chart, only the variables with values greater than 5% were included, for the clarity of the representation

Source: Data processed by the research team

The first category, considered by the potential beneficiaries as the most useful promotional and advertising tool, is the *Newsletter*, through the email, accounting for 17.51% of total responses. The next category, supported by about 15% of respondents, is *information through Workshops, Information Sessions, Discussion Forums*. Respondents rank almost equality the "*Program Website Announcements*", "*Local Information Caravan*" and "*Facebook Program Page*", each of the three categories being supported by over 10% of respondents. The weakest percentages are recorded in the category of promotion and advertising through *Media*, concluding that potential beneficiaries do not believe that this would achieve the desired results.

17. Preferred channels for receiving information on the Interreg V-A Romania-Hungary Programme

Table no. 20 Ranking preferences for receiving information on the Interreg V-A Romania-Hungary Programme (percentages of response per assigned rank)

	1	2	3	4	5	6	7	8
a. Website of the programme	35.70%	27.00%	11.30%	4.20%	3.50%	7.00%	2.60%	8.70%
b. Facebook page of the programme	8.80%	15.00%	22.30%	15.00%	11.50%	8.00%	9.70%	9.70%
c. Newsletter/ Mail	32.70%	22.20%	13.30%	4.40%	3.50%	5.30%	5.30%	13.30%
d. Organized events	9.70%	14.20%	20.30%	23.90%	5.30%	12.40%	7.10%	7.10%
e. Informative materials	4.50%	1.80%	10.90%	22.70%	36.40%	9.10%	7.30%	7.30%
f. TV announcements	7.00%	4.40%	12.30%	13.20%	11.40%	23.70%	14.00%	14.00%
g. Newspaper announcements	2.70%	8.00%	11.50%	9.70%	18.60%	21.20%	19.50%	8.80%
h. Radio announcements	3.60%	6.30%	9.80%	7.10%	10.70%	11.60%	24.10%	26.80%

Source: Data processed by the research team

Table no. 21 Ranking preferences for receiving information about the Interreg V-A Romania-Hungary Programme

Ranking	1	2	3	4	5	6	7	8
Instrument/ Channel	Website of the programm e	Newslett er/Mail	Facebook page	Organized events	Informativ e materials	TV announce ments	Newspap er announce ments	Radio announce ments

Source: Data processed by the research team

Regarding the hierarchy of the main channels for receiving information on the Interreg V-A Romania-Hungary Programme, 35.7% of the respondents rank the *programme's website* on the 1st position, obtaining the most answers for the 1st rank. Also, 27% of respondents classify the *programme's Website* under rank no. 2, which strengthens the position of this instrument in the preference rankings.

Rank no. is occupied by the transmission of *information via Newsletter / Email* to the potential beneficiaries, ranking this instrument in position 1 a proportion of 32.7% of respondents and in position 2 a proportion of 22%. Rank no. 3 is occupied by the *Facebook Page*, which clearly highlights the preference of potential beneficiaries to receive information through the **online tools**. The last positions in this ranking are complemented by *announcements through Media* (TV, Radio, Newspapers), these instruments being classified in these positions by a very large proportion of respondents.

Regarding the transmission of information through organized events, this occupies a middle position in the rankings of the respondents' preferences, being considered in position no. 4 by 24% of potential beneficiaries that have responded.

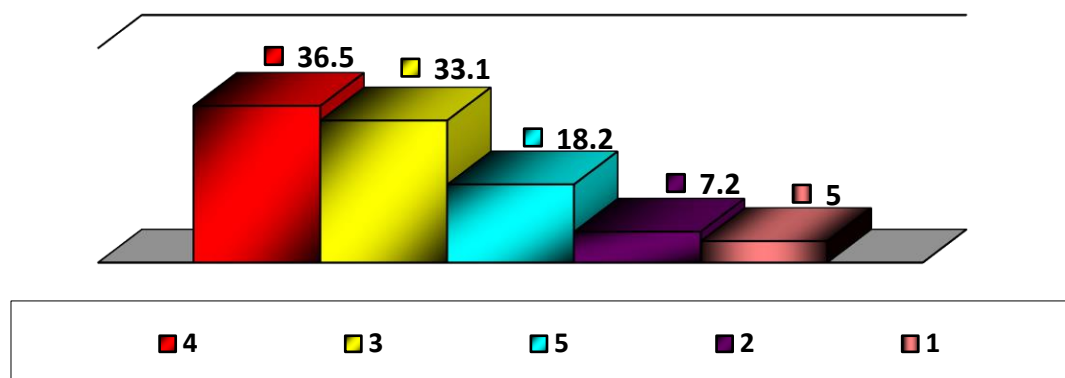
18. Level of detail of information provided by the programme authorities for promoting the Interreg V-A Romania-Hungary Programme, through the activities undertaken until now.

Table no. 22 Level of detail of information provided by the programme authorities

Answer	Percentage
4	36,5
3	33,1
5	18,2
2	7,2
1	5,0
Total	100,0

Source: Data processed by the research team

Figure no. 16 Level of detail of information provided by the programme authorities



Source: Data processed by the research team

Most respondents (36.5%) have offered a score of 4 for the level of detail of the information provided for the promotion of the Interreg V-A Romania-Hungary programme, followed by 33.1% of respondents who have offered the score of 3, being dissatisfied with the promotional actions carried out so far. A total of 18.2% of respondents provided maximum score to the information provided by the programme authorities so far. The last two proportions are represented by the respondents who have offered the minimum scores of 2 (7.2%), respectively 1 (5.0% of the respondents).

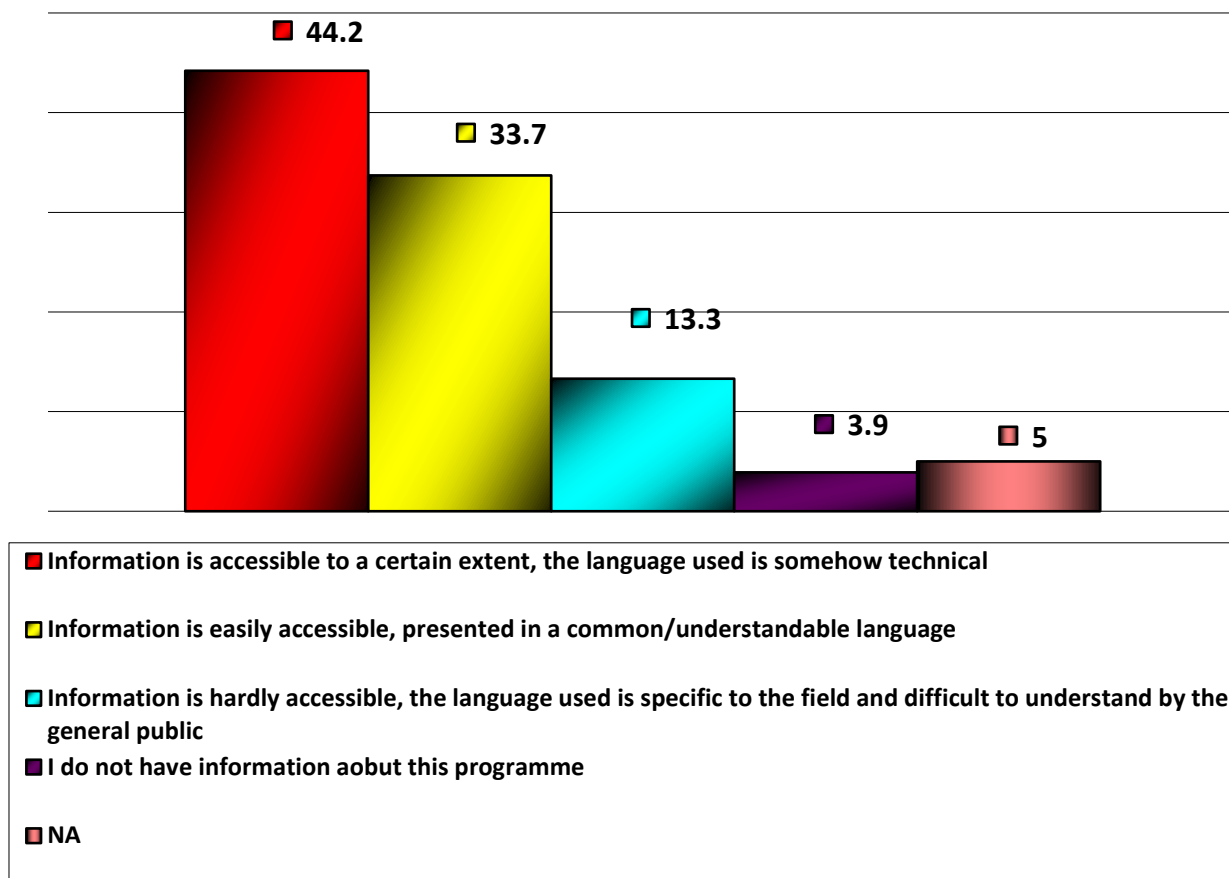
19. Level of accessibility of information related to the Interreg V-A Romania-Hungary Programme

Table no. 23 Level of accessibility of information related to the Interreg V-A Romania-Hungary Programme

Answer	Percentage
Information is accessible to a certain extent, the language used is somehow technical	44,2
Information is easily accessible, presented in a common/understandable language	33,7
Information is hardly accessible, the language used is specific to the field and difficult to understand by the general public	13,3
I do not have information about this programme	3,9
NA	5,0
Total	100,0

Source: Data processed by the research team

Figure no. 17 Level of accessibility of information related to the Interreg V-A Romania-Hungary Programme



Source: Data processed by the research team

According to the majority of respondents (44.2%), the information on the Interreg V-A Romania-Hungary Programme is only accessible to a certain extent, the language used being somewhat technical. A lower percentage (33.7%) of respondents believe that the information provided is very accessible, being presented in a common/understandable language. A percentage of 13.3% of respondents considered that the information on the Interreg V-A Romania-Hungary Programme is hardly accessible, the language used being specific to the field and difficult to understand by the general public. In addition, 3.9% of respondents do not have information on the programme, and 5.0% do not have information on the programme or do not want to respond.

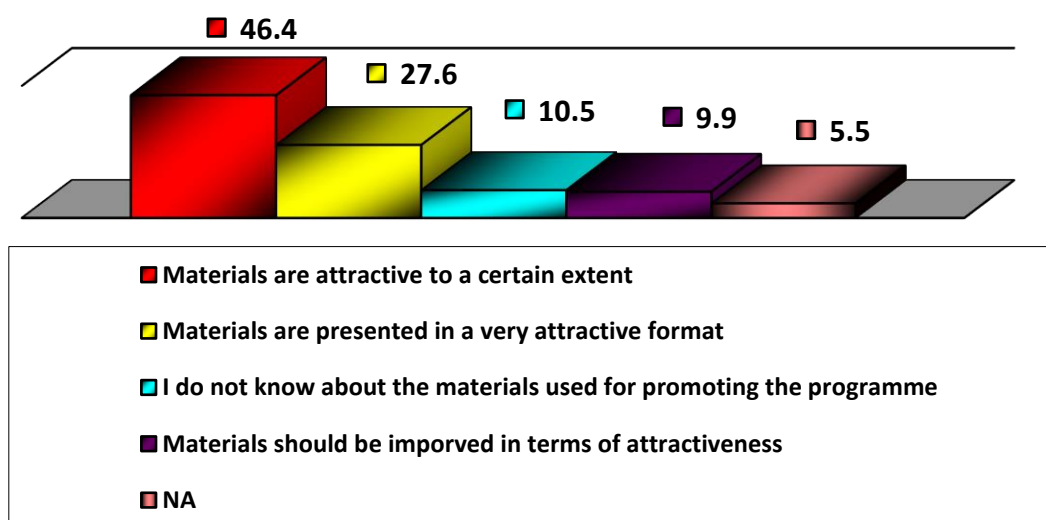
20. Level of attractiveness of the materials used (brochures, flyers, posters, maps, agendas, etc.) to promote the Interreg V-A Romania-Hungary Programme

Table no. 24 Level of attractiveness of the materials used (brochures, flyers, posters, maps, agendas, etc.) to promote the Interreg V-A Romania-Hungary Programme

Answer	Percentage
Materials are attractive to a certain extent	46,4
Materials are presented in a very attractive format	27,6
I do not know about the materials used for promoting the programme	10,5
Materials should be improved in terms of attractiveness	9,9
NA	5,5
Total	100,0

Source: Data processed by the research team

Figure no. 18 Level of attractiveness of the materials used (brochures, flyers, posters, maps, agendas, etc.) to promote the Interreg V-A Romania-Hungary Programme



Source: Data processed by the research team

The higher share (46.4%) belongs to the respondents who consider that the materials used to promote the programme are attractive to a certain extent, being followed, at a significant difference (27.6%), by the respondents who believe that the materials used are presented in a very attractive format. There are also respondents (9.9%) who consider that the materials are not attractive and

should be improved, and 10.5% respondents who do not know about the materials used to promote the programme.

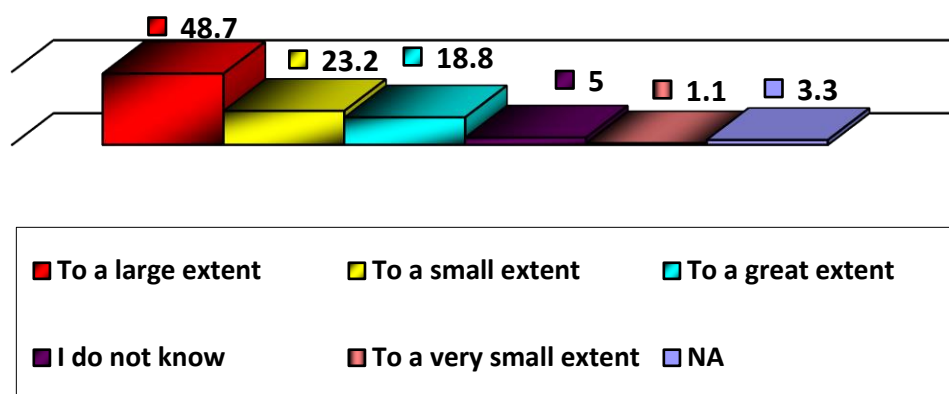
21. The extent to which information on the Interreg V-A Romania-Hungary Programme, provided through information and promoting activities, supports the beneficiaries in defining and subsequently implementing impactful projects

Table no. 25 The extent to which information on the Interreg V-A Romania-Hungary Programme, provided through information and promoting activities, supports the beneficiaries in defining and subsequently implementing impactful projects

Answer	Percentage
To a large extent	48.7
To a small extent	23.2
To a great extent	18.7
I do not know	5.0
To a very small extent	1.1
NA	3.3
Total	100.0

Source: Data processed by the research team

Figure no. 19 The extent to which information on the Interreg V-A Romania-Hungary Programme, provided through information and promoting activities, supports the beneficiaries in defining and subsequently implementing impactful projects



Source: Data processed by the research team

Most respondents believe that the information provided on the Interreg V-A Romania-Hungary Programme, through information and promoting activities, supports to a large extent (48.7%) and to a very large extent (18.8%) the beneficiaries in defining and implementing impactful projects. Moreover, a relatively high percentage of respondents consider that the level of information

supports to a small (23.2%) and very small extent (1.1%) the beneficiaries. Moreover, some beneficiaries do not know about any type of information (5%), while 3.3% do not know or do not want to answer the question.

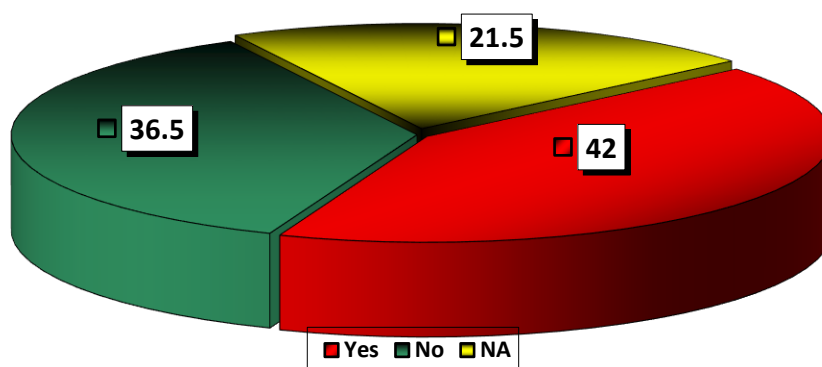
22. Access to information received from the Programme Authorities on how to use the eMS (Electronic Monitoring System) – section used for online submission of applications

Table no. 26 Access to information received from the Programme Authorities on how to use the eMS (Electronic Monitoring System) – section used for online submission of applications

Answer	Percentage
Yes	42.0
No	36.5
NA	21.5
Total	100.0

Source: Data processed by the research team

Tabel nr. 26 Access to information received from the Programme Authorities on how to use the eMS (Electronic Monitoring System) – section used for online submission of applications



Source: Data processed by the research team

Most respondents (42%) had access to information from the programme authorities on how to use the eMS Platform, but with a relatively equal proportion (36.5%) we can find the respondents who answered negatively, having no possibility for online submittal of applications. There is also a high percentage of respondents who prefer not to provide an answer (21.5%) related to the information provided by the Programme Authorities on how to submit applications for funding online.

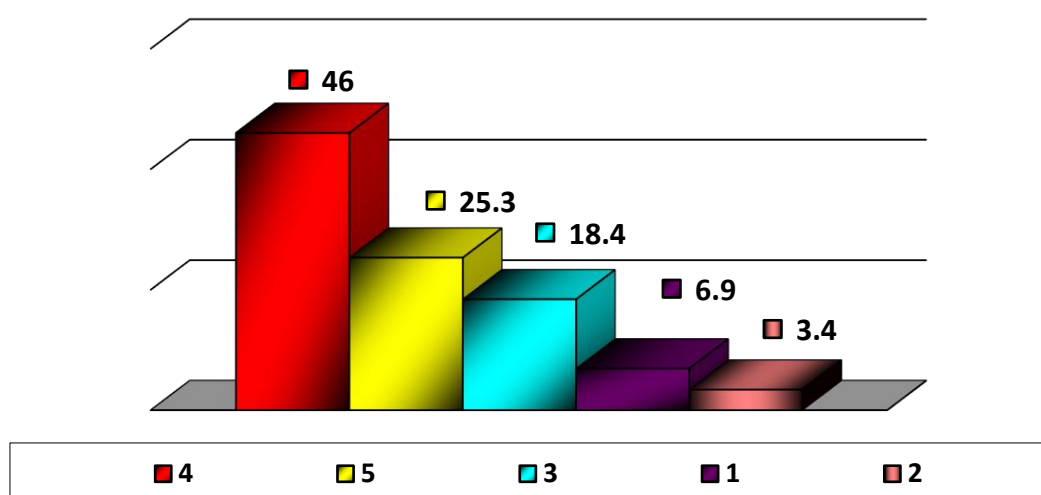
23. Clarity and accessibility (language/terminology used) of information (where "1" is reduced clarity and accessibility and "5" is high clarity and accessibility)

Table no. 27 Clarity and accessibility (language/terminology used) of information (where "1" is reduced clarity and accessibility and "5" is high clarity and accessibility)

Answer	Percentage
4	46.0
5	25.3
3	18.4
1	6.9
2	3.4
Total	100.0

Source: Data processed by the research team

Figure no. 20 Clarity and accessibility (language/terminology used) of information (where "1" is reduced clarity and accessibility and "5" is high clarity and accessibility)



Source: Data processed by the research team

Of the respondents who had information from the Programme Authorities on how to use the eMS Platform, 25.3% rated with maximum score the clarity and accessibility of the information provided, 46.0% respectively 18.4% of the respondents have rated with a score of 4, respectively 3 occupying the next two positions in the upper part of the scale. The last two positions are occupied by respondents who gave a low (3.4%) and very low (6.9%) score, indicating a low clarity and accessibility of information on how to use the platform.

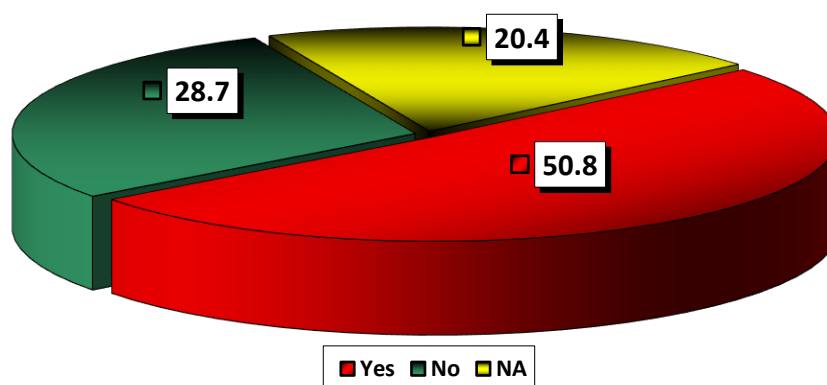
24. Incentive measures for the submission of applications within the programme, adopted during this programming period (eg: eligibility of the costs for preparing the application, the possibility of increasing the co-financing rate for the Romanian beneficiaries, etc.)

Table no. 28 Incentive measures for the submission of applications within the programme, adopted during this programming period (eg: eligibility of the costs for preparing the application, the possibility of increasing the co-financing rate for the Romanian beneficiaries, etc.)

Answer	Percentage
Yes	50,8
No	28,7
NA	20,5
Total	100,0

Source: Data processed by the research team

Figure no. 21 Incentive measures for the submission of applications within the programme, adopted during this programming period (eg: eligibility of the costs for preparing the application, the possibility of increasing the co-financing rate for the Romanian beneficiaries, etc.)



Source: Data processed by the research team

The majority of respondents (50.8%) were informed on the measures to stimulate the submission of applications, while a share of (28.7%) did not know about these measures related to the financing for the preparation of the application or the increase in percentage of the co-financing granted to the beneficiaries. Also, a percentage of 20.4% respondents preferred not to respond or did not know about these measures.

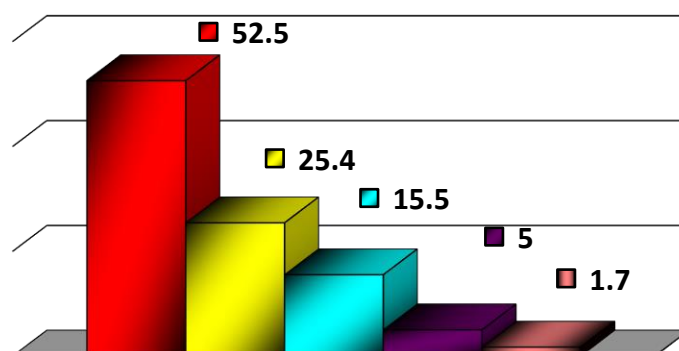
25. Applicants within the calls for proposals launched until now within the Interreg V-A Romania-Hungary Programme

Table no. 29 Applicants for funding, either as Leader or Partner, within the calls for proposals launched until now within the Interreg V-A Romania-Hungary Programme

Answer	Percentage
No, but I would like to access funding in the future	52,5
Yes, one application	25,4
Yes, multiple applications	15,5
NA	5,0
No, I am not interested in accessing the programme	1,6
Total	100,0

Source: Data processed by the research team

Figure no. 22 Applications for funding, either as Leader or Partner, Depunere de cereri de finanțare, în calitate de Lider de parteneriat sau Partener, within the calls for proposals launched until now within the Interreg V-A Romania-Hungary Programme



■ No, but I would like to access funding in the future ■ Yes, one application
■ Yes, multiple applications ■ NA
■ No, I am not interested in accessing the programme

Source: Data processed by the research team

The highest proportion is represented by respondents who have not submitted grant applications as either Leaders or Partners so far, but wish to access programme funding in the future (52.5%), followed by respondents who have submitted a single application (25.4%). An average result is concluded by the respondents who have submitted several applications (15.5%) while the last two proportions are respondents who do not want to respond (5%) and (1.7%) who are not interested in accessing funds through the programme.

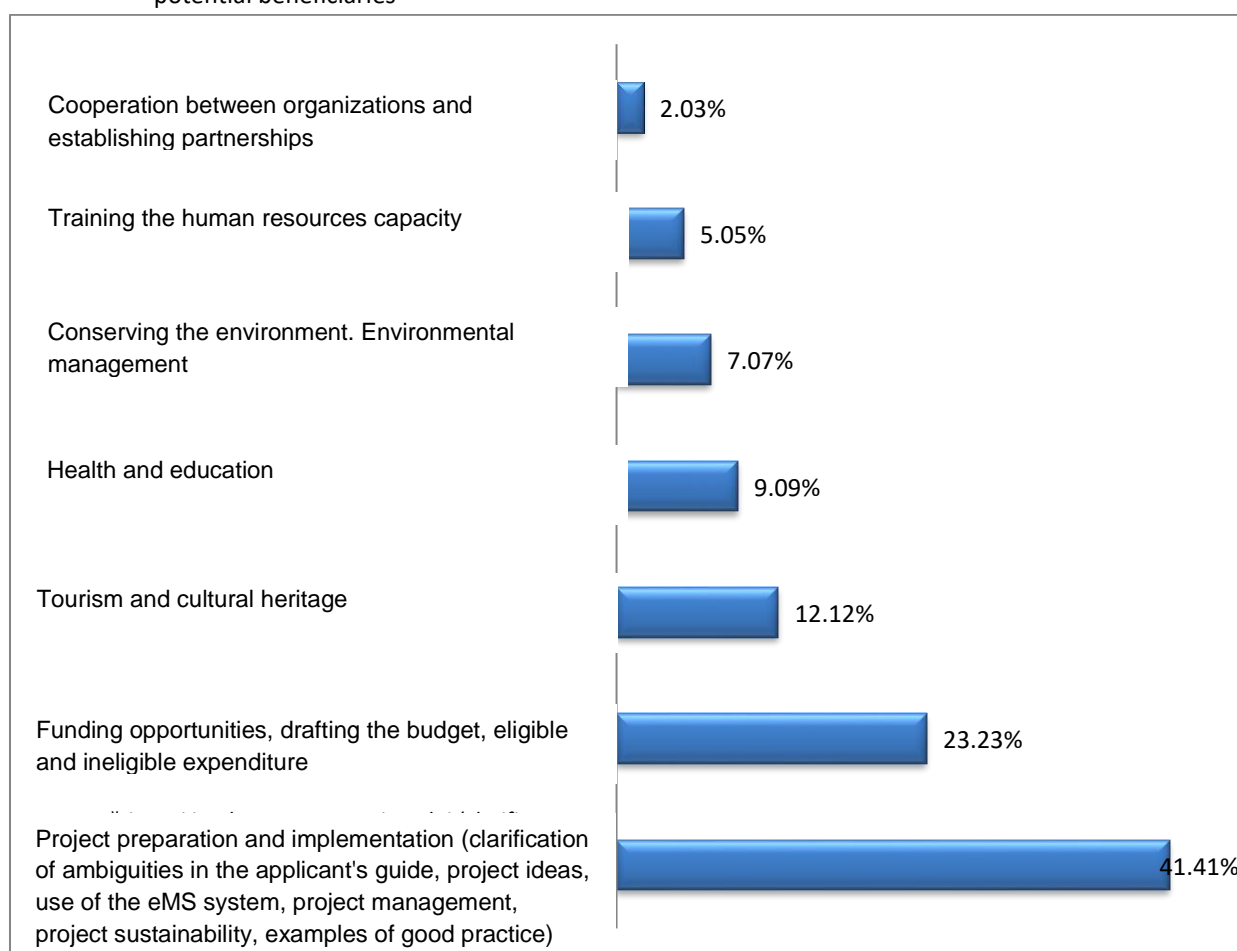
26. Topics proposed for workshops / seminars organized by programme authorities for potential beneficiaries

Table no. 30 Topics proposed for workshops / seminars organized by programme authorities for potential beneficiaries

Topics proposed for workshops / seminars organized by programme authorities for potential beneficiaries	Percentage
Project preparation and implementation (clarification of ambiguities in the applicant's guide, project ideas, use of the eMS system, project management, project sustainability, examples of good practice)	41,41
Funding opportunities, drafting the budget, eligible and ineligible expenditure	23,23
Tourism and cultural heritage	12,12
Health and education	9,09
Conserving the environment. Environmental management	7,07
Training the human resources capacity	5,05
Cooperation between organizations and establishing partnerships	2,03
Total	100,00

Source: Data processed by the research team

Figure no. 23 Topics proposed for workshops / seminars organized by the programme authorities for the potential beneficiaries



Source: Data processed by the research team

The majority of respondents included in the sample (41.41%) believe that the workshops / seminars organized by the programme authorities for the potential beneficiaries should mainly focus on the issues related to the preparation and implementation of the project (clarification of the ambiguities in the applicant's guide, project ideas, use of the eMS system, project management, project sustainability, examples of good practices). Other topics proposed for the workshops / seminars organized by the programme authority are: financing opportunities, budgeting and eligibility of expenditures (23.23% of respondents), tourism and cultural heritage (12.12%), health and education (9.09%).

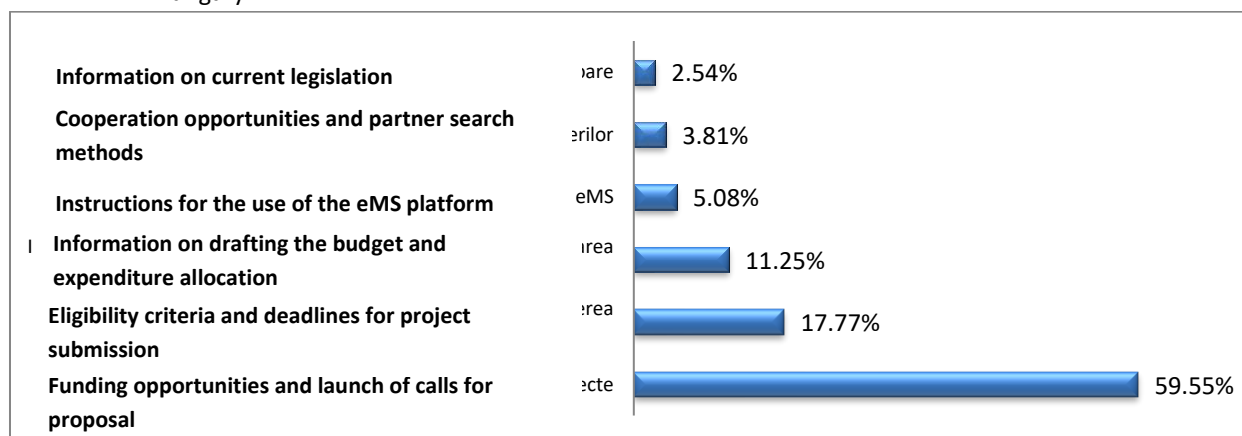
27. Type of information to be provided with regards to the Interreg V-A Romania-Hungary

Table no. 31 Type of information to be provided with regards to the Programme Interreg V-A Romania-Hungary

Type of information to be provided with regards to the Programme Interreg V-A Romania-Hungary	Percentage
Funding opportunities and launch of calls for proposal	59,55
Eligibility criteria and deadlines for project submission	17,77
Information on drafting the budget and expenditure allocation	11,25
Instructions for the use of the eMS platform	5,08
Cooperation opportunities and partner search methods	3,81
Information on current legislation	2,54
Total	100,00

Source: Data processed by the research team

Figure no. 24 Type of information to be provided with regards to the Programme Interreg V-A Romania-Hungary



Source: Data processed by the research team

By analyzing the answers provided by the respondents in terms of information needed, most of them would like to receive information on funding opportunities and launch of calls for proposal (59.55%), eligibility criteria and deadlines for project submission (17.77%), information on budgeting and expenditure allocation (11.25%) and instructions on how to use the eMS platform (5.08%).

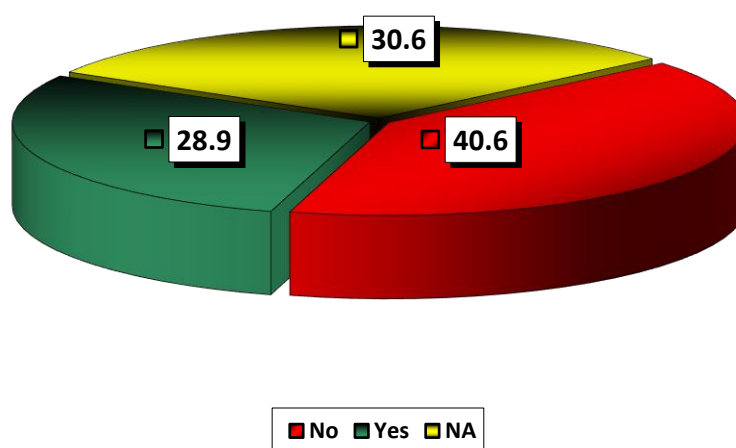
28. Communication between programme authorities and potential beneficiaries

Table no. 32 Perception with regards to the weak points in the communication activity between programme authorities and potential beneficiaries

Answer	Percentage
No	40,6
Yes	28,9
NA	30,5
Total	100,0

Source: Data processed by the research team

Tabel nr. 32 Perception with regards to the weak points in the communication activity between programme authorities and potential beneficiaries



Source: Data processed by the research team

28.9% of respondents to the questionnaires indicated weaknesses in communication between programme authorities and potential beneficiaries, while almost half of them (40.6%) denied the existence of such deficiencies.

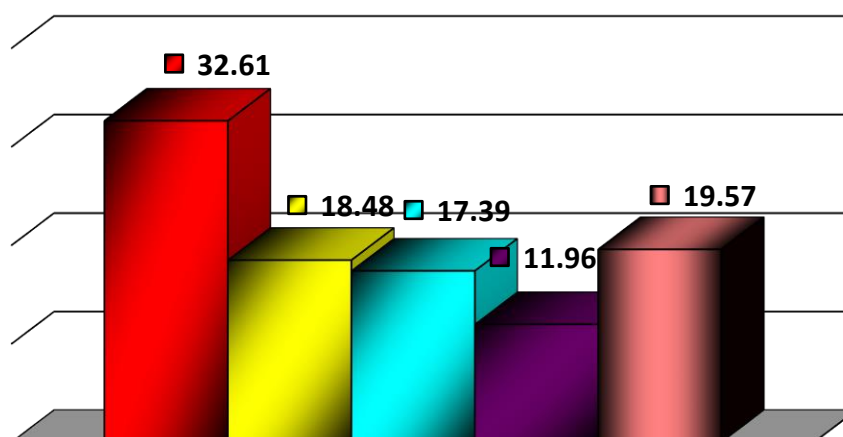
29. Need for intensification/ improvement of communication activities/ instruments

Table no. 33 Respondent's perception on informative events that should be improved/ intensified

29.a. Information events	Percentage
Information sessions	32,61
eMS training sessions	19,57
Idea generating workshops	18,48
Q&A sessions	17,39
PartnerSearch Forum	11,95
Total	100,00

Source: Data processed by the research team

Figure no. 25 Respondent's perception on informative events that should be improved/ intensified



■ Information sessions ■ Idea generating workshops ■ Q&A sessions
■ PartnerSearch Forum ■ eMS training sessions

Source: Data processed by the research team

By analyzing the distribution of responses from potential beneficiaries on communication activities and tools, there is a need to intensify / improve the *informative sessions* (32.61% of respondents), *eMS training sessions* (19.57%) and *idea generating workshops* (18.48%). Among the improvements that should be adopted in this respect were: the availability of materials in Romanian and Hungarian, the simplification and restructuring of the information provided to the participants, etc.

Table no. 34 Respondent's perception with regards to the need of intensifying/ improving the published communication tools

29.b. Publications	
Publications	100,00

Total	100,00
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Source: Data processed by the research team

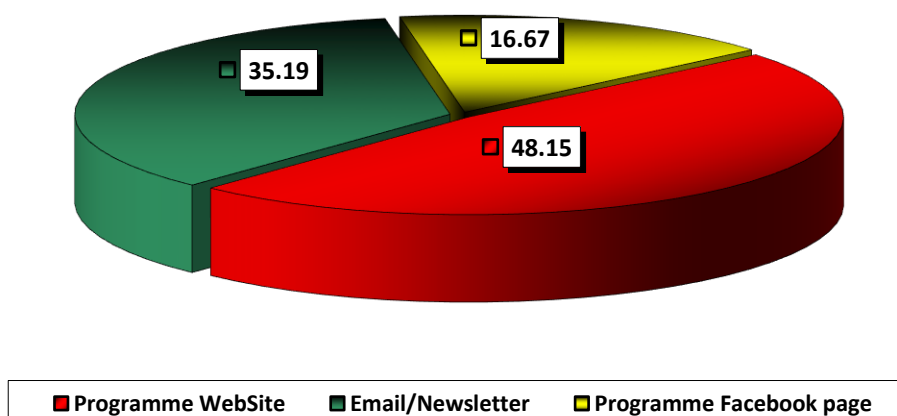
All respondents to the questionnaires indicated the need to intensify/ improve the published communication tools. Among the improvements that should be adopted in this respect are: the availability of publications in Romanian and Hungarian languages, simplification and increase of the level and accessibility of disseminated information, etc.

Table no. 35 Respondent's perception with regards to the need of intensifying/ improving the online communication tools

29c. Online communication	Percentage
Programme website	48,14
Email/Newsletter	35,19
Programme Facebook page	16,67
Total	100,00

Source: Data processed by the research team

Figure no. 26 Respondent's perception with regards to the need of intensifying/ improving the online communication tools



Source: Data processed by the research team

Respondent's perception with regards to the communication tools used within the Interreg V-A Romania-Hungary Programme highlights the need to improve the WebSite (48.15% of respondents) and the Facebook page of the Programme (16.67%), as well as the need for improving the emailing /newsletter tools. Among the improvements that should be adopted in this respect have already been mentioned: simplification and increasing the level of accessibility to information, the availability of information in both languages - Romanian and Hungarian, etc.

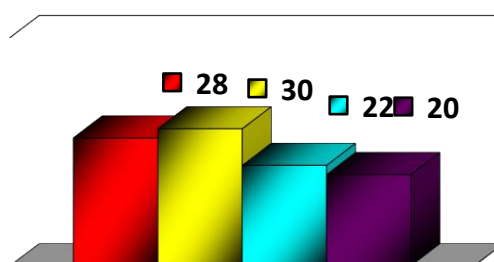
Table no. 36 Respondent's perception with regards to the need of intensifying/ improving the helpdesk activities

29.d. Helpdesk	Percentage
----------------	------------

Individual meetings	30,00
Online Helpdesk	28,00
Telephone/Email	22,00
FAQs , website section	20,00
Total	100,00

Source: Data processed by the research team

Figure no. 27 Respondent's perception with regards to the need of intensifying/ improving the helpdesk activities



■ Online Helpdesk
 ■ Individual meetings
 ■ Telephone/email
 ■ FAQs , website section

Source: Data processed by the research team

With regard to the helpdesk activities, potential beneficiaries noted the need to increase / improve individual communication channels (the largest share - 30% of respondents), but also the online helpdesk tool (28%), telephone / emails (22%) and frequently asked questions on the programme website (20%).

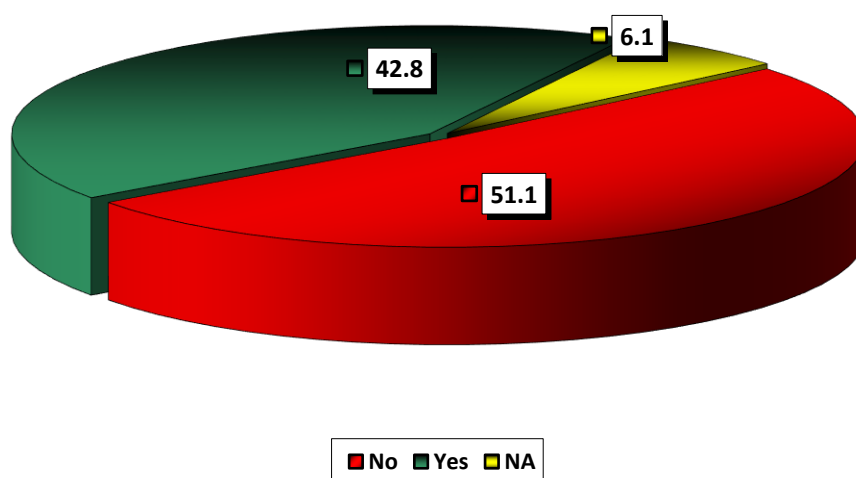
30. Skype account or the possibility of participating to video conferences

Table no. 37 Proportion of respondents having a Skype account or the possibility of participating to video conferences

	Percentage
No	51,1
Yes	42,8
NA	6,1
Total	100,0

Source: Data processed by the research team

Figure no. 28 Proportion of respondents having a Skype account or the possibility of participating to video conferences



Source: Data processed by the research team

By analyzing the answers provided by the participants to the survey, almost half of them (42.8%) posses a Skype user account or have the opportunity to participate in a video conference.

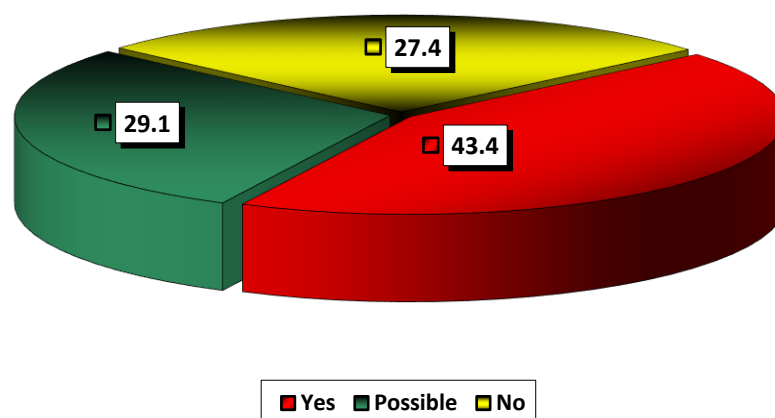
31. Availability to participate in future events (online interview or online focus group) for evaluating the communication and information activites of the Interreg V-A Romania-Hungary Programme

Table no. 38 Availability to participate in future events (online interview or online focus group) for evaluating the communication and information activites of the Interreg V-A Romania-Hungary Programme

	Percentage
Yes	43,4
Possible	29,2
No	27,4
Total	100,0

Source: Data processed by the research team

Figure no. 29 Availability to participate in future events (online interview or online focus group) for evaluating the communication and information activities of the Interreg V-A Romania-Hungary Programme



Source: Data processed by the research team

Most respondents (43.4%) want to participate in future events (online interview or online focus group) for evaluating the communication and information activities of the Interreg V-A Romania-Hungary Programme, while 29.1% of them take into account the possibility of participating in this type of activity.

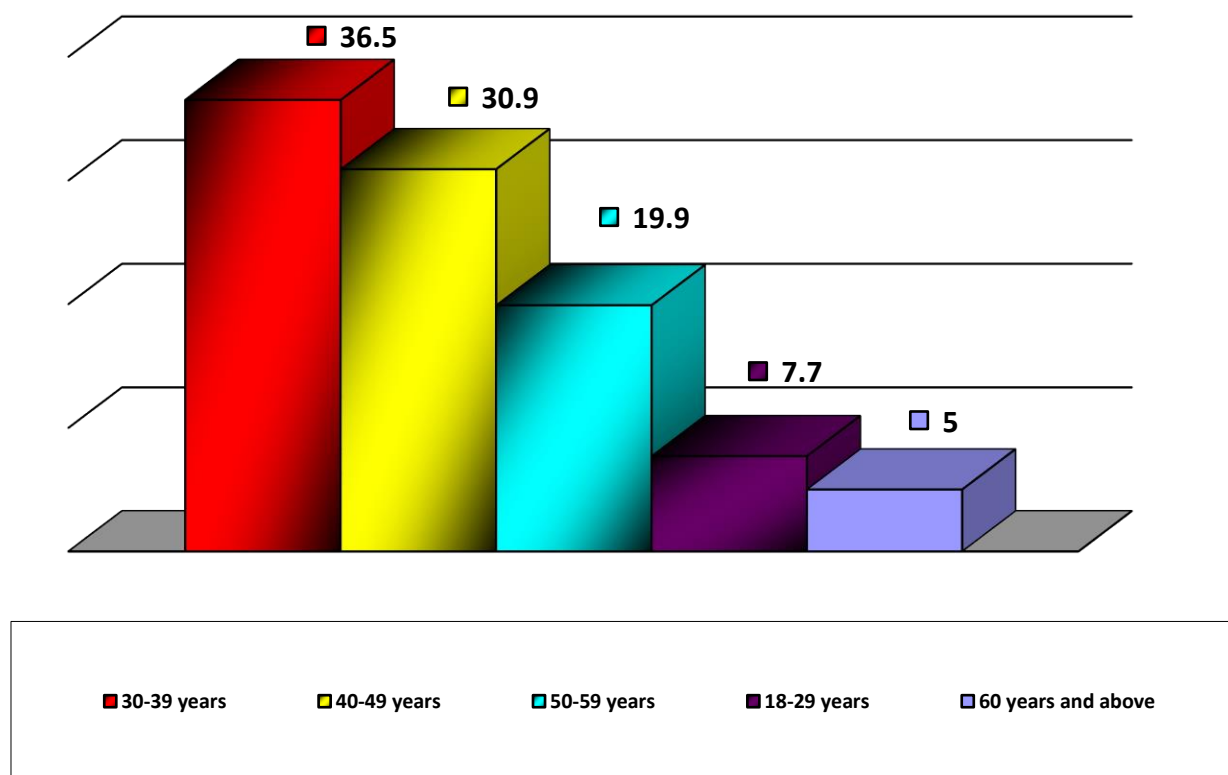
32. Age of respondents

Table no. 39 Age groups of respondents

	Percentage
30-39 years	36,5
40-49 years	30,9
50-59 years	19,9
18-29 years	7,7
60 years and above	5,0
Total	100,0

Source: Data processed by the research team

Figure no. 30 Age groups of respondents



Source: Data processed by the research team

The majority of respondents are aged 30-39 years (36.5%), followed by respondents aged 40-49 (30.9%). Respondents aged 50-59 and over 60 have a relatively small share of 19.9% and 5% respectively.

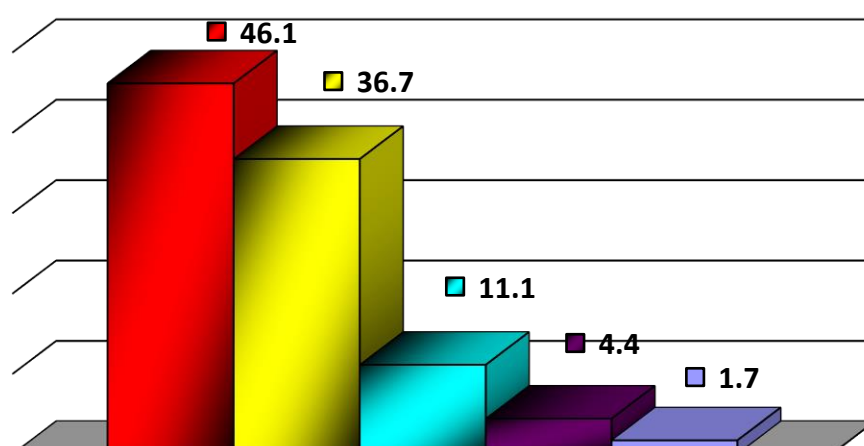
33. Education level of the respondents

Table no. 40 Education level of the respondents

	Percentage
Master studies	46,1
Bachelor studies	36,7
PHD studies	11,1
High – school studies	4,4
Other	1,7
Total	100,0

Source: Data processed by the research team

Figure no. 31 Education level



■ Master studies
 ■ Bachelor studies
 ■ PHD studies
 ■ High-school studies
 ■ Other

Source: Data processed by the research team

The highest share is represented by respondents with a high level of education, 46.1% graduating from master's degree studies, 36.7% bachelor studies, and 11.1% obtaining a PHD diploma. Of the respondents, only 4.4% have lower education, and 1.7% fall under the category of other studies such as college, university-state diploma, post-doctorate or short-term higher education.

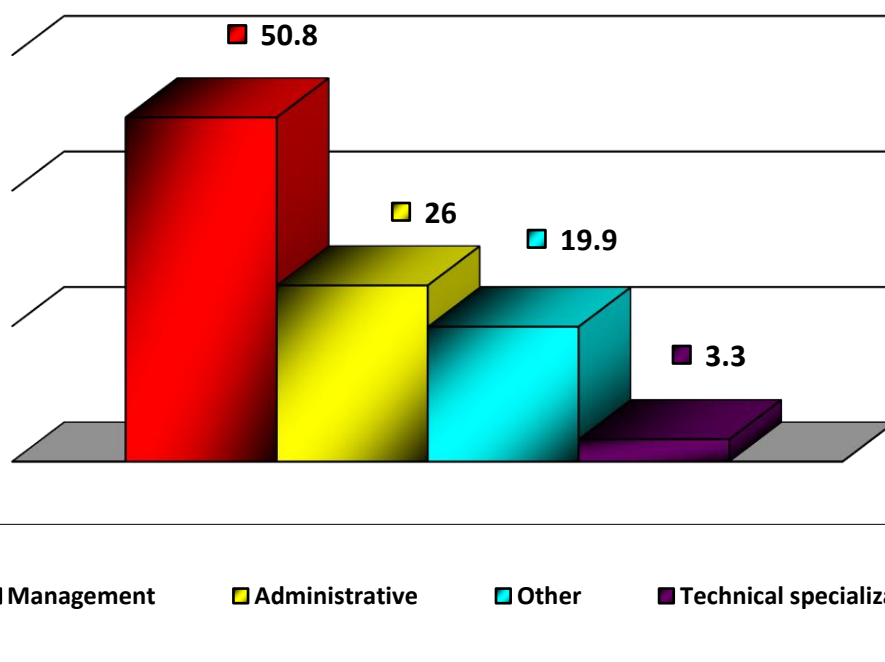
34. Position within the organization/ institution represented

Table no. 41 Position within the organization/ institution represented

	Percentage
Management	50,8
Administrative	26,0
Other	19,9
Technical specialization	3,3
Total	100,0

Source: Data processed by the research team

Figure no. 32 Position within the organization/ institution represented



Source: Data processed by the research team

Most respondents to the questionnaire occupy a managerial position (50.8%) within the institution and 26% fall into the administrative activities of the represented institution, while 3.3% represent the respondents with a technical specialization position. Respondents falling under the “Other” category (19.9%) include: mayor, teacher, cultural manager, assistant manager etc.