

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

## **ANNEX 2**

### **ANALYSIS REPORT OF THE QUESTIONNAIRES APPLIED AMONG THE MONITORING COMMITTEE MEMBERS OF THE OF THE INTERREG V-A ROMANIA- HUNGARY PROGRAMME**

---

1. The MC institutions and organizations participating in the survey .....	3
2. The extent to which the communication activities implemented at the level of the programme, so far, have contributed to achieving the objectives defined in the Communication Strategy: a. Facilitating the efficient communication flow at programme level .....	3
3. The extent to which the communication activities implemented at the level of the programme, so far, have contributed to achieving the objectives defined in the Communication Strategy: b. Ensuring an effective support for the applicants.....	4
4. The level of information in real time on the implementation stage of the programme .....	5
5. The extent to which the MC members were invited and participated in the promotion/information events organized within the programme.....	6
6. The extent to which all the information and supporting documents have been provided at the moment when the MC members were asked to make decisions in the context of the MC meetings/ of the written procedures of the MC.....	7
7. The level of consistency between the objectives of the Communication Strategy and the communication objectives of the programme (the extent to which the objectives are established in a realistic way/easy to be monitored, etc).....	8
8. The extent to which the Communication Strategy is considered to be complete (all types of information and communication activities are presented, detailed and planned) .....	9
9. Perception of the respondents about the usefulness of the evaluation of the communication activities carried out within the programme .....	10
10. The key aspect that should be detailed in the Evaluation Report on the Communication Activities. ....	11
11. The attractiveness level of the promotional materials (brochures, flyers, folders, agendas, etc) to promote the Interreg V-A Romania-Hungary Programme among the potential beneficiaries? .....	13
12. The extent to which the information about the Interreg V-A Romania-Hungary Programme provided through the information and promotion activities, support the beneficiaries to define and subsequently implement projects that create an impact .....	14
13. Topics considered not relevant during the workshops/seminars organized by the programme Authorities for the potential beneficiaries.....	15
14. Types of information considered relevant for the promotion of the Interreg V-A Romania-Hungary Programme.....	16
15. The extent to which the respondents use/own a Skype account and have the possibility to participate in a videoconference.....	17
16. The extent to which the respondents want to participate in future events (such as online interviews or focus groups) for the evaluation of the communication and information activities carried out in the Interreg V-A Romania-Hungary Programme .....	18

## 1. The MC institutions and organizations participating in the survey

*Number of valid answers: 13*

*Number of invalid answers: 0*

The questionnaire was applied among the representatives of the Monitoring Committee of the Interreg V-A Romania-Hungary Programme

Table no. 1      **The MC institutions and organizations participating in the survey**

<b>Institutions and organizations</b>
Agency for the Environmental Protection
Office of the Prime Minister
County Council Timiș
County Council Arad
County Council Satu Mare
County Foundation for Enterprises Development
Ministry of Foreign Affairs of Romania
Ministry of Internal Affairs
Ministry of Environment Romania
Ministry of Transport
Széchenyi Programme Office
Széchenyi Programme Office Nonprofit SRL
County Council Hajdú-Bihar

## 2. The extent to which the communication activities implemented at the level of the programme, so far, have contributed to achieving the objectives defined in the Communication Strategy: a. Facilitating the efficient communication flow at programme level

*Number of valid answers: 13*

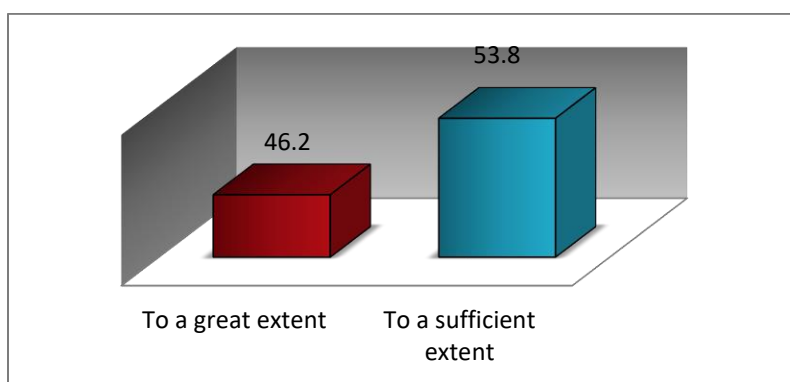
*Number of invalid answers: 0*

More than half of the respondents believe that the communication activities implemented at the programme level, so far, have greatly contributed to the achievement of the objectives defined in the Communication Strategy, namely to facilitate an effective communication at programme level (53,8%). The remaining of 46,2% of the respondents consider that the communication activities at the programme level have made a sufficient contribution in facilitating an effective communication within the programme.

Table no. 2     **The extent to which the communication activities implemented at the programme level have contributed to facilitating an effective communication**

Answer	Percentage
To a great extent	46,2%
To a sufficient extent	53,8%

Figure no. 1     **The extent to which the communication actions implemented at the programme level have contributed to facilitating an effective communication**



### 3. The extent to which the communication activities implemented at the level of the programme, so far, have contributed to achieving the objectives defined in the Communication Strategy: b. Ensuring an effective support for the applicants

*Number of valid answers: 13*

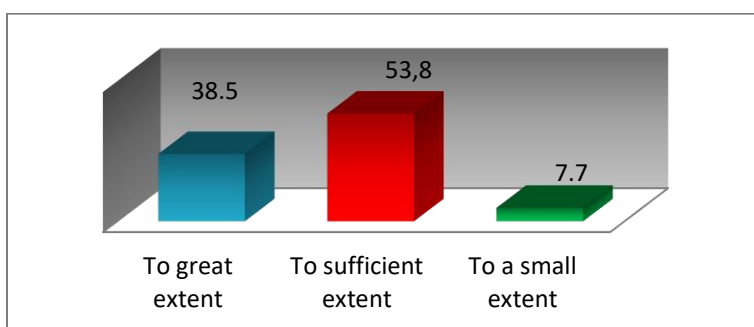
*Number of invalid answers: 0*

The majority of the respondents to the questionnaire consider that the communication activities implemented by the programme, so far, have contributed to a sufficient extent to provide effective support for the applicants (53,8%); 38,5% from the respondents believe that the communication activities have favored in a great extent the provision of an effective support for the applicants. The rest of 7.7% consider that the communication actions have favored the support of applicants only to a small extent.

**Table no. 3 The extent to which the communication actions implemented at programme level contributed to provide an efficient support for the applicants**

Answer	Percentage
To great extent	38.5
To sufficient extent	53.8
To a small extent	7.7
Total	100.0

**Figure no. 2 The extent to which the communication activities implemented at programme level contributed to provide an efficient support for the applicants**



#### 4. The level of information in real time on the implementation stage of the programme

Number of valid answers: 13

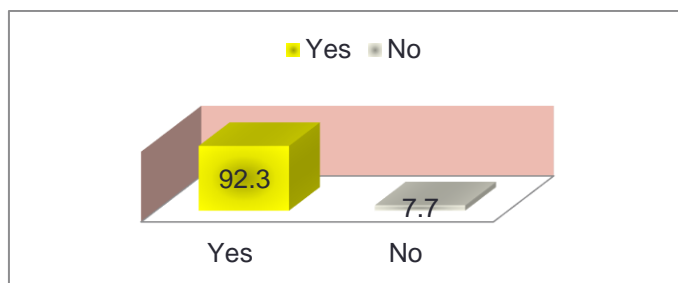
Number of invalid answers: 0

Based on the answers provided by the members of the Monitoring Committee through the questionnaires, it has resulted that most of the respondents receive information in real-time on the implementation stage of the programme, 92,3% of the respondents being permanently informed, while only 7,7% of them declaring they are not informed.

**Table no. 4 The level of information in real time on the implementation stage of the programme**

Answer	Percentage
Yes	92.3
No	7.7
Total	100.0

Figure no. 3    **The level of information in real time on the implementation stage of the programme**



## 5. The extent to which the MC members were invited and participated in the promotion/information events organized within the programme

Number of valide answers: 13

Number of invalid answers: 0

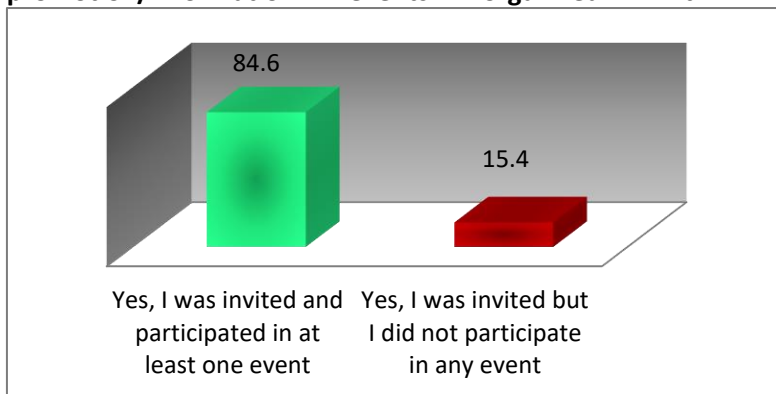
According to the answers provided by the respondents to the questionnaire, 84,6% of them were invited and participated in the promotion/information events organized within the programme.

The other 15,4% of the respondents, declared that they had been invited to events, but did not participate in any of the events organized.

Table no.5    **The extent to which the MC members were invited and participated in the promotion/information events organized within the programme**

Answer	Percentage
Yes, I was invited and participated in at least one event	84,6
Yes, I was invited but I did not participate in any event	15,4
Total	100.0

Figure no. 4 The extent to which the MC members were invited and participated in the promotion/information events organized within the programme



## 6. The extent to which all the information and supporting documents have been provided at the moment when the MC members were asked to make decisions in the context of the MC meetings/ of the written procedures of the MC

Number of valides answers: 13

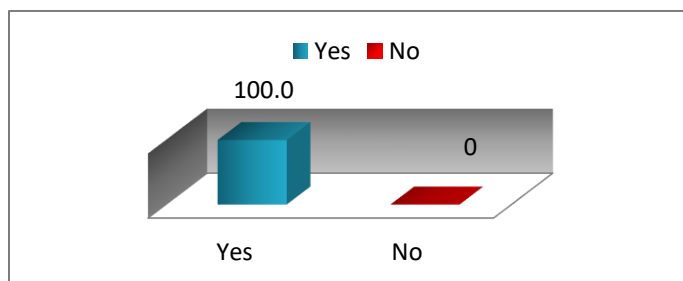
Număr invalid answers: 0

An important aspect outlined by the answers provided by the MC members is that all the respondents stated that they had all the information and supporting documents at the moment when the MC members were asked to make decisions in the context of the MC meetings/ of the written procedures of the MC.

Table no. 6 The extent to which all the information and supporting documents have been provided at the moment when the MC members were asked to make decisions in the context of the MC meetings/ of the written procedures of the MC

Answer	Percentage
Yes	100.0
No	0

Figure no. 5    **The extent to which all the information and supporting documents have been provided at the moment when the MC members were asked to make decisions in the context of the MC meetings/ of the written procedures of the MC**



## 7. The level of consistency between the objectives of the Communication Strategy and the communication objectives of the programme (the extent to which the objectives are established in a realistic way/easy to be monitored, etc)

*Number of valid answers: 12*

*Number of invalid answers: 1*

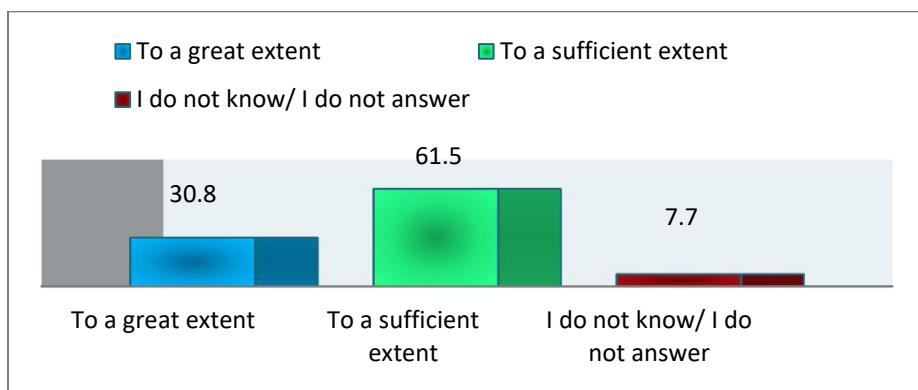
A percentage of 61,5% of the respondents believe that the objectives of the Communication Strategy correspond in a sufficient extent to the communication objectives of the programme (are established in a realistic way and are easy to be monitored, etc), while 30,8% of the respondents consider that the level of consistency between the Strategy and the communication objectives of the programme is very high. The rest of 7,7% of the respondents did not provide an answer in this regard.

Table no. 7    **The level of consistency between the objectives of the Communication Strategy and the communication objectives of the programme (the extent to which the objectives are established in a realistic way/easy to be monitored, etc)**

Answer	Percentage
To a great extent	30.8
To a sufficient extent	61.5
I do not know/ I do not answer	7.7



Figure no. 6    **The level of consistency between the objectives of the Communication Strategy and the communication objectives of the programme (the extent to which the objectives are established in a realistic way/easy to be monitored, etc)**



## 8. The extent to which the Communication Strategy is considered to be complete (all types of information and communication activities are presented, detailed and planned)

Number of valid answers: 11

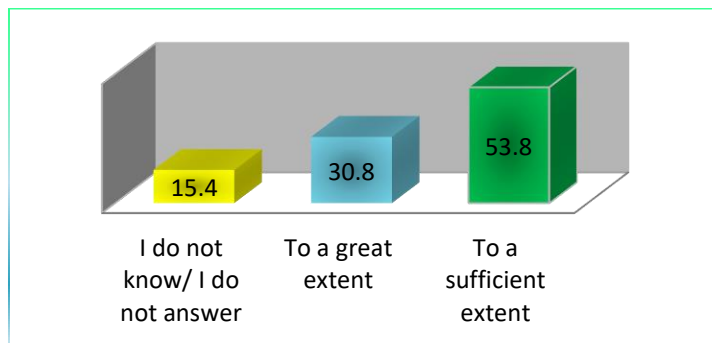
Number of invalid answers: 2

A great percentage of the respondents consider that the Communication Strategy is complete to a sufficient extent (53,8%), while 30,8% of them believe that the Communication Strategy is complete to a great extent, and the rest of 15,4% of respondents did not provide any answer.

Table no. 8    **The extent to which the Communication Strategy is considered complete (all types of information and communication activities are presented, detailed and planned)**

Answer	Percentage
To a great extent	30,8
To a sufficient extent	53,8
I do not know/ I do not answer	15,4
Total	100

Figure no. 7    **The extent to which the Communication Strategy is considered complete (all types of information and communication activities are presented, detailed and planned))**



## 9. Perception of the respondents about the usefulness of the evaluation of the communication activities carried out within the programme

Number of valid answers: 13

Number of invalid answers : 0

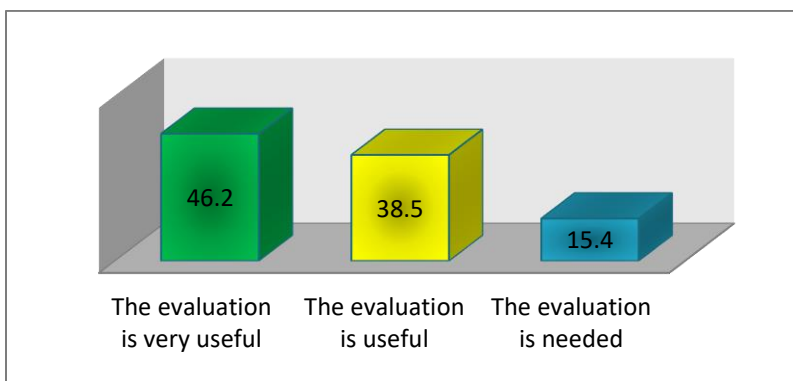
More than half of the respondents (46,2%) believe that the evaluation is very useful and that it will generate conclusions and recommendations that could be later integrated into the Communication Strategy of the programme; 38,5% of the respondents consider that the evaluation is useful to understand the perception of the stakeholders involved in the implementation of the programme, but the main action lines in the communication field have been already defined and established in the Communication Strategy, while 15,4% of the respondents believe that the evaluation is needed, and that the conclusions and recommendations formulated will be analyzed considering the opportunity to integrate them into the Communication Strategy of the programme.

Table no. 9    **Perception of the respondents about the usefulness of the evaluation of the communication activities carried out within the programme**

Answer	Percentage
The evaluation is very useful, it will generate conclusions and recommendations that will be later integrated into the programme Communication Strategy	46,2
The evaluation is useful, the conclusions and recommendations formulated will be analyzed considering the opportunity to integrate them into the Communication Strategy of the programme	38,5
The evaluation is needed to understand the perception of the stakeholders involved in the implementation of the programme, but the main lines of action in the field of	15,4

Answer	Percentage
communication have already been defined and set out in the Communication Strategy	
Total	100

Figure no. 8 Perception of the respondents about the usefulness of the evaluation of the communication activities carried out within the programme



## 10. The key aspect that should be detailed in the Evaluation Report on the Communication Activities

Number of valid answers: 13

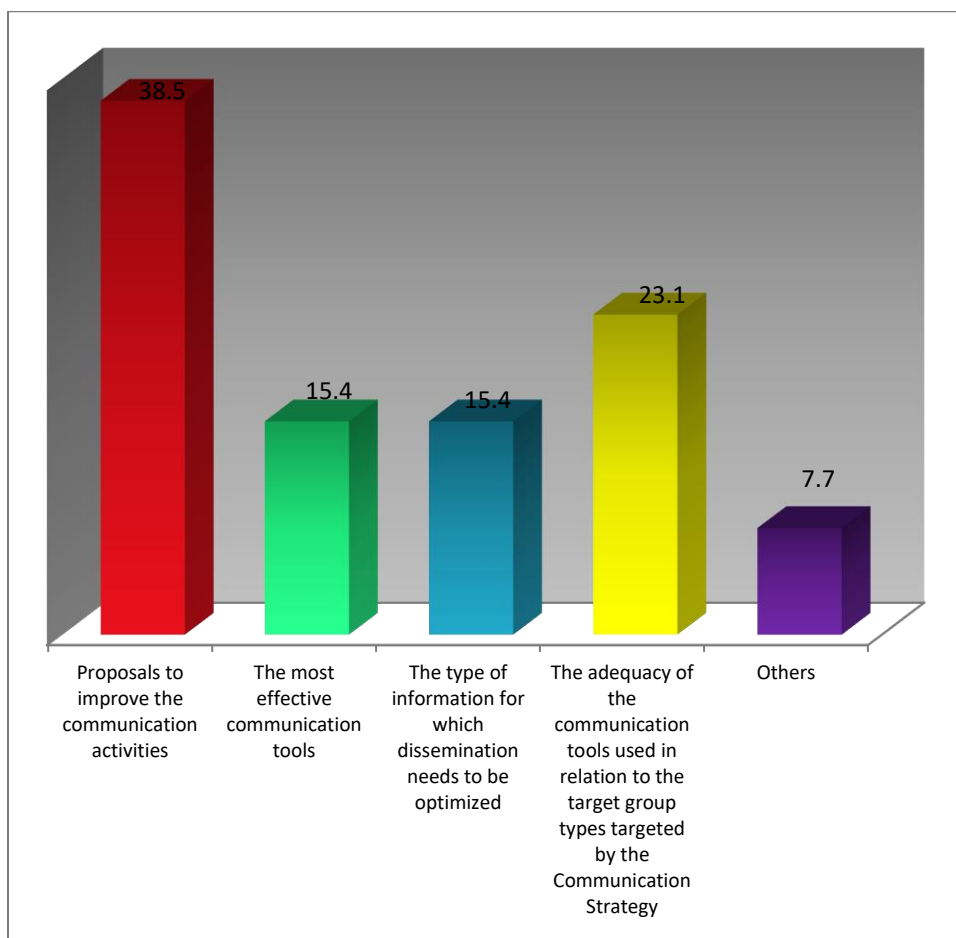
Number of invalid answers: 0

A majority of respondents believe that the Evaluation Report of the communication activities should particularly include and detail suggestions for improving the communication activities (38,5% of the respondents). A percentage of 23,1% of the respondents consider that the key aspect that should be detailed in the Evaluation Report on the Communication Activities refer to the type of information for which the dissemination should be made in a more efficient way. The other respondents consider that the Report should focus on the most effective communication tools (15,4%), as well as the adequacy level of the communication tools used for each type of target groups aimed by the Communication Strategy (15,4%), while 7.7% of respondents chose the answer "Others", considering to be essential the application of a survey among the regulatory and control institutions.

**Table no. 10 The opinion of the respondents on the key aspect that should be detailed in the Evaluation Report on the Communication Activities**

Answer	Percentage
Proposals to improve the communication activities	38.5
The most effective communication tools	15.4
The type of information for which dissemination needs to be optimized	23.1
The adequacy of the communication tools used in relation to the target group types targeted by the Communication Strategy	15.4
Others	7.7
Total	100

**Figure no. 9 The opinion of the respondents on the key aspect that should be detailed in the Evaluation Report on the Communication Activities**



## 11. The attractiveness level of the promotional materials (brochures, flyers, folders, agendas, etc) to promote the Interreg V-A Romania-Hungary Programme among the potential beneficiaries?

Number of valid answers: 13

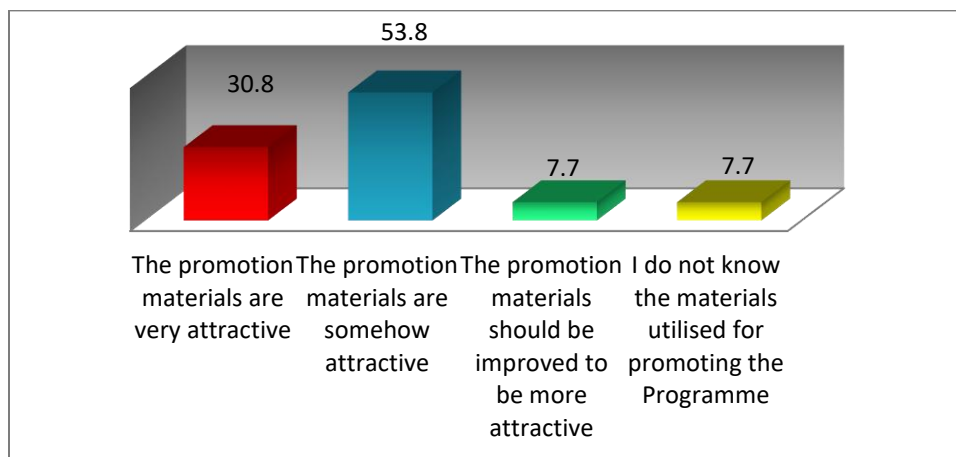
Number of invalid answers: 0

The materials used to promote the Interreg V-A Romania-Hungary Programme among the potential beneficiaries are considered by respondents to be somehow attractive (53,8%) and very attractive (30,8%). A percentage of 7,7% of the respondents believe that the materials should be improved in order to be more attractive, while another 7.7% of respondents are unaware of the materials used to promote the programme.

Table no. 11 The attractiveness level of the promotional materials (brochures, flyers, folders, agendas, etc) to promote the Interreg V-A Romania-Hungary Programme among the potential beneficiaries

Answer	Percentage
The promotion materials are very attractive	30.8
The promotion materials are somehow attractive	53.8
The promotion materials should be improved to be more attractive	7.7
I do not know the materials utilised for promoting the programme	7.7
Total	100.0

Figure no. 10 The attractiveness level of the promotional materials (brochures, flyers, folders, agendas, etc) to promote the Interreg V-A Romania-Hungary Programme among the potential beneficiaries



## 12. The extent to which the information about the Interreg V-A Romania-Hungary Programme provided through the information and promotion activities, support the beneficiaries to define and subsequently implement projects that create an impact

Number of valid answers: 11

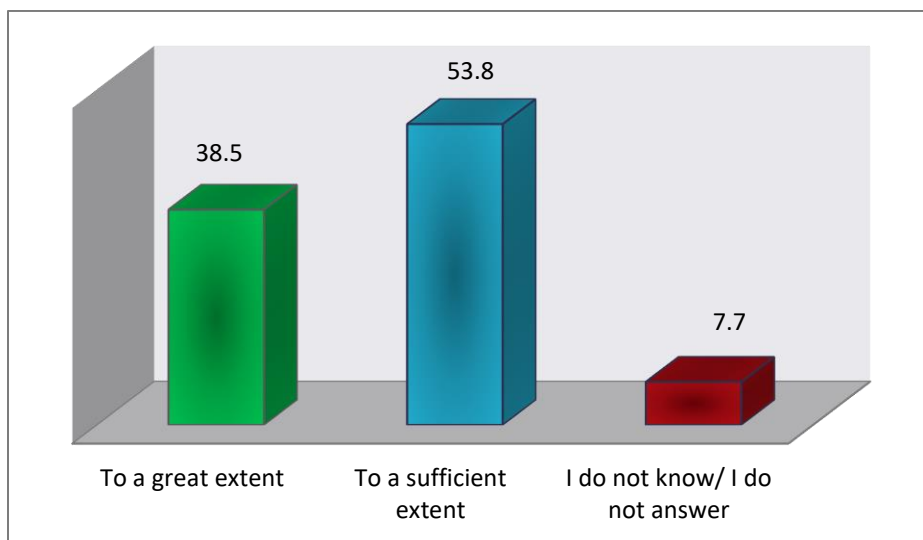
Number of invalid answers: 2

The majority of the respondents consider that the information provided about the Interreg V-A Romania-Hungary Programme through the information and promotion actions, support in a great extent ( 38,5%) and in o sufficient extent (53,8%) the potential beneficiaries in defining and subsequently implementing projects that can create an impact. Moreover, a percentage of 7,7% from the respondents answered that they do not know or do not want to answer to this question.

Table no. 12 The extent to which the information about the Interreg V-A Romania-Hungary Programme provided through the information and promotion activities, support the beneficiaries to define and subsequently implement projects that create an impact

Answer	Percentage
To a great extent	38.5
To a sufficient extent	53.8
I do not know/I do not answer	7.7
Total	100.0

Figure no. 11 The extent to which the information about the Interreg V-A Romania-Hungary Programme provided through the information and promotion activities, support the beneficiaries to define and subsequently implement impactful projects



### 13. Topics considered not relevant during the workshops/seminars organized by the programme authorities for the potential beneficiaries

Number of valid answers: 10

Number of invalid answers: 3

In the opinion of most respondents, the topics that should be addressed during the seminars are the use of the eMS system, with a percentage of 30,8%, as well as the eligibility of the expenditures 15,4% of the respondents). 23,1% of the respondents did not answer this question

Table no. 13 Topics which should be addressed during the workshops/seminars organized by the programme authorities for the potential beneficiaries

Answer	Percentage
Programme indicators and indicators defined in the projects	7.7%
Eligible expenditures	15.4%
eMS	30.8%
Tools that facilitate the communication between cross-border partners	7.7%
Case studies and lesson learnt from the implementation of the previous	15.4%

Answer	Percentage
projects	
I do not know/ I do not answer	23.0%

#### 14. Types of information considered relevant for the promotion of the Interreg V-A Romania-Hungary Programme

Number of valids answers: 13

Number of non answers: 0

The majority of the respondents(46,2%) consider that, to promote the Interreg V-A Romania-Hungary Programme it is essential for the potential beneficiaries to be informed about the launched calls for proposals, as well as to receive information on the types of funded activities, eligibility conditions of the beneficiaries, timing of submitting the projects. A significant percentage of respondents (30,8%) believe that an adequate promotion of the programme should be based on the dissemination of the results and the impact of the implemented projects.

Table no. 14 **Types of information considered relevant for the promotion of the Interreg V-A Romania-Hungary Programme**

Answer	Percentage
Project submitted, contracted and under implementation	15,4
Project results and their impact	30,8
Call for proposals (type of funded activities, eligibility conditions, timing of submission)	46,2
Examples of pilot projects implemented	7,7
Total	100.0



## 15. The extent to which the respondents use/own a Skype account and have the possibility to participate in a videoconference

Number of valid answers: 11

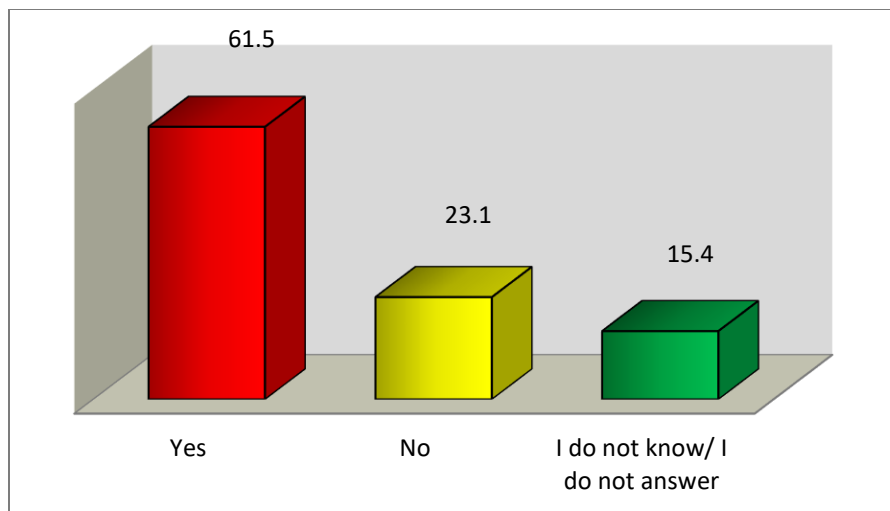
Number of invalid answers: 2

More than half of the respondents provided a positive answer (61,5%) to the possibility to participate in a videoconference, while 23,1% declared that they do not have a Skype account and do not have the possibility to participate in such an event. A percentage of 15,4% of the respondents did not to this specific question.

Table no. 15 The extent to which the respondents use/own a Skype account and have the possibility to participate in a videoconference

Answer	Percentage
Yes	61.5
No	23.1
I do not know/ I do not answer	15.4
Total	100.0

Figure no. 12 The extent to which the respondents use/own a Skype account and have the opportunity to participate in a videoconference



## 16. The extent to which the respondents want to participate in future events (such as online interviews or focus groups) for the evaluation of the communication and information activities carried out in the Interreg V-A Romania-Hungary Programme

Number of valid answers: 13

Number of invalid answers: 0

The greatest part of the respondents answered affirmative (61.5%) to the invitation to participate in future events for the evaluation of the communication and information activities of the Interreg V-A Romania-Hungary Programme, while a percentage of 23.1% indicated that they might be involved. Furthermore, a percentage of 15.4% of the respondents provided a negative answer, declaring that they are not interested in participating in future events for the evaluation of the communication and information activities of the programme.

Table no. 16 The extent to which the respondents want to participate in future events (such as online interviews or focus groups) for the evaluation of the communication and information activities carried out in the Interreg V-A Romania-Hungary Programme

Answer	Percentage
Yes	61.5
No	15.4
Maybe	23.1
Total	100.0

Figure no. 13    **The extent to which the respondents want to participate in future events (such as online interviews or focus groups) for the evaluation of the communication and information activities carried out in the Interreg V-A Romania-Hungary Programme**

