

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

## **ANNEX 3**

# **REPORT OF THE INTERVIEWS**

## **HELD WITH POTENTIAL BENEFICIARIES OF THE PROGRAMME**

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# Context

The objectives of the interviews organized within the contract "*Evaluation of the communication activity in order to support the potential beneficiaries of the Interreg V-A Romania-Hungary Programme*" were:

- a. **Assessing the degree of satisfaction towards the programme's functioning** and the responsibilities of the managing **structures**, involved in the implementation of the programme (Managing Authority and Joint Secretariat), comparing the results obtained in the **eligible area of the programme**, highlighting the following aspects:
  - i. specific issues about the implementation of projects raised by potential beneficiaries during the information sessions
  - ii. positive situations and support measures provided by the structures responsible for the implementation of the programme (MA, JS), in relation to project implementation
  - iii. the type and degree of detail of the information provided
  - iv. the degree of transparency of those structures with regards to implementation
- b. Identifying ways to optimize the contracting and implementation process of the programme (suggestions on project implementation, simplification of contracting procedures, project monitoring, etc.)
- c. **Identification of preferred information channel**
- d. **Identifying the type of information** that direct beneficiaries want to receive during future information and communication activities carried out by the structures involved in the management of the programme
- e. Developing a **set of recommendations** for the review of the Communication Strategy of the Interreg V-A Romania-Hungary Programme
- f. **Identifying the opinion on the category of information needed to ensure an impact project: if existed, how far this information could be transposed by potential direct beneficiaries at the level of funding proposals.**

The analysis of the qualitative data (results from interviews) was done through the classical method of comprehensive analysis that ensures a high degree of validity and fidelity of the final results while maintaining the specific character of "understanding and explanation" provided by the qualitative methodology.

ACZ Consulting has conducted 20 interviews with potential beneficiaries of the programme, as it follows:

- 12 interviews in Romania, 3 for each of the 4 eligible counties. In each county, an interview was organized with a potential beneficiary - local public authority, NGO, other category of beneficiaries, etc.
- 8 interviews in Hungary, for each of the 4 eligible counties, with representatives of local public authorities (4 interviews), representatives of non-governmental organizations (2 interviews), representatives of other categories of eligible beneficiaries (2 interviews).

The list of potential beneficiaries who participated in the interviews was agreed with the Contracting Authority prior to the planning of the interviews, or during their organization, according to the specificity of each situation.

The list of potential beneficiaries participating in the interviews is presented below:

Number	Potential beneficiary	County from the eligible area of the programme	The potential beneficiary category
1	County Council Arad	Arad	Public authority
2	ASSOC Association	Arad	NGO
3	Faculty of Economic Sciences of "Aurel Vlaicu" University of Arad	Arad	Other category of beneficiary
4	Municipality of Drăgănești Commune	Bihor	Public authority
5	A.P.P.A.R. Association	Bihor	NGO
6	University of Oradea	Bihor	Other category of beneficiary
7	Municipality of Pișcolt Commune	Satu Mare	Public authority
8	PAX Association	Satu Mare	NGO
9	Roman Catholic Bishopric	Satu Mare	Other category of beneficiary
10	Municipality of Lugoj City	Timiș	Public authority
11	County Youth Foundation	Timiș	NGO
12	Polytechnic University of Timisoara	Timiș	Other category of beneficiary
13	Water Management Directorate Superior Tisa Nyregyhaza	Szabolcs-Szatmár-Bereg	Public authority
14	Chamber of Commerce and Industry Szabolcs-Szatmár-Bereg Nyregyhaza	Szabolcs-Szatmár-Bereg	NGO

Number	Potential beneficiary	County from the eligible area of the programme	The potential beneficiary category
15	Municipality of Teglas City	Hajdú-Bihar	Public authority
16	Municipality of Bekescsaba City	Bekes	Public authority
17	Körös Valley Nature Park Association	Bekes	NGO
18	Magyarországi Román Ortodox Egyházmegye	Bekes	Other category of beneficiary
19	Municipality of Csongrad	Csongrad	Public authority
20	GEA MEDIA Nonprofit Kft.	Csongrad	NGO

## Main findings of the interviews

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### **a. Information resulted from the assessment of the satisfaction degree related to the way the programme operates**

#### *i. specific issues raised by potential beneficiaries about the implementation of projects during the information sessions*

Considering the current state of implementation of the programme (implementation of the projects has not started yet), the information sessions organized by the programme authorities mainly approached issues related to the preparation and submission process of the grant application. The interviews concluded that the respondents are pleased and consider the information sessions organized as being very useful in supporting the implementation of project ideas, taking into account the topics addressed, namely the calls for proposals launched and the sources of financing available for projects.

In general, no differences were identified in the organization of the communication activities in 2017, compared to 2016. The main potential problem identified by the respondents in relation to the project implementation stage is related to the project budget, especially the way of completing at the level of eMS. According to the results of the interviews, most types of eligible beneficiaries (except NGOs) have no experience of using the eMS platform, either because they have not yet submitted projects within the programme or because the funding applications have been developed by specialized consultants or consider using the platform as complicated. The potential beneficiaries reported some difficulties in identifying partners, but this is only applicable to those who did not implement partnership projects in the previous programming period; in general, partnerships with a common experience in the successful implementation of various projects in the previous programming period are also being reconstituted in the current period for the development and implementation of new projects.

#### *ii. positive situations and support measures provided by the structures responsible for implementing the programme (MA, JS), in relation to the implementation of the projects*

Considering the current state of implementation of the programme (implementation of projects has not started yet), the support measures implemented by the programme authorities perceived by the potential beneficiaries of the programme mainly concern the provision of information and clarifications necessary for the preparation of the projects. There were not encountered major difficulties in accessing information about the programme, taking into account the continued involvement of programme authorities, notably the Joint Secretariat, to answer all the questions from potential beneficiaries in writing, by e-mail or by telephone, in due time.

Regarding the positive situations identified, the sessions for generating ideas and the individual discussions held within this sessions, between JS representatives and potential beneficiaries, are particularly appreciated. Another positive element is represented by the system of indicators, the way they are calculated and the established targets being clear and showing significant improvements, compared to the previous program.

As a support measure provided by the authorities responsible for the implementation of the programme in relation to the implementation of the projects and simplifying the administrative tasks of the beneficiaries, during this programming period, the submission, implementation and monitoring of the projects financed through the European Programmes for Cross-Border Cooperation is achieved through a single electronic platform called eMS. An additional measure implemented by JS in order to facilitate the establishment of partnerships for the submission of projects is the creation of the online search for potential partners available on the programme's website, as well as the organization of forums for identifying potential partners, as part of the field communication activities.

### *iii. the type and degree of detail of the information provided*

The type and the degree of detail of the information provided by the programme managing authorities was appreciated by the respondents to the interviews, considering the communication activities implemented prior to the closure of calls for proposals (events, information sessions and helpdesk services)

The questions addressed to JS by the respondents to interviews were mainly about resolving some uncertainties about the Applicant's Guideline, these being the types of information requested from the programme managing authorities. The online helpdesk is operated by JS via Skype, but the potential beneficiaries generally do not use this option to ask questions. In general, the Skype and the Facebook account of the programme are not accessible to local public authorities due to the existence of some restrictions for public institution in relation to acquiring certain programs or accessing certain websites on the work computers. Thus, in order to facilitate the public access to online communication with JS in real time, it was suggested to install a livechat application (a plug-in that can be installed by the website administrator) that works directly on the official website of the programme. Most respondents have received relevant information about the programme using online means, and not through printed information and promotion materials.

Regarding the degree of detail of the information provided by the programme authorities, the content of the answers provided by the JS to the questions of the potential beneficiaries was generally considered as being appropriate and the replies were received in a short amount of time, but there were also cases in which JS's responses have had a more general answer in terms of the information transmitted. Within the information events organized by JS and MA, there were addressed both general topics regarding the nature of interventions funded by the programme, as well as specific subjects regarding the launch of calls for proposals. In addition, project generating

ideas were organized, in which the potential beneficiaries have had bilateral detailed discussions with JS representatives on specific project ideas, and have also clarified some unclear aspects.

From the perspective of the degree of detail of the information provided, the Applicant's Guideline has been generally regarded as a relatively complex document since it may refer to several different investment priorities in terms of the subject of the funding (eg the Applicant's Guideline for the second call for proposals related to IP 6 / b, IP 7 / c, IP 11 / b). Also, a series of essential information for the project development is also found in the annexes of the Applicant's Guideline, the importance assigned to them indicating the need to include that information in the main content of the Guideline, so that they can be identified and analyzed more easily by the potential beneficiaries to prepare a financing request (for example, the information in the Factsheets). Difficulties in understanding the Applicant's Guideline may also arise from language differences (all of the Programme's documents are in English, while the native languages of the potential beneficiaries are Romanian or Hungarian). Thus, the potential beneficiaries would appreciate that some essential information (eg those included in the Factsheet of each investment priority) should also be available in Romanian and Hungarian.

In general, it is considered that the information made available to potential beneficiaries through the published documents and the promotional tools used is sufficient to understand the overall concepts of the project implementation mechanism.

#### *iv. the degree of transparency of the structures involved, related to the implementation process*

Taking into account the current stage of implementation of the programme (the implementation of the projects has not started yet), the degree of transparency of MA and JS was appreciated by the potential beneficiaries only in relation to the preparation stage of the application, as well as the period after the submission of the financing request. At the stage of preparation of the financing request, the degree of transparency of the structures with attributions in the implementation of the programme is appreciated as being adequate, the information being made available to all potential beneficiaries interested through the programme's website as a means of information, universally used by all participants in the interviews. Following the stage of the submission of the financing request and the closure of the call for proposals, it was pointed out that the applicants no longer have access to information regarding the respective call for proposals, from which point it is useful to provide statements on the number of submitted projects, by counties, by types of beneficiaries; the value of the budget of the submitted projects, etc.

#### **b. Information related to Identifying ways for optimizing the process of contracting and implementing the programme**

The main element highlighted in the interviews on the optimization of the submission and contracting process is related to the planned timetable for the calls for proposals. As the potential beneficiaries targeted by the programme fall mainly in the category of public administrations and institutions, it is recommended that the deadlines for the call for proposals to be planned in periods

that do not overlap with the public-sector holiday periods (example: August, December, around the legal holidays); also, in order to allocate sufficient time for the preparation of a project (identifying the partners, collecting the necessary documents, writing the application for funding), it is recommended that the information related to any call for proposals and the related guideline, to be elaborated about 2 months before its launch.

As well, in the opinion of the respondents to the interviews, the optimization of the submission and contracting processes could also be achieved by customizing the Applicants' Guidelines on each Investment Priority. Regarding the optimization of the project implementation process, taking into account that a part of the beneficiaries encounters difficulties in ensuring the cash flow within the project, the respondents to the interviews considered useful to introduce the payment request mechanism or increase the pre-financing percentage granted.

Last but not least, the representatives of NGOs participating in the interviews signaled the importance of publishing corrigendum of the programme documents in a timely manner in the discussions with the evaluation team, so that the modifications or updates made could be consulted and assumed by to the entities over which that change produces a certain impact / change. Considering, in particular, the Applicant's Guideline, it is recommended that the changes / updates made in relation to a particular call for proposals to be made no later than two weeks before the deadline submitting the financing requests.

### **c. Preferred channels of information**

As a result of the interviews performed, there was collected qualitative information, from the respondents, related to their preferred channels for receiving information (direct potential beneficiaries of the programme), all interviewees having a high level of knowledge of all types of information channels used by the programme authorities in their information and communication activities (information events, publications, online communication, help desk activities, etc.). The respondents have also indicated that they were actively involved in the communication activities carried out by the programme structures, positively appreciating the support and involvement of the Joint Secretariat in activities of this type. Moreover, all the interviewed beneficiaries stated that the information regarding the Interreg V-A Romania-Hungary Programme is continuously and regularly provided by JS representatives, or in the form of online information (using the website, the newsletter, information through e-mails, etc.) or are transmitted during the events organized for the potential beneficiaries (information sessions, project generation sessions, etc.).

Related to the most impacting information and communication tools used in the period 2015-2017, the general opinion is that the most effective are online tools (newsletters, the programme's website, e-mails), which have a high degree of accessibility, attractiveness, and promptness. This type of tool is preferred by all participants in interviews, being considered a mean where the information can be widely spread, providing information much faster and in real time. In what



concerns the printed and information materials (flyers, infographics), they are considered appropriate, but their utility and efficiency are lower compared to online tools.

At the same time, the interviews have identified the areas in which the communication activity can be improved, and have provided recommendations from the potential beneficiaries of the programme, presented as it follows:

- *Information events:*
  - Because the most useful part of these events is considered to be the final session of questions and answers, it is recommended to continue to allocate significant time for such interactions between potential beneficiaries and the structures involved in managing the programme.
  - In order to increase the degree of interactivity of information and communication sessions, it is recommended that in the future (after the implementation and completion of the first projects) the beneficiaries are directly involved in the information events, possibly by presenting those successful projects, good practice cases, in order to disseminate some positive results of the projects and the programme.
- *Publications:*
  - The publications drafted by the programme are considered as being an advertising tool with a limited degree of efficiency, compared to the online tools. This kind of publications should not be used and distributed only at meetings, but they could also be transmitted via couriers to all entities existing in the programme authority database.
  - It is also recommended that the publications are transmitted mainly by electronic means, in order to increase the efficiency of distribution and coverage of target groups as much as possible.
- *Online communication:*
  - The programme's website is a very useful information tool, but the general perception is that it could become more dynamic (the presentation of succinct and interactive infographics, indicating all the funding opportunities, presentation of materials with key-elements in order to attract more visitors). It is also recommended to publish information on the website that is of high interest to the potential beneficiaries: publication of the list of projects that have been funded, as well as those submitted which have not been evaluated (should be made public a hierarchy of projects that have received funding, as well as their score); the existence on the programme's website of a section in which all the public procurement procedures launched by the beneficiaries of the programme are published, etc.
  - Referring to the Partner Search Tool, it is considered as being useful to have a profile / CV of each institution, that would allow a connection to other projects developed

by each partner, considering that these reference elements are necessary for selecting partners.

- Regarding the Facebook page of the programme, it is considered that the way the information is displayed is useful, the attractiveness of the information is high, the pictures are attractive, but this tool is not necessarily intended for interactivity purposes, which is why it is recommended that it does not contain technical content. This recommendation comes as a result of the fact that some of the respondents interviewed (eg representatives of the public authorities) said they did not use the Facebook page to identify information about the programme.
  - The eMS platform is in itself an improvement to the programme and its management. However, the instructions for the use of eMS would be more useful if they were displayed in a more interactive way (such as tutorial clips). Also, considering the complexity and novelty of using this electronic platform, it is considered necessary to increase the frequency of organizing training sessions on this matter.
- *Helpdesk activity:*
    - The helpdesk activity should be carried out online, and it is recommended for this to take place in the form of live sessions, by creating an application on the programme's webpage.

#### **d. The type of information that the direct potential beneficiaries want to receive in the future information and communication activities, carried out by the structures involved in the management of the programme**

In general, the participants of the interviews have shown a high level of satisfaction related to the information disseminated by the structures involved in the management of the programme and consider that they are sufficient and appropriate for potential beneficiaries interested in submitting and implementing projects within the programme.

However, the potential beneficiaries interviewed formulated a set of recommendations on the types of information that they consider necessary to be transmitted in the future information and communication activities, indicating when this information is needed by the beneficiaries who want to submit projects. Thus, at the moment of identifying partners, it is very useful to support the authorities of the programme in the process of constantly informing about the project ideas developed by the potential beneficiaries, which will facilitate the interaction between the entities pursuing the same objectives and having common purposes.

The information considered as necessary by the potential beneficiaries in the stage of drafting and preparing the projects are related to: timetable for launch sessions, deadlines for submission of projects, information on eligibility of expenditure, possible changes to the Applicant's Guidelines and their documents, and so on. It is therefore extremely relevant that these changes are transmitted by

the programme structures, using all communication channels (especially through emails sent by JS and through newsletter), so as to ensure that stakeholders are properly informed about projects.

It is also recommended to provide information for the potential beneficiaries between the submission and contracting phases, by providing a detailed status of projects submitted by counties and by types of beneficiaries (possibly in the form of infographics), as well as providing information on the status and results of the completed evaluations and the scores obtained, aspects that will contribute to the increase of transparency in the implementation of the programme.

In order to transmit information of interest to each category of beneficiaries, it is recommended to orientate the information and communication on the specificity of each type of potential beneficiary, including the organization of information sessions addressed to a homogeneous target group.

#### **e. Recommendations to review the Communication Strategy of the Interreg V-A Romania-Hungary programme**

The Communication Strategy of the Interreg V-A Romania-Hungary Programme is well known by the participants to the interviews, which they consider to be an appropriate strategic tool for the information and communication needs of the Programme. This result is fully justified by the fact that the Communication Strategy is a document for the authorities of the programme, and potential beneficiaries cannot offer pertinent opinions on this strategic document.

#### **f. Information needed for ensuring an impactful project**

The potential beneficiaries interviewed believe that for the implementation of a territorial impactful project it is necessary that elements such as the common nature of the activities and the importance of ensuring sustainability are clearly presented, both for the results of the project and for the partnership. Other information considered necessary to ensure the impact on implemented projects concerns:

- Specific needs identified through studies or analyzes across different areas and localities in the eligible area of the programme as the impact only occurs if the project addresses the needs of more than one beneficiary and if these needs are properly identified and real
- Presentation of some project types or ideas that could bring improvements at local / regional / national level.
- Template for financing request, containing the key points that are scored in the technical and financial evaluation stage.
- Information about changes in the Applicant's Guideline or any other changes occurred after launching a call for proposals, presented in a timely manner before the submission deadlines;
- Information on the delay in the submission of financing requests if such situations arise.
- Information on the types of eligible activities, eligible expenditure, and payment method for expenditures, etc.
- Code of good practice in project implementation.
- Information on successful project ideas and / or failure.



# Interview reports

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## 1. Interview Report - Arad County Council

*The interview was conducted with the representative of the **Arad County Council**, as potential beneficiary of the Interreg V-A Romania-Hungary Programme (participant to the project ideas generation sessions).*

*Category of potential beneficiary: Public Authority*

*Locality of the potential beneficiary: Arad*

*Date and time of the interview: 12.09.2017, 09:00*

*Purpose of the meeting: to collect qualitative information in order to assess the impact of the communication activities carried out within the Interreg V-A Romania-Hungary Programme.*

### **a. Assessing the degree of satisfaction towards programme's functioning**

- *The Arad County Council was the recipient of two projects under the previous programme, as partner alongside an institution from Budapest. Also, the Arad County Council has submitted for funding a project within the Interreg V-A Romania-Hungary Programme.*
- *The Respondent considers briefly the information provided by the Managing Authority and the Joint Secretariat (JS) regarding the Interreg V-A Romania-Hungary Programme and the opportunities offered by it. Also, the respondent positively appreciates the relationship maintained between JS and the beneficiaries, the existence of an office in each county and the balance between the categories of potential beneficiaries participating in the information and communication events.*
- *The representative of the County Council of Arad appreciates the information regarding the Interreg V-A Romania-Hungary Programme as attractive and useful.*
- *The Arad County Council addressed questions to the programme in writing, only in the implementation phase of the project implemented by Hu-Ro CBC Programme, for which it received useful and detailed answers. The respondent was pleased with the responses received from the programme's management structures, which were explicit and received in due course.*

### **b. Identification of ways to optimize the contracting and implementation process of the programme**

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### **c. Identification of preferred information channel**

- *The respondent considers that the participation of potential beneficiaries in the Forum for Partner Identification is balanced.*
- *The representative of the Arad County Council considers that the eMS training sessions are useful, considering the problems encountered by the applicants regarding the submission of information and documents on the platform and the technical errors that may arise.*
- *The respondent appreciates that the publications elaborated within the programme are well done.*
- *The respondent declares that he accesses and consults the programme's website on a daily basis and he considers it attractive.*
- *The respondent frequently visits the Facebook page of the programme, considering useful the published news.*
- *The respondent positively appreciates the communication through the emailing / newsletter.*

### **d. Identifying the type of information that potential direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *According to the opinion of the Arad County Council representative, the information that the potential direct beneficiaries want to receive in the future information and communication activities refers to:*
  - *Calendar for launch sessions*
  - *Deadlines for submitting the projects*
  - *Aspects that led to project rejection*
- *The respondent recommends a better visibility of information regarding the eligibility of expenditure and the evidence of frequent mistakes that have led to projects rejection.*

### **e. Recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme**

- *The respondent considers it necessary to analyze and monitor the Communication Strategy within the Interreg V-A Romania-Hungary Programme during the implementation period.*

### **f. Identifying the opinion regarding the category of information needed to ensure an impact project**

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## 2. Interview report – ASSOC Association

*Potential beneficiary: ASSOC Association*

*Interview date: 13/09/2017, 10.00*

### **a. Assessing the degree of satisfaction towards programme's functioning**

- *no differences of approach were identified in organizing the communication activities in 2017 compared to 2016.*
- *in general, the information on the programme was obtained through participation to information and training sessions or online through the regular JS emails or by accessing the programme website; the association does not access the Facebook page of the programme.*
- *no printed materials regarding the programme have been received.*
- *the communication with the JS has been done efficiently and quickly; there are difficulties in understanding the programme-related information, especially from the point of view of the Hungarian partners, given that all the communication is done in English.*
- *the use of the eMS platform is cumbersome; the way in which the project budget is planned is different and difficult since it has to be established before defining the actual project activities and not vice versa, according to the normal logical chain*

### **b. Identification of ways to optimize the contracting and implementation process of the programme**

- *the applicant's guide does not provide sufficient explanation for the classification of the expenditure on different budget chapters in the application form*
- *the main difficulties in the preparation of a project are related to: differences in the percentage of co-financing between partners in Romania (2%) and partners in Hungary (5%) generating dissatisfaction and reluctance to engage in projects for the latter; the information needed to prepare the project is not provided in a single document; the different legislation between the two countries (Romania and Hungary), for example, regarding the settlement of accommodation and daily allowance; the applicant's guide is not clear enough about the types of funded activities (eg the Guide for the Investment Priority 11/b); the applicant's guide should be individualized on each investment priority, should not include more investment priorities (eg the guide for the second call - a single document for the IP 6/b, 7/c, 11/b) because is increasing the complexity of the document, considering that a potential beneficiary is most likely interested in a single investment priority.*

### **c. Identification of preferred information channel**

- *The ASSOC Association was represented at various events organized during 2016-2017 (sessions for generating projects ideas, training sessions on the use of eMS and the project budget).*

- *The communication activities should be related to the age of the representatives of potential direct beneficiaries (for example young people are more likely to use electronic means of communication, while older people are more likely to use written materials);*
- *The instructions on the use of the eMS should be as short as possible and clear in writing*
- *Several on-site field visits should be carried out to discuss potential project ideas, especially at the level of public authorities such as city halls where the mayors are often unable to participate to the information sessions organized and considering that they are those who decide for the represented institution whether or not to participate in projects*

**d. Identifying the type of information that potential direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *more clear instructions and trainings on the use of eMS to complete the online application for funding and to monitor the implementation of the project*

**e. Recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme**

- *the communication strategy could also target categories of entities that are not included in the category of eligible beneficiaries (at least considering online media) as project ideas may also come from outside the eligible beneficiaries*

**f. Identifying the opinion regarding the category of information needed to ensure an impact project**

- *In order to achieve a territorial impact of the project, it is necessary to clearly present to beneficiaries the following elements:*
  - o *the way in which the activities can be planned in an efficient way, ensuring a balanced participation of all the partners in all the project activities*
  - o *the optimal timeframe for project implementation depending on the complexity of the project idea*



### 3. Interview report - Faculty of Economic Sciences within the "Aurel Vlaicu" University of Arad

*The interview was conducted with the representative of the **Faculty of Economic Sciences within the Aurel Vlaicu University of Arad**, as a potential beneficiary of the Interreg V-A Romania-Hungary Programme (participant to the project ideas generation sessions).*

*Category of potential beneficiary: University*

*Locality of the potential beneficiary: Arad*

*Date and time of the interview: 14.09.2017, 10:00*

*Purpose of the meeting: to collect qualitative information in order to assess the impact of the communication activities carried out within the Interreg V-A Romania-Hungary Programme.*

#### **a. Assessing the degree of satisfaction towards programme's functioning**

- The Faculty of Economic Sciences of Arad has also benefited from funding under the Hu-Ro 2007-2013 CBC Programme (5 submitted projects), having an extensive experience in implementing projects. The faculty intends to submit projects under the Interreg V-A Romania-Hungary Programme, having many project ideas that they would like to apply. The partners with whom they will apply are entities with whom they have already collaborated in the past programme.*
- The biggest barrier within the programme is considered to be the language of communication between partners, which creates difficulties for coordination (when submitting the projects, at the time of reporting within the projects). Within the partnership, there should be entities that know all the three languages of the programme, but this is very difficult. This leads to the need to involve a translator throughout the project submission and implementation period, but this option is not always activated, taking into account the existing budget limitations for the human resources.*
- Information on the programme is obtained from its website or directly from meetings with the JS representatives (very active, constant communications by phone or e-mail).*
- The respondent participated to a training session on the eMS platform, organized in Arad.*

#### **b. Identification of ways to optimize the contracting and implementation process of the programme**

- There were no difficulties in accessing information about the programme.*
- Regarding the transparency of the information, the respondent considers that it should be improved (it has faced situations where there were published addendums to the Applicant's Guide, which modified the template documents shortly before the closure of the calls for*

*proposal, and for this reason an application for funding submitted before the deadline was rejected)*

**c. Identification of preferred information channel**

- *The respondent participated to information events organized within the programme. He considers that the most useful part of these events is represented by the final session of questions and answers.*
- *The publications are effective, but they could be transmitted only electronically, with no need to print them.*
- *The newsletters are frequently received and considered to be very useful in terms of information transmitted (the usefulness of information increases with the interest of the subjects).*
- *It is considered useful that any changes to the applicant's guide (corrigendum) to be sent by mail to the existing database of the JS.*

**d. Identifying the type of information that potential direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *A faster communication about the changes made to the applicant's guides (also sent by email and included in the newsletter).*

## 4. Interview Report with Municipality of Drăgănești

*The interview was performed with the representative of **The Municipality of Drăgănești**, as a potential beneficiary of Interreg V-A Romania-Hungary Programme (participant to the generating project ideas sessions).*

*Category of potential beneficiary: Public Authority*

*Locality of the potential beneficiary: Drăgănești, Bihor county*

*Date and hour of the interview: 15.09.2017, 08:30*

*Purpose of the meeting: to collect qualitative information in order to assess the impact of the communication activities performed within Interreg V-A Romania-Hungary Programme*

### **a. Assessing the degree of satisfaction towards the programme's functioning**

- The respondent attended the events organized in Oradea, in which there were presented several types of projects.*
- In the current period, the communication activities have been improved, compared to those conducted in the 2015-2016 period, in terms of the number of organized information events, the degree of detailed information and the number of concluded protocols.*
- The degree of detailed information on the Interreg V-A Romania-Hungary Programme has been improved over time. As a result of this factor, the activities were conducted without difficulties.*

### **b. Identifying ways to optimize the contracting and implementation process of the programme**

- In the opinion of the respondent, the information made available to potential beneficiaries through the published documents and the promotional tools are sufficient to understand the project implementation mechanism, being properly detailed.*

### **c. Identification of preferred information channel**

- The respondent attended the events organized in Oradea whose role was to communicate and inform the potential beneficiaries about this programme. In what concerns the publications and on-line communication, he did not use these sources of information.*

### **d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- The respondent would like to be constantly informed about the current status of the Programme and to receive more frequent information about the news coming from the programme. This information could be transmitted both through organized information and*

*communication events, as well as through physical information tools (flyers, brochures, etc.), sent to the potential beneficiaries.*

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary programme.**

- *The recommendation is that the Communication Strategy of the Interreg V-A Romania-Hungary Programme should focus more on the direct and physical transmission of information to the potential beneficiaries, by organizing a larger number of meetings with the JS.*

**f. Identifying the opinion on the category of information needed to ensure an impact project: if existed, how far this information could be transposed by potential direct beneficiaries at the level of funding proposals**

- *Presentation of some types of project or ideas that could bring improvements at local / regional / national level, as well as the main issues related to the organization and implementation of projects.*

## 5. Interview Report with A.P.P.A.R. Association

*Potential beneficiary: Association for Business Promotion in Romania*

*Date and hour of the interview: 14/09/2017, 15.00*

### a. Assessing the degree of satisfaction towards the programme's functioning

- *no differences of approach in the organization of communication activities in 2017, compared to 2016; in 2016 were identified; the association participated to project ideas generation sessions, and in 2017 to the launching of calls for proposals;*
- *the communication with the JS is easier for the potential beneficiaries from Romania, compared to the potential beneficiaries from Hungary;*
- *In general, the programme information was obtained by e-mail, information provided by the JS, through the website, the Facebook page of the programme or events organized by the JS.*
- *the applicant's guideline is complicated, including the fact that it is not addressed to a single Investment Priority (eg the guideline for the second call for proposals - a single document for the IP 6/b, 7/c, 11/b) and a series of essential information for the elaboration of the project can be found in the annexes to the Guideline, while there are inconsistencies between the text of the Guideline and the text of the annexes (eg differences between factsheets and guidelines regarding the eligibility conditions of potential beneficiaries);*
- *the corrigendum for updating information on a call for proposals should be published no later than 2 weeks before the deadline for the submission of projects, in particular, if it relates to an extension of the project submission period*
- *the communication with the JS is efficient (short response time), but the information provided was of a general nature (especially for questions about open calls for proposals)*
- *In the training sessions on the use of eMS, there were communicated additional things compared to the eMS user manual, which made it difficult to complete the financing request form (eg, for the project budget, eMS should contain an amount allocated to each activity within the project, being described on the line - thus the budget has a certain degree of flexibility, focusing on the content of the activity and on its fulfillment; within the trainings organized by the JS, the participants have been informed that the amounts in the project budget must be associated with specific budget lines)*

### b. Identifying ways to optimize the contracting and implementation process of the programme

- *The respondent submitted a financing request under the first call for proposals and is currently working on a financing request to be submitted under the second call for proposals;*

- *the eMS platform is easy to use and the explanations provided by the JS and the user manual are clear enough and brief*
- *there were not identified difficulties in submitting the projects, from the perspective of access conditions; the main difficulty faced by beneficiaries is the lack of co-financing, as the payment request mechanism is not used and the amount of pre-financing is low and can not support the cash flow of a project until the first application for reimbursement.*
- *Reducing the period for submitting projects for calls based on conceptual notes, considering the actual documentation of the project is submitted after the evaluation and approval of the conceptual note.*

**c. Identification of preferred information channel**

- *The most effective means of communication are the online ones, and not the ones printed*
- *From the point of view of the way the information is presented, it is not considered that an increase of the level of visual attractiveness or their interactivity would have an impact in relation to the interest shown by the potential beneficiaries for accessing the programme.*

**d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *It is recommended to provide information to potential beneficiaries between the submission of projects and their contracting phases (eg providing situations with the number of submitted projects, by counties, by types of beneficiaries, the budget of the submitted projects, etc.)*

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme.**

- *Including obligations related to information and communication activities carried out by the programme authorities over the period between the submission of projects and their contracting, which ensure adequate transparency for applicants and the general public interested in the development of the respective call for proposals (eg providing situations with number of submitted projects, per counties, per types of beneficiaries, the budget of submitted projects, publication of a database of projects submitted according to the model implemented by AFRI for NRDP)*

**f. Identifying the opinion on the category of information needed to ensure an impact project: if existed, how far this information could be transposed by potential direct beneficiaries at the level of funding proposals**

- *For the implementation of a project with territorial impact, it is necessary to be clearly presented the following elements for the beneficiaries:*
  - o *List of documents and conditions for each type of eligible beneficiary, an impact project being possible by involving a smaller number of partners, preferably from the same category.*

## 6. Interview Report with University of Oradea

*Potential beneficiary: University of Oradea*

*Data and hour of the interview: 12/09/2017, 15.00*

### **a. Assessing the degree of satisfaction towards the programme's functioning**

- *no differences of approach in the organization of communication activities in 2017, compared to 2016 were identified;*
- *In general, the information about the programme was obtained by attending the events or online, through the regular e-mails received from the JS, by accessing the programme's website or by receiving Facebook notifications;*
- *no difficulties in obtaining information of interest related to the programme were identified; the communication with the JS has been performed efficiently and quickly;*
- *the use of the eMS platform is difficult, the electronic form of the financing request being complex; the system of indicators, the way they are calculated and the targets set are appropriate and show significant improvements, compared to the previous programme*

### **b. Identifying ways to optimize the contracting and implementation process of the programme**

- *the Applicant's Guideline provides sufficient information, and the way they are presented is appropriate*
- *the main difficulties in the preparation of a project are not specifically related to the conditions of application (identification of a partner being easy for higher education institutions), but to the calendar set for the call for proposals; considering the fact that the potential beneficiaries to which the programme is addressed are mainly public institutions and administrations, it is recommended that the deadlines of calls for proposals are planned in periods that do not overlap with periods of holidays at the level of public institutions (eg August, December, around legal holidays); also, in order to provide sufficient time for preparation of the project (identifying partners, collecting the necessary documents, elaboration of the financing application), it is recommended to disseminate the information regarding a call for proposals, respectively the related Guideline, 2 months before its launch.*

### **c. Identification of preferred information channel**

- *University of Oradea was represented to different events organized during 2016 (the launching conference of the programme, project ideas generation sessions); during 2017, the information about the Programme was obtained online*
- *All the tools used for communication activities are adequate, especially those printed in physical form*



- *the website of the programme should be more dynamic and interesting; also, in order to improve the online helpdesk, it should be included an application on the webpage, through which the visitors can communicate directly with the JS representatives in real time, as the access on Skype is not possible or easy for all the potential beneficiaries*
- *the Facebook page of the programme is adequate, being updated constantly and providing notifications for subscribers (followers)*
- *In what concerns the use of eMS, it would be useful to provide information through more interactive means (such as tutorial movies), compared to the presentation of the steps in a manual document*

**d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *more intense promotion of existing project ideas that have not yet been transposed into funding applications, for which it is necessary to identify potential partners;*

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme.**

- *the Communication Strategy could also target categories of entities that are not included in the category of eligible beneficiaries (at least considering online media), as the project ideas may also come from outside the eligible beneficiaries*

**f. Identifying the opinion on the category of information needed to ensure an impact project:**

- *For the implementation of a project with territorial impact, it is necessary to clearly present the following elements to the beneficiaries:*
  - *the common nature of activities (unlike the past programme (Phare CBC), when the activities were carried out in the same way at the level of the territories involved in the project)*
  - *the importance of ensuring sustainability both for the results of the project and for the partnership created (perhaps the way of ensuring the sustainability of the project and of the partnership can be scored additionally during the project evaluation)*



## 7. Interview Report with PAX Association

*The interview was performed with the representative of **Pax Association**, as potential beneficiary of Interreg V-A Romania-Hungary Programme (participant at the sessions for generating project ideas).*

*Category of potential beneficiary: NGO*

*Locality of the potential beneficiary: Satu Mare*

*Date and hour of the interview: 12.09.2017, 10:00*

*Purpose of the meeting: collecting qualitative information in order to evaluate the impact of communication activities performed within Interreg V-A Romania-Hungary Programme.*

### **a. Assessing the degree of satisfaction towards the programme's functioning**

- *The Pax Association has implemented projects funded by the Hungary-Romania Cross-Border Cooperation Programme 2007-2013, as a partner. It is also interested in applying for funding under the Interreg V-A Romania-Hungary Programme, at the next submission call for proposals, in a project submitted on by the Romanian Catholic School and together with a new partner.*
- *The most used information channels were:*
  - *emails sent by the Joint Secretariat. The Pax Association also has knowledge and experience within the programme, gained from the implementation of projects under the previous programme.*
  - *The representatives of the Association attended the meetings organized by the JS, where they received a lot of relevant information about the programme.*
  - *Newspapers and Facebook: The Facebook page of the programme is very often accessed by the respondent and is considered useful because it sends information of very high relevance. After the information is posted on Facebook, the respondent accesses details directly on the programme's webpage.*
  - *In the previous implementation period, the information was obtained by the e-mail received from the programme authorities, by accessing the webpage and by receiving the newsletters developed within the programme.*
- *There were not difficulties in accessing information, considering the interaction of the JS with potential beneficiaries, their support by answering all the questions and by sending information through e-mail or telephone.*

### **b. Identifying ways to optimize the contracting and implementation process of the programme**

- *The meetings organized by the JS are considered very useful, organized in a transparent and very open way and address properly the needs of the potential beneficiaries.*

- *The respondent attended 4 information events lately, held by the representatives of the JS, during which it was provided useful information to the participants, needed to prepare a financing request at a high level of quality.*
- *The respondent did not identify the Project Implementation Manual on the programme website.*

**c. Identification of preferred information channel**

- *Regarding the eMS platform, the respondent considers that it is quite difficult and there is a lot of information that potential beneficiaries do not know about its use.*
- *The preferred information and communication channels are: facebook, email and newsletter.*
- *Regarding the participants in the information meetings organized within the programme, the respondent mentioned that the meetings held in the Romanian eligible territory mainly involve potential beneficiaries from Romania, although this type of events are organized in the same way for both countries.*
- *Publications are not read so much, not being considered as being a priority from the point of view of the information and communication sources regarding the programme.*
- *As regards the Facebook page of the programme: the way of disseminating the information is useful, the attractiveness of the presentation of information is high, the pictures are attractive, but it is considered that this tool is not necessarily intended for interactivity with potential beneficiaries, but is just another tool of information.*

**d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *High degree of satisfaction of the beneficiary regarding the type of information available for the potential beneficiaries.*
- *After every organized event, it should be published news, both on the website and the Facebook page of the programme.*
- *The most important moments in which the information is considered to be a priority, are:*
  - *When opening a call for proposals;*
  - *When closing a call for proposals, presenting information on the projects submitted, the status of the projects evaluated and contracted.*

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme.**

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**f. Identifying the opinion on the category of information needed to ensure an impact project:**

- *Information about the changes in the Applicants' Guideline or any other changes occurred after the launch of a call for proposals, should be presented in a timely manner before the submission deadlines;*
- *Information about time delays, if such situations occur.*

## 8. Interview Report with Municipality of Pișcolt

*The interview was performed with the representative of **The Municipality of Pișcolt**, as potential beneficiary of Interreg V-A Romania-Hungary Programme (participant at the sessions for generating project ideas).*

*Category of potential beneficiary: Public Authority*

*Locality of the potential beneficiary: Satu Mare*

*Date and hour of the interview: 12.09.2017, 12:00*

*Purpose of the meeting: collecting qualitative information in order to evaluate the impact of communication activities performed within Interreg V-A Romania-Hungary Programme.*

### **a. Assessing the degree of satisfaction towards the programme's functioning**

- *Pișcolt village was not a beneficiary under the Cross-Border Cooperation Programme Hungary-Romania 2007-2013, but they are in a process of advanced negotiations with a consultancy company, in order to draft the financing requests in English for the new programme. The projects will be submitted in partnership with a similar Municipality from Hungary, with which they have collaborated in the past.*
- *It participated in the information events organized by the JS, together with the Consultant with whom they will elaborate the project.*
- *The most used ways of obtaining information about the programme are:*
  - *Information events organized by the Joint Secretariat;*
  - *Information e-mails sent by the JS;*
  - *The webpage of the programme;*
  - *Local mass-media.*
- *A difficulty in obtaining detailed information about the programme is that all the documents are available in English. The recommendation for the future is to consider the translation of certain documents into Romanian - especially the technical ones, such as the Applicant's Guidelines.*

### **b. Identifying ways to optimize the contracting and implementation process of the programme**

- *The information disseminated by the JS is considered sufficient, especially because, in addition to the information provided during the events and online, the JS representatives were available to have individual discussions with the potential beneficiaries in the office of Oradea.*

- *The difficulties encountered in the preparation of the projects are considered the following: elaboration of technical parts (FSs, TPs), coverage of certain expenditures from the local budget, etc.*

**c. Identification of preferred information channel**

- *The Municipality of Pişcolt village has attended 2 information events so far and consider that these events have a high degree of efficiency.*
- *The publications are considered to be relevant tools of the programme, especially useful in rural areas.*
- *The e-mails and newsletters sent by programme authorities are considered very useful for getting new information about the programme.*
- *Regarding eMS, the respondent considers that this is complicated and that potential beneficiaries can easily fail, which is why it is considered that more training sessions would be needed on how to use the electronic platform.*
- *The respondent attended the information sessions organized in Romania.*
- *The publications are not considered as very effective promotional tools, compared to those available online.*
- *The website of the programme is very useful for the potential beneficiary who want to learn about the programme. However, it is recommended disseminate templates of financing applications that have been declared selected for financing (with completed sections and necessary elements) on the Website, so that potential beneficiaries have a template that can be followed.*
- *The newsletter is a very effective tool, and a more detailed version of it could replace the publications.*

**d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme.**

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**f. Identifying the opinion on the category of information needed to ensure an impact project:**

- *The Applicant's Guideline should also be published in Romanian.*
- *The template of a completed financing application, containing key information that is scored during the technical and financial evaluation.*

## 9. Interview Report with the Roman-Catholic Episcopate

*The interview was performed with the representative of **The Roman-Catholic Bishopric**, as potential beneficiary of Interreg V-A Romania-Hungary Programme (participant at the sessions for generating project ideas).*

*Category of potential beneficiary: Other type of beneficiary*

*Locality of the potential beneficiary: Satu Mare*

*Date and hour of the interview: 12.09.2017, 10:40*

*Purpose of the meeting: collecting qualitative information in order to evaluate the impact of communication activities performed within Interreg V-A Romania-Hungary Programme.*

### a. Assessing the degree of satisfaction towards the programme's functioning

- *The Roman - Catholic Bishopric implemented projects financed through the Cross-Border Cooperation Programme Hungary-Romania 2007-2013, as the leader of the partnership. As well, The Roman - Catholic Bishopric is interested to apply for funding within Interreg V-A Romania-Hungary Programme, at the next submission deadline, with a project submitted in partnership with an institution with whom they had a previous collaboration in the past, as well as with a new partner.*
- *The most used channels of information were:*
  - *e-mails transmitted by the Joint Secretariate. The respondent has also knowledge and experience from the implementation of the projects on the previous programming period.*
  - *The representative of the interviewed institution attended a meeting organized by the JS, where they have received much relevant information about the programme.*
  - *Newspapers and Facebook: The Facebook page of the programme is frequently accessed by the respondent and it is considered to be useful because it transmits very specific information. After the appearance of the information on Facebook, the respondent accesses details directly from the programme's web page.*
  - *In the previous implementation period, the information was obtained by e-mail from the programme authorities, by accessing the web page and by receiving the newsletters developed within the programme.*
- *There were no difficulties encountered in accessing the information, considering the open approach of the JS to the potential beneficiaries, their constant support by answering to all the questions and by sending the information by e-mail and telephone.*

### b. Identifying ways to optimize the contracting and implementation process of the programme

- *The meetings organized by the JS are considered to be very useful, organized in a transparent way and with great openness to the needs of the potential beneficiaries.*
- *The respondent has attended 4 information events lately, where the representative of JS were presented, providing useful information to the participants, necessary for the preparation of the financing request at a high-quality level.*
- *The respondent did not identify the Project Implementation Manual on the programme website.*

#### **c. Identification of preferred information channel**

- *Regarding the eMS platform, the respondent finds it quite difficult and considers there is a lot of information that potential beneficiaries do not know about its utilization.*
- *The favorite information and communication channels are: facebook, e-mail, and newsletter.*
- *Regarding the participants of the information meetings organized within the programme, the respondent declared that the meetings in Romania are mostly attended by potential beneficiaries from Romania, although this type of events are organized in the same way for both countries.*
- *The publications are not read so much, not being considered as a priority from the point of view of the sources of information and communication of the programme.*
- *In what concerns the Facebook page of the programme: the way of exposing the information is useful, the attractiveness of the presentation of information is high, the pictures are attractive, but it is considered that this tool is not necessarily intended for interacting with potential beneficiaries, but is rather another tool of information.*

#### **d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *High level of satisfaction of the potential beneficiary regarding the type of information available for the potential beneficiaries.*
- *After every organized event, there should be published news, both on the website and the Facebook page of the programme.*
- *The most important moments in which the information is considered to be a priority, are:*
  - *When launching a call for proposals;*
  - *When closing a call for proposals, presenting information on the projects submitted, the status of the projects evaluated and contracted.*

#### **e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme**

**f. Identifying the opinion on the category of information needed to ensure an impact project**

- *Information about the modifications occurred at the level of the Applicants Guideline or any other changes occurred after the launch of a call for proposals, with sufficient time before the deadlines for the submission;*
- *Information about the delays, if such situations occur.*



## 10. Interview Report with Municipality of Lugoj

*Potential beneficiary: Municipality of Lugoj*

*The date of the interview: 14/09/2017, 14.00*

### a. Assessing the degree of satisfaction towards the programme's functioning

- *no differences of approach in the organization of communication activities in 2017, compared to 2016 were identified*
- *in general, the information regarding the programme was obtained by e-mail, through the information provided by the JS; the website of the programme is rarely accessed; the Facebook page is not accessed due to the restrictions imposed at the level of public institutions in accessing different websites and social networks.*
- *the information in the materials received so far (brochures, flyers) is well structured, clear and concise*
- *the information contained in the Applicants Guideline is not enough for the preparation of the projects, and the preparation of the financing request is difficult to be achieved by any beneficiary who did not previously submit any projects or who do not have staff specialized in the elaboration and implementation of projects, due to the specific terminology used*

### a. Identifying ways to optimize the contracting and implementation process of the programme

- *The respondent was not interested in submitting a project, since the calls launched so far did not foresee activities that correlate with the specificity of the institution, respectively the project preparation time was very short, and therefore the programme documents were not checked in detail*
- *There were not identified difficulties in submitting projects in terms of accessibility conditions (these are known and can be respected)*

### c. Identification of the preferred information channels

- *the partner search tool on the programme Website and, in general, the content of the programme website, is known by the respondent*
- *the possibility of communication with the JS through the online helpdesk on Skype is not known, and this option is anyway not possible due to restrictions of the public institutions in what concerns the installation of programs on the PC; for this reason, it would be important to have a direct communication with the JS on the programme's website (live chat application).*

**d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *In the case of the potential beneficiaries in the public sector, in particular, it would be useful that, after identifying a project idea (for example, within the project ideas generation sessions), to organize individual discussions with the potential beneficiaries to analyze in detail that idea and to establish the next steps in developing the financing request; after that, it would also be useful that the potential beneficiaries are contacted by telephone or e-mail periodically, in order to check the steps taken to materialize the project idea*
- *The e-mail is considered to be the most efficient means of communication; the mass-media ads are not considered to have any impact on attracting potential beneficiaries, as the entities that are really interested in accessing the programme obtain the information from other sources (for instance, from the website).*
- *It would be preferred to have an improvement of the partner search tool, as it follows: e-mails sent periodically to all the entities of the JS database of institutions/organizations that needs a partner, including an indication of the project idea, the persons involved and the contact details.*

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme**

- *It is not the case.*

**f. Identifying the opinion on the category of information needed to ensure an impact project**

- *In order to achieve a project with a territorial impact, it is necessary that the following elements are clearly presented to the beneficiaries:*
  - *The specific needs identified through the studies at the level of different areas and localities from the eligible area of the programme, since the impact only occurs if the project targets the needs of as many beneficiaries as possible and if these needs are identified in an adequate and concrete way.*

## 11. Interview Report with Timiș County Youth Foundation

*The interview was performed with the representative of **The Timiș County Youth Foundation**, as potential beneficiary of the Interreg V-A Romania-Hungary Programme (participant in generating project ideas sessions).*

*Category of potential beneficiary: NGO*

*Locality of potential beneficiary: Timișoara*

*Date and hour of the interview: 14.09.2017, 11:00*

*Purpose of the meeting: collecting qualitative information in order to evaluate the impact of the communication activities performed within Interreg V-A Romania-Hungary.*

### a. Assessing the degree of satisfaction towards the programme's functioning

- The Timiș County Youth Foundation has not benefited from funding within CBC Hu-Ro, but it is interested to submit projects within the current programme, Interreg V-A Romania-Hungary. The projects targeted are related to investments in infrastructure. The partnership in which it will be part of will be led by the County Council of Timiș and it will have as partner from Hungary an institution with interests in sports.*
- The information about the programme was obtained through the on-line environment, from the website of the programme and through the newsletter received.*

### b. Identifying ways to optimize the contracting and implementation process of the programme

### c. Identification of preferred information channels

- The website of the programme represents an useful tool, but it is recommended the publication of a list with the projects that have been funded, as well as with the projects that were submitted, but which have not passed the evaluation phase. It should be published a hierarchy of projects that have been funded, as well as the score obtained.*
- It would be useful to exist a section where all the procurement procedures launched by the beneficiaries are published on the website of the programme.*
- It is recommended to exist a synthesized material for the new potential beneficiaries on the website of the programme, which is structured in a simple way and easily to understand*

*(infographics structured by categories of beneficiaries in which to be indicated all the funding possibilities, presenting key items to attract more visitors).*

- *eMS platform is an improvement of the programme and its management.*
- *Partners Search Tool – it should exist a profile/CV of each institution, that allows to link each potential partner with the projects performed, considering that these reference elements are necessary in selecting the partners.*
- *The Facebook page is considered to be a tool very well intended and efficient, which is frequently used and which provides an active promotion.*
- *The publications – the respondent has appreciated in a positive way the fact that within an event organized by the JS in Timișoara, there were delivered infographics on A4 format, containing key elements related to the existing financing opportunities. This type of publications should not be used only within the meetings, but also transmitted by email to all the entities existing in the database of the programme authorities.*
- *The English language, as official language of the programme, creates several difficulties to potential beneficiaries, especially because of the fact that this is not always very accessible for the persons with decision power in an organization/institution. For this reason, it is recommended to be provided a simultaneous translation in Romanian and Hungarian languages during the events.*

**d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *The information sessions within the programme should be based on the specificity of each category of beneficiary, so that they are informed and aware of all the opportunities that exist in the programme.*

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme**

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**f. Identifying the opinion on the category of information needed to ensure an impact project**

- *The information that the potential beneficiaries need are related to the types of eligible activities, eligible expenditures, the payment of the projects, partner typology etc.*

## 12. Interview Report with the University Politehnica of Timișoara

*Potential beneficiary: University Politehnica of Timișoara*

*Date of the interview: 14/09/2017, ora 10.00*

### **a. Assessing the degree of satisfaction towards the programme's functioning**

- *there were not identified differences of approach in the organization of communication activities in 2017, compared to 2016*
- *in general, the information regarding the programme was obtained by accessing the Website of the programme, being also received occasionally information through e-mails from the JS*
- *there were not difficulties encountered in obtaining information of interest related to the programme; there was not a direct communication with the JS, the information being obtained from the website of the programme.*
- *No knowledge of the use of eMS*
- *No informing materials in physical form received, only by e-mails.*

### **b. Identifying ways to optimize the contracting and implementation process of the programme**

- *The respondent was not interested in submitting a project, since the calls for proposals launched so far did not foresee funded activities that fit the needs of the institution, respectively the project preparation time was very short, and therefore the programme documents were not checked in detail*
- *the main difficulties in elaborating a project were not especially related to the conditions of application, but to the calendar established for the call for proposals; in order to ensure sufficient time for preparing a project, (partner identification, collection of necessary documents, preparing the financing request) it is recommended that the information related to the call for proposals, respectively the applicants guideline, is finalized a few months before its launch.*
- *no information related to the modifications that occurred at the level of the programme were received, in relation to the percentage of co-financing.*

### **c. Identification of preferred information channel**

- *the Partners Search Tool on the website of the programme and, in general, the content of the website of the programme, are known*
- *the possibility of communication with the JS through the online helpdesk on Skype is not known*

- *the tools used within the communication activities are adequate, from the point of view of the structure and the information contained.*
- *The Facebook page of the programme is not considered to be relevant for communication of the technical information related to the implementation of the programme and the projects, being more in the sphere of social interaction at a personal level.*

**d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *The e-mail is considered to be the most efficient means of communication, the type of information transmitted so far being sufficient and adequate.*

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme**

- *It is not the case.*

**f. Identifying the opinion on the category of information needed to ensure an impact project**

- *In order to achieve a project with territorial impact, it is necessary that the following elements are clearly presented to the beneficiaries*
  - o *The list of the documents and conditions for each partner, per typology of eligible beneficiaries, an impact project being possible by involving many partners from different categories of eligible types of beneficiaries.*

### 13. Interview Report with The Directorate of Superior Tisa Water Management

*The interview was performed with the representative of **THE DIRECTORATE OF SUPERIOR TISA WATER MANAGEMENT**, as a potential beneficiary of the Interreg V-A Romania-Hungary Programme (participant in generating project ideas sessions).*

*Category of potential beneficiary: Public Regional Authority*

*Locality of potential beneficiary: Nyíregyháza, Szabolcs-Szatmár-Bereg*

*Date and hour of the interview: 11.09.2017, 15:30*

*Purpose of the meeting: collecting qualitative information in order to evaluate the impact of communication activities performed within the Interreg V-A Romania-Hungary Programme.*

#### a. Assessing the degree of satisfaction towards the programme's functioning

- *Currently, The Directorate of Superior Tisa Water Management has prepared 4 projects to be submitted within the Interreg V-A Romania-Hungary Programme, both as a leader (1 project) and as a partner (3 projects). Besides these actions, The Directorate of Superior Tisa Water Management has also attended the events organized within the programme (in Hungary and Satu Mare).*
- *The participation to these events has shown a high degree of satisfaction, especially because of the aspects approached, which are considered to be relevant by the respondent, as potential beneficiary of the programme: the project sheet and the explanation of the stages of submitting the financing requests.*
- *In what concerns the way of communication within the events (the language spoken), the responded declared he was not satisfied because of the lack of a Hungarian translator (within the event organized in Hungary, considering that it was previously announced to be organized in Hungarian). Also, the representative of The Directorate of Superior Tisa Water Management has mentioned administrative and organizational issues within the events that were less satisfactory, related to the coffee breaks.*
- *The Directorate of Superior Tisa Water Management was informed by the Managing Authority and Joint Secretariat (BRECO) about the existence of the Interreg V-A Romania-Hungary Programme and the opportunities offered, being an old partner within the programme in Hungary.*
- *The Directorate of Superior Tisa Water Management showed a high degree of information in the moment of initiating the project, mainly due to the information activities performed by the JS, through which they presented detailed information related to the programme, but also*



*through the accessible information presented on the Website of the Interreg V-A Romania-Hungary Programme.*

- The institution did not have the chance to submit questions in written to the programme authorities, because the communication was direct (by e-mail and telephone), as a result of the registration within the event attended.*
- The respondent was pleased with the answers received by e-mail, telephone and within the information events, and considers that the information received was sufficient and relevant.*
- The Directorate of Superior Tisa Water Management has encountered difficulties in what concerns the operation of eMS platform, for which he recommends improvement on the way of filling the data and on the site accessibility. This difficulty has led the beneficiary to have to the data filled in in paper format, at a first stage.*

#### **b. Identifying ways to optimize the contracting and implementation process of the programme**

- The Directorate of Superior Tisa Water Management recommends to find solutions for the issues related to the operation of the eMS platform and to optimize the process of submitting projects.*
- The respondent considers that the potential beneficiaries have at the time of identifying the project idea all the information necessary to understand the process of submission, implementation and monitoring of projects. It recommends that the JS should be responsible to provide all the information related to the programme.*
- The difficulties encountered by the potential beneficiaries are of a technical nature and concern aspects of the Applicant's Guideline, for which the respondent has made referrals to MA and the JS. These difficulties refers to the monitoring points in water infrastructure projects that have not been properly established and in line with reality.*

#### **c. Identification of preferred information channels**

- The respondent was involved in the information and communication events developed within the Interreg V-A Romania-Hungary Programme; besides these events, The Directorate of Superior Tisa Water Management has used the on-line tools, as source of information.*
- The representative of The Directorate of Superior Tisa Water Management considers the information and communication events as the tools with the greatest impact in communicating and informing potential beneficiaries in the 2015-2017 period, through which the information was disseminated by presentations, direct discussions and Q&A discussions.*
- During the information and communication event held in Satu Mare, the participation was not balanced, meaning that the number of participants in Romania was higher than that of the participants in Hungary.*
- The most relevant eMS training sessions, from the perspective of The Directorate of Superior Tisa Water Management, were the meetings and the presentations.*



- *From the perspective of the Directorate of Superior Tisa Water Management, the flyers should be improved in order to increase the level of attractiveness and transparency.*
- *The communication on the website of the programme, in terms of interaction with the target group, the level of detail of the information, attractiveness, the news posted, etc. are appreciated as being adequate.*
- *The respondent does not access the Facebook page of the programme.*

**d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *The representative of the Directorate of Superior Tisa Water Management recommends the organization of direct meetings between the potential beneficiaries and the structures involved in the management of the programme.*
- *Other recommendation consists in structuring the information and communication events by workshops / interests groups / Priority axes, in order for the potential beneficiaries to be able to participate in discussions that are strictly related to their field of activity.*

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme**

- *The representative of The Directorate of Superior Tisa Water Management recommends the organization of direct meetings between the potential beneficiaries and the structures involved in the management of the programme.*
- *Other recommendation consists in structuring the information and communication events by workshops / interests groups / Priority axes, in order for the potential beneficiaries to be able to participate in discussions that are strictly related to their field of activity*
- *The respondent proposes that the information process of the potential beneficiaries takes place at three key moments, respectively:*
  1. *In the stage of elaboration and completing the project, with the support of the management structures of the programme*
  2. *Before signing the documents necessary for contracting*
  3. *Before the submission of the First Report, presenting the main questions addressed by the potential beneficiaries*

*Moreover, the respondent suggests to be presented the results of the projects under implementation (examples of good practices, project results from the previous programming period).*

**f. Identifying the opinion on the category of information needed to ensure an impact project**

- *In the opinion of The Directorate of Superior Tisa Water Management, the information necessary for the potential beneficiaries of the Interreg V-A Romania-Hungary Programme to develop a project with territorial impact, should contain the main aspects related to the submission of the project (for each Priority Axes, the way of reporting the indicators, etc).*

## 14. Interview Report with The Chamber of Commerce and Industry Szabolcs-Szatmar-Bereg Nyregyhaza

*Potential beneficiary: The Chamber of Commerce and Industry Szabolcs-Szatmar-Bereg NYREGYHAZA*

*Date of the interview: 18/09/2017, 16.00*

### **a. Assessing the degree of satisfaction towards the programme's functioning**

- The respondent attended an information session (October 2016), obtaining useful information on the Romania-Hungary Interreg V-A Programme, and its priorities. They did not attend the Partner Search forums or eMS training sessions.*
- The main way of getting information is through the e-mail and the website of the programme. The website of the programme is detailed and clearly structured, so that the information is easily to access. The fact that the website is also written in Hungarian represents an advantage.*
- No differences of approach in the organization of communication activities in 2017, compared to 2016 were identified. The necessary information was easily accessed.*
- The Chamber of Commerce and Industry Szabolcs-Szatmar-Bereg NYREGYHAZA has no experience in using the eMS platform or the helpdesk system;*
- The representatives of The Chamber of Commerce and Industry Szabolcs-Szatmar-Bereg NYREGYHAZA have received sufficient specific information during the individual meeting sessions.*
- The respondent did not receive published / printed materials and did not access the Facebook page of the programme.*

### **b. Identifying ways to optimize the contracting and implementation process of the programme**

- it cannot be clarified whether the level of published documents covers the requirements of the potential beneficiaries, as a comprehensive analysis of all the documents has not been done and no application has been submitted within the programme.*

### **c. Identification of preferred information channel**

- In the opinion of the respondent, the main ways of information are through the Info Days sessions, e-mails/ newsletter.*
- The Info Days sessions provide enough information about the programme. The newsletter version is easy to access; the respondent declared that it does not check all the e-mails received, as the Chamber of Commerce is not interested at this time to apply within the programme.*

**d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *information about the launching of new calls for proposals;*
- *information about the projects and the eligible activities within the programme;*

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme**

- *Frequent online updating of programme news;*

**f. Identifying the opinion on the category of information needed to ensure an impact project**

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## 15. Interview Report with Municipality of Teglas

*The interview was performed with the representative of **The Municipality of Teglas**, as potential beneficiary of Interreg V-A Romania-Hungary Programme (participant in generating project ideas sessions).*

*Category of potential beneficiary: Public Authority*

*Locality of potential beneficiary: Hajdu Bihar, Debrecen*

*Date and hour of the interview: 12.09.2017, 11:00*

*Purpose of the meeting: collecting qualitative information in order to evaluate the communication activities performed within the Interreg V-A Romania-Hungary Programme.*

### a. Assessing the degree of satisfaction towards the programme's functioning

- The Municipality of Teglas participated in information and communication events organized within the Interreg V-A Romania-Hungary Program. In the past, the institution has benefited from funding through a project submitted under the Cross-Border Cooperation Programme, as partner for renewable energy sources.*
- The respondent considers that the communication activities at the level of the year 2017 are significantly improved compared to those carried out in the period 2015-2016, the information being easier.*
- During the information meetings held in Hungary, attended by the representatives of The Municipality of Teglas, the spoken language was English.*
- There were not addressed written questions to the programme authorities; all the questions were actually addressed during the information and communication meetings.*
- The respondent considers that the potential beneficiaries have all the information needed to understand the project submission, implementation and monitoring process at the time of identifying the project idea, the information being found at the level of the programme web page and being disseminated through e-mailing etc.*
- The difficulties encountered by the respondent were related to identifying partners with common perspectives.*
- The most common means of information used by the Municipality of Teglas is thorough the participation in information and communication events, justified by the possibility of addressing a larger number of questions, presenting a larger number of ideas in a direct way.*
- The respondent was involved in the information and communication events organized within the Interreg V-A Romania-Hungary Programme and he knows the sources of on-line communication and the publications elaborated by the management structures of the programme.*

- *In the opinion of the respondent, the information and communication tools with the greatest impact during the period 2015-2017 are the information and communication events, on-line communication and the publications.*
- *The Partner Search Tool should be improved in such a way that the potential beneficiaries can identify partners with common perspectives and know more about their work / experience.*
- *The respondent appreciates the project generating workshops as very useful and recommends organizing as many activities as possible.*
- *The respondent was pleased with the information on the programme's web site, considering that it is sufficient and attractive.*
- *The respondent did not access the Facebook page of the programme frequently.*
- *The respondent considers the communication through the newsletter as being useful.*

**d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *The respondent considers the information and communication tools made by the structures involved in the management of the programme to be satisfactory.*

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme**

- *The respondent considers the Communication Strategy of the Interreg V-A Romania-Hungary Programme to be appropriate.*

**f. Identifying the opinion on the category of information needed to ensure an impact project:**

- *In the opinion of the Municipality of Taglas, several workshops should be organized, as they presents a high utility value; these can be carried out both in Romania and in Hungary.*

## 16. Interview Report with Municipality of Bekescsaba

*Potential beneficiary: Municipality of Bekescsaba*

*Date of the interview: 13/09/2017*

### **a. Assessing the degree of satisfaction towards the programme's functioning**

- *The Municipality of BEKESCSABA has submitted projects within the Interreg 2007-2013 Programme and intends to also submit projects in the 2014-2020 period, while this has not been achieved so far due to reasons related to internal organization.*
- *The general experience in what concerns the Interreg V-A Romania-Hungary Programme is positive, as it creates real funding opportunities and expands the cross-border network of partners.*
- *The main ways to receive information is through the e-mails, through the website of the programme and through the partners network.*
- *In the previous programming period, the representative of the Municipality of Bekescsaba declared that any uncertainties regarding the information accessed were solved either through direct questions addressed to the Managing Authority or through the discussions with the partners. In general, the questions addressed to the programme have received clear answers to resolve the situation.*
- *The Facebook page of the programme has not been accessed, nor did they use the helpdesk system within the programme.*

### **b. Identifying ways to optimize the contracting and implementation process of the programme**

- *The respondent declared that it is necessary to introduce the opportunities of pre-financing within the programme.*
- *The extremely short time for response available to applicants for preparing / completing applications does not facilitate the application process. For example, the representative of Municipality of Bekescsaba declared that some types of projects require planning for at least one year, making it impossible, in some cases, to receive financing within the Interreg V-A Romania-Hungary Programme.*

### **c. Identification of preferred information channels**

- *The city administration was invited and participated both in the Info Days events and in the Partner Search Forums, both during the current and the last implementation period.*
- *With regard to these events, the representative manifested dissatisfaction towards the information received during the meetings. He declared that the level of information contained major gaps and even incorrect information regarding the launch of new calls for proposals and, in particular, the eligibility of certain projects. The representative also noted that much*

*of this information has been clarified with the help of the representatives of the Info Points in Hungary.*

**d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- besides the information received from the JS, the respondent wants also to receive information from the Hungarian programme authorities, for clarification purposes.*
- details on the opening of calls for proposals / details on the eligibility of the projects - it was not clear enough what are the eligible activities*

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme**

- The representative of Bekescsaba considers that the events could be improved, mainly by increasing the level of information received in the events, as well as by increasing the accuracy of the information received.*
- The respondent also believes that the planning of the events could also be improved:*
  - 1. It is necessary to transmit clear agenda of the event - to clearly highlight the activities that are going to be presented.*
  - 2. The representative declared that the invitation was sent only a few days before the event, which gave very short time for preparing the participation.*

**f. Identifying the opinion on the category of information needed to ensure an impact project**

- For the implementation of a project with territorial impact, it is necessary to be presented the following elements for the beneficiaries:*
  - a presentation of the opportunities of pre-financing / co-financing*
- A long-term planning in order to facilitate project implementation over a longer period of time.*



## 17. Interview Report with Körös Valley Nature Park Association

*Potential beneficiary: Körös Valley Nature Park Association*

*Date of the interview: 19/09/2017, 11.00*

### **a. Assessing the degree of satisfaction towards the programme's functioning**

- *Participation of the representatives to the Szeged information session and participation to at least two workshops for opening the call for proposals. They did not attend Partner Search Forums.*
- *The association asked questions to the programme authorities: there were received quick and concrete answers, as well as late and useless answers.*
- *The association had no problems in using the eMS platform, all the necessary information being available.*
- *The association participate in and is pleased with the individual meetings with the staff of the programme, but did not benefit from the helpdesk activity.*

### **b. Identifying ways to optimize the contracting and implementation process of the programme**

- *the respondent declared that the information is adequate, sufficient and easy to understand for creating the project idea.*
- *on the other hand, the Körös Valley Nature Park Association required additional information during the submission, implementation and monitoring period, which were successfully provided by the programme authorities.*

### **c. Identification of preferred information channels**

- *The online channels for transmitting information are useful and provide enough information. The Facebook page of the programme is innovative and it has been substantially improved over the previous period. The respondent declared that he does not receive e-mails/newsletter regularly, despite his registration within the Forum organized in Szeged.*
- *During 2015-2017, the main means of reaching information for the potential beneficiaries was the Facebook platform. The respondent specified the need of updating the Facebook page daily, if necessary.*
- *The respondent considered that Info Days events have the desired impact, but Q&A sessions require better promotion through the website and Facebook platform.*

### **d. Identifying the type of information that direct beneficiaries want to receive in the future information and communication activities carried out by the structures involved in the management of the programme**

- *Information about the latest news of the programme, through Facebook/e-mail*
- *Information charts about the launching of calls for proposals, implementation period etc.*
- *Rules on good practices in project implementation*
- *Information on contact details of the programme staff*

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme**

- *frequent online updating of the programme news;*
- *distribution of printed items (brochures and information materials, posters, banners)*
- *Corrigendum on updating information.*

**f. Identifying the opinion on the category of information needed to ensure an impact project**

- *For the implementation of a project with territorial impact, it is necessary to present the following elements for the beneficiaries:*
  - *Code of good practices in project implementation*
  - *Statistical information;*
  - *Information about the future calls for proposals;*
  - *List of the answers provided for the most frequent questions (FAQs)*

## 18. Interview Report with the Romanian Orthodox Bishopric of Hungary

*Potential beneficiary: The Romanian Orthodox Bishopric of Hungary / Magyarországi Román Ortodox Egyházmegye*

*Date of the interview: 14/09/2017*

### **a. Assessing the degree of satisfaction towards the programme's functioning**

- *The Romanian Orthodox Bishopric of Hungary has submitted projects during the 2007-2013 period, but in the current implementation period, they have not submitted yet any financing request.*
- *the level of satisfaction in what concerns the programme is high, considering that certain investments could not have been achieved without the contributions of the programme.*
- *The main way for getting information about the programme is through the email, the respondent declaring that the information transmitted by the email is useful and clear enough.*
- *There were not identified differences of approach in the organization of communication activities in 2017 compared to 2016.*
- *The Bishopric does not have knowledge of the eMS platform, as the activity of preparing and submitting the application is finalized through intermediary specialists.*

### **b. Identifying ways to optimize the contracting and implementation process of the programme**

- *There were not encountered difficulties in submitting projects in terms of access conditions, due to the fact that they were carried out with the help of partners and intermediary specialists.*
- *The main difficulty encountered by The Romanian Orthodox Bishopric of Hungary is the level of specialized understanding required for the submission and implementation of projects. For this reason, the Bishopric worked with intermediary specialists to facilitate this process. As a result, the respondent can not specify whether the documents published by the programme authority are sufficient for understanding the process of submission, implementation and monitoring of the project.*

### **c. Identification of preferred information channel**

- *The Romanian Orthodox Bishopric of Hungary has been invited to attend and has participated to Info Days events, with the mention that the representatives were accompanied by the team of specialists. They consider it is necessary that during the Info Days events is presented the information in a manner that allows all participants to understand it.*

- *Partner Search events are extremely important for organizations/institutions that do not have a stable partnership network. In what concerns the Romanian Orthodox Bishopric of Hungary, it already has a partnership and it does not consider necessary to participate in these events.*
- *Regarding the on-line communication, the respondent has mentioned that the only tool used is the e-mail, the Facebook page and the Website not being accessed by the Bishopric. The respondent specified that sending information through e-mail/newsletter is sufficient.*

**d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *The respondent asked for clear information on co-financing, justified by the lack of capital at the organization level.*

**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme**

- *The recommendation of The Romanian Orthodox Bishopric of Hungary is to frequently organize debates / generating ideas for projects. The focus should be on organizing project ideas sessions with organizations within the same activity sector.*

**f. Identifying the opinion on the category of information needed to ensure an impact project:**

- *For the implementation of a project with territorial impact, it is necessary to clearly present the following elements for the beneficiaries:*
  - *providing a list of the main potential partners, structured on similar project ideas*

## 19. Interview Report with Municipality of Csongrad

*Potential beneficiary: The Municipality of Csongrad*

*Date of the interview: 14/09/2017*

### **a. Assessing the degree of satisfaction towards the programme's functioning**

- *The Municipality of Csongrad has submitted projects within the Hungary-Romania Cross-Border Cooperation Programme 2007-2013 and intends to also submit application during 2014-2020 period, at the proper time.*
- *The overall experience is positive, as it was capitalized on projects that help local development. Also, during the submission, implementation and project monitoring, the Csongrad City Administration has kept a permanent communication with the Managing Authority and the partners involved, with the final results overcoming the level of expectations.*
- *No differences of approach in the organization of communication activities in 2017, compared to 2016 were identified.*
- *The main ways to receive information are through the emails and the Website of the programme. The facebook page of the programme has not been accessed.*
- *There were not identified major issues in using the eMS platform.*

### **b. Identifying ways to optimize the contracting and implementation process of the programme**

- *The respondent mentioned that he encountered administrative difficulties in the moment of submitting the financing request and he suggests that a procedural simplification would increase the number of application.*

### **c. Identification of preferred information channel**

- *The representatives of the Municipality of Csongrad attended Info Days events, the respondent considering that these events offer the opportunity to carry out "Discussions on topics of common interest" and facilitate the interaction between the applicants - "Exchange of experience".*
- *The respondent considers that an increase in the number of applicants can be achieved by using advertising in the media, (TV, Radio, Newspapers) at regional / territorial level. However, the main method of information remains the email.*

### **d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

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**e. Developing a set of recommendations for the review of the Communication Strategy of the INTERREG V-A Romania-Hungary Programme**

- *organizing meetings for generating project ideas;*
- *capitalizing the network of beneficiaries for exchange of information between the potential beneficiaris*

**f. Identifying the opinion on the category of information needed to ensure an impact project**

- *For the implementation of a project with territorial impact, it is necessary to clearly present the following elements for the beneficiaries:*
  - *information regarding ideas for successful projects and / or failure*
  - *code of good practices in the implementation of the projects*

## 20. Interview Report with GEA MEDIA Nonprofit Kft.

*Potential beneficiary: GEA MEDIA Nonprofit kft.*

*Date of the interview: 14/09/2017*

### **a. Assessing the degree of satisfaction towards the programme's functioning**

- *The Non-Profit Organization submitted projects during the 2007-2013 programming period, the respondent being satisfied with the impact the program had on the development of the organization, but did not want to submit projects in the current period.*
- *The respondent mentioned that during the implementation of the projects there were no problems related to the communication with the Managing Authority, as it provided all the additional information requested by the NGO.*
- *The main ways to get information are by email and by accessing the website. The Facebook page has not been accessed.*
- *No differences of approach in the organization of communication activities in 2017, compared to 2016 were identified.*

### **b. Identifying ways to optimize the contracting and implementation process of the programme**

- *In the previous programming period (2007-2013), the NGO representatives attended Info Days events organized by the Hungarian Authority, declaring themselves satisfied with the information they received.*
- *The organization has not attended the events organized lately, due to the lack of interest for submitting projects in the current period.*

### **c. Identification of preferred information channels**

- *The representative of GEA MED mentioned that the main means of information is the online environment, especially through the e-mail and the website of the programme.*
- *In addition, the respondent suggested the need for question and answer sessions that clearly facilitate the understanding of the submission, implementation and monitoring of projects.*

### **d. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- 1) *Providing information on how to implement the projects*
- 2) *Provide accurate information on eligibility criteria within the program.*

**e. Identifying the type of information that direct beneficiaries want to receive in the future information and publicity activities carried out by the structures involved in the management of the programme**

- *The Communication Strategy should aim, in particular, to attract potential beneficiaries with the qualities required for involving in the projects that contributes to a sustainable regional/territorial development.*

**f. Identifying the opinion on the category of information needed to ensure an impact project**

- *For the implementation of a project with territorial impact, it is necessary to clearly present the following elements for the beneficiaries:*
  - *efficient implementation methods that reduce the duration of implementation*