COMMUNICATION EVALUATION AND MONITORING

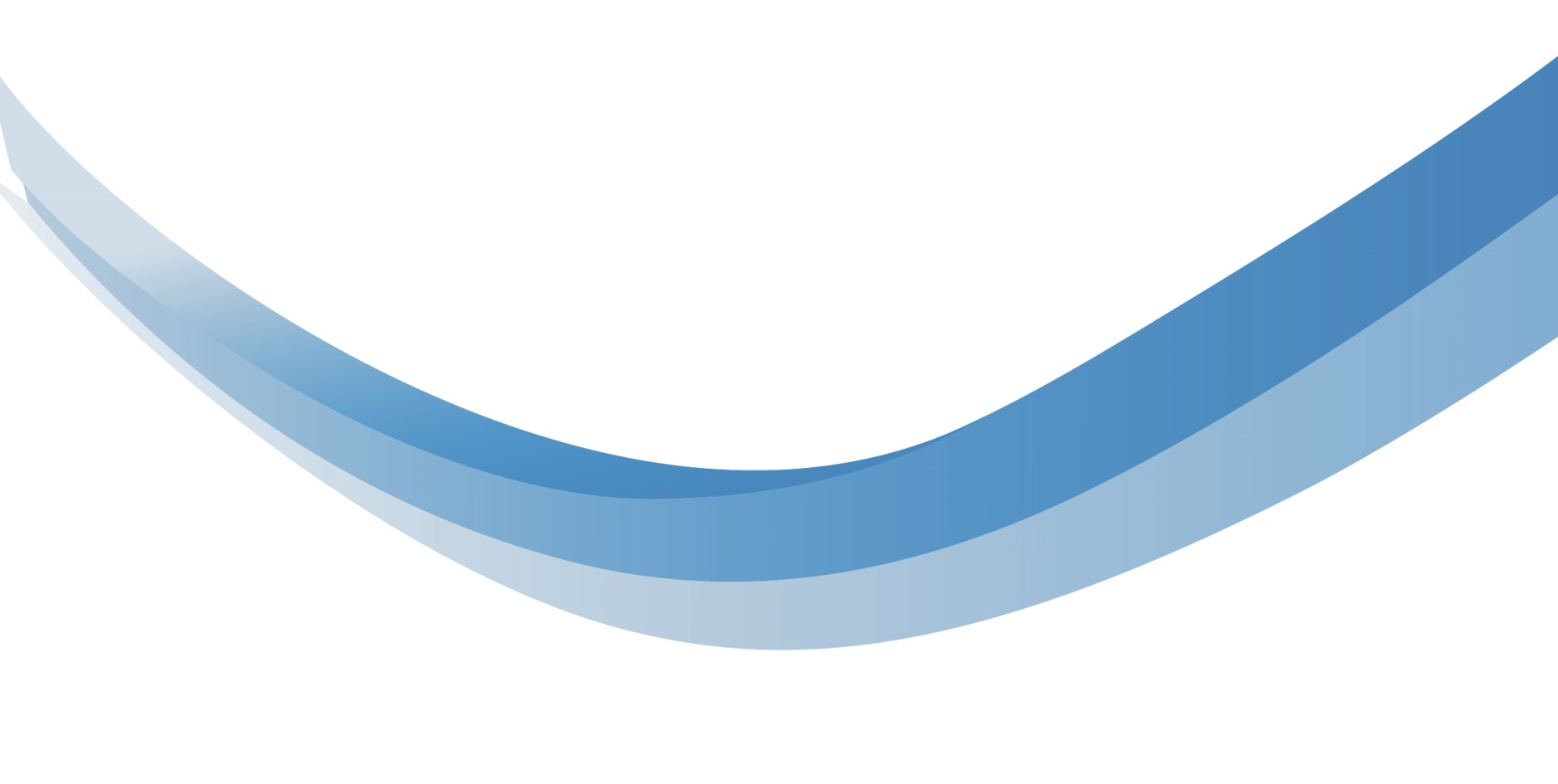
**Partner Progress Survey**

April 2020

Version n.1

Project partner:

(Enter the name of your organisation)



**WP2 COMMUNICATION: INTERIM SURVEY**

**PROJECT EXCOVER**

|  |  |
| --- | --- |
| **Work Package:** | **2.** |
| **Activity:** | **Project Communication and Capitalization Acitvities** |
| **WP2 Lead partner** | **Regional Development Agency of Karlovac County** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Version:** | **Version 1.0** | **Date:** | (Enter the date of completion) |
| **Type:** | **Interim Partner Survey** | | |
| **Availability:** | Project level | | |
| **Responsible Partner:** | (Enter the name of your organisation) | | |
| **Project communication manager (editor)** | Ana Barković (JURRA), Ante Vekić, Marko Mandić (Symbol) | | |
| **Local communication manager (contributor)** | (Enter the name of your local communication manager) | | |

Along with the contacts for stakeholders and media directory database, every six months and at each reporting period partners have to fill a survey aimed at monitoring communication performance. This is composed of the following tables. When applicable, we have also specified the indicators we need to reach related to each communication action, as described in the project:

**2.1. Start-up activities**

2.1.1. Smart Communication plan and strategy

2.1.2. Kick-off project meeting

2.1.3. Appointment of CM and LCMs

2.1.4. Stakeholders and media directory

**2.2. Communication tools and materials**

2.2.1. ITA-CRO mini website contents

2.2.2. Project posters

2.2.3. Project roll-up banners

2.2.4. PDF project leaflet

2.2.5. Final electronic publication

2.2.6. Cross-border e-newsletters

2.2.7. Short videos and video interviews

**2.3. Communication evaluation and feedback**

2.3.1. Communication evaluation format/template

2.3.2. Interim Communication Evaluation Report

2.3.3. Final Communication Evaluation Report

**2.4. Dissemination events and participatory planning processes**

2.4.1. Transnational dissemination events

2.4.2. Participatory planning processes

2.4.3. PPP Seminars and focus groups

2.4.4. Info days

2.4.5. Final high-level event

**2.5. Social media, digital activities, and media relations campaigns**

2.5.1. Opening of social media accounts

2.5.2. Updates and animation of social media pages

2.5.3. Press releases

2.5.4. Press conference

2.5.5. Articles in relevant EU paper magazines

**I. QUANTITATIVE INDICATORS**

**2.1. Start-up activities**

| **2.1.3. Appointment of CM and LCM** | | | |
| --- | --- | --- | --- |
| **#** | **Organisation** | **Local communication manager** | **Contact info (e-mail address and phone number)** |
| 1. |  |  |  |

| **2.1.4. Update of Stakeholders and media directory database** | | **Target number: 100** |
| --- | --- | --- |
| **#** | **Stakeholder and media directory database created/updated (date and version –** *i.e. 1.5.2020. – v1***)** *(please attach the last version of the document to this survey)* | **Number of entries in the database** |
| 1. |  |  |
| 2. |  |  |

**2.2. Communication tools and materials**

| **2.2.1 Contents for project mini website** | | | | | **Target number: 4** | |
| --- | --- | --- | --- | --- | --- | --- |
| **#** | **Topic** | **Article title** | **Date published** | **Screenshot link** | | **Notes** |
| 1. |  |  |  |  | |  |
| 2. |  |  |  |  | |  |

| **2.2.2 Project posters** | | | **Target number: 5 per partner** |
| --- | --- | --- | --- |
| **#** | **Number of project posters printed** | **Project poster pasted (+/-)** | **Poster photo link** |
| 1. |  |  |  |

| **2.2.3 Project roll-up banners** | | | **Target number: 2 per partner** |
| --- | --- | --- | --- |
| **#** | **Number of roll-up banners created** | **Roll-up banner photo link** | |
| 1. |  |  | |

| **2.2.4. PDF project leaflet** | | | **Target number: 1 leaflet, 50 copies printed** |
| --- | --- | --- | --- |
| **#** | **Leaflet copies printed** | **PDF project leaflet link for download** | |
| 1. |  |  | |

| **2.2.6. Content for cross-border e-newsletters** | | | | **Target number: 4** |
| --- | --- | --- | --- | --- |
| **#** | **Title/topic** | **Newsletter no.** | **Photographs** | **Notes** |
| 1. |  |  |  |  |
| 2. |  |  |  |  |

| **2.2.7. Short videos and video interviews** | | | | | **Target number: 5-8** |
| --- | --- | --- | --- | --- | --- |
| **#** | **Topic** | **Interviewee** | **Publish date** | **Link** | **Notes** |
| 1. |  |  |  |  |  |
| 2. |  |  |  |  |  |

**2.4. Dissemination events and participatory planning processes**

| **2.4.1. Transnational Dissemination Events** | | | | | **Target number: 4 (total)** |
| --- | --- | --- | --- | --- | --- |
| **#** | **Date** | **Location** | **Participants list** | **Photos** | **Notes** |
| 1. |  |  |  |  |  |

| **2.4.2. Participatory Planning Processes (PPP)** | | | | | **Target number: 1 per partner** |
| --- | --- | --- | --- | --- | --- |
| **#** | **Method / type of process** | **Date / Location** | **Participants list**  *(please attach to this survey)* | **Link to photo gallery**  *(google photos etc)* | **Notes** |
| 1. |  |  |  |  |  |
| 2. |  |  |  |  |  |

| **2.4.2. PPP Seminars and focus groups** | | | | | **Target number: 1** |
| --- | --- | --- | --- | --- | --- |
| **#** | **Method / Seminar or focus group** | **Date / Location** | **Participants list**  *(please attach to this survey)* | **Link to photo gallery**  *(google photos etc)* | **Notes** |
| 1. |  |  |  |  |  |
| 2. |  |  |  |  |  |
| 3. |  |  |  |  |  |

**2.5. Social media, digital activities, and media relations campaigns**

| **2.5.2. Updates and animation of social media pages** | | | | | **Target number: 9** |
| --- | --- | --- | --- | --- | --- |
| **#** | **Topic** | **Date published** | **Social media** | **Screenshot link** | **Notes** |
| 1. |  |  |  |  |  |
| 2. |  |  |  |  |  |
| 3. |  |  |  |  |  |

| **2.5.3. Press releases** | | | | | **Target number: 3 per partner** | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **#** | **Type of media (TV, newspaper, radio, online)** | **Title/topic** | **When was It published?** | **Geographical distribution** | **Estimated Reach** | **Link** | **Notes** |
| 1. |  |  |  |  |  |  |  |
| 2. |  |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |  |
| 4. |  |  |  |  |  |  |  |

| **2.5.4.1. Press conference** | | | **Target number: 1 per partner** |
| --- | --- | --- | --- |
| **#** | **Title/topic** | **Participants list link** | |
| 1. |  |  | |

| **2.5.4.2. Press conference published articles/stories** | | | | |
| --- | --- | --- | --- | --- |
| **#** | **Which media published the information** | **Link to the article/story** | **Geographical distribution** *(local, regional, national)* | **Estimated reach** |
| 1. |  |  |  |  |

**II. QUALITATIVE INDICATORS**

Please answer the following questions regarding the peronal and organisational contribution, achievement of project communication results and indicators so we can gain better insight into the communication process which will help us better steer future communcation activities.

| **1. Did your organisation have the adequate capacity to acheive all objectives defined by the application form and the communication plan?** |
| --- |
|  |

| **2. What were the main obstacles for your organisation in implementation of the communication activities in the previous period?** |
| --- |
|  |

| **3. Was the WP2 leading partner able to properly repsond when needed during the implementation of communication activities?** |
| --- |
|  |

| **4. To what extent are the communication activities helping project Excover achieve desired/planned impact?** |
| --- |
|  |

| **5. Your suggestions for improvement of the communication process within the project Excover communication team.** |
| --- |
|  |