

**The evaluation of publicity and communication activities of the
Operational Programme Research, Development and Education**

Executive Summary

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EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
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MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY

Executive Summary

The evaluation of publicity and communication activities of the Operational Programme Research, Development and Education (herein after OP RDE) was undertaken by functionally independent Evaluation Unit of the OP RDE for the purposes of Annual Implementation Report 2017 on the basis of the Regulation (EU) No 1303/2013 of the European Parliament and of the Council (Common Provision), art. 111.

The evaluation is based mainly on the desk research of secondary data sources (Annual Communication Plans and their annual assessments, internal documents of the Managing Authority of the OP RDE, Common Communication Strategy and outputs of other evaluations). The results of on-line surveys conducted under other evaluations either provided by the Evaluation Unit OP RDE or the Ministry of Regional Development were used as primary sources.

According to the analysis, there is a need to carefully adjust the set of communication and publicity activities to the current state of the implementation of the Operational Programme and consequently also to the current state of the individual projects. The content of communication activities has to be different at the beginning of the project implementation than in the phase of full project implementation when the first outcomes appears. The Responsible department (Dpt. of Publicity) is fully aware of this fact, therefore the mix of promotional activities seems to be set appropriately. OP RDE is currently the best known OP in the Czech Republic among the Target Group *General Public 15+years*. However, at the end of the initial phase of implementation, the knowledge and awareness of the OP RDE among the Target Group *Professional Public* are important as well and in this case there is still a space for improvement (58 % brand awareness). One of the positive findings from the surveys is, that the information provided by the MA is comprehensible and the clarity of the related web pages is rather good. Launching of an independent OP RDE website as soon as possible is considered an important tool for spreading the awareness of OP RDE brand and better communication with the Target Groups. It is also crucial to provide the information to the (potential) applicants and beneficiaries of the OP RDE in a consistent way.

The analysis also provided a limited number of rather general recommendations focused on the improvement of the MA's performance. An early communication of the eligible activities under the individual Calls can help to secure sufficient number of high quality Project Proposals (with emphasis on the *quality*), which will lead to the full and reasonable use of the given allocation of these individual Calls. The focus on the promotion of outputs and outcomes of individual projects will contribute to their visibility and to the awareness of benefits of the OP RDE among the general public. The consistent provision of information across all departments of the MA will make life easier for all subjects involved. The benefits of the OP RDE website in preparation are mentioned above, also with regard to the consistence of information source (for example FAQ Section).

