

**OPERATIONAL PROGRAMME  
EUROPEAN REGIONAL DEVELOPMENT FUND  
2014-2020 OF THE COMMUNITY OF MADRID**



**Comunidad  
de Madrid**



**Unión Europea**

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**COMMUNICATION STRATEGY EVALUATION OF THE ERDF  
OPERATIONAL PROGRAMME 2014-2020**

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*Executive summary*

**IDOM**

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## COMMUNICATION STRATEGY EVALUATION OF THE ERDF 2014-2020 COMMUNITY OF MADRID

### EXECUTIVE SUMMARY

The regulations in force for the 2014-2020 period establish the need to **highlight the role played by the European Union and to ensure the transparency of the aid** given through the European Funds, as well as to communicate the achievements of the Cohesion Policy and inform **potential beneficiaries about the funding opportunities** of Structural Funds.

The **Communication Strategy Final Evaluation of the Operational Programme (OP) of the European Regional Development Fund (ERDF) 2014-2020 of the Community of Madrid** is carried out in accordance with the “Methodological Guide for the Monitoring and Evaluation of the Communication Strategies of the ERDF and ESF Operational Programmes 2014-2020” terms.

The temporal scope of the Evaluation covers the implementation of the Communication Strategy measures since the start of the programming period on 1<sup>st</sup> January 2014 until the end of the programming period. The evaluation has been carried out during 2023.

The **methodology** used for the Evaluation includes different techniques to extract the necessary quantitative and qualitative information. A documentary analysis including all relevant documents referring to communication of the OP ERDF 2014-2020 of the Community of Madrid and the obligations and measures of the actors involved has been carried out. The evaluation has integrated **interviews** with those responsible for the Communication Strategy, with the Intermediate Coordinating Body (OIC) and Managers (OIG) of the actions, **focus groups** for the exchange of experiences, and **telephone surveys** using the CATI system to a representative sample of citizens in order to assess the degree of knowledge of the population about the ERDF.

**Proportionality** of the budget for the Communication Strategy **is considered adequate** as it is in line with the volume that GERIP Network proposes for information and communication. It is complicated to determine quantitatively its implementation due to the difficulty to reflect costs associated with information and communication measures separately from the implementation costs of the actions, and the integration of the expenditure in the Technical Assistance axis through a 4% flat rate without need for justification.

**Appropriateness** of the Communication Strategy of the OP ERDF 2014-2020 of the Community of Madrid is ensured by the adherence to the guidelines issued by European Commission and Managing Authority. Likewise, **validity and consistency** are confirmed thanks to information and communication requirements inclusion in the Strategy and the coherence that its actions maintain with the objectives established at different implementation levels, having reprogrammed the Strategy goals in such a way that validity is reinforced.

Regarding **measures implementation**, the **execution degree** is verified by means of two types of indicators: **performance and result indicators**. With the data reported by OIC and OIGs up to the 2022 annuity, the degree of achievement of the targets and progress with respect to Mid-term Evaluation has been verified.

The following tables show the implementation degrees achieved by the indicators:

### Performance indicators

Performance indicators	Initial targets	Reprogrammed final targets	Total execution up to 2022		Mid-term Evaluation 2019
			Execution	% Execution	Execution
1. No. of activities and public events	60	77	78	101.3%	80%
2. No. of dissemination actions	75	100	103	103%	64%
3. No. of external publications	60	72	70	97.2%	51.7%
4. No. of web pages		10	7	70%	90%
5. No. of advertising supports		100	110	110%	44%
6. No. of internal documentation distributed		50	45	90%	68%
7. No. of information and publicity networks		3	3	100%	100%

*Table 1. Execution of ERDF 2014-2020 Community of Madrid performance indicators reported in INFOCO at 31/12/2022*

Previous table shows a **broad targets achievement** over the programming period, even after an upward reprogramming for the first three indicators. In addition, it shows **progress** in the implementation compared to the Mid-Term Evaluation. Therefore, the performance indicators table shows a **positive picture with respect to the Communication Strategy's forecast**.

Only an indicator displays a value slightly below the target: no. 4 "Web pages" (70%), since some OIG do not have a specific website dedicated to European Funds or referencing ERDF.

### Result indicators

Result indicators	Initial targets	Reprogrammed final targets	Total implementation to 2022		Mid-term Evaluation 2019
			Execution	% Execution	
1. No. of attendees	4,500	5,200	10,442	200.8%	126.4%
3.1. No. of publications distributed / published		100%		99%	97.8%
3.2. No. of distribution points		35	37	105.7%	80%
4. No. of visits		160,000	162,611	101.6%	85.6%
6. % of bodies covered		100%		100%	100%
7.1. No. of meetings		79	48	60.8%	31.6%
7.2. No. of attendees		49	48	98%	67.3%

*Table 2. Execution of ERDF 2014-2020 Community of Madrid result indicators reported in INFOCO at 31/12/2022*

**All result indicators targets have been met, in line with the large achievement in performance indicators.** Sole exception is the number of meetings of the information and communication networks, as not as many meetings as initially planned have been held.

**The number of attendees at public events and activities stands out.** This value even **doubles the target** despite being the only result indicator with an upward reprogramming in the Strategy's goal.

Final Evaluation proposes an increase in the meeting periodicity of Information and Communication Networks, especially RIFEM network, which can contribute to foster information homogenisation between all responsible bodies and serve as ongoing training throughout the period.

### Implemented budget associated with indicators

Performance indicators	Estimated expenditure to 2022		Estimated expenditure to 2019	
	Execution	%	Execution	%
1. No. of activities and public events	299.226 €	67,1%	53.996 €	42,5%
2. No. of dissemination actions	9.102 €	2%	327 €	0,3%
3. No. of external publications produced	107.106 €	24%	65.810 €	51,8%
4. No. of web pages	3.124 €	0,7%	350 €	0,3%
5. No. of advertising media	23.172 €	5,2%	4.518 €	3,6%
6. No. of internal documentation distributed	3.895 €	0,9%	1.745 €	1,4%
7. No. of information and publicity networks	400 €	0,1%	380 €	0,3%
<b>Total</b>	<b>446.025 €</b>	<b>100%</b>	<b>127.126 €</b>	<b>100%</b>

*Table 3. Executed expenditure corresponding to information and communication measures of the Communication Strategy OP ERDF 2014-2020 Community of Madrid at 2022 and 2019.*

**Reported expenditure** associated with these indicators represents an execution rate of **31.3% of the Communication Strategy budget**. Monitoring of expenditure is complicated to analyse as it is included in the Technical Assistance axis which is allocated with a 4% flat rate without need for justification and compulsory measures are included within the actions.

Measures to which **highest expenditure is reported are mainly public activities and events**, followed by **external publications**. On the other hand, internal documentation distributed, web pages and networks report practically no expenditure due to the nature of their nature, since they are intrinsic to management itself and to the obligations of those responsible.

**Annual Implementation Reports** incorporate a **Communication Annex** whereby communication activities implemented during the year (campaigns, public events, news, Best Practices, etc.) are **periodically reported in a clear and differentiated manner**. They therefore act as a **suitable mean for monitoring publicity measures**, backed up by their approval in the Monitoring Committees.

**Monitoring systems** developed during the OP ERDF 2014-2020 are **positively assessed, being successful in achieving the Strategy's objectives and the procedures quality**, although some elements could be improved, such as the increase in the meeting frequency regarding Information networks or

the updating of websites of the Managing Authority, the OIC and OIG with the most recent available contents.

**Verification and control processes include the verification of communication regulations compliance**, which has been confirmed through checklists analysis. In addition, it has been ascertained that programme's operations consider and implement information and publicity obligations established in the Communication Strategy.

**Principle of Equal Opportunities** has been applied in different stages of the Communication Strategy of the OP ERDF 2014-2020, both in the Strategy planning and in the information and publicity actions. Likewise, this principle is also included as a compliance criterion both in the selection of the operations co-financed in the programme and in the approval of Good Practices.

Strategy's **impact indicators** show the following results:

- Internal indicators as the **usefulness rate and the degree of awareness of obligations display high results**. The former has increased with respect to the Mid-term evaluation, meanwhile the latter has decreased as a result of the low number of joint information meetings held since the Mid-term evaluation. This issue makes an impact on the satisfaction rate, although these sessions are perceived as useful.
- The **degree of knowledge** of the Madrid citizens about the role of the EU in the economic and social progress of the Community is **really high** (73.3%), practically identical to the Strategy objective (75%). On the other hand, citizens' **knowledge of the ERDF is lower** (53.2%). This situation shows that **citizens do not identify the specific fund** from which the funding comes, **although they do know that it is EU funding**.

Regarding Best Practices, a total of **seven Best Practices** have been validated. All of them are published on the Managing Authority's website and are available on the OIC's web page (although the last ones have yet to be published independently).

Thus, OP ERDF 2014-2020 of the Community of Madrid has achieved the **approval of one Best Practice per year**, although these are gathered in three OIG.