

Evaluation of the Communication Strategy (CS) of the Operational Programme Social Inclusion and Employment (PO ISE) 2014-2020

SPECIFIC GOALS

- 1** Evaluate PO ISE brand awareness and explore their perceptions in the context of European Funds
- 2** Evaluate the way in which the production and reception of PO ISE communication has been processed through its different “products” and type of beneficiary (external and internal, institutional and specific)
- 3** Evaluate the notoriety and impact of PO ISE communication materials
- 4** Evaluate the global image of the PO ISE communication by types of beneficiaries of the produced communication
- 5** Get recommendations and suggestions for improving PO ISE communication practices



METHODOLOGY

The evaluation of the CS of PO ISE was carried out based on a theory-based evaluation methodology. This methodology combined the elaboration of a Theory of Change, with principles of realistic and evidence-based evaluation.



Documentary analysis.



Semi-directive interviews with institutional personalities involved in the implementation.



Three discussion panels with communication specialists, with intermediary bodies and beneficiary entities and with some members of the SIE OP technical team.



Survey addressed that involved a population survey, a survey to final recipients and a survey to beneficiaries of PO ISE.

1 350 final recipients of different types of operation

505 general population valid answers

336 valid answers beneficiary entities



Programmed with an allocation of 1.4 million euros



Implementation rate:
53% at 31.12.2021

at 31.12.2021

RESULTS



108 Organized events and events in which PO ISE participated

45 press releases + 1 advertisement produced



195 “EM FOCO”



43 films produced by PO ISE



2 008 publications on all social networks



3 660 fans in 2021



1 270 followers in 2021



496 followers in 2021



662 905 website visits

1 816 577 pageviews



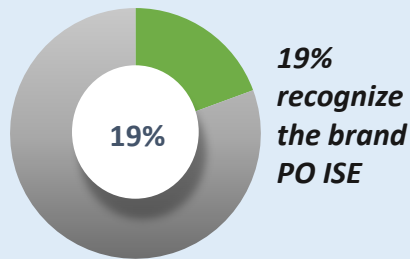
4 264 copies of informational and promotional products distributed to the general public

at 31.12.2021

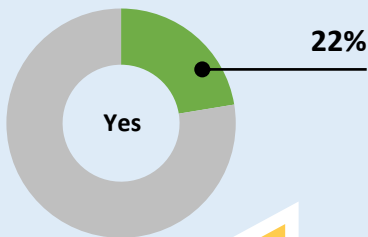
MAIN RESULTS OF THE SURVEY

General Population

Notoriety?



Do you remember any publicity/campaign about the PO ISE?

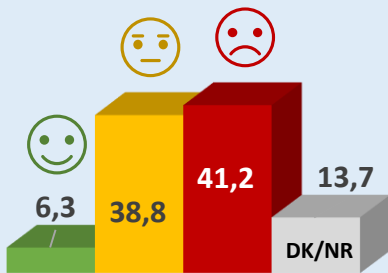


68% would like to have access to more information about ESIF in general

54% would like to have access to more generic information about

For 36% of respondents the ESIF have Contributed/ contributed a lot to the country's development

Application of European Funds in Portugal...



- Very well/well applied
- Reasonably applied
- Poorly / very poorly applied

Final Recipients

Notoriety

Do't know	Know directed	Know spontaneous
46,6	48,1	5,3

What does the symbol convey to you...

About 31% of respondents who know the Program mention **inclusion**, 23% **diversity**, 15% **equality** e 12% **positive energy**



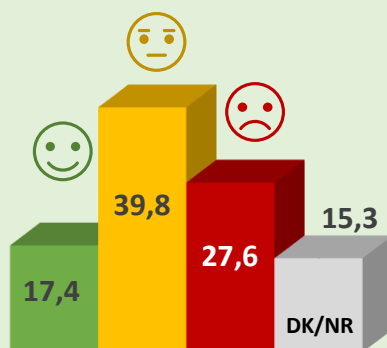
Do you remember any publicity/campaign about the PO ISE?

More than 90% of recipients who know PO ISE have never visited the Program's social networks



36% The ESIF have made a high/ very high contribution to the to the country's development.

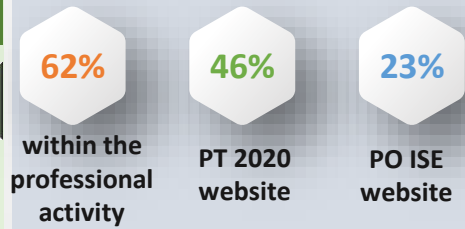
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Beneficiaries

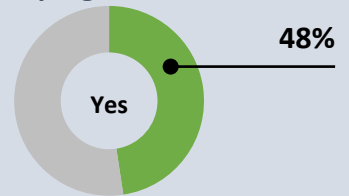
How did you become aware of the PO ISE



What does the symbol convey to you...

For 37% of respondents it conveys **inclusion** and for about 26% **diversity**.

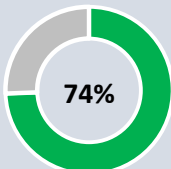
Do you remember any publicity/campaign about the PO ISE?



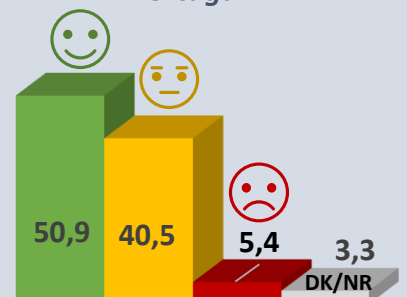
49% use Facebook. Usage rate of other social networks below 20%

32% Participated and/or promoted some dissemination and communication action of the PO ISE outside the information and communication rules

The ESIF have made a high/ very high contribution to the to the country's development



Application of European Funds in Portugal...



- Very well/well applied
- Reasonably applied
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MAIN CONCLUSIONS



The difficulty of the PO ISE's CS to generate greater notoriety among the population in general is due, not specifically to the typology of communication actions/initiatives carried out, but rather to its dynamic combinatorial, in addition to other factors that the CS cannot control - relevance of the media agendas that highlight a poor perception of the use of European structural and investment funds (ESIF) in Portugal, the fragmentation of the PT2020 corporate image or public perceptions that do not value the PO ISE's contributions to employment and social inclusion public policies.

MAIN CONCLUSIONS

- The low notoriety among the final recipients is from another nature and shows ample margins of progress in achieving higher levels of effectiveness and impacts on these audiences, integrating here the necessary more proactive intervention also of the Intermediary Bodies (IB) and beneficiaries.
- In addition, regarding with the progression of the PO ISE CS impact, in the short remaining implementation of the CS, it is in the mitigation of the notoriety gap and recognition among the two targets (general population and final recipients) that there is greater potential for development. However, it should be considered that other initiatives are competing in the framework of the PT2020 communication, to mitigating the communication fragmentation between the different OPs with a huge diversity of logos and images that do not reveal a common identity.
- The PO ISE CS implementation is in charge of very small team, which is an important contextualization element of the concrete conditions under which the CS implementation takes place.
- The non-definition of results metrics to be achieved by the POI SE penalizes monitoring in the logic of measuring the results achieved and does not clearly identify which communication instruments/initiatives were most effective in meeting the CS objectives recommended.

RECOMMENDATIONS

- 1 In the very short term and, still in the last phase of the PO ISE CS, it is recommended **to explore new combinations of communication** initiatives aimed mainly increasing notoriety among the PO ISE final recipients, very focused on the results dissemination from the implementation of supported projects.
- 2 **Promote actions that bring the** general public closer and involved, especially focus on *storytelling or other actions* that allow deinstitutionalizing the future OP with Social Inclusion and Employment measures brand and brings the final recipients to the CS center, leading them to be themselves "brand ambassadors".
- 3 **Design and promote new participation/involvement forms of the Intermediate and Beneficiary Bodies in the CS.** This recommendation aims to create conditions, for IB and Beneficiaries in the CS of the future OP, to the implementation and to have a more relevant role beyond the mere compliance with legal rules for communication and visibility of the ESI Funds, in this case ESF, supported processes.
- 4 **Promote better conditions for cooperation and collaborative communication within the future PT2030 framework.** This recommendation responds to evidence gathered during the PO ISE CS evaluation process and is based on the perception formalized, in discussion panels and interviews, about the atomization existing in the communication of PT2020 different aspects.
- 5 **Promote a more proactive management of digital media, especially social networks,** with the aim of targeting audiences and creating a greater and more comprehensive notoriety of the future Program with social inclusion and employment measures.
- 6 **Robustness of the communication team robustness** for a more integrated and professionalized CS management.
- 7 **Definition of metrics, indicators and targets** that allow the CS monitoring and evaluation, which will allow a more objective and systematic results measurement during the CS implementation period, allowing regular monitoring, deviations signaling and their correction, whenever necessary.

Complete information from the evaluation study available at: <https://poise.portugal2020.pt/avaliacao-e-resultados>

Evaluation team:

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