

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



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de Madrid**



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

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*Executive summary*

**IDOM**

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REVISION 01

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## COMMUNICATION STRATEGY EVALUATION OF THE ESF 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 the Structural Funds.

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

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. The evaluation has been carried out during 2023.

The employed **methodology** for the Evaluation includes different techniques to extract the necessary quantitative and qualitative information. A documentary analysis including all relevant documents addressing communication of the OP ESF 2014-2020 of the Community of Madrid and the obligations and measures of the actors involved has been carried out. The evaluation has held **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 ESF.

The **proportionality** of the budget for the Communication Strategy **is considered adequate** as it is in line with the volume proposed by the GERIP Network dedicated to 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 the need for justification.

The **appropriateness** of the Communication Strategy of the OP ESF 2014-2020 of the Community of Madrid is ensured by the adherence to the guidelines issued by the European Commission and the Managing Authority. Likewise, the **validity and consistency** are appreciated thanks to the coherence that the actions of the Strategy maintain with the objectives established at different implementation levels.

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

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

### Performance indicators.

Performance indicators	Programming	Total execution up to 2022		Mid-term Evaluation 2019
		Execution	% Execution	Execution
1. No. of activities and public events	1,550	1,011	65%	52%
2. No. of dissemination actions	523	1,292	247%	175%
3. No. of external publications	500	959	192%	117%
4. No. of web pages	100	282	282%	282%
5. No. of advertising supports	1,350	740	55%	45%
6. No. of internal documentation distributed	2,600	140	5.4%	5%
7. No. of information and publicity networks	10	3	30%	30%

*Table 1. Execution of ESF 2014-2020 Community of Madrid performance indicators at 31/12/2022*

The degree of achievement of the targets is not similar for all performance indicators. The targets were far exceeded for performance indicators no. 2 "*Dissemination actions*", no. 3 "*External publications*" and no. 4 "*Web pages*". Number of public events and advertising supports (indicators 1 and 5) had a lower implementation rate, aggravated by the COVID-19 pandemic. Indicator no. 6 "*Internal documentation*" is the lowest as this type of documentation is not usually recorded, and indicator no. 7 "*Information networks*" complies with all available networks, although it does not reach the target.

### Result indicators.

Result indicators	Programming	Total execution up to 2022		Mid-term Evaluation 2019
		Execution	% Execution	Execution
1. No. of attendees	40,000	158,018	395%	230.9%
3.1. No. of publications distributed / published	350	94.94%		90.1%
3.2. No. of distribution points	381	5.995	1,573.5%	1,560.9%
4. No. of visits	1,980,000	1,655,476	83.6%	129.8%
6. % of bodies covered	100%	100%		99.6%
7.1. No. of meetings	160	48	30%	14.4%
7.2. No. of attendees	700	129	18.4%	7.3%

*Table 2. Execution of the ESF 2014-2020 Community of Madrid result indicators at 31/12/2022*

Target of result indicators is exceeded for several indicators, or they show a really high value despite being below the target. Result indicator no. 1 "*Number of attendees*" achieves a figure well above the programmed objective. Only those indicators linked to Information Networks ("*Number of meetings*")

*and attendees*") stand out negatively, since not as many meetings have been held as it was planned in a first stage. It is recommended to increase the number of meetings of these networks, especially regional network RIFEM. Result indicator no. 4 "*Number of visits*" has reduced the average number of visits to web pages compared to the Mid-Term Evaluation, although it is not far from the target.

Mid-Term Evaluation recommended reprogramming the values for those indicators with an over-achievement. However, the OIC and OIG considered more appropriate not to reformulate a reprogramming of the targets in these indicators as the over execution of some values did not change the sense of the Communication Strategy.

In those indicators whose values were furthest from the target achievement, efforts have been made to increase implementation pace, but several circumstances such as COVID-19 pandemic have entailed that implementation has not increased as much as desired.

Final Evaluation has recommended a drive for standardisation in the reporting of information regarding indicators, as well as constant training throughout the period. Regular meetings of RIFEM network could contribute to such homogenisation.

### Implemented budget associated with indicators.

Performance indicators	Estimated expenditure to 2022	
	Execution	%
1. No. of activities and public events	466,598	24.5%
2. No. of dissemination actions	266,167	14%
3. No. of external publications	819,809	43.1%
4. No. of web pages	156,009	8.2%
5. No. of advertising supports	192,680	10.1%
6. No. of internal documentation distributed	32	0%
7. No. of information and publicity networks	-	-
<b>Total</b>	<b>1,901,295</b>	<b>100%</b>

*Table 3. Executed expenditure corresponding to the information and communication measures of the Communication Strategy of the ESF OP 2014-2020 Community of Madrid as at 31/12/2022*

**Reported expenditure** associated with performance indicators is in line with the Strategy budget as 100.1% of the budget has been reported. This expenditure is included in the Technical Assistance axis, which is allocated at a 4% flat rate of the Operational Programme budget. Measures to which **highest expenditure** is allocated are **external publications and public events**, while internal documentation distributed and information networks have practically no expenditure due to their nature, which is intrinsic to the management itself and to the obligations of those responsible.

**Annual Implementation Reports comply with the mandatory reporting** on information and communication from the regulatory point of view and the **measures are regularly reported in the Monitoring Committees**. **Implementation of measures foreseen in the Communication Strategy is high**, so the **objectives of the Strategy are satisfactorily met**, although some elements could be

improved to increase the quality of procedures, such as the use of IT tools for monitoring the communication indicators or the meeting frequency regarding Information Networks.

**Verification and control processes include the verification of the regulatory compliance** on communication, and this is confirmed thanks to the analysis of specific checklists. It is also ascertained that programme's operations have considered information and publicity obligations, and that the measures established in the Communication Strategy have been implemented.

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

Strategy's **impact indicators** show good results:

- **Usefulness and satisfaction rates are high** according to the information provided by the OIG, although the **degree of awareness of obligations** is lower due to the low number of information sessions held since the Mid-term Evaluation. Both usefulness rate (80.65%) and satisfaction rate (76.56%) have improved since Mid-term Evaluation, although they fall below the target (90%).
- **Degree of knowledge** of Madrid citizens about the role of the EU in the economic and social progress of the Community is really high (73.3%), exceeding the expected target (71%). Citizens' knowledge of the ESF is somewhat lower (55.2%).

With regard to Good Practices, **two Good Practices** have been published during the programming period, one of them being published on the Managing Authority's website. Progress has been made with respect to the Mid-term Evaluation, when only Good Practice Identification Sheets had been completed although it has not been possible to convert all these Identification Sheets into Good Practices validated for the programme.