



Evaluating communication actions on the CAP

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Evaluations on the CAP

- *Evaluation → "judgement of interventions according to their results, impacts and needs they aim to satisfy"*
- *requirement for all policies entailing significant spending + specific provisions*
- *1st pillar Commission responsibility, 2nd pillar MS responsibility and Commission synthesis*
- *Commission evaluations prepared and managed by DG AGRI, carried out by independent experts (tendering procedure)*
- *opportunity for CAP to demonstrate achievements, ensure credibility*

Evaluating CAP communication: actions

- *Reg. (EC) 814/2000: direct and indirect (grant) actions*
- *other communications actions, e.g.:*
 - *Rural Development communication*
 - *spokesman service*
 - *promotion activities*

Evaluating CAP communication: topics

Relevance:

To what extent does the communication policy/strategy respond to the information needs of the target publics?

Coherence:

How coherent are the tools and messages in the communication policy with the objectives of the strategy, with each other and with other initiatives in the same field?

Effectiveness:

How effective is the communication strategy in improving awareness/knowledge/understanding about the CAP?

Efficiency:

How efficient is the combination of tools in the communication policy in order to convey the messages and achieve the expected impacts?

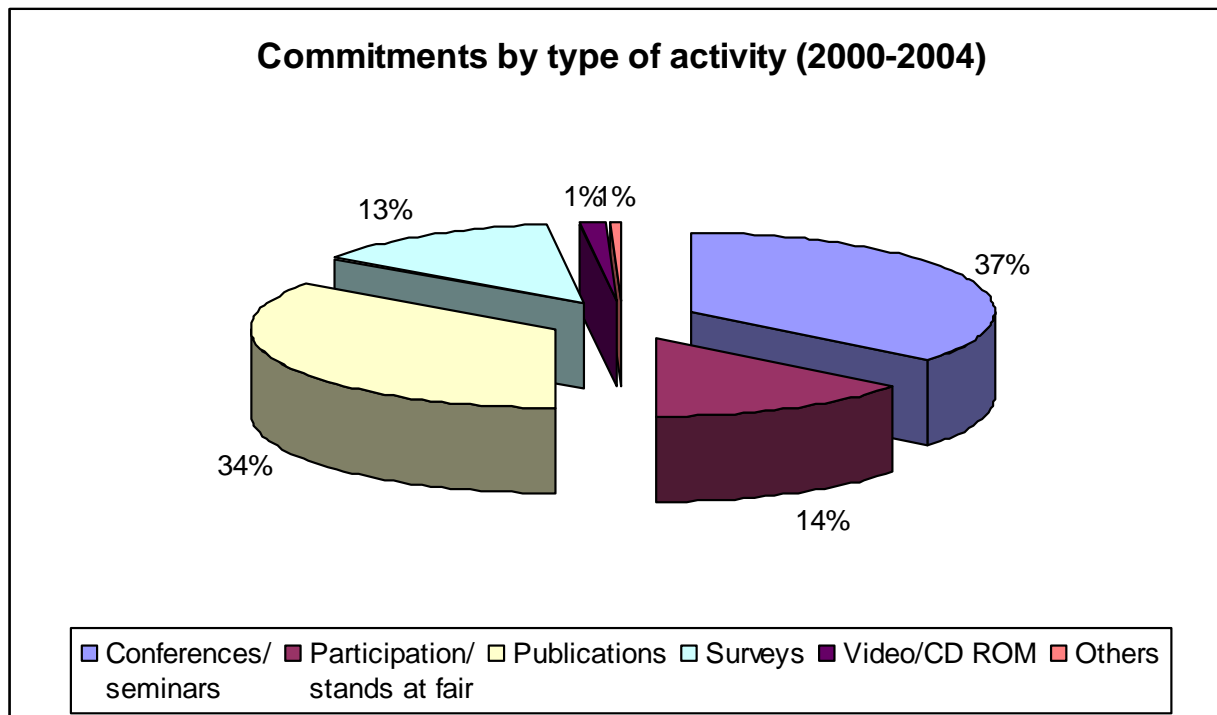
Evaluating CAP communication: 2006 evaluation (1)

- *Last evaluation published 2006**
- *Reg. (EC) 814/2000*
- *Evaluation methodology:*
 - *Analysis of a sample of files handled by the European Commission for the direct actions and for the indirect actions*
 - *stakeholder-provided evidence and/or expert/intermediary opinion via interviews (face-to-face, by phone and by e-mail)*
 - *quantitative data when available, qualitative information collected during interviews*

**DG AGRI evaluation plan foresees new evaluation 2014-2015*

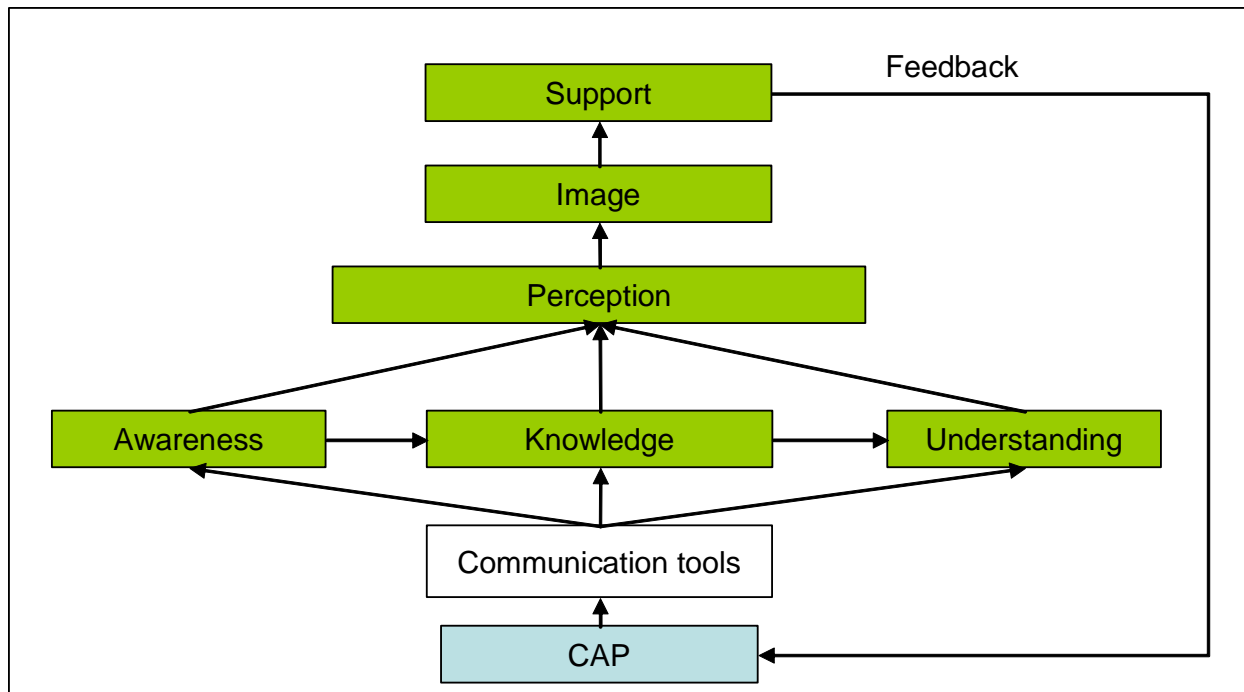
Evaluating CAP communication: 2006 evaluation (2)

- *Direct actions: commitments*



Evaluating CAP communication: 2006 evaluation (3)

- *Intervention logic*



Evaluating CAP communication: 2006 evaluation (4)

- *Findings (selected example):*
 - *Lack of efficiency in reaching the general public, unfulfilled need for information. Target audience too broad for the resources available.*
 - *Effective in reaching the farming community at stakeholder organisation level, limited effectiveness in reaching rural area stakeholders in the wider sense (e.g. environmental and consumer organisations)*

Recommendations:

- *Define precisely the target groups, better assess and understand the information needs*
- *Define priority target sub-groups and develop appropriate dissemination strategies in order to reach these*
- *Better balance between activities targeting the farming community and those targeting the wider rural community*
- *Structured written (multi-annual) strategy framework for CAP information policy*

Further information:

Unit AGRI E.4 "Evaluations and studies":

<http://ec.europa.eu/agriculture/evaluation/>

CAP Information Policy evaluation 2006:

http://ec.europa.eu/agriculture/eval/reports/cap_info/index_en.htm

Evaluation unit in DG Communication:

http://ec.europa.eu/dgs/communication/about/evaluation/index_en.htm