

## Measuring the Effectiveness of Communication: Experience of National Paying Agency

Aistė Mileikaitė

Head of Public Relations Sub-unit, Communication Unit  
National Paying Agency under the Ministry of Agriculture (LT)



# Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.

## INFORMING ABOUT RURAL DEVELOPMENT MEASURES



## WHAT WE AIMED TO ACHIEVE

### Main goal

- To ensure the awareness about the RDP measures and the effective implementation of the Programme

### Specific objectives

- To provide our target groups with clear and detailed information about invitations to submit applications for support, administrative procedures, progress in the assessment and selection of applications, as well as obligations;
- To provide target groups with the information about the absorption of support, to promote success stories;
- To encourage the use of the support.



## RESULTS OF PUBLIC INFORMATION CAMPAIGN, IN NUMBERS




## PUBLIC OPINION POLL: WHAT TO MEASURE



- The effectiveness of communication tools
- Level of awareness of RDP and its measures
- Evaluation of RDP, transparency and effectiveness of the administrative procedures



## PRINCIPLES OF SURVEYS



**The same  
periodicity**



**Identical  
questions**



**The same  
sample**



## COMMUNICATION TOOLS

- *Where did you get information?*
- *From which source would you like to receive more information?*



## LEVEL OF AWARENESS

- *Was it difficult to get information? Is the information easy to find?*
- *Is the information about the opportunities to receive support sufficient for you?*





## EVALUATION OF RDP, ADMINISTRATIVE PROCEDURES

- *What is your opinion about the benefits of the measures of the RDP for the entire Lithuanian population?*
- *In your opinion, is support under the measures of the RDP administered transparently and effectively?*



## QUALITY SYSTEM IN THE NPA



## ADDITIONAL EFFICIENCY MEASUREMENT



Website visitor survey



Survey of participants satisfaction



Social partners opinion survey



## WEBSITE VISITOR SURVEY

### WHAT WE DO TO ENSURE NPA WEBSITE USERS BEST EXPERIENCE

- General user and social partners experience surveys before and after each fundamental change
- Two user experience surveys each and every year
- Continuous accumulation of user feedback, analysis and conversion into practice where possible



## FIELDS FOR CHANGES

- **More specific: goals, objectives, indicators;**
- **Set baseline - a tool to determine the current situation;**
- **Set of specific measurement tools, determination of the application methodology;**
- **Measurement not only of the overall process, but of each and every action;**
- **Specific action plans according to public opinion polls at least once a year.**



# Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.



## THANK YOU FOR YOUR ATTENTION

