

Measuring the Effectiveness of Communication: Experience of National Paying Agency

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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.



Věn



RESULTS OF PUBLIC INFORMATION CAMPAIGN, IN NUMBERS

5446 publications in the media

644 seminars, conferences, trainings, other related events organized (26452 participants)

253499 unique visitors, 936696 visits in total in 2013 only, at the website <u>www.nma.lt</u>





PUBLIC OPINION POLL: WHAT TO MEASURE

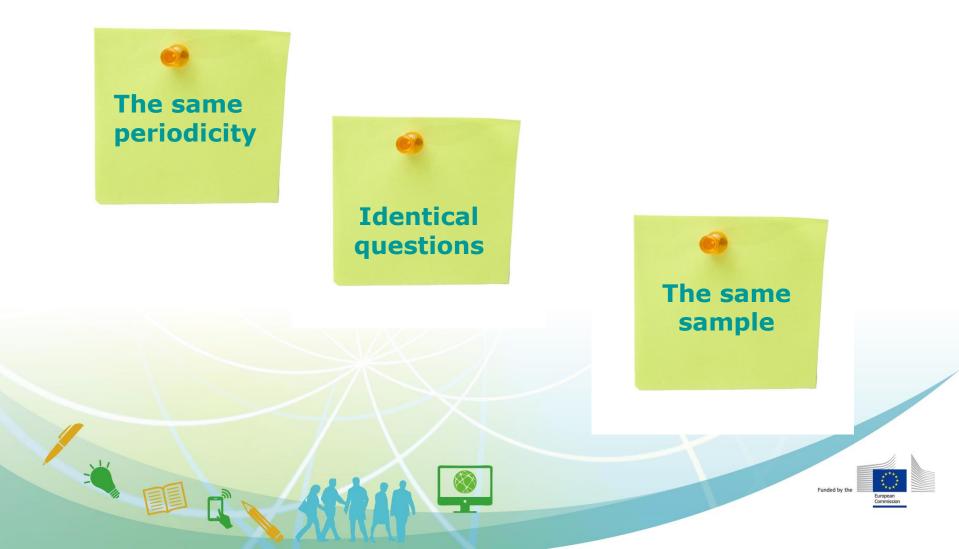


- The effectiveness of communication tools
- Level of awareness of RDP and its measures
- Evaluation of RDP, transparency and effectiveness of the administrative procedures





PRINCIPLES OF SURVEYS





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



- Charles

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

