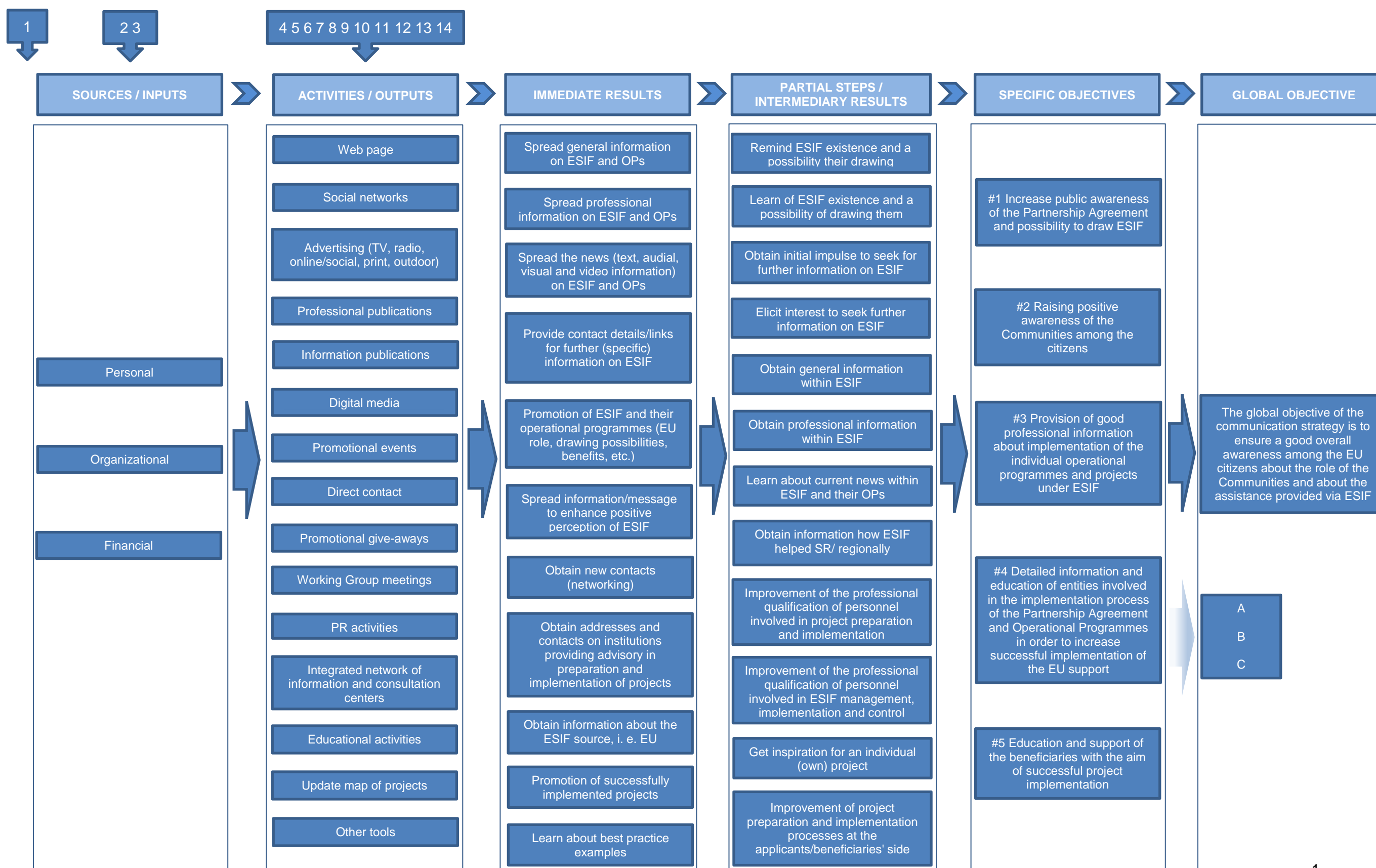


Appendix D A Map of identified theory of change in the approach to information and communication within ESIF



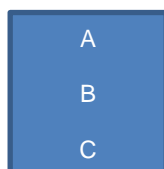
Legend:

Prerequisites for successful communication



- 1) There is an interest in the target groups in the information provided.
- 2) There are sufficient sources (information, organizational-personnel and financial) for activities and measures in information and communication activities.
- 3) Timely and fully implemented public procurement of external suppliers of goods and services.
- 4) Bad experience from the previous period is eliminated.
- 5) Information has an adequate format (visual, sound, text) and is rendered by the right communication tool.
- 6) Information is rendered in a timely manner.
- 7) Information is correct/clear/unambiguous.
- 8) Information is of sufficient quality.
- 9) Information corresponds with the needs of the target groups (scope, content, etc.).
- 10) Information is up-to-date.
- 11) There is enough information.
- 12) Information is comprehensible.
- 13) Information can be easily accessed by public and is published in a user-friendly form.
- 14) The creative aspect of activities and measures in information and communication is performed by personnel with sufficient qualification, i.e. professionals in the areas of media, marketing, PR, communication, etc.

Indirect and wider effects



In fulfilment of the objectives specified above, further indirect and wider effects can be identified, which can be attributed to the communication policy implementation:

- a) a more effective management and implementation of the operational programmes;
- b) submission of better projects in terms of material quality;
- c) a higher absorption (higher interest in funds from ESIF).