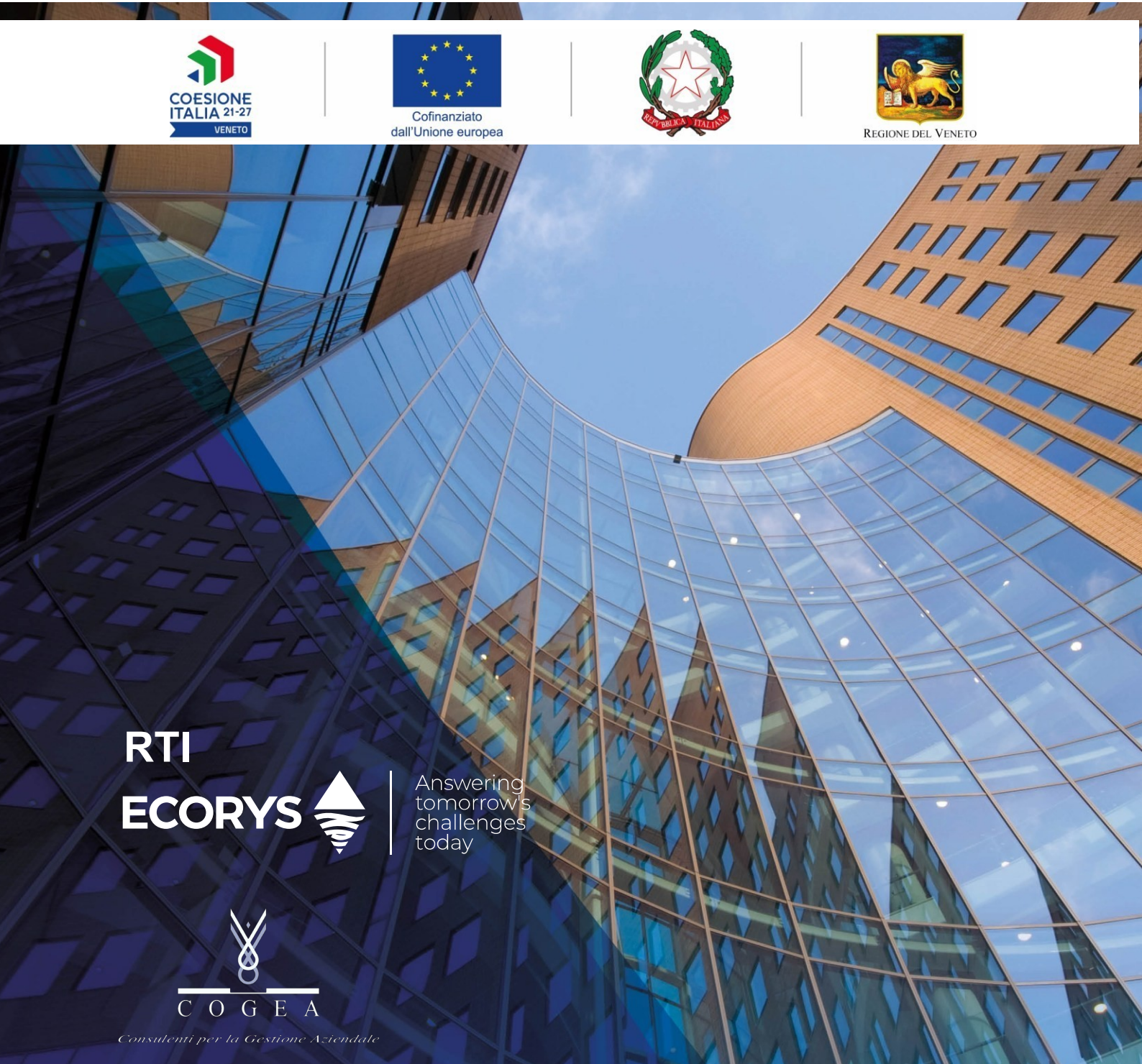


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Valutazione annuale sulle attività di comunicazione e informazione dei PR FESR 2021-2027 e FSE+ 2021-2027
Secondo rapporto annuale – 2026

Aprile 2026

SINTESI - INGLESE

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Executive summary (inglese)

The second Annual Report on the evaluation of communication and information activities for the Veneto Regional Programmes ERDF and ESF+ 2021–2027 provides an in-depth analysis of the actions implemented in 2025, with the aim of assessing the effectiveness of the regional communication strategy and its alignment with programme objectives. The analysis is framed within the 2021–2027 Single Evaluation Plan and represents a key step in understanding the progress of information activities, the quality of the content disseminated, and the Programmes' capacity to reach their target audiences.

The report examines six evaluation areas: the coherence of the Strategic Plan with Programme objectives; the diversity and appropriateness of the channels used; the extent of target audience coverage; the effectiveness of the various tools in generating visibility and engagement; the achievement of objectives set by common indicators; and, finally, the capacity of communication activities to highlight the role of the European Union in regional policies.

The methodological approach is based on a triangulation of sources and tools, combining document analysis, statistical processing, web analytics, official data on traditional media audiences, and qualitative insights collected through ten semi-structured interviews with key stakeholders. This plurality of sources makes it possible to integrate quantitative evidence with stakeholders' perceptions, offering a comprehensive understanding of organisational processes, communication effectiveness, and areas for improvement. The analysis also considers the user experience of the web pages dedicated to the Programmes and examines communication activities carried out both directly by the Region and by group responsible for implementing the Communication Plan.

In 2025, the Veneto Region adopted a strongly multi-channel communication approach. On the one hand, the web sections dedicated to the Programmes served as the core of institutional information, recording a significant increase in traffic and user interaction. On the other hand, the communication ecosystem was strengthened through integrated campaigns across print media, local radio and television, institutional social network, newsletters, and direct mailings via MailUp. The variety of tools employed enabled the Region to reach diverse audiences, using a mix of languages and formats suited to the information needs of citizens, beneficiaries, final recipients, and information multipliers. Thematic campaigns—targeting, for example, businesses, young people, and families—helped to enhance the visibility of funding opportunities and strategic measures promoted by the ERDF and ESF+ Programmes.

The analysis of target audiences reached confirms the system's strong capacity to engage the groups identified in the Strategic Plan, thanks to the diversification of tools and the complementarity between digital and traditional communication. For ESF+, survey data from participants indicate that word of mouth remains the primary source of information, followed by training providers' websites and social media, highlighting the need to maintain an integrated approach tailored to the information habits of different audiences. Activities targeting young people and more vulnerable groups are broadly aligned with Programme objectives, although national regulatory constraints limit the use of certain channels that would be more effective, particularly for younger audiences.

In terms of effectiveness, monitoring data show a strengthening of the Programmes' digital presence and improvements in interaction and user retention indicators on the portals. Media campaigns ensured very broad potential coverage through the use of widely circulated local outlets. Events and seminars organised in 2025 also recorded high and diverse participation, confirming the importance of in-person meetings as tools for engagement, dialogue with local stakeholders, and the dissemination of complex content. The common indicators ISOCOM and ISRCOM show significant progress, particularly in relation to digital interaction, while the need remains to further develop the measurement of qualitative impacts and public perception of the European Union's contribution.

Overall, the communication system of the Veneto Region's ERDF and ESF+ Programmes demonstrates a high level of strategic and operational coherence, a solid capacity to reach its intended audiences, and increasing effectiveness of digital communication, in a phase of the programming cycle where promoting opportunities is the primary objective. In the coming years, the communication strategy may evolve towards a stronger focus on showcasing results achieved, enhanced integration between Programmes, and a greater ability to highlight the added value generated by the European Union at regional level.

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