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Primo rapporto annuale – Base metodologica

SINTESI - INGLESE

Maggio 2025

Executive summary

This document represents the first evaluation report on the communication and information activities of the ERDF and ESF+ Regional Programmes 2021–2027 of the Veneto Region. **It establishes a methodological foundation for future annual evaluations through a critical analysis of the Strategic Communication Plan and the formulation of operational recommendations.**

The analysis is based on a triangulated approach, integrating both quantitative and qualitative sources, and takes into account the consolidation of common indicators (ISOCOM/ISRCOM). The evidence gathered points to a promising, though still partial, start, with potential to be further developed in the coming phases.

The report begins by reconstructing the initial contextual framework, namely a baseline developed through the analysis of findings from the 2014–2020 programming period and existing ad hoc surveys aimed at assessing public awareness of cohesion policies. It also examines the current state of implementation of communication and information activities carried out to date within the ERDF and ESF+ Regional Programmes in Veneto for the 2021–2027 period.

This is followed by a description of the methodological approach to be adopted, which includes the identification of areas of analysis, the formulation of evaluation questions, and the definition of assessment criteria and related indicators. The methodological tools and information sources used are also illustrated, encompassing both quantitative and qualitative data.

A final section summarises the main considerations arising from this preliminary phase and provides initial guidance regarding the next steps planned in the evaluation process of the communication and information activities.

The report concludes that the Strategic Communication Plan of the Veneto Region provides a solid foundation for promoting the 2021–2027 cohesion policy. The activities carried out between 2023 and early 2025 show an effective use of digital tools and improving information coverage to be consolidated. Indeed, some issues remain to be addressed, particularly in relation to monitoring, stakeholder involvement, and the strategic use of data, in order to further enhance effectiveness and efficiency



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