

Report on field survey

ANNEX OF THE FINAL REPORT OF THE PROJECT „EVALUATION OF THE COMMUNICATION STRATEGY AND PUBLICITY OF THE RDI OP“

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1 Report of the quantitative survey

A survey questionnaire was chosen for the quantitative survey, for which an electronic questionnaire was used. The form of the questionnaire enables respondents direct access to the questionnaire based on an addressing email by means of the electronic questionnaire portal www.dotaznicek.cz.

Beneficiaries of the RDI OP, potential applicants and beneficiaries of the RDI OP and implementation bodies of the RDI OP were addressed within the survey. The processor produced a list of respondents based on publicly available databases, documents and reports from the IS MONIT7 + (of 7.2.2011 and 25.2.2011), which the authority provided.

1.1 Survey of beneficiaries by means of the RDI OP

The composition of beneficiaries of the RDI OP included a list of 220 projects. From the total number of reports provided by the sponsor (of 7.2.2011) it was found that 220 projects were presented by 84 different eligible applicants and recipients of the RDI OP. The list of contacts was modified and cleaned of duplicate e-mail contacts to representatives of applicants and beneficiaries of the RDI OP. **After removing duplicates, and the necessary adaptations** to the list of projects, **the database included a total of 173 unique email contacts to beneficiaries and applicants of the RDI OP.** The questionnaire survey **completely addressed** everything.

The survey for applicants and beneficiaries of the RDI OP **took place in the questionnaire portal from 1 – 13.3.2011.** On 25 – 28.2.2011 pilot testing of the questionnaire survey was carried out to test the functionality of the electronic survey, to examine the structure and logic of asked questions and the export of answers from the electronic questionnaires. In the middle of the survey (9.3.), respondents who did not participate in the survey yet, or did so only partially (for example, only part of the questionnaire was filled in), were addressed once again.

The questionnaire survey addressed a total of 173 respondents from among applicants and beneficiaries of the RDI OP and was attended by a total of 85 respondents. It was necessary to select only completed questionnaires for the evaluation of the survey, i.e. questionnaires closed and sent by respondents through the electronic system. **A total of 57 questionnaires were completed, i.e. the level of returned questionnaires reached 32.9%**

1.1.1. Evaluation of the terrain survey RDI OP QS – Beneficiaries and Applicants

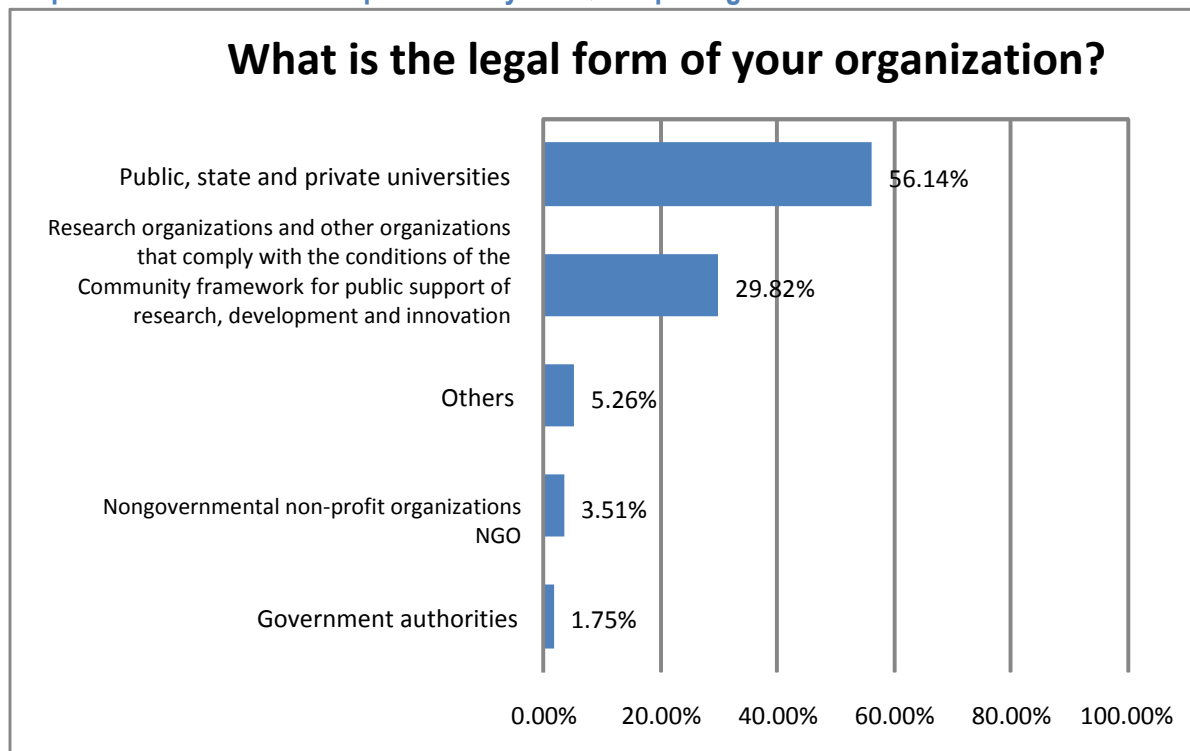
Identification questions

Question: What is the legal form of your organization?

56% of the respondents of the survey represented public entities, then state and private universities, and state authorities were represented the least (less than 2% of respondents).

Respondents of the electronic questionnaire survey (QS) had the possibility to indicate the legal form of their organizations within the identification questions. The largest number of respondents that participated in the survey represented organizations with the legal form of **public, state and private universities** (56.14% of all respondents) and **research organizations and other organizations that comply with the community framework for state support for research, development and innovation** (29.82% of all respondents). Organizations representing legal forms such as **NGOs and government authorities** (3.51%, respectively 1.75% of respondents) were least represented. Respondents selecting "other" specified their organization more closely as a state contributory organization or region

Graph 1: Identification of respondents by the QS as per legal form



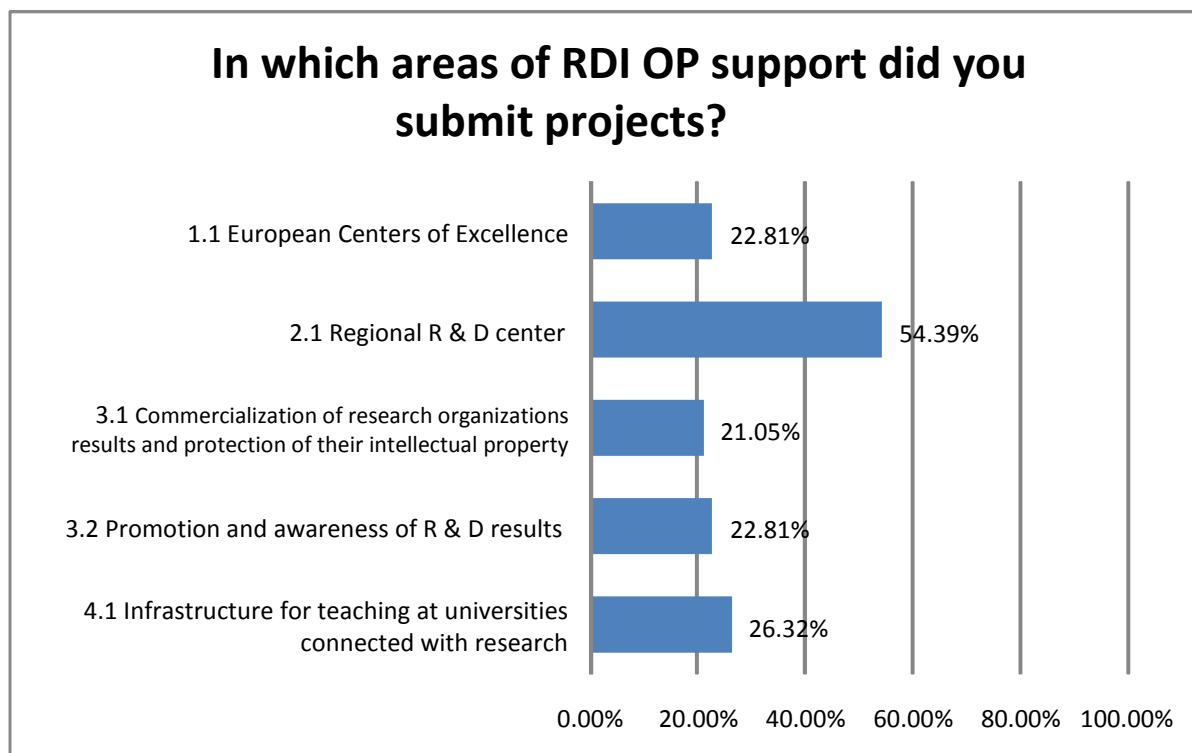
Note: This question was answered by 55 respondents, i.e. 96.49% of all respondents of the QS.

Question: TO which area/areas of support from the Operational Programme Research and Development for Innovation did you submit a project/s?

The most frequently represented areas of support by respondents were 2.1 Regional R & D centers (54.39% of respondents), other areas of support represented by the respondents were equally represented (average 23% of respondents).

Another of the identification questions examined the portfolio of submitted projects according to the area of RDI OP support. The most frequently represented area of support was the **2.1 Regional R & D centers** (54.39% of the projects of the respondents who attended the QS). Other areas of support were represented by projects submitted by 21% - 26% of respondents, namely **1.1 European centers of excellence** (22.81%), **3.1 Commercialization of results of research organizations and protection of their intellectual property** (21.05%), **3.2 Promotion and awareness of R & D results** (22.81%) and **4.1 Infrastructure for teaching at universities connected with research** (26.32% of all respondents). In conclusion it can be stated, that the respondents were equally represented according to individual priority axes of the RDI OP, with the exception of Priority Axis 2.

Graph 2: Identification of respondents by the number of submitted projects in the area of RDI OP support



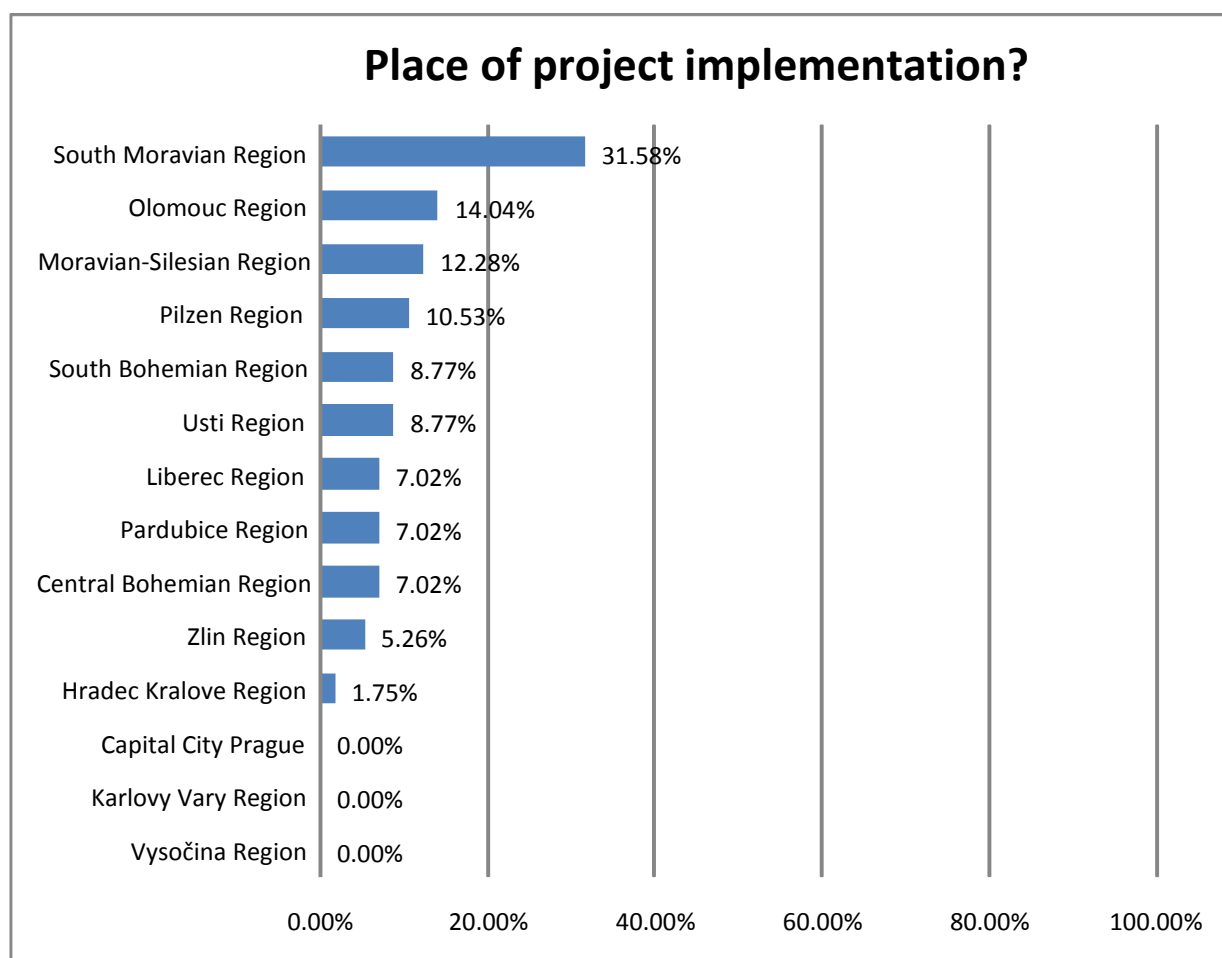
Note: 56 respondents answered this question, i.e. 98.25 % of all respondents of the QS.

Question: Place of project/s implementation?

Most projects are implemented according to the respondents in the South Moravian, Olomouc and Moravian-Silesian regions.

Another part of the identification questions allowed respondents to indicate the location of implementation of submitted RDI OP projects. Respondents mostly implemented projects in the **South Moravian** (one-third of respondents), **Olomouc and Moravian-Silesian region** (over 12% of respondents). None of the projects with the support of the RDI OP, according to the respondents, are implemented in the **Vysočina and Karlovy Vary region**. **The territory of the capital city Prague is not** a legitimate territory for implementing RDI OP projects, of which the respondents were aware, as proven by the results of the survey (none of the respondents marked the option “Prague” as a place of implementing projects).

Graph 3: Identification of respondents by place of implementation of submitted RDI OP projects



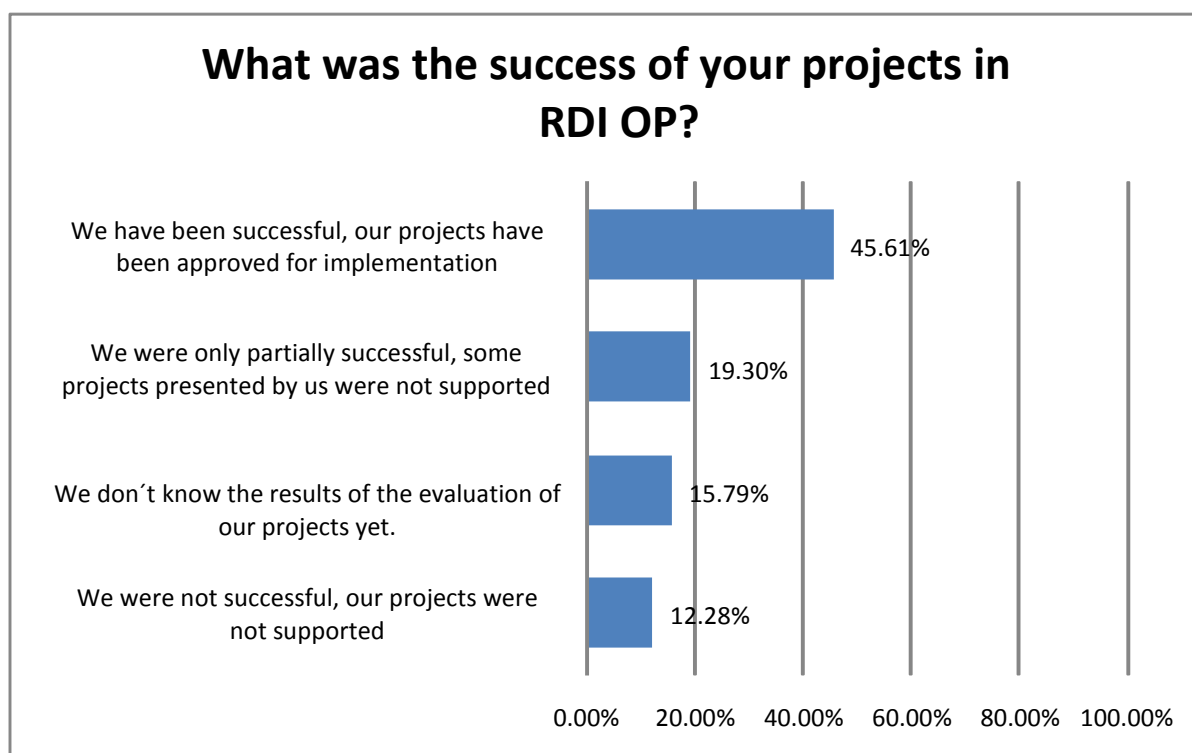
Note: 56 respondents answered this question, i.e. 98.25 % of all respondents of the QS.

Question: What was the success of your project/s in RDI OP?

More than 45% of respondents were successful in submitting projects to the RDI OP and their projects were approved for implementation.

More than 45% of respondents were **successful** in submitting applications to the RDI OP and their **projects were implemented**. Almost **20% of the respondents** were **partially successful**. Only **12% of respondents** were **not successful** in their submissions to the RDI OP and their projects were not supported for implementation. **16% of respondents** still **do not know the results of the evaluation process**. Respondents frequently reported in their comments that their projects are in the approval process at present.

Graph 4: Identification of respondents by success of submitted projects to the RDI OP



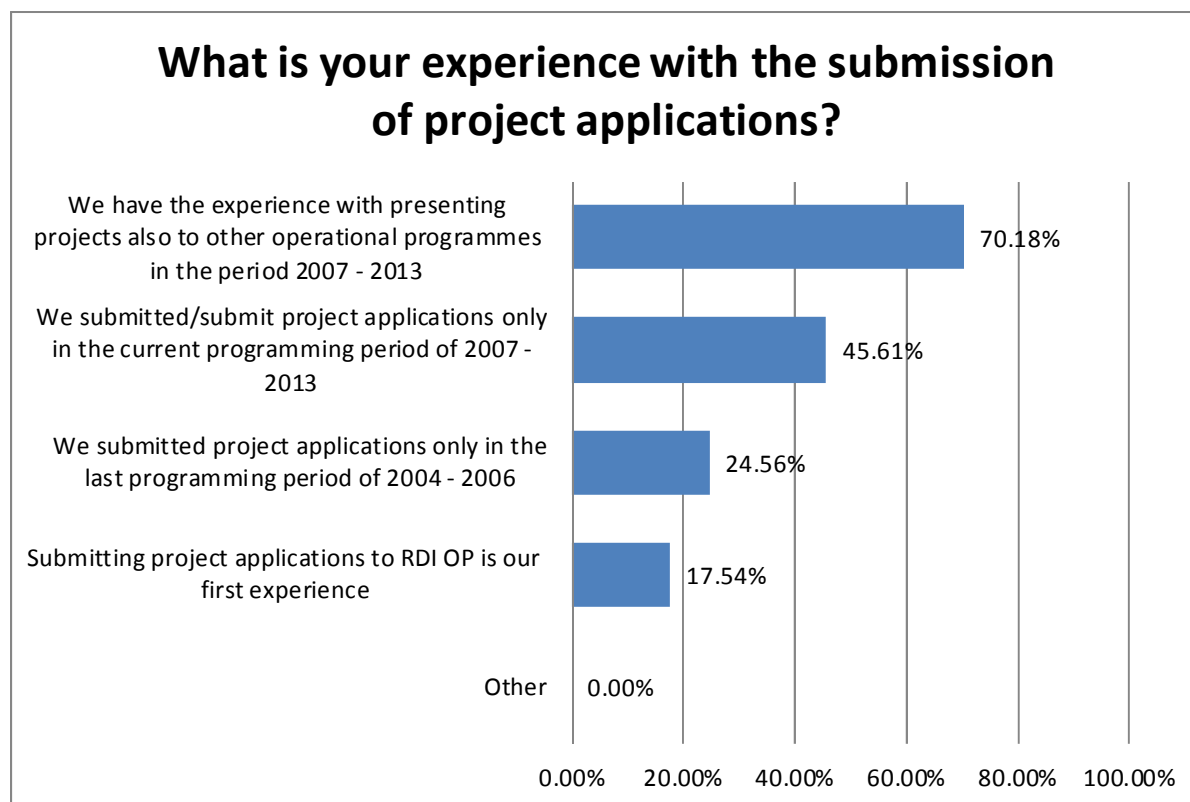
Note: 53 respondents answered this question, i.e. 92.98% of all respondents of the QS.

Question: What are your experiences with the submission of project applications?

More than 70% of respondents have experience in submitting project applications to other operational programmes for the period 2007 - 2013 than to the RDI OP. For 18% of the respondents submitting an application to the RDI OP was their first experience in the field obtaining funds through structural funds of the EU.

Respondents have to a **great extent experience** with presenting projects to **other operational programmes in the period 2007-2013 than to the RDI OP** (a total of 70.18% of the total number of respondents). **45.61% of respondents have experience of submitting applications only in the current programming period 2007-2013. For 17.54% of respondents this was their first experience with submitting an application to the RDI OP to obtain funding through the structural funds of the European Union.**

Graph 5: Identification of respondents by experience according to the submission of project applications



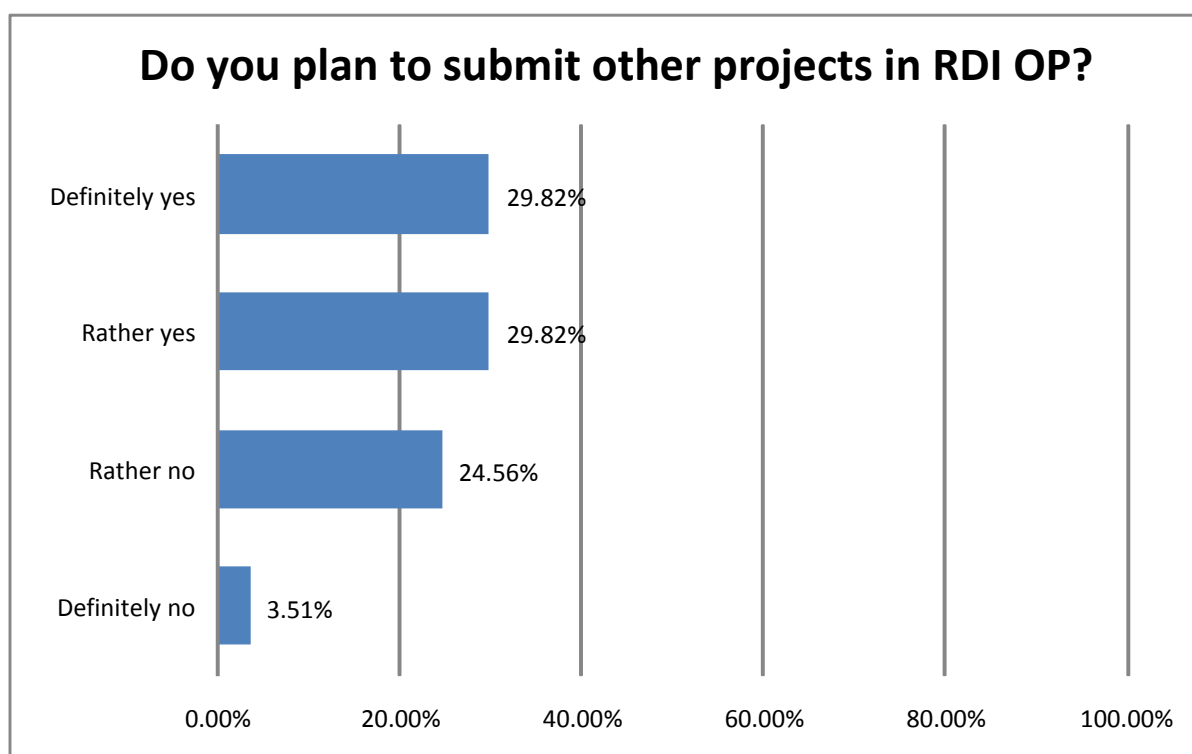
Note: 50 respondents answered this question, i.e. 87.72 % of all respondents of the QS.

Question: Are you planning to submit additional project/s to the RDI OP and use its financial support to implement your planned activities?

Almost 60% of respondents plan to submit additional projects to the RDI OP, one fifth of respondents do not really plan to submit projects.

Most respondents are **definitely or probably planning to submit further projects to the RDI OP** (30% of respondents in both cases). **A quarter of respondents do not really plan** to submit further projects to the RDI OP. Respondents further specify their answers in the sense that they have prepared adjusted projects that were not successful in the prior call and are committed to present their new version again.

Graph 6: Identification of respondents according to their plans to submit further RDI OP projects



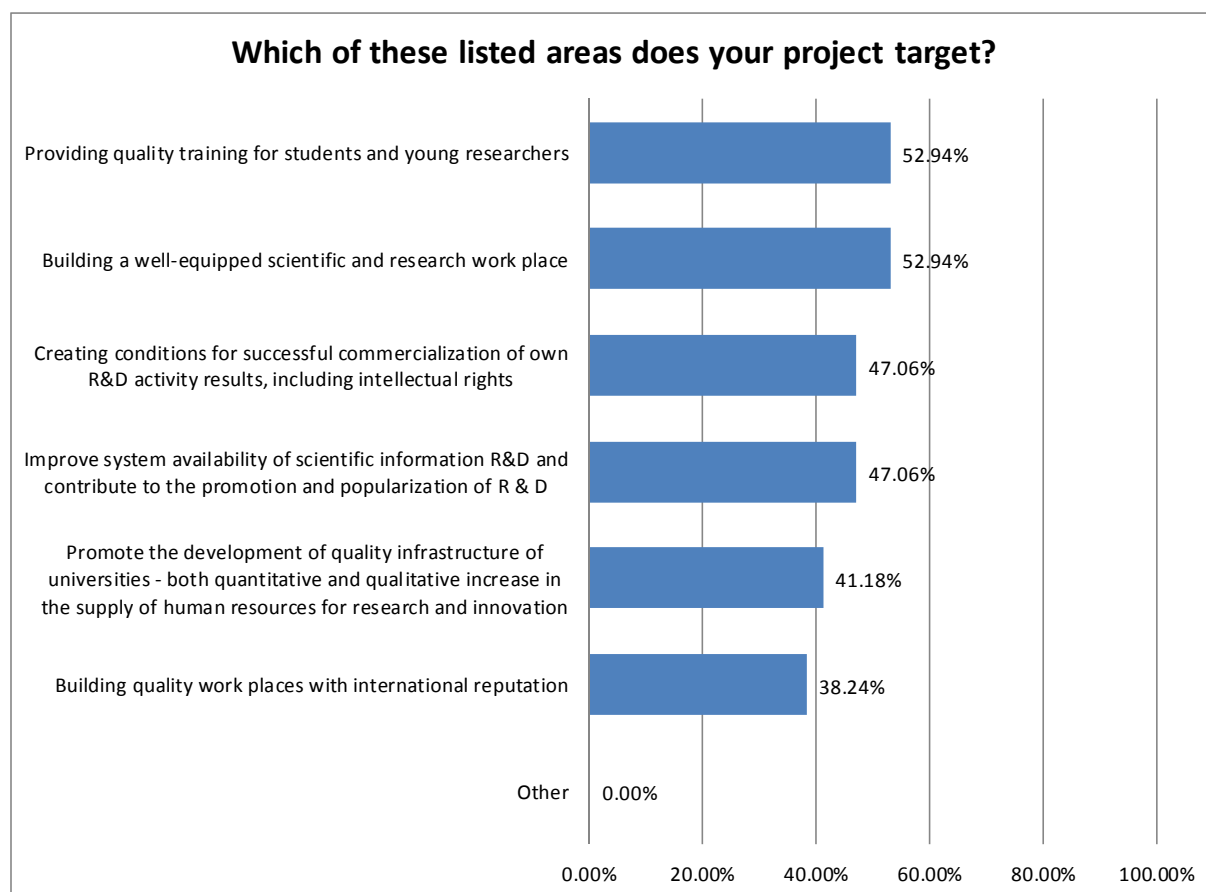
Note: 50 respondents answered this question, i.e. 87.72 % of all respondents of the QS.

Question: On which of these listed areas would you focus your project?

Most respondents (53%) are interested in submitting projects focusing on providing quality training for students and young researchers, respectively focusing on building equipped workplaces of science and research. The other areas of RDI OP do not stand outside the interest of respondents, on average about 43% of respondents expect to focus projects on all the other areas mentioned in the RDI OP.

More than half of respondents plan to submit a project to the RDI OP focused on **providing quality training for students and young researchers**, respectively focusing on **building equipped workplaces of science and research**. Almost another 50% of respondents are interested in submitting a project aimed at **creating conditions for successful commercialization of their own R & D activities, including intellectual property**, respectively focusing on **improving the availability of scientific information, research and development and contribute to the promotion and popularization of R & D** (according to the opinion 47.06% of respondents). Another nearly 40% of respondents plan to submit a project to the RDI OP focusing on **supporting the development of the quality of the infrastructure of universities - both quantitative and qualitative increases in the supply of human resources for research and innovation**, respectively focusing on **building high quality working places with an international reputation**.

Graph 7: Identification of respondents according to the focus of their planned projects



Note: 34 respondents answered this question, i.e. 100.00 % of respondents of the QS, who stated "definitely yes" and "rather yes" in the previous question.

Factual questions

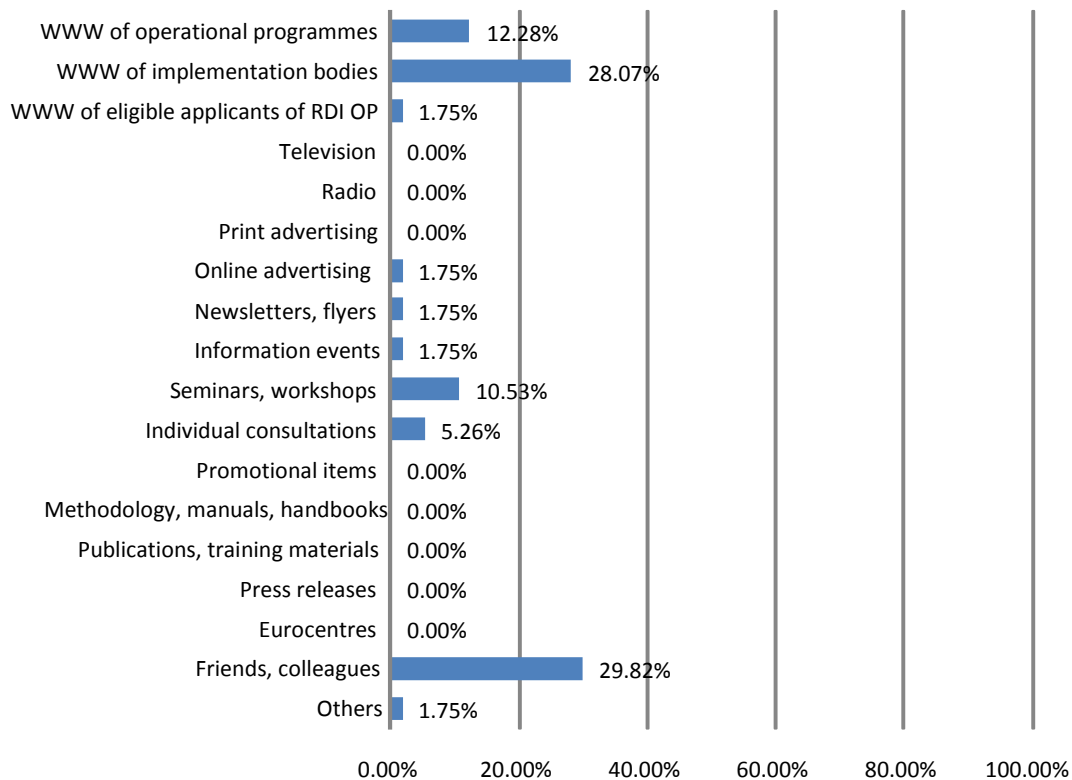
1. **Question: Where did you FIRST encountered the concept of OP, Research and Development for Innovation (RDI OP) and the possibilities of using its financial resources to strengthen research, development and pro-innovation potential?**

Almost 30% of respondents encountered the concept of OP Research and Development for Innovation (RDI OP) for the first time on the website of the implementation bodies - MEY&S and within communication with friends and colleagues.

The first factual question examined where respondents first met the concept of RDI OP. Most respondents first encountered the concept of RDI OP in communication with **friends and colleagues** (in total 29.82% of all respondents) and on the **website of the implementation bodies of RDI OP** (23.79% of respondents). None of the respondents stated the primary source of information as via television, radio, print advertising, promotional materials, methods, manuals, guides, publications, training materials, press releases and Eurocentres. One of the respondents indicated his answer as "other" and specified it as an encounter with the concept of RDI OP in the discussion of the program preparation.

Graph8: First contact of respondents with information of the RDI OP

Where did you first encounter the concept of RDI OP?



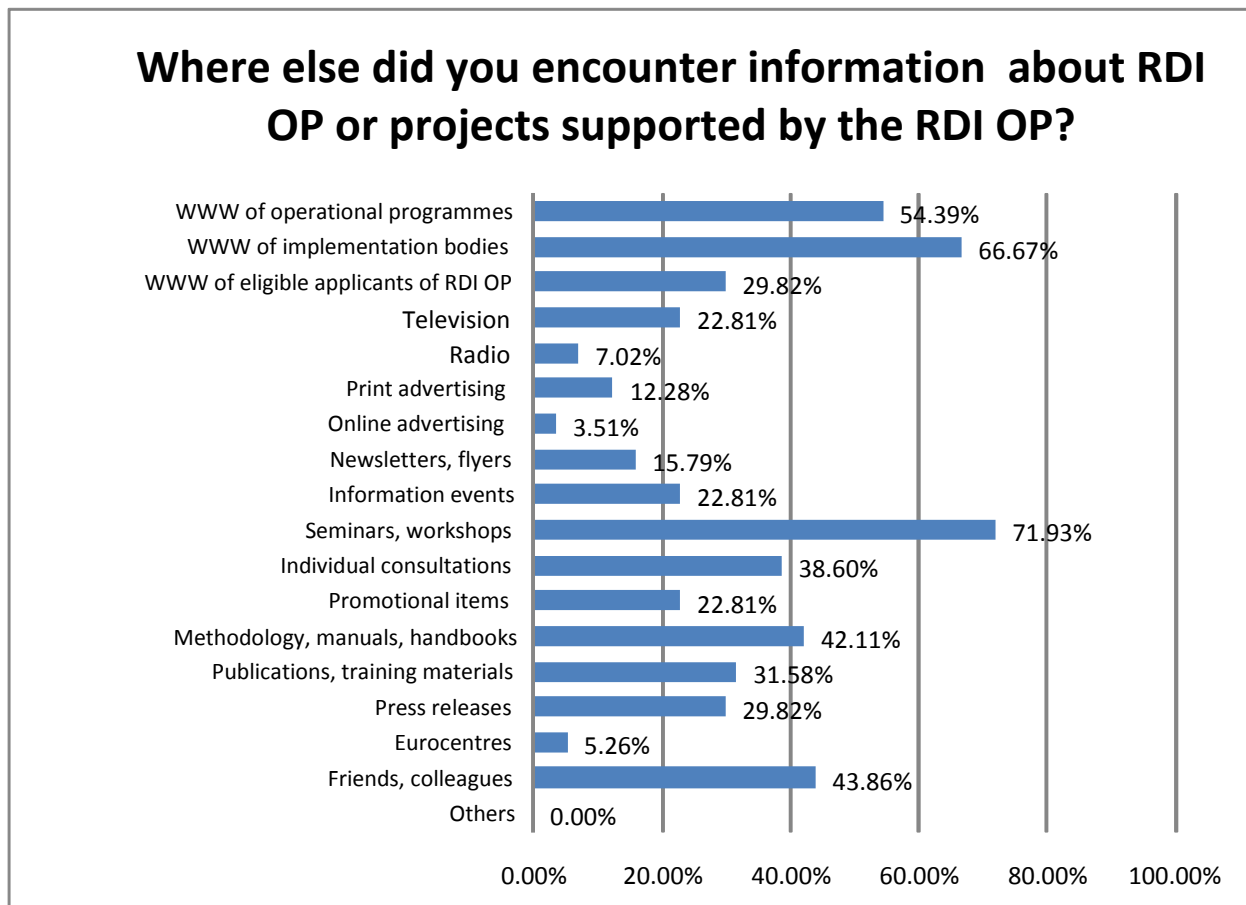
Note: 54 respondents answered this question, i.e. 94.74 % of all respondents of the QS.

2. Question: **Where ELSE did come into contact with information about the RDI OP or projects supported by the RDI OP?**

Seminars and workshops are places where 72% of respondents obtain additional information. 2/3 of the respondents seek further information about the RDI OP through web implementation bodies, such as www.msmt.cz. On the other hand, less than 10% of respondents use radio, online advertising and Eurocentres for obtaining more information on the RDI OP.

The next question examined the frequency of information sources used in the process of searching for other information about the RDI OP. **Most of the respondents** indicated **seminars and workshops** (a total of 71.93% of all respondents) and **websites implementation bodies of the RDI OP** (66.67% of respondents) **as an additional source of information about the RDI OP**. For the majority of respondents another source of information is **websites of operational programmes**, such as www.strukturalni-fondy.cz (54.39%). Radio, online advertising and Eurocentres are sought in order to obtain more information about RDI OP by less than 10% of respondents.

Graph 9: Information sources about RDI OP as by applicants/beneficiaries awareness of RDI OP



Note: 56 respondents answered this question, i.e. 98.25 % of all respondents of the QS.

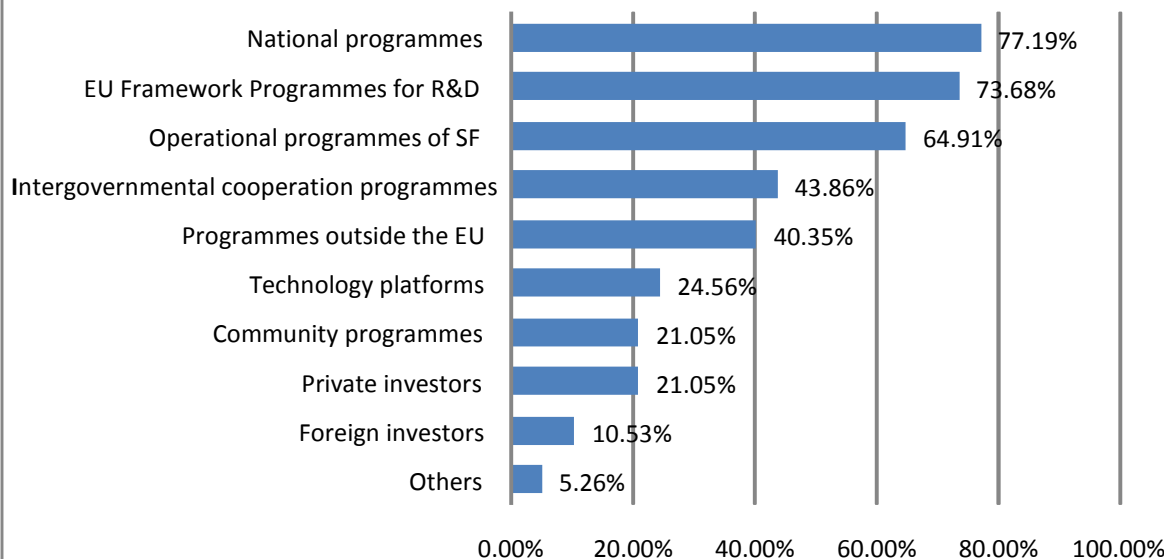
3. Question: **Do you use or know any other ways of financing the focus of your project?**

More than 70% of respondents use or know about the possibility of financing projects focusing on R & D via national programs, respectively through the EU framework programmes for science and research. Operational programmes of structural funds are known to almost $\frac{2}{3}$ of respondents.

This question focused on respondents' awareness of other funding opportunities for R & D projects out of RDI OP. Most respondents use or know of **national programs** (77.19% of respondents), **EU framework programmes for science and research** (73.68% of respondents) and the **operational programmes of structural funds** (64.91% of respondents). A total of 5.26% of respondents indicated "other", who further specified **funds as from a municipal or regional budget**.

Graph 10: Respondents' awareness about the possibilities of financing R & D projects

Do you use or know any other ways of financing projects of your focus?



Note: 53 respondents answered this question, i.e. 92.98% of all respondents of the QS.

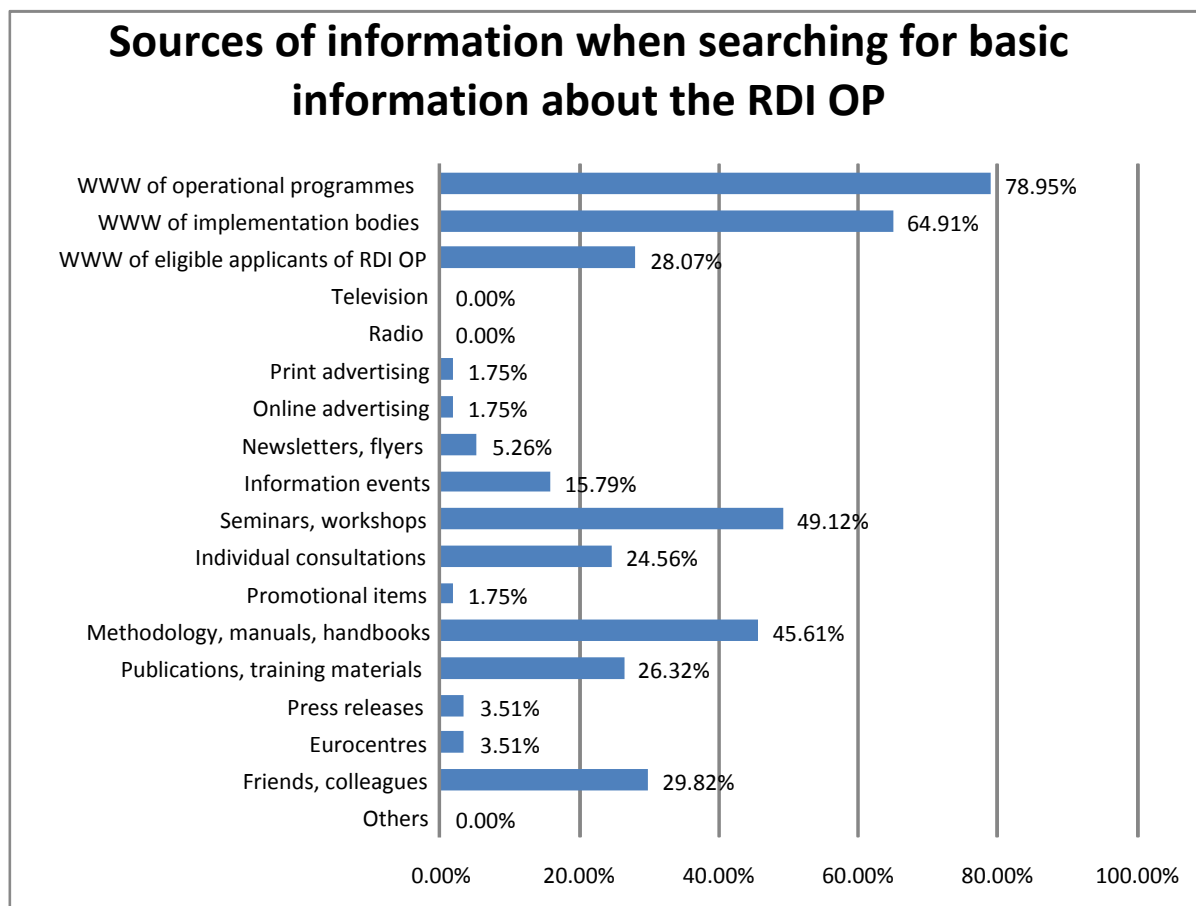
4. Question: Which information sources do you use in different project phases?

Sub-question: Which information sources do you use when searching for basic information about RDI OP?

Over ¾ of respondents use the websites of operational programmes when searching for basic information about RDI OP, more than half of respondents use websites of implementation bodies. Equally used sources of information are also seminars, workshops, methodologies, manuals and handbooks (for almost 50% of respondents).

According to survey results in the phase of **searching basic information about RDI OP** (i.e. information about the objectives and focus of a program, supported activities), respondents most commonly used the **websites of operational programs** (79% of respondents) and **websites of implementation bodies of RDI OP** (65% of respondents). Equally used sources of information are also **seminars, workshops** (for 49.12% of respondents), **methodologies, manuals and handbooks** (for 45.61% of respondents). **The least used sources of information** at this stage are **radio** and **online advertising** (not used by any of the respondents according to survey results at this stage).

Graph 11: Sources of information when searching for basic information about RDI OP



Note: 56 respondents answered this question, i. e. 98.25 % of all respondents of the QS.

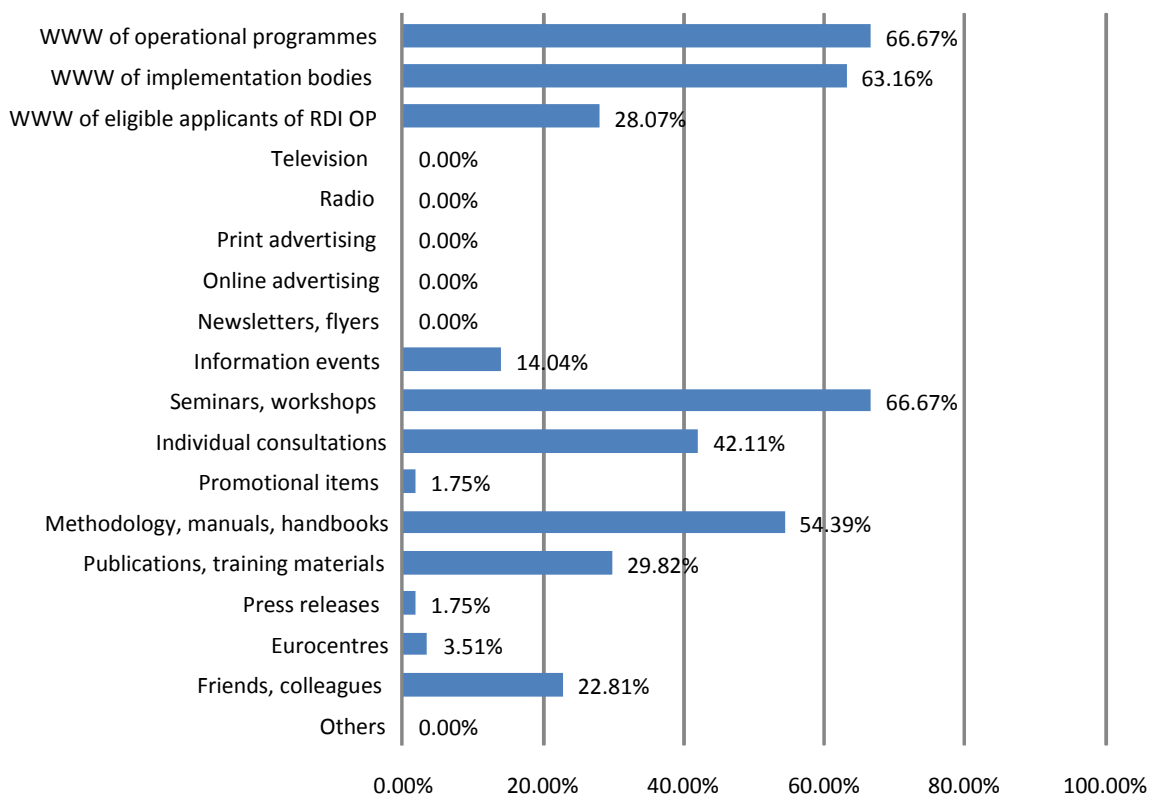
Sub-question: Which information sources do you use in project pre-preparation phase?

When searching for information on RDI OP in the pre-preparation phase of a project, 2/3 of respondents use the websites www.msmt.cz, www.strukturalni-fondy.cz, seminars and workshops. Other equally exploited sources of information are methodologies, manuals, handbooks, individual consultations.

According to the survey results in the **pre-preparation phase of a project** (i.e. information on calls, interventions, eligible organizations), respondents **most commonly** used **websites of operational programs and seminars and workshops** (2/3 of respondents in both cases) and **websites of implementation bodies of RDI OP** (63, 16% of respondents). A majority of respondents seek information from **methodologies, manuals and handbooks**, and over 40% of respondents in the form of **individual consultations**. None of the respondents stated to have information at this stage from **television, radio, print advertising, online advertising, newsletters and flyers**.

Graph 12: The influence of received information on RDI OP projects

Information sources in the Pre-preparation phase of the project



Note: 56 respondents answered this question, i. e. 98.25 % of all respondents of the QS.

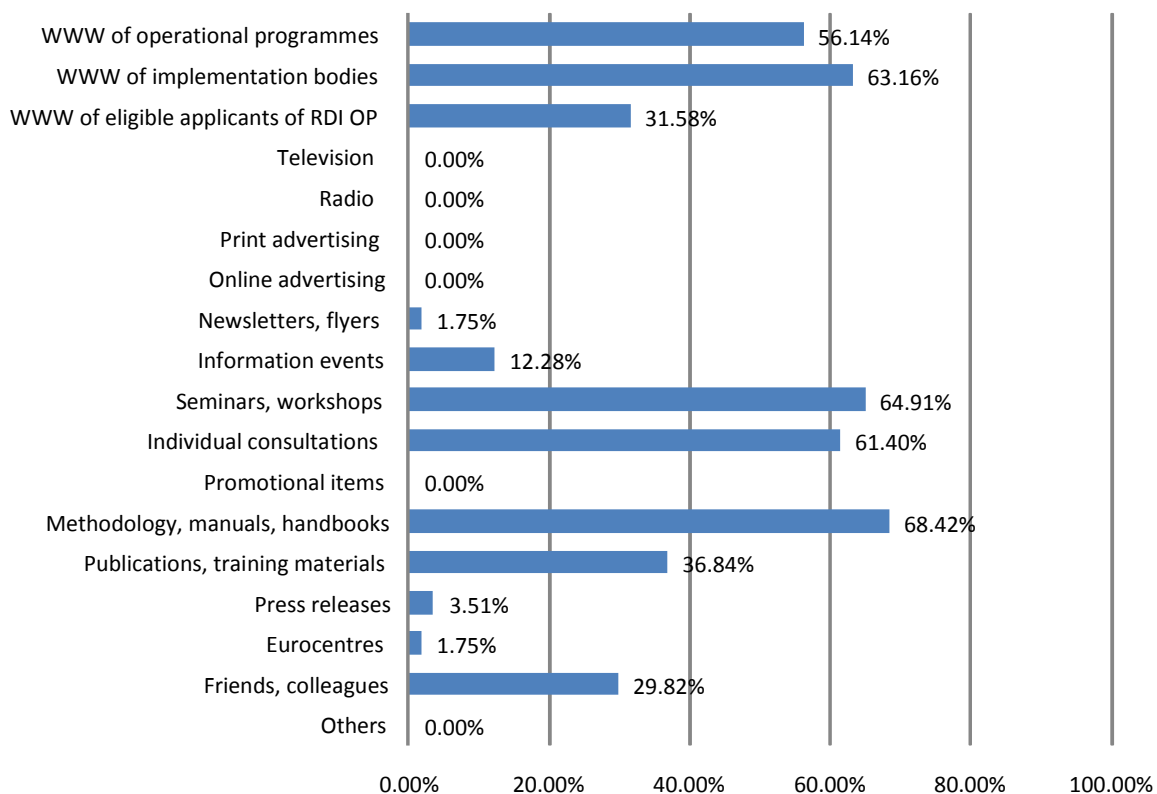
Sub-question: Which information sources do you use in the preparatory phase of the project?

Information, in the preparatory phase of the project, is most commonly sought in methodologies, manuals and handbooks (approx. 68%), seminars and workshops (about 65% of respondents). More than 60% of respondents required information obtained through www.msmt.cz, www.strukturalni-fondy.cz and individual consultations.

In the preparatory phase of the project when creating a project application, respondents **most commonly used methodologies, manuals and handbooks** (more than 68% of respondents). The **second most used tool is seminars and workshops** (almost 65% of respondents), followed by **websites of implementation bodies of RDI OP** (63%), **individual consultation** (61.40%), **websites of operational programs** (56.14%). None of the respondents at this stage use **radio, print and online advertising, television and television commercials and promotional items**.

Graph 13: Sources of information when searching in the preparatory phase of RDI OP projects

Information sources in the preparatory phase of the project



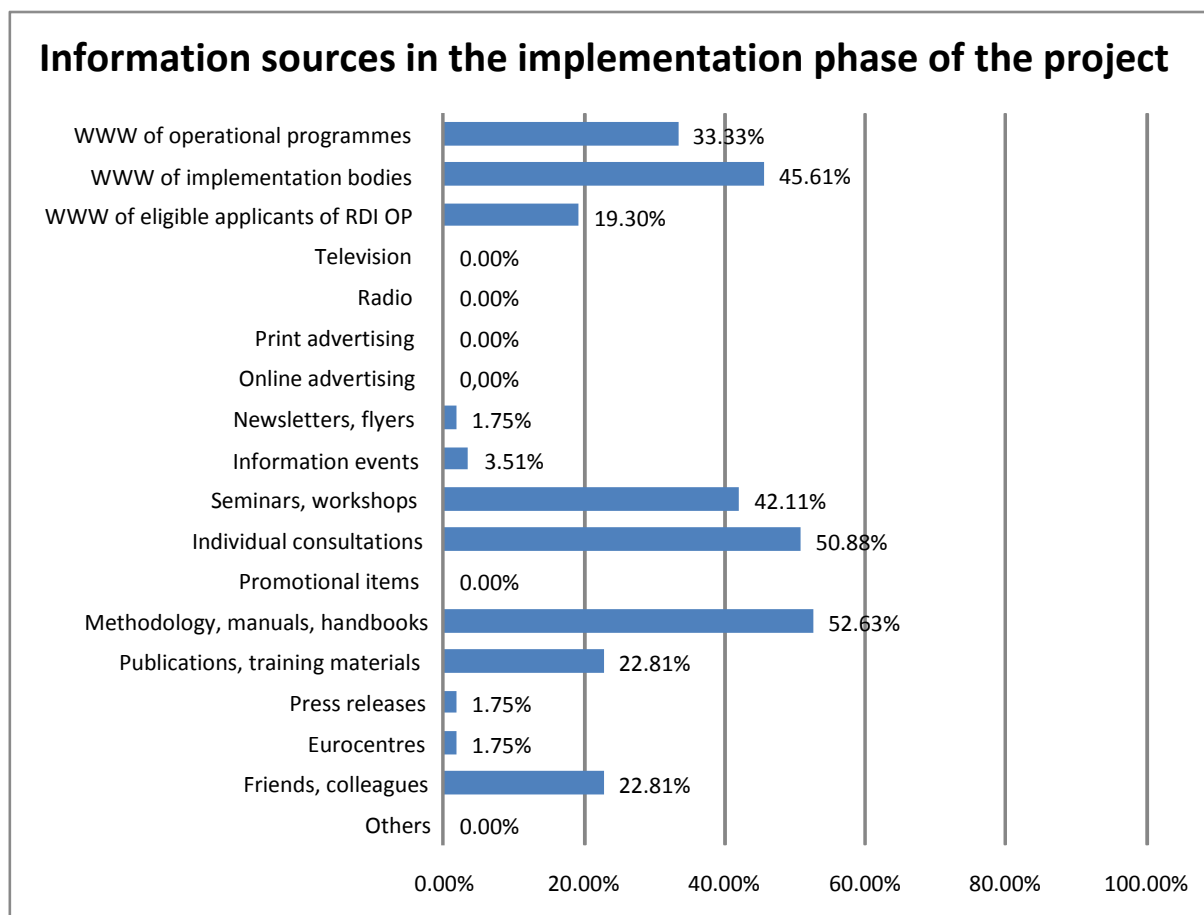
Note: 56 respondents answered this question, i. e. 98.25 % of all respondents of the QS.

Sub-question: Which sources of information do you use in the implementation phase of the project?

During the implementation of the project, respondents draw information mainly from methodologies, manuals and handbooks by way of individual consultations (more than half of respondents). Further on www.msmt.cz and seminars and workshops are used (over 40% of respondents).

In the implementation phase of the project (i.e. the process of implementation, creation of monitoring reports, publicity, project administration) respondents most commonly used **methodology, manuals, and handbooks** (almost 53% of respondents). Other most used sources of information are **individual consultations** (nearly 51% of respondents) and **websites of implementation bodies** (almost 46% of respondents). **None of the respondents** indicated **radio, online and print advertising, television and television commercials and promotional items** as a source of information at this stage.

Graph 14: Sources of information when searching in the implementation phase of RDI OP projects



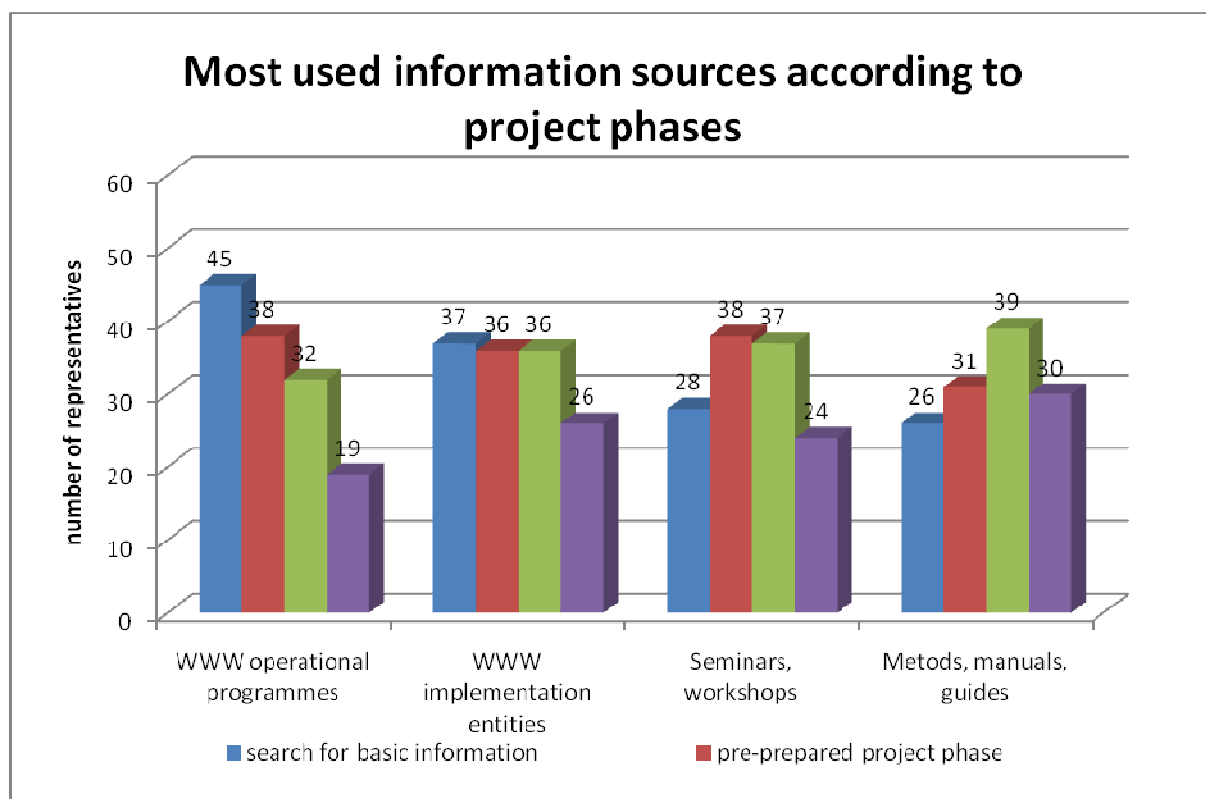
Note: 56 respondents answered this question, i.e. 98.25 % of all respondents of the QS.

Summary of question No. 4: What information sources do you use in different phases of the project?

Most used information sources in the project cycle are the web portals of MEY&, operational programmes, seminars and workshops and methodologies, manuals and handbooks.

When comparing the most frequently used sources of information about RDI OP – websites of OP, implementation bodies, seminars and workshops, methods, manuals and handbooks – the **web pages** (www.msmt.cz, www.strukturalni-fondy.cz) are **very used sources of information** by respondents in all phases of a project cycle.

Graph 15: Sources of information when searching in various phases of RDI OP projects



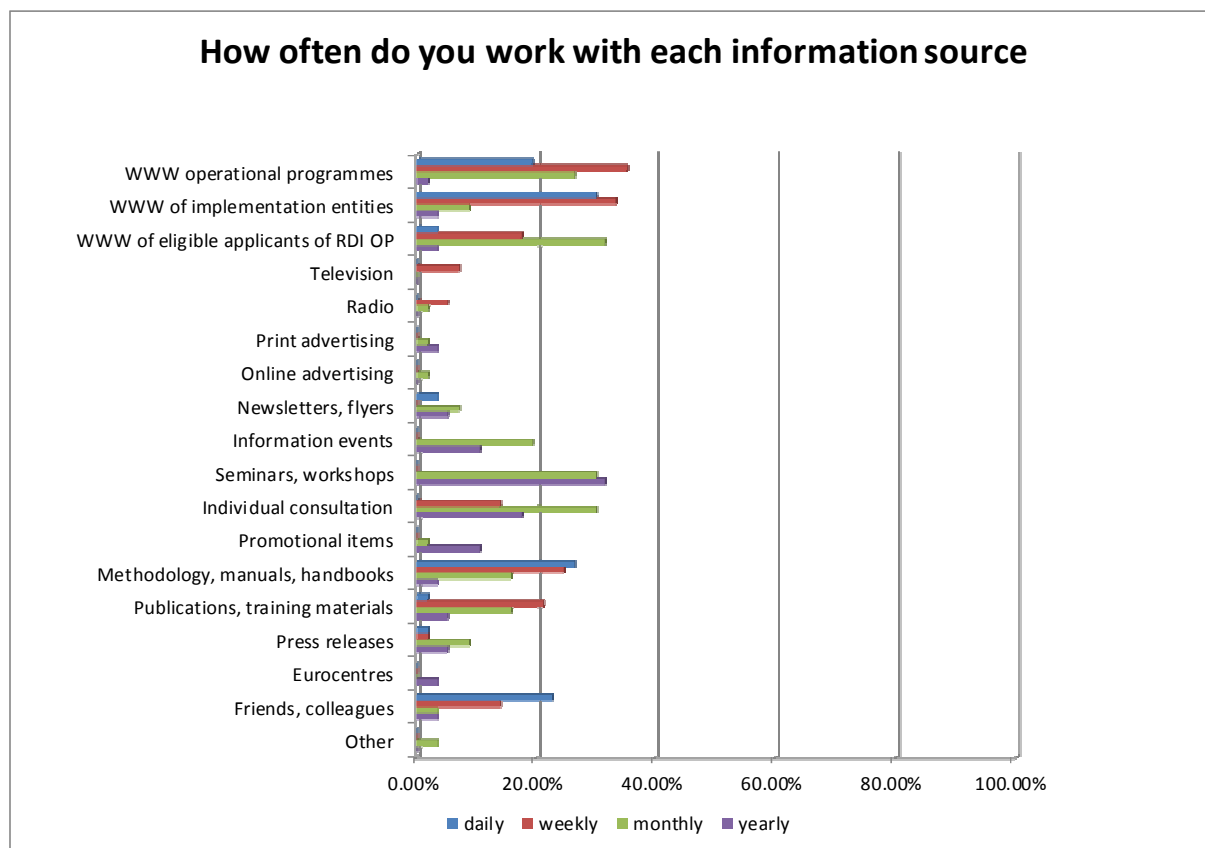
Note: 56 respondents answered this question, i.e. 98.25 % of all respondents of the QS.

5. Question: How often do you work with separate types of information?

Every day, respondents turn to the websites of implementation bodies that are often used along with the web portals of implementation bodies of RDI OP, and web portals of eligible applicants of RDI OP, in weekly and monthly intervals. Seminars, workshops, information sessions and individual consultations are usually attended by the respondents once a month / year according to their offer.

This question examined how often respondents work with individual information sources. The most frequently used tools of information – **websites of operational programmes** and **websites of implementation bodies** - are mainly used by the respondents at weekly intervals. Respondents most frequently use information **from the websites of implementation bodies**, and **manuals and handbooks** and from **colleagues and friends on a daily basis**. **Websites of eligible applicants and individual consultations** are frequently used in **monthly intervals**. **Seminars, workshops and information sessions** are usually attended by the respondents **several times a year**.

Graph 16: Usability of information sources by respondents



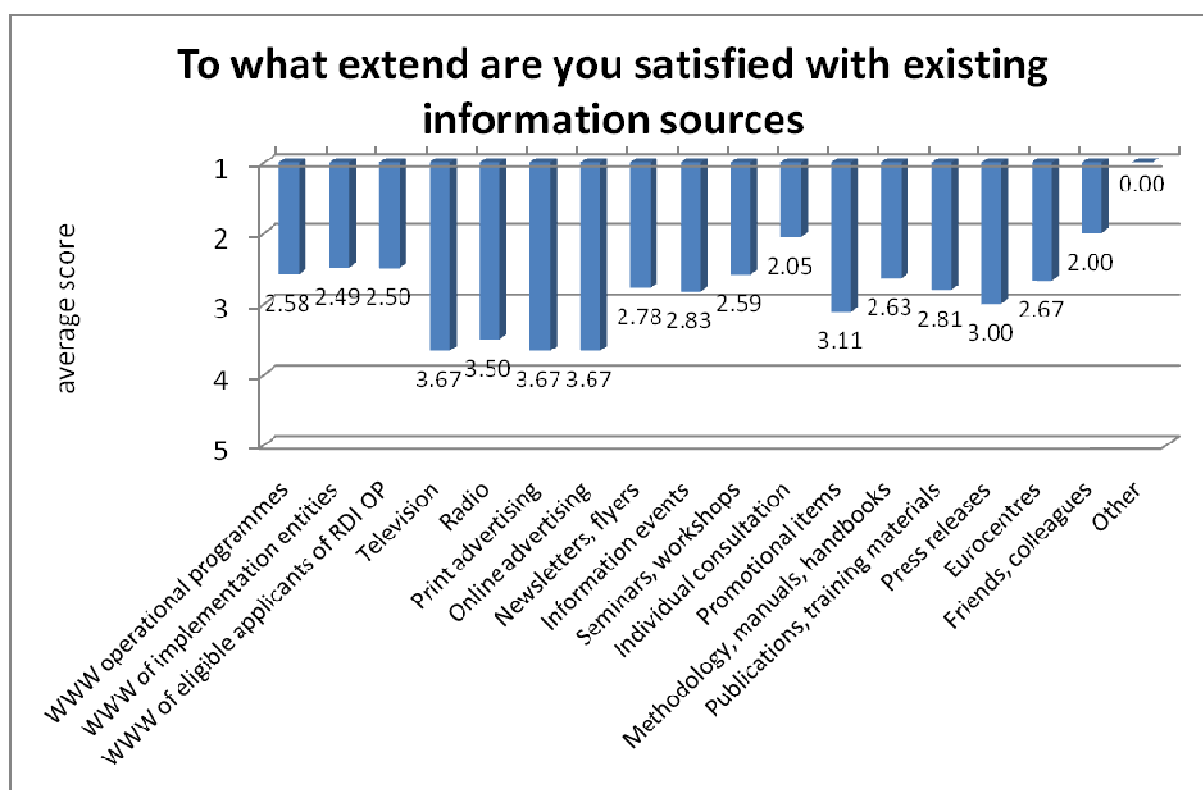
Note: 54 respondents answered this question, i.e. 94.71 % of all respondents of the QS. The specification of option "Other" appear in the factual question No. 1.

6. Question: To what extent are you satisfied with existing information tools?

Respondents are most satisfied with information carried over through individual consultations, or information from their colleagues and friends. With other used sources of information, respondents are somewhat satisfied – e.g. web portals, publications, manuals and seminars. Below average levels of satisfaction are registered with media sources and tools.

In terms of **evaluating satisfaction with individual sources of information**, the respondents had the possibility to indicate their level of satisfaction with information tools on a scale from scores 1 to 5 as used at school, respondents are **most satisfied** (average score 2.00, respectively 2.05) **with information from their colleagues and friends, and individual consultations**. Respondents are **somewhat satisfied** (average score ranging from 2.10 to 2.99) **with other sources of information**. **Below average levels of satisfaction** were recorded for **press releases** (average score 3.00), **promotional items** (average score 3.11) and media information sources and tools, i.e. **radio, television, print and online advertising** (average grade 3.50 - 3,67).

Graph 17: The level of satisfaction of respondents with information sources

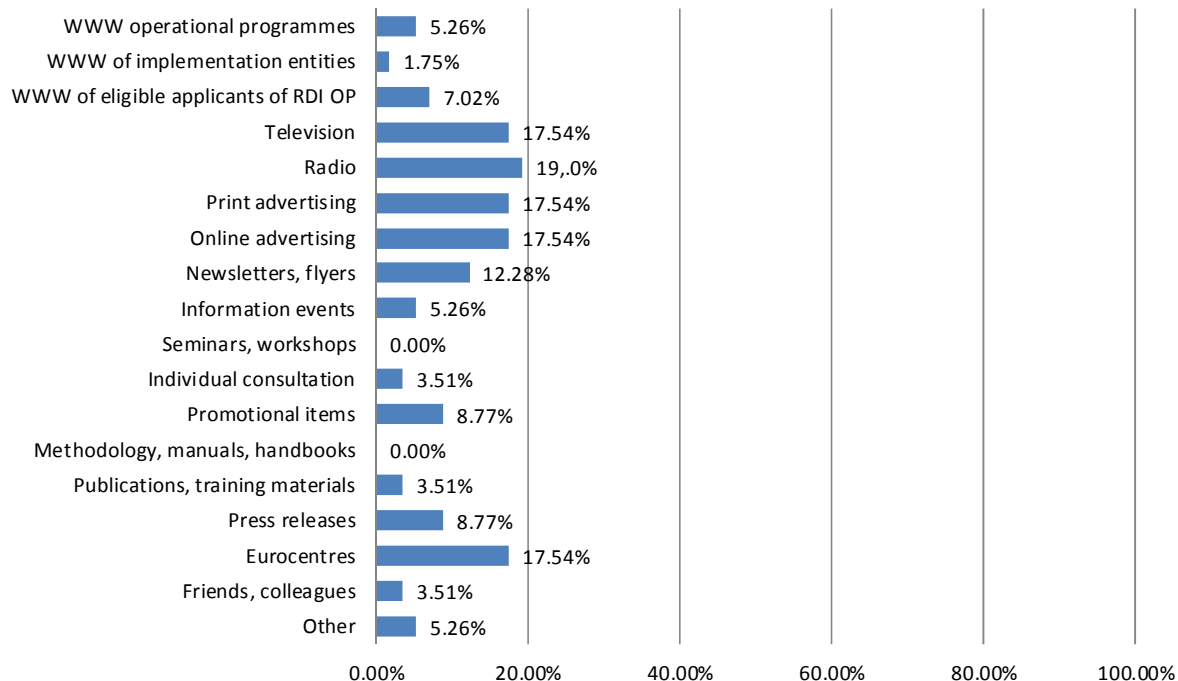


Note: 54 respondents answered this question, i.e. 94.71 % of all respondents of the QS.

Respondents had the possibility to **identify sources** which **they do not use**, when evaluating satisfaction (see question. No.6). According to the respondents' answers, these sources are **primarily radio** (19.3% of respondents), **television, print advertising, online advertising and Eurocentres** (17.54% of respondents).

Graph 18: Unused information resources

I cannot assess the satisfaction with formation sources, I do not use them



Note: 54 respondents answered this question, i.e. 94.71 % of all respondents of the QS. The specification of option "Other" appear in the factual question No. 1.

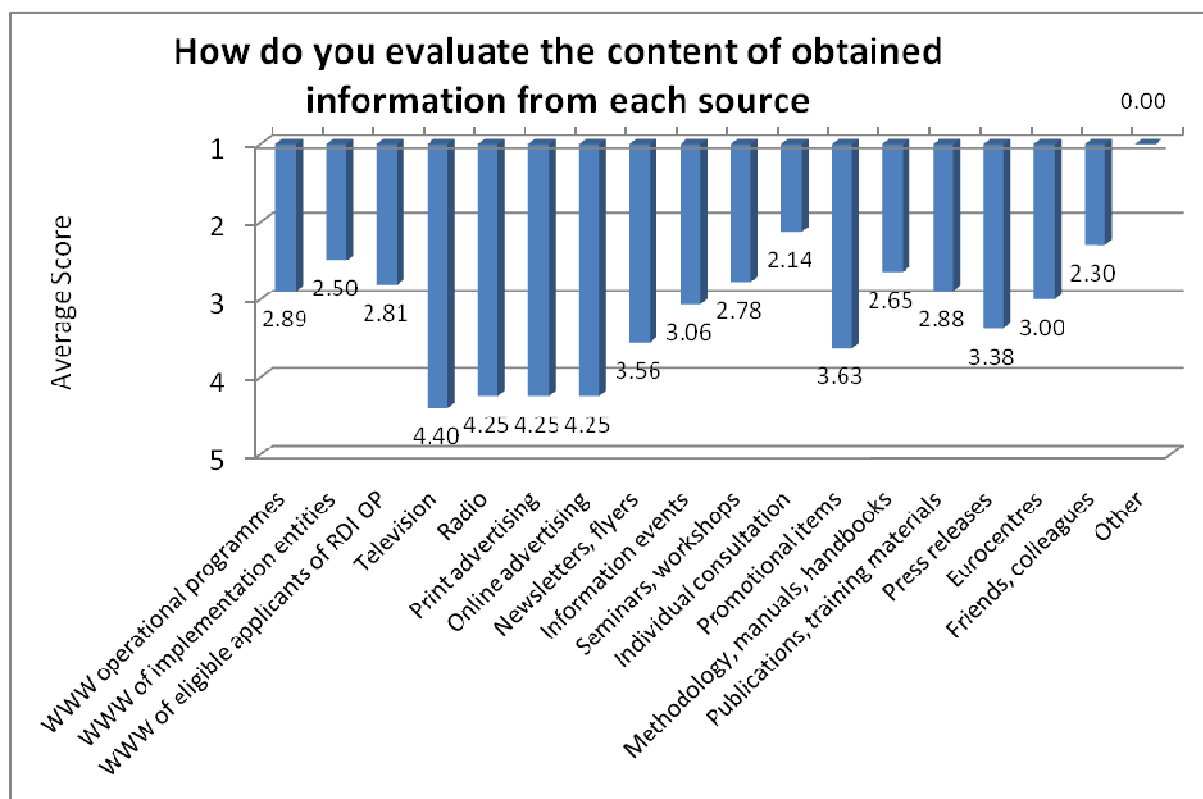
7. Question: How do you rate the content of information obtained in individual sources?

In terms of the content of obtained information in individual sources of information, respondents best evaluated information through individual consultations, received from friends and colleagues or from the websites of implementation bodies.

In the context of the evaluation of information sources **in terms of their content** and on a scale of 1 to 5 (as at school), respondents on average **highly rated individual consultations** (average score 2.14), **information obtained from friends and colleagues** (average score 2.20) and **websites of implementation bodies** (average score 2.50). The **lowest ranking was given to media information sources, i.e. television** (average score 4.40), radio, print and online advertising (in all cases an average mark of 4.25). Respondents had further opportunity to **comment on the clarity of information sources**. Respondents most often reported that individual consultations were insufficient, they perceive a small frequency of seminars and workshops, they lack more practicality in discussions in seminars and consultations (e.g. demonstration of examples of practical solutions to specific problems), they perceive the expertise of employees in consultations and seminars as not sufficient, complain about the time required to wait for answers to their questions and

disputes around given answers during consultations, seminars and answered listed in handbooks.

Graph 19: The level of satisfaction of respondents with information resources in terms of their clarity and intelligibility



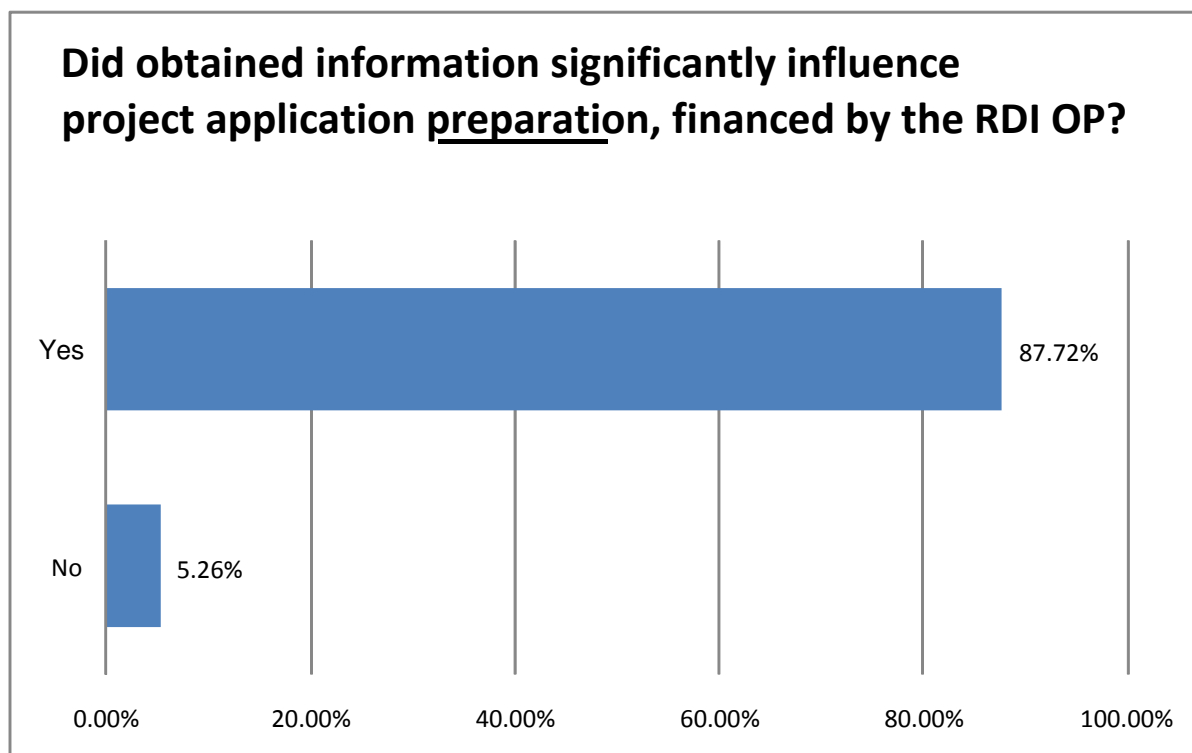
Note: 53 respondents answered this question, i.e. 92.98 % of all respondents of the QS.

8. **Question: Did obtained information substantially influence the preparation of the project application financed by the RDI OP? What information, in what way and to what extent?**

The information obtained substantially influenced the preparation of a project application financed by the RDI OP for 87% of respondents.

Most respondents agreed that the information **obtained substantially influenced the preparation of project applications** (87.72%). Through **individual consultation** and participation in **seminars** and **reviewing the section of frequently asked questions and answers on the web portals**, respondents clarified information obtained in **handbooks** and relevant **methodologies and manuals**. Respondents also reported in their comments that the preparation of a project application funded by RDI OP is most affected by unexpected changes to the information during the course of calls.

Graph 20: The influence of received information on preparation of project applications funded by RDI OP



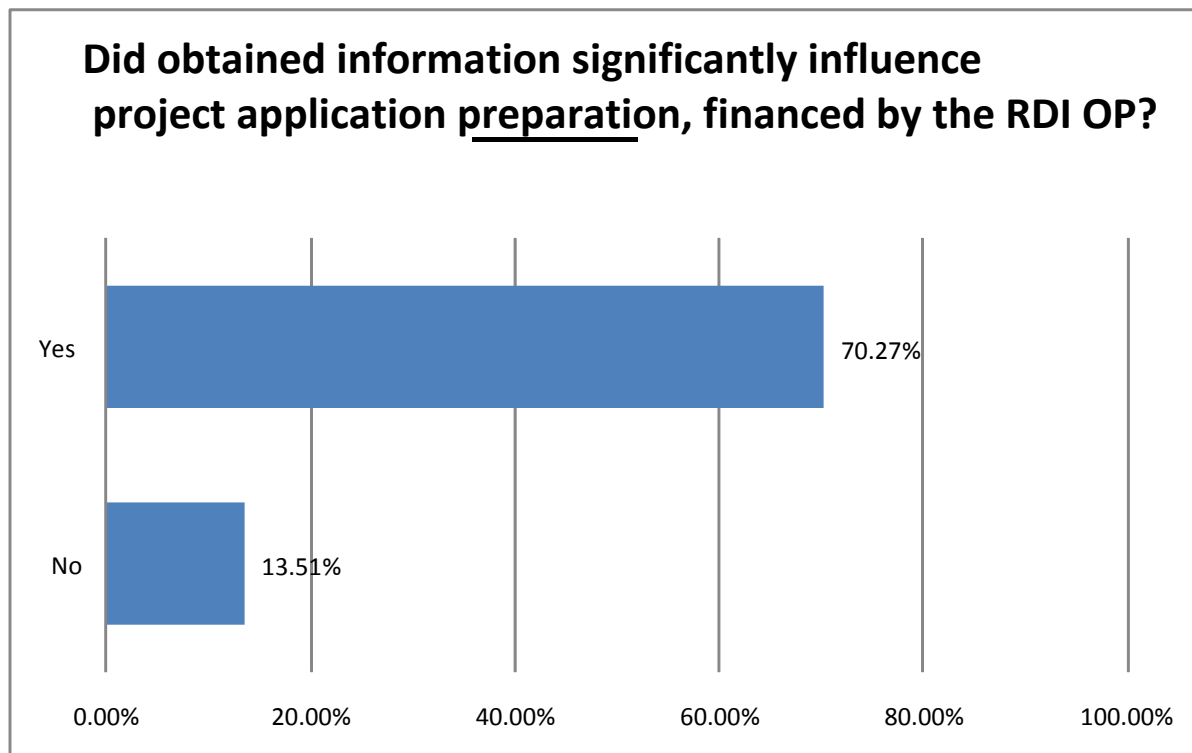
Note: 53 respondents answered this question, i.e. 92.98 % of all respondents of the QS.

Sub-question: Did the information obtained substantially influence the implementation of your project financed by RDI OP?

The information obtained substantially influenced the implementation of a project application financed by the RDI OP for 70% of respondents.

Most respondents agreed that the information **obtained substantially influenced the implementation of project applications**. Respondents agreed that the methodology, manuals and guides provide them with a basic idea on how to administer the project, but through individual consultations it results in some controversial points, or vaguely defined points. The rules of the program has in general a major impact on the project, as shown in the comments of respondents

Graph 21: The influence of received information on RDI OP projects



Note: 53 respondents answered this question, i.e. 92.98 % of all respondents of the QS.

9. Question: Which of the existing forms of information about RDI OP would you propose to strengthen and why?

The respondents propose to strengthen information about RDI OP through web portals (more transparent, structured information, user friendliness and up-to-date information), establish a web portal only for RDI OP, raise awareness about project calls, organize seminars and workshops and often strengthen the personal capacity of project managers.

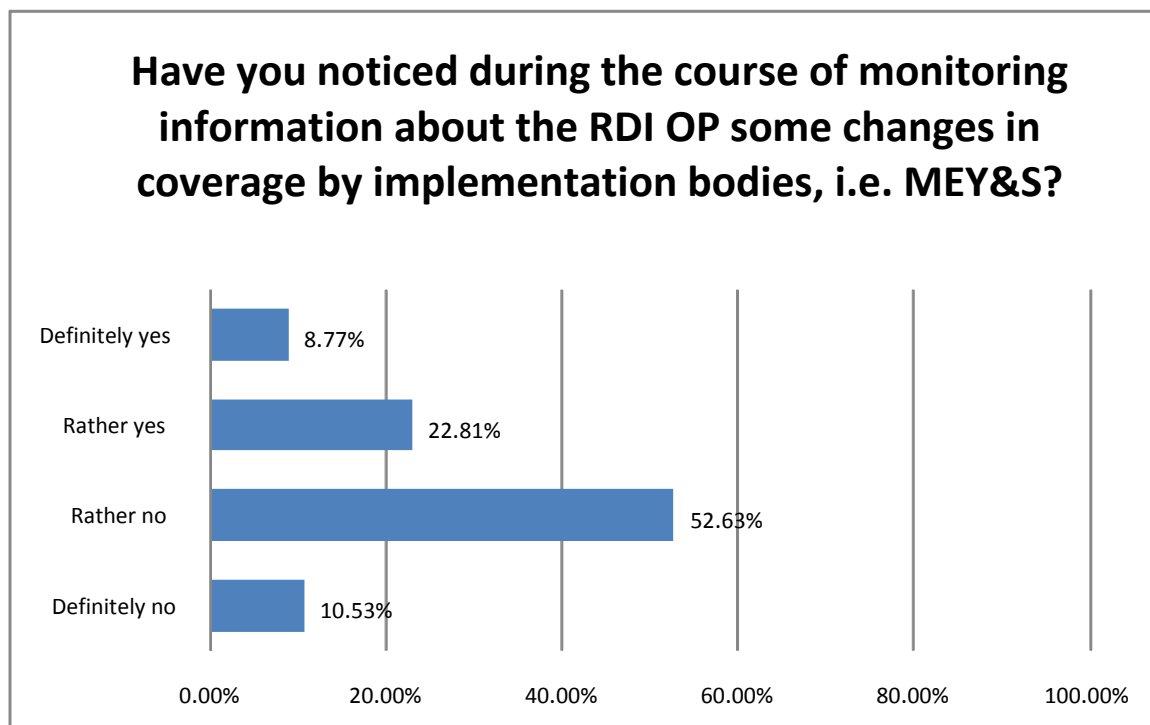
Over ½ of respondents answered this question positively and suggest in particular to strengthen awareness and timeliness of the upcoming calls, often hold workshops for applicants and beneficiaries, improve and regularly update the websites of the management body – MEY&S and establish a clear section of questions and answers (FAQs), to introduce separate websites of RDI OP, increase staff involvement in all forms of consultation (e-mail, telephone, personal).

10. Question: During the monitoring of information about RDI OP, have you noticed any changes in information given by implementation bodies, namely the MEY&S? (e.g., streamlining the website, spreading information on the web, new information leaflets, a wider range of seminars, conferences, etc.)

1/3 of the respondents have recently noticed a change in information, such as partial streamlining of the web environment of the MEY&S website and expansion of offers of seminars.

In most cases, **respondents were not aware of the changes by implementation bodies** (respectively 52.63% of all respondents of the survey did not really notice these changes and 10.53% of all respondents of the survey did not notice these changes at all). Although **1/3 of respondents did notice changes during the monitoring of information about RDI OP** (respectively 22.81% of all respondents of the survey did not really noticed these changes and 8.77% of all respondents of the survey certainly noticed the changes). Respondents reported that they recently experienced a **partial web streamlining of the web environment of the MEY&S website and the expansion of offers for seminars**. But one of the respondents highlighted the problem of tabs on the web of the MEY&S with information about currently existing "common annexes" which is very confusing and difficult to work with.

Graph 22: Respondents noting changes in information



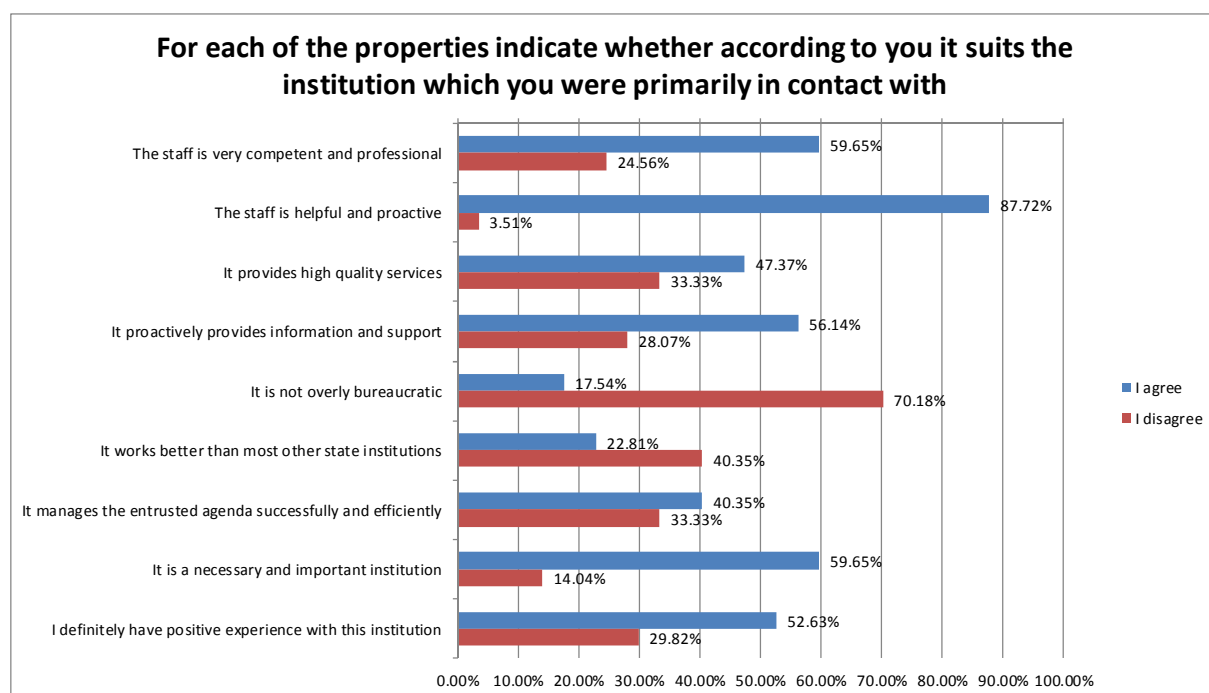
Note: 54 respondents answered this question, i.e. 94.71 % of all respondents of the QS.

11. Question: Recall your experience with the project application, implementation, administration and institutions which you were especially in contact with. For each of these properties indicate if you think they fit the institution or not.

Based on the characteristics of institutions which they particularly deal with, respondents most appreciate their support, competence and professionalism. Also according to ½ of the respondents, the MEY&S institutions are necessary and important and provide services of a high quality. However, most respondents criticized the excessive bureaucracy of the system.

Respondents to a large extent agree with the statement that **staff of the institutions are helpful and proactive** (for 87.72% of respondents), **competent and professional** (for 59.65% of respondents) and **in the case of the MEY&S, it is a necessary and important institution** (for 59, 65 % of the respondents). **More than 50% of respondents indicated that they had an absolutely positive experience with the MEY&S as the governing body of RDI OP and according to opinions 47.37% of the respondents are provided with very high quality services.** On the contrary, most respondents **disagree** with the statement that cooperating with the institution is not too bureaucratic.

Graph 23: Evaluation of the characteristics of individual cooperating institutions by respondents



Note: 52 respondents answered this question, i.e. 91.23 % of all respondents of the QS.

12. Question: What are your recommendations for the informing about RDI OP?

In addition to proposals that have been made by word of mouth of respondents to enhance awareness of RDI OP (see question 9), they further propose to limit the frequent

personnel changes for the position of project manager at the MEY&S, which cause **permanent changes to the set style of communication, which is always according to the specific style used by the given project manager.** Likewise, the respondents recommended **increasing the number of experienced project managers at the MEY&S.** Finally, recommendations also referred to respondents' request for specific answers to questions, instead of referring them to other resources (such as laws and guidelines) and to prevent inconsistent information provided by multiple sources (e.g., manual vs. seminars, consultation).

1.2 Survey of potential RDI OP applicants

Potential applicants and beneficiaries of the RDI OP were determined based on desk-research, where the relevant documents identified the conditions and eligibility of an organization to submit projects to RDI OP. Based on the analysis of publicly available databases, a list of contact of eligible applicants and beneficiaries of RDI OP was produced. The group of potential applicants and beneficiaries of RDI OP included research organizations, libraries, museums, universities and astronomical institutions. A total of 1151 e-mail contacts were obtained from the databases of institutions. The sample was made with regard to the type of applicants, and geographic distribution. **1 151 representatives** from the group of **potential applicants and beneficiaries of RDI OP** were **addressed** through the questionnaire survey

The survey for potential applicants and beneficiaries of the RDI OP **took place via the questionnaire portal from 1 – 13.3.2011**. On 25 – 28.2.2011 pilot testing of the questionnaire survey was carried out, which tested the functionality of the electronic survey, examined the structure and logic of asked questions and the export of answers from the electronic questionnaires. Respondents who did not participate in the survey yet, or did so only partially (for example, filled in only part of the questionnaire) were addressed again in the middle of the survey (9.3.).

The questionnaire survey addressed a total of 1,151 respondents from among potential applicants and beneficiaries of RDI OP and it was attended by a total of 159 respondents. It was necessary to only select the completed questionnaires of the survey for evaluation, i.e. those questionnaires that were closed and sent by respondents through the electronic system. **The complete number of questionnaires was a total of 99, i.e. the level of return on questionnaires reached a level of 8, 6%.**

1.2.1. Evaluation of the questionnaire survey RDI QS - representatives of potential RDI applicants

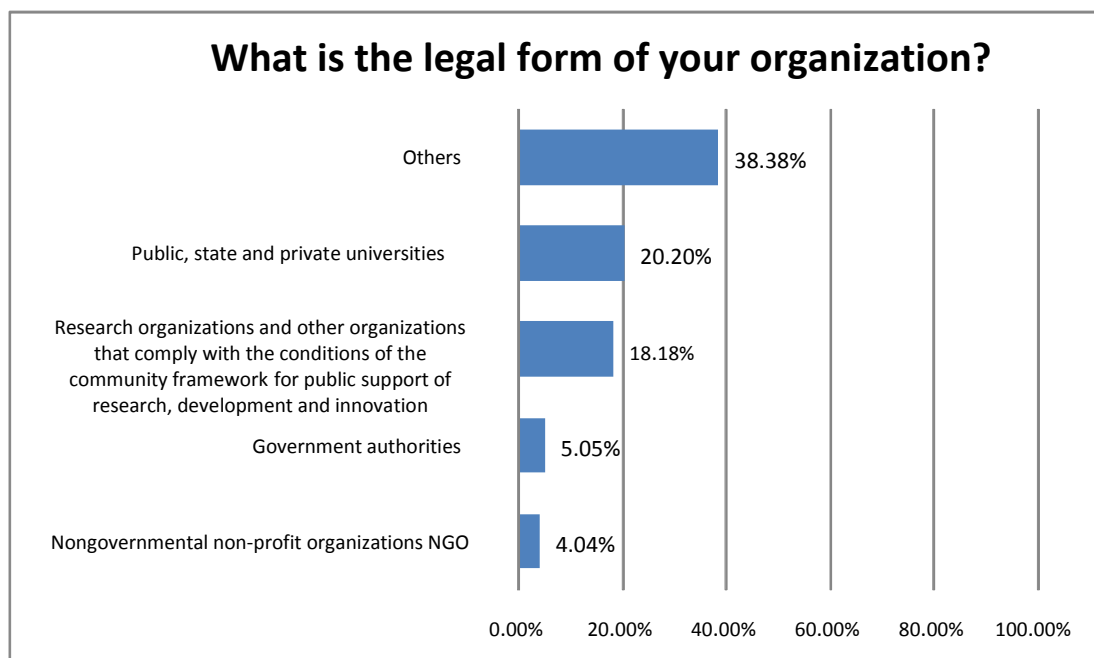
Identification questions

Question: What is the legal form of your organization?

The largest number of respondents (21%) of the survey represents business entities, universities (20%) and research organizations (18%). Public authorities and nongovernmental non-profit organizations are least represented (about 4-5% of respondents).

Within the identification questions, the respondents of survey (QS) had the option to indicate the legal form of the organization they represent. Excluding the respondents who indicated another legal form, the **greatest number** of respondents of the survey were from **public and private universities** (20.20% of all respondents) and **research organizations and other organizations meeting the conditions of the community framework for public support of research, development and innovation** (18.18% of all respondents). Bodies that were **least represented** were **government authorities and nongovernmental organizations** (5% and 4% respectively, of all respondents). **Another legal form**, recorded by a total of 38.38% of respondents, was further specified as mainly businesses (21% indicated Ltd., Inc. or another legal entity) and state-funded institutions (8%), while the remaining 9% of respondents using the option "Other" did not specify their legal form.

Graph 24: Identification of respondents of the QS as by legal form



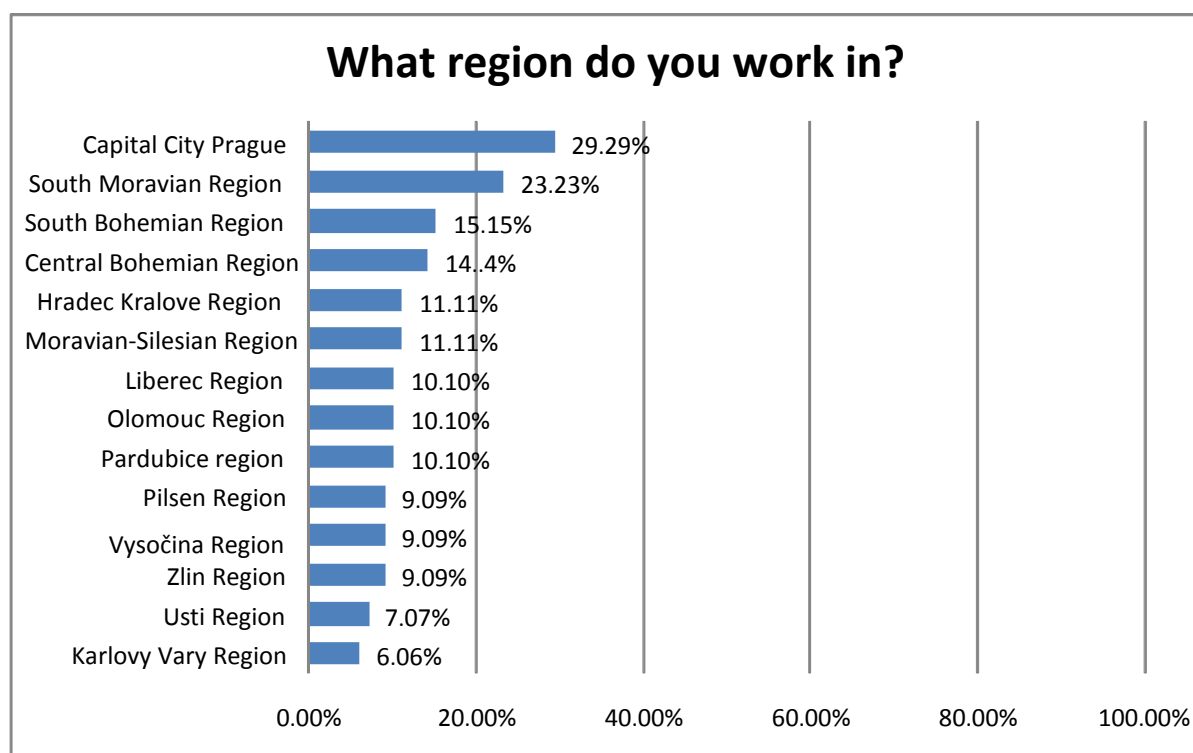
Note: 85 respondents answered this question, i.e. 85.86 % of all respondents of the QS.

Question: In what region do you operate?

Based on data of the operation location, which respondents could indicate in the survey, most came from the capital city Prague and Southern Moravian region (over 50% of respondents).

In the next identification question, respondents had the possibility to indicate in which regions they operate. 88 respondents who frequently represented Prague (29% of all respondents) and South Moravia (23% of all respondents) reacted to this question. The smallest represented region of respondents was Ústí and Karlovy Vary (7% and 6% respectively of all respondents). The question focused on the place of operation of organizations of potential respondents, although Prague has the greatest potential representation of organizations, it does not mean that they implement or have eligible respondents to implement projects of RDI OP (Prague is not an eligible location to implement RDI OP projects).

Graph 25: Identification of respondents of the QS according to region of operation



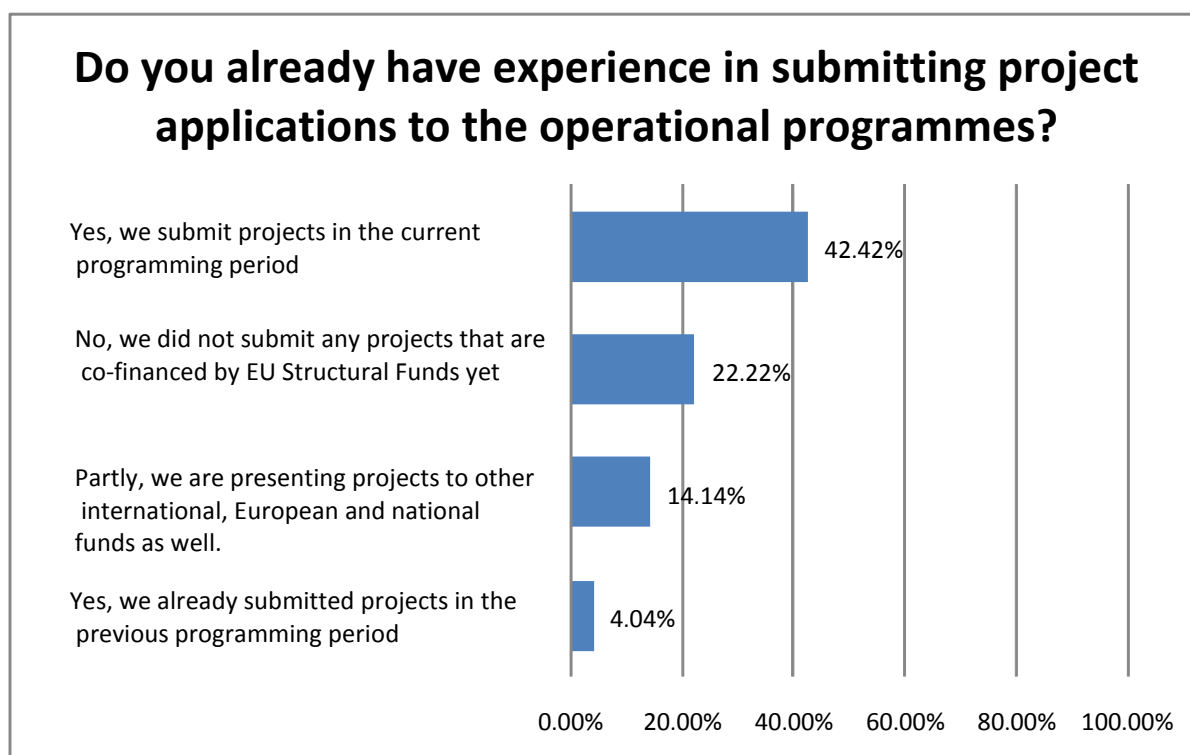
Note: 88 respondents answered this question, i.e. 88.89 % of all respondents of the QS.

Question: Do you already have experience in submitting project applications to the operation programmes?

42% of respondents have experience in submitting project applications to operational programmes in the current programming period of 2007-2013. More than a fifth of respondents from the group of potential applicants have no experience in submitting project applications to operational programmes.

Another question examined the identification of applicants with experience in submitting project applications to operational programmes. **42% of respondents have experience in submitting project applications to operational programmes in the current programming period of 2007-2013.** On the contrary, **more than a fifth of respondents from the group of potential applicants have no experience in submitting project applications to operational programmes.** 14% of respondents have experience in presenting their projects for other international, European and national funds and 4% of respondents already have experience from the previous period 2004-2006. Respondents also had the opportunity to specify their answers. Most indicated experience with **OPEI, EC OP, RDI OP and GACR.**

Graph 26: Identification of respondents according to their experiences by submitting project applications to the operational programmes



Note: 82 respondents answered this question, i.e. 82.83 % of all respondents of the QS.

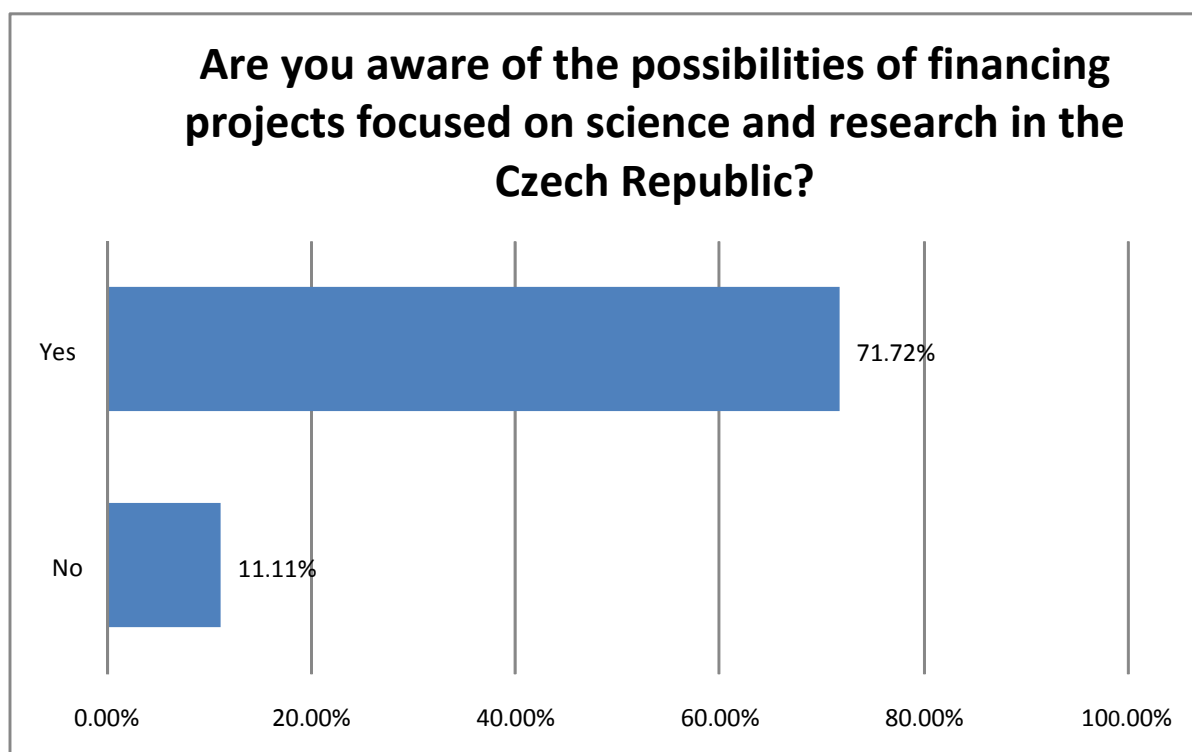
Factual questions

1. Question: Are you aware of the possibilities of financing projects for science and research in the Czech Republic?

More than 70% of respondents are aware of the possibilities of financing projects for science and research in the Czech Republic.

In the group of factual questions, the respondents of potential applicants had the option to indicate **whether they are aware of the possibilities of financing projects for science and research**. More than 71% of respondents said that they are aware of the possibilities of financing projects for science and research. **On the contrary, 28% of respondents are unaware of the offered possibilities.**

Graph 27: Identification of respondents according to their awareness of the possibilities of financing projects for science and research in the Czech Republic



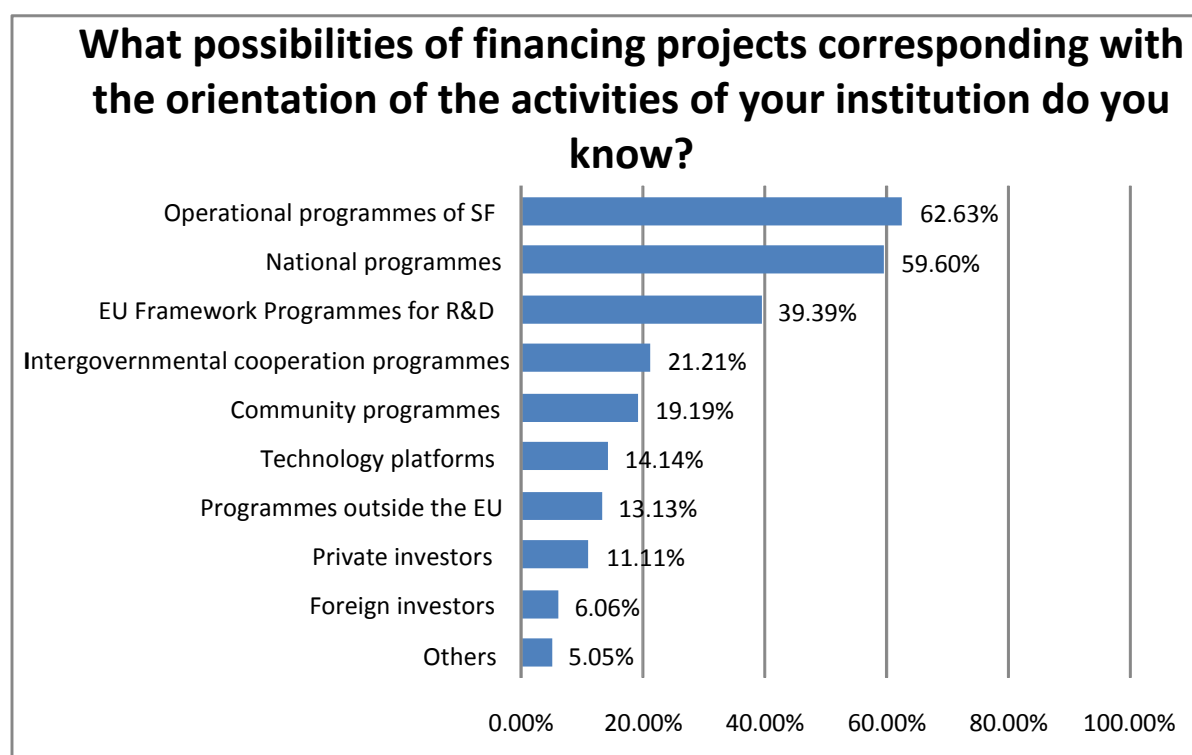
Note: 82 respondents answered this question, i.e. 82.83 % of all respondents of the QS.

2. Question: What possibilities of financing projects corresponding to the focus of activities of your institution do you know about?

$\frac{2}{3}$ of respondents know about the possibilities of financing projects through the operational programmes of EU structural funds and national programs.

The results of the survey showed that almost $\frac{2}{3}$ of **respondents** are aware that their activities can be financed by the operational programmes of EU structural funds. Almost 60% know about the possibilities of financing projects through national programs. Also, the framework of programmes for research and development of the European Union are known to 40% of respondents. A total of 5.05% of respondents reacted to the "Other" option, and further specified funding from local governments or funding of TACR and related programs.

Graph 28: Identification of respondents according to their knowledge on how to finance their activities



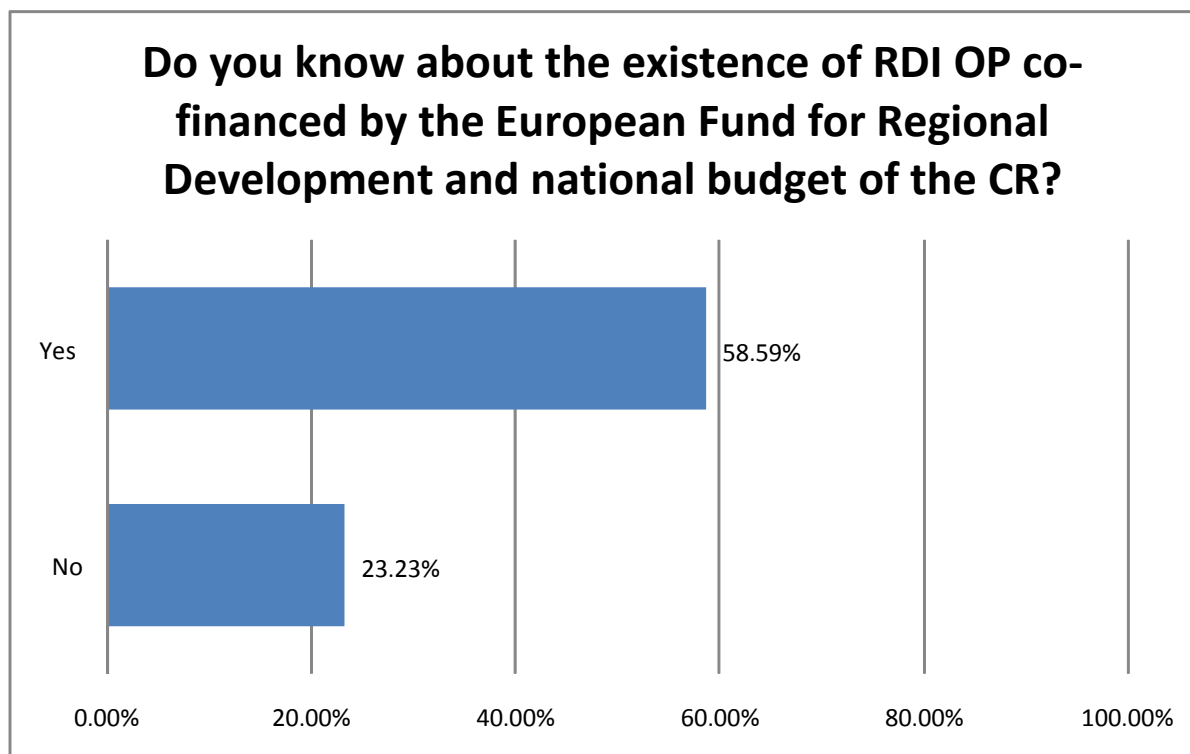
Note: 86 respondents answered this question, i.e. 86.87 % of all respondents of the QS.

3. Question: Do you know about the existence of RDI OP that is co-financed by the European Regional Development Fund and state budget of CR?

60% of respondents know of the existence of RDI OP that is co-financed by the European Regional Development Fund and state budget of CR.

Almost 60% of respondents said they knew of the existence of the operational programme for research, science and innovation, while more than 23% of respondents do not know about the operational programme.

Graph 29: Respondents awareness of the existence of RDI OP



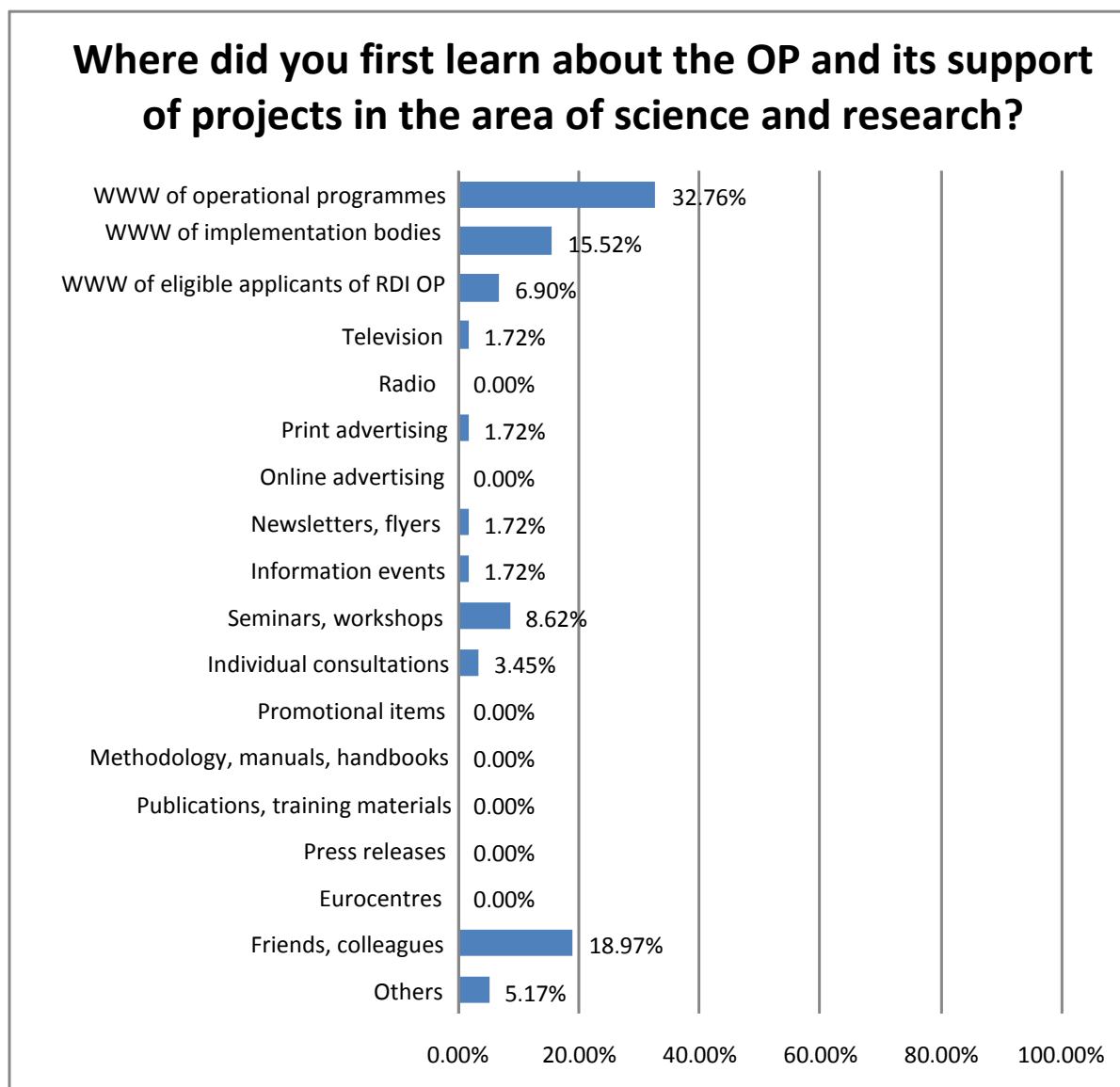
Note: 81 respondents answered this question, i.e. 81.82 % of all respondents of the QS.

3. a) Question: Where did you FIRST learn about the RDI OP and its support of projects in science and research?

A third of respondents first learned of the RDI OP and its support of projects in science and research on the websites of the operational programmes.

Respondents, who stated in the previous question that they know of the existence of RDI OP, also had the possibility to specify where they first learned of the RDI OP. A $\frac{1}{3}$ of respondents first learned of the RDI OP and its support of projects in science and research on the **websites of operational programmes**. 19% of respondents have initial information about RDI OP from **colleagues and friends or from the websites of implementation bodies** (15% of respondents). None of the respondents stated the primary source of information about RDI OP as from radio, online advertising, promotional materials, methodologies, manuals, guides, publications, training materials, press releases and Eurocentres. A total of 5.17% of respondents selected the "Other" option, which further specified universities, respectively academies of sciences.

Graph 30: Primary source of information about the RDI OP and its support of projects in the field of science and research



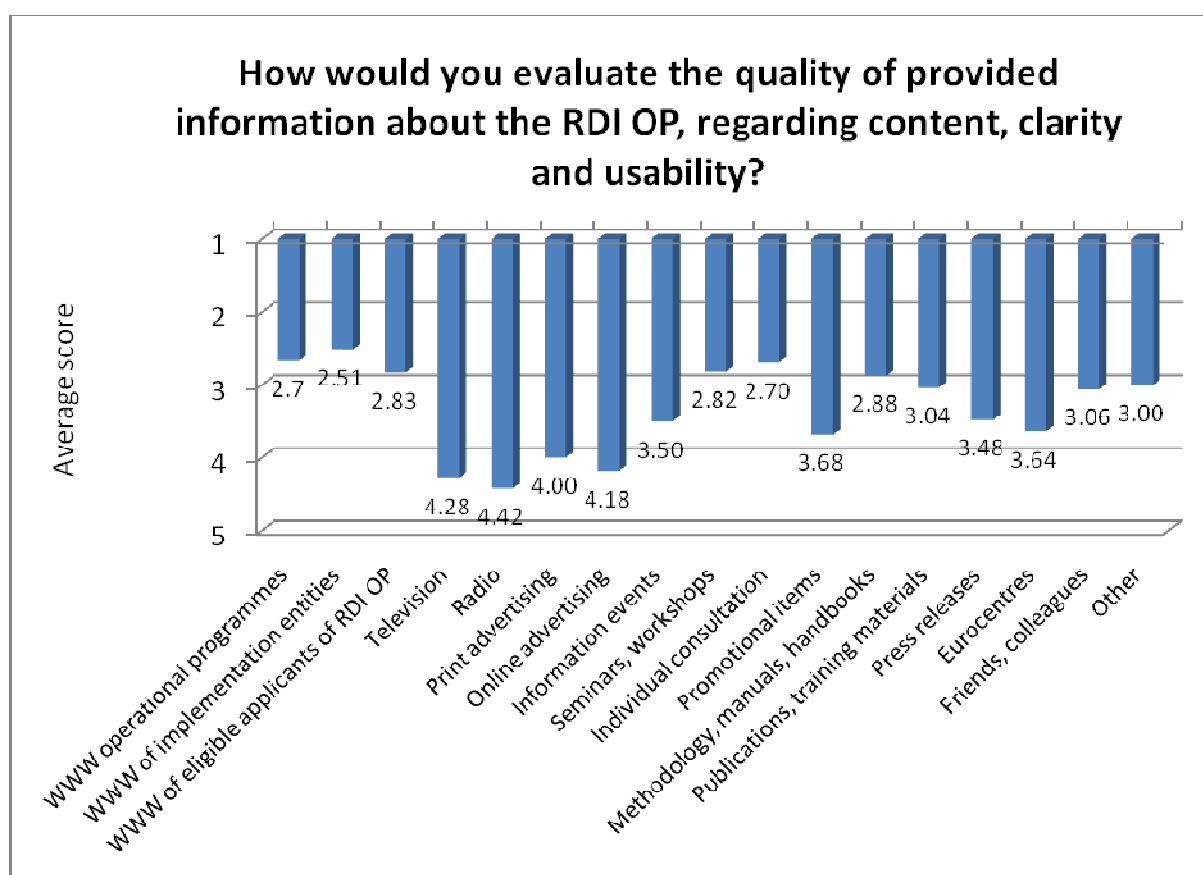
Note: 57 z 58 respondents reacted to this question and gave a positive answer to the option "Do you know about the existence of the operational programme Research and Development for Innovation (RDI OP) co-financed by the European Regional Development Fund and national budget of the CR, which supports science and research in 2007-2013?", i.e. 98.28 % of the respondents of the QS.

3. b) Question: How would you rate the quality of information on the RDI OP in terms of content, clarity and usability?

Quality of information provided by the RDI OP regarding content, clarity & usability is best rated by respondents regarding information provided via websites of implementation bodies.

Respondents from among potential applicants, regarding quality of information provided by RDI OP regarding content, clarity and usability, **best rated the websites of implementation bodies** (average score 2.51) and **websites of operational programmes** (average score 2.67). The worst in this context, was **television, radio and online advertising** (average score worse than 4.00). Respondents also had the opportunity to specify their answers in the comments. Potential applicants reported in their comments that information is available, but especially **manual for applicants and beneficiaries** are written in an incomprehensible language, and **information on the websites of the MEY&S** are sometimes difficult to find.

Graph 31: Evaluation of the quality of information provided on the RDI OP in terms of content, clarity and usability



Note: 53 respondents answered this question, i.e. 91.38% who mentioned that they are fully or partially involved in the preparation or implementation of some information and publicity measures.

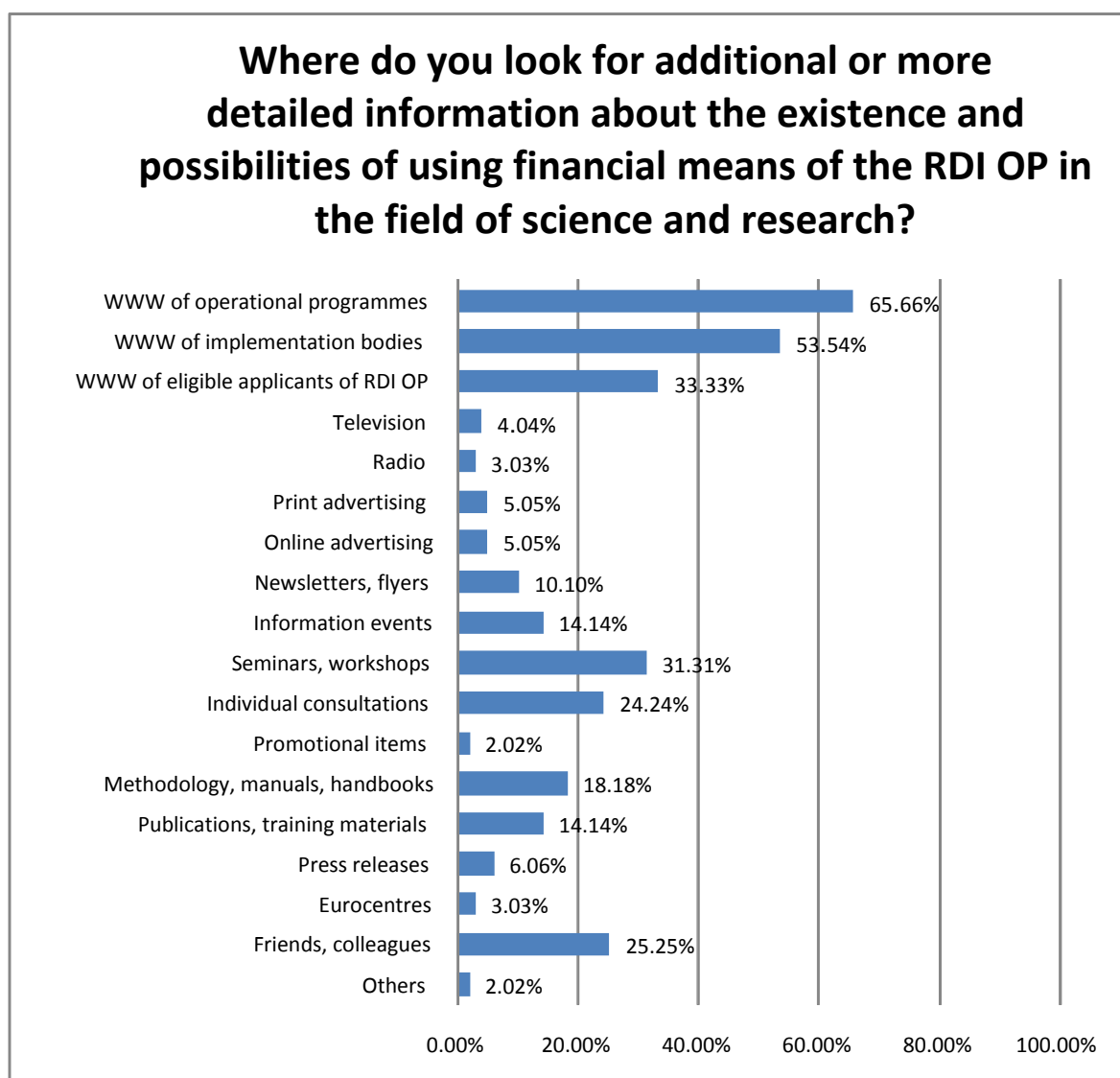
4. **Question: Where do you search or would you search for additional or more detailed information about the existence and possibilities of using funds in RDI OP for science and research?**

Most respondents seek further or more detailed information on the existence and possible use of funds in the RDI OP for science and research on the websites of operational programmes (e.g. www.strukturalni-fondy.cz), implementation bodies (www.msmt.cz)

and eligible applicants (www.veda.cz).

Nearly 2/3 of respondents use **websites of operational programmes** as a source of additional information on RDI OP. Half of respondents use the **websites of implementation bodies** and a third use **the websites of eligible applicants**, respectively seminars and workshops. Respondents least use promotional items, radio and Eurocentres.

Graph 32: Identification of other sources of information about the existence of possible uses of funds by the RDI OP in the field of science and research



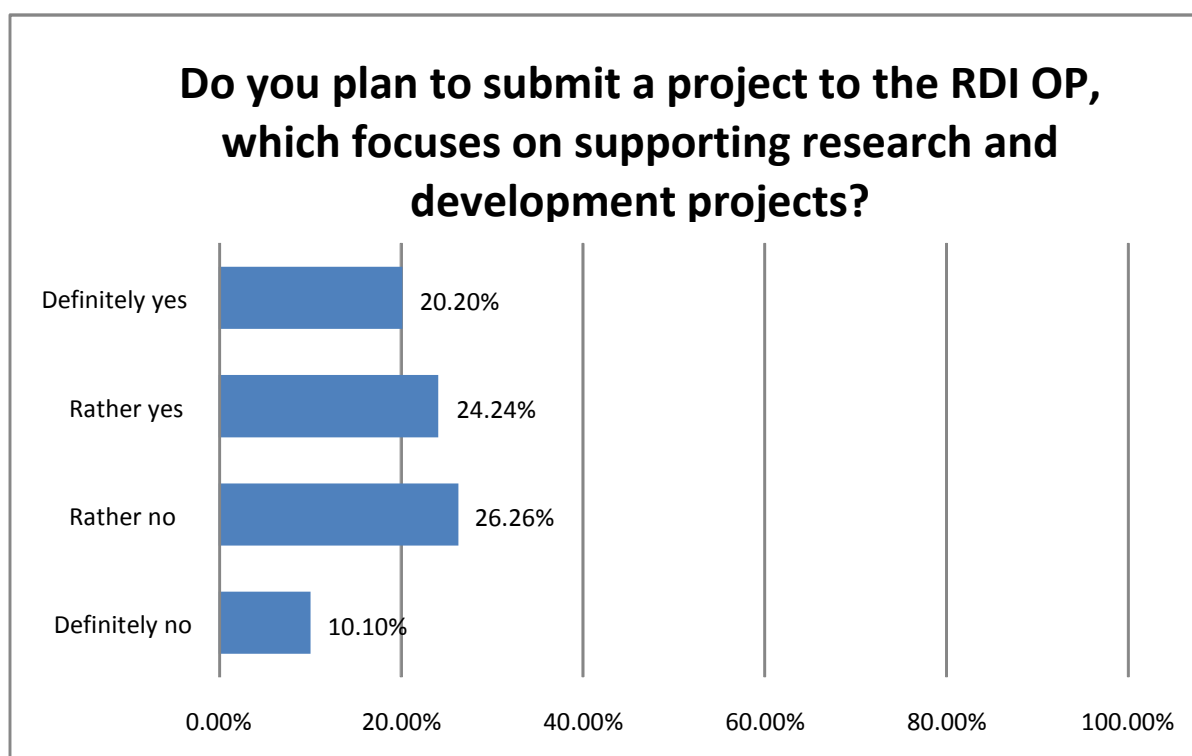
Note: 88 respondents answered this question, i.e. 88.89 % of all respondents of the QS.

5. Question: **Are you planning to submit a project/s to the operational programme Research and Development for Innovation, which requires the support of research and development projects?**

44% of the respondents are partly or totally decided to submit a project to RDI OP

A fifth of respondents from the group of potential applicants, are determined **to bring their projects to RDI OP** according to the results of the survey. Another 24% of respondents in this context are determined only partially. Conversely 26% of the respondents are **rather not considering** submitting their project to the RDI OP and more and 10% **not considering at all**. Most respondents reported in their comments that their scope is limited to the capital city of Prague, which does not fall under the convergence objective, in which the RDI OP is implemented or due to reduced motivation to submit additional projects as they were previously not supported

Graph 33: The plans of the respondents concerning the submission of another project to the RDI OP, which will support research and development projects



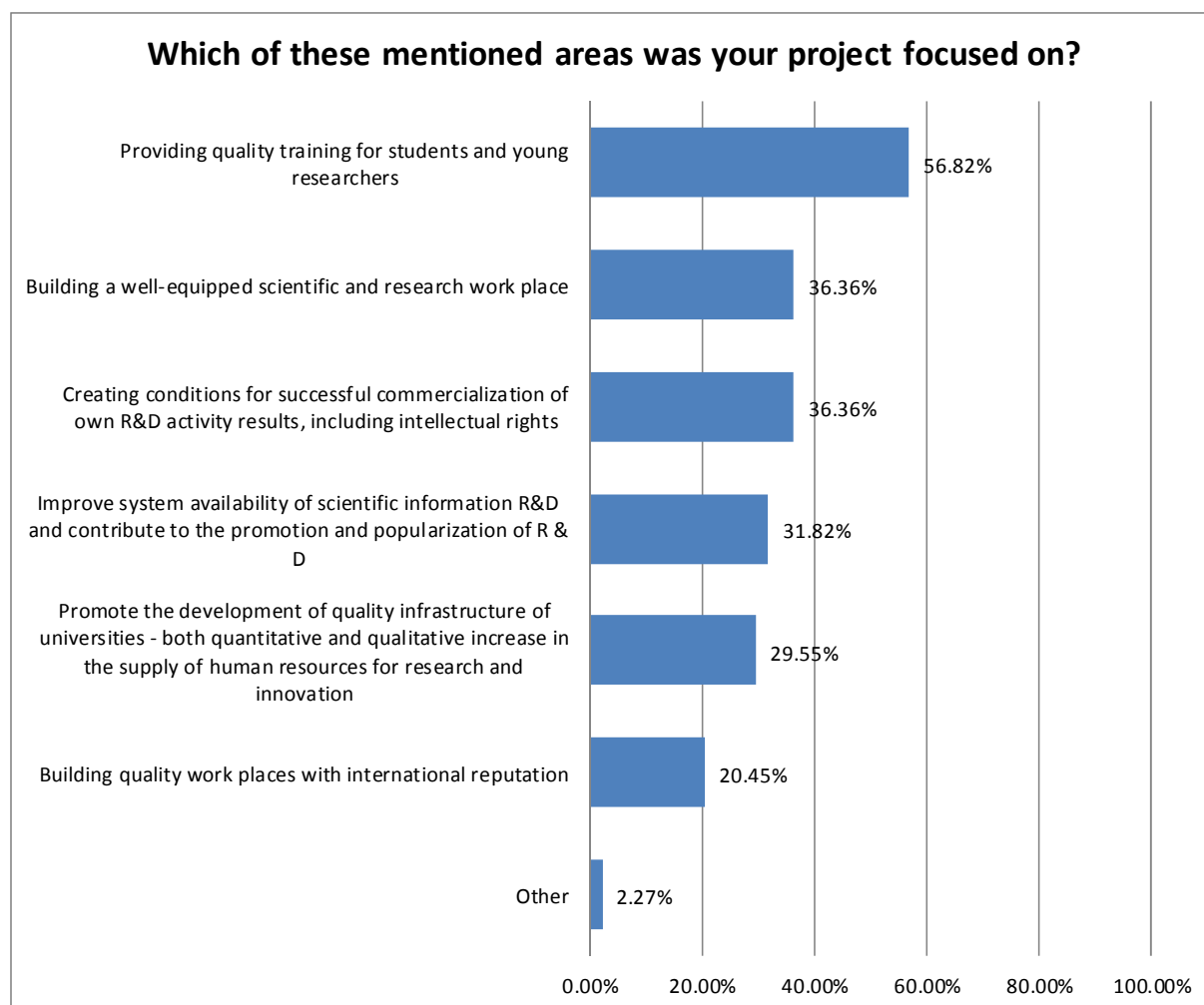
Note: 80 respondents answered this question, i.e. 80.81 % of all respondents of the QS.

6. Question: **Which of these listed areas would your project be targeting at?**

More than half of respondents planning to submit their project to RDI OP, are interested in a project aimed at establishing well-equipped workplaces for science and research.

In terms of project focus, which the respondents plan to submit to the RDI OP, most of them were interested in projects aimed at **building a well-equipped workplace for science and research** (57% of respondents) and the **provision of quality education to students and young researchers** (37%), respectively **creating the conditions for successful commercialization of their own scientific and research activities, including intellectual property** (37% of respondents). One of the respondents specified his plan to focus his project on the environmental area.

Graph 34: The focus of projects, which respondents would plan to submit to the RDI OP



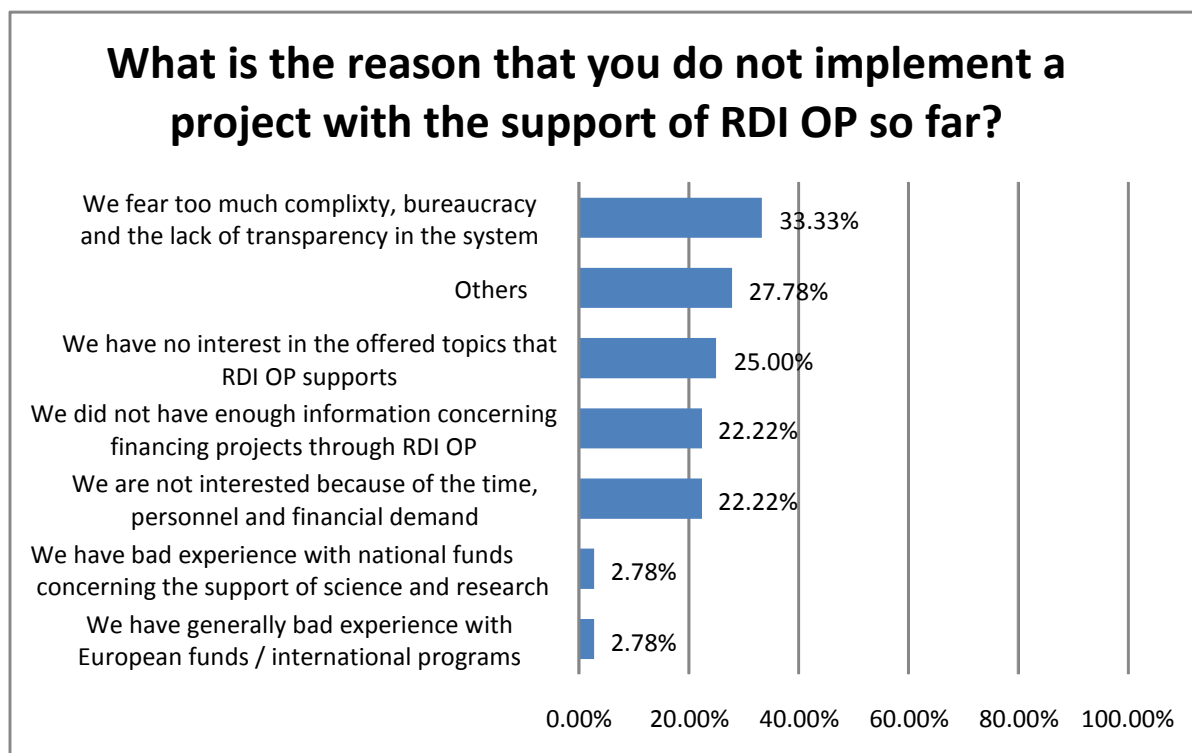
Note: 44 respondents answered this question, i.e. 100.00 % of all respondents of the QS, who answered "definitely yes" and "rather yes" in the previous question.

7. Question: **What is the reason that you are not implementing a project supported by the operational programme Research and Development for Innovation (RDI OP)? Please select the statement that best fits your situation.**

The most common reason for not implementing projects under the RDI OP, on the part of potential applicants, are connected with and excessive complexity, bureaucracy and lack of transparency of the system.

Most respondents from the group of potential applicants presented their reason for not implementing projects being supported by RDI OP as - **fear of excessive complexity, bureaucracy and lack of transparency in the system** (a third of the respondents), respectively **disinterest in the offered topics supported by RDI OP** (a quarter of respondents). More than 27% of respondents chose the "Other" option for this question in which they further state the seat of their company's headquarters being in the capital city of Prague (Prague is not an eligible region for RDI OP projects), respectively they fail to meet the legal status of the applicant.

Graph 35: Reasons for not implementing projects for RDI OP support



Note: 35 respondents answered this question, i.e. 97.22 % of all respondents of the QS, who answered "definitely yes" and "rather yes" in the question No. 8.

8. Question: **Other recommendations, suggestions and comments?**

The most common recommendation of respondents was to simplify rules for obtaining funds

At the end of the questionnaire survey respondents had **space to put their recommendations and suggestions for making changes in the implementation of communication and promotional activities for RDI OP to maximize the success of its implementation.** Most recorded opinions regarded a **simplification of rules for obtaining funds and reduce the already relatively stringent restrictions on large companies or concerns about the demands on staffing in the preparation and implementation of projects.**

1.3 Survey of implementation bodies of RDI OP

The list of representatives from the implementation bodies of RDI OP was provided by the contracting authority on 25. 2. 2011 and **included a total of 58 contacts.** The survey was **fully addressed.**

The survey for representatives of the implementation bodies RDI OP **took place through a questionnaire portal from 3 – 17. 3. 2011.** On 28. 2. – 2. 3. 2011 pilot testing of the questionnaire survey was carried out, which tested the functionality of an electronic survey, examined the structure and logic of asked questions and exporting answers from the electronic questionnaires. Respondents who did not participate in the survey yet, or did so only partially (for example, filled in only part of the questionnaire) were addressed again in the middle of the survey (14. 3.).

The questionnaire survey addressed a total of 58 respondents from among the representatives of the implementation bodies of RDI OP and was attended by a total of 38 respondents. It was necessary to select only completed questionnaires for the evaluation of the survey, i.e. those respondents who closed and sent it through the electronic system. **There were a total of 33 completed questionnaires, i.e. the level of return of questionnaires was at 56.9%.**

1.3.1. Evaluation of the questionnaire survey RDI OP QS - representatives of implementation bodies of RDI OP

Identification issues

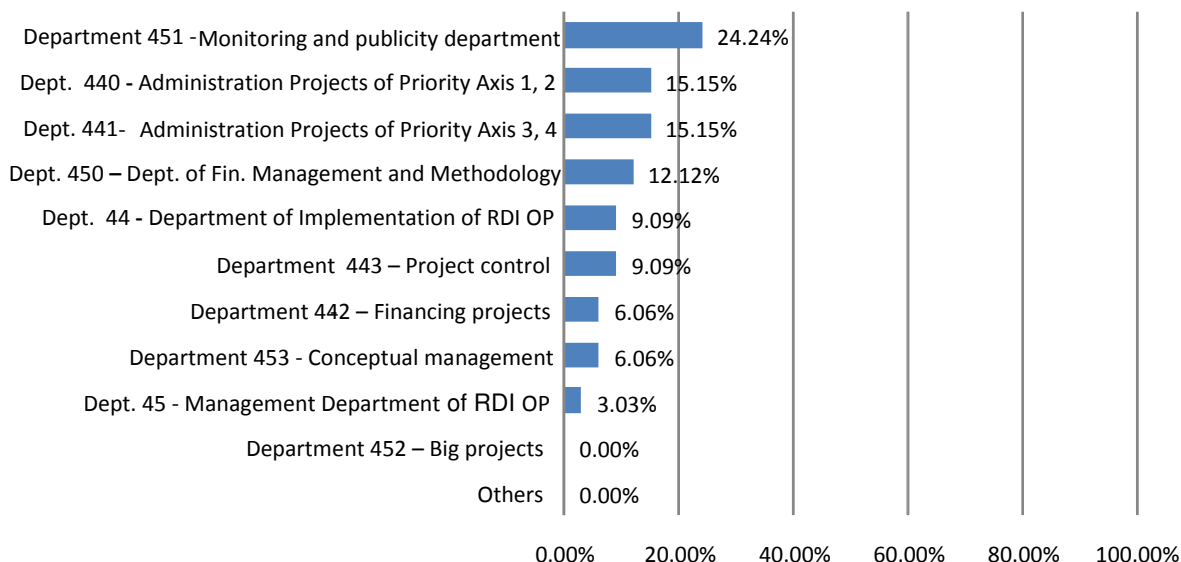
Question: **What department do or you work for?**

The largest number of respondents (24%) of the survey was represented by Department 451 - Department of monitoring and publicity, in the case of department 452 - Large projects, none of the addressed respondents participated.

Within the identification questions, respondents of the electronic survey (QS) had the option to indicate in which department they work. Respondents of the survey who participated were **mainly in Department 451 - department of monitoring and publicity** (24.24% of all respondents) and **department 440 - Administration of Projects of Priority Axis 1, 2**, respectively from **Department 441 - Administration of projects priority axis 3, 4** (in both cases, 15.15% of all respondents). The smallest representation came from **Department 452 - Big projects**, of which there were no participating respondents.

Graph 36: Identification of respondents of the QS according to employment status

What department do you work for?



Note: 33 respondents answered this question, i.e. 100.00 % of all respondents of the QS

Question: **What is your job title?**

The survey was mainly attended by project managers (27%) and officers (18%) and Heads of departments (12%). Less than 10% were participants with other jobs like financial managers, supervisors, specialists, coordinators of the evaluation process, monitoring analysts, directors of departments, administrators or lawyers.

In the next identification question, respondents had the possibility to specify their job title. This question was answered by 33 respondents who specified their job with textual commentary. Based on the occurrences of the same comments, it can be stated that the survey was primarily attended by **project managers** (in 9 cases), **officers** (6 respondents), and **heads of departments** (4). The representation of financial managers, sponsors, professional officers, the coordinators of the evaluation process, department directors, monitoring analysts, administrators of RDI OP and lawyers, was less than 10% in the survey.

Chart 1: Specifications of work status of respondents

Work status	Number of respondents	The proportion of the questionnaire survey
project manager	9	27.27 %
official	6	18.18 %
head of the department	4	12.12 %
financial manager	3	9.09 %

guarantor	3	9.09 %
specialist official	2	6.06 %
coordinator of the evaluation process	2	6.06 %
director of the department	1	3.03 %
monitoring analyst	1	3.03 %
coordinator of RDI OP	1	3.03 %
lawyer	1	3.03 %
Total	33	100.00 %

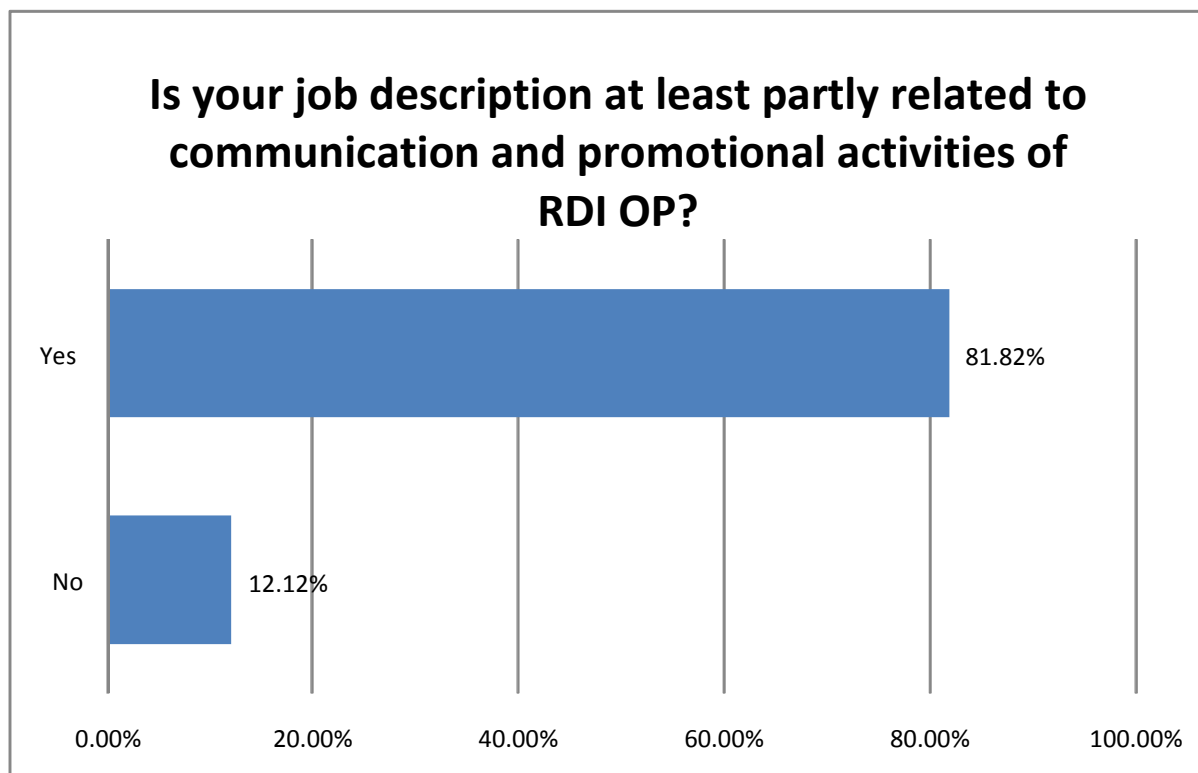
Note: 33 respondents answered this question, i.e. 100.00 % of all respondents of the QS.

Question: Does your job description at least in part, include communication and promotional activities of RDI OP and to what extent?

82% of respondents, regarding their job description, were involved in communication and promotional activities of RDI OP

Another identification question examined whether the job description of respondents relates to RDI OP communication and promotional activities. The results of the survey show that **nearly 82% of the respondents include communication and promotional activities of RDI OP in their job description**. Conversely, **12% of respondents** said their job is **not related to communication and promotional activities of RDI OP**. In their comments, respondents frequently specified their job description as **communicating with applicants and beneficiaries and publicity of RDI OP or implementation activities related to technical assistance in the area of RDI OP publicity**.

Graph 37: Identification of respondents according to their job activities related to communication and promotional activities



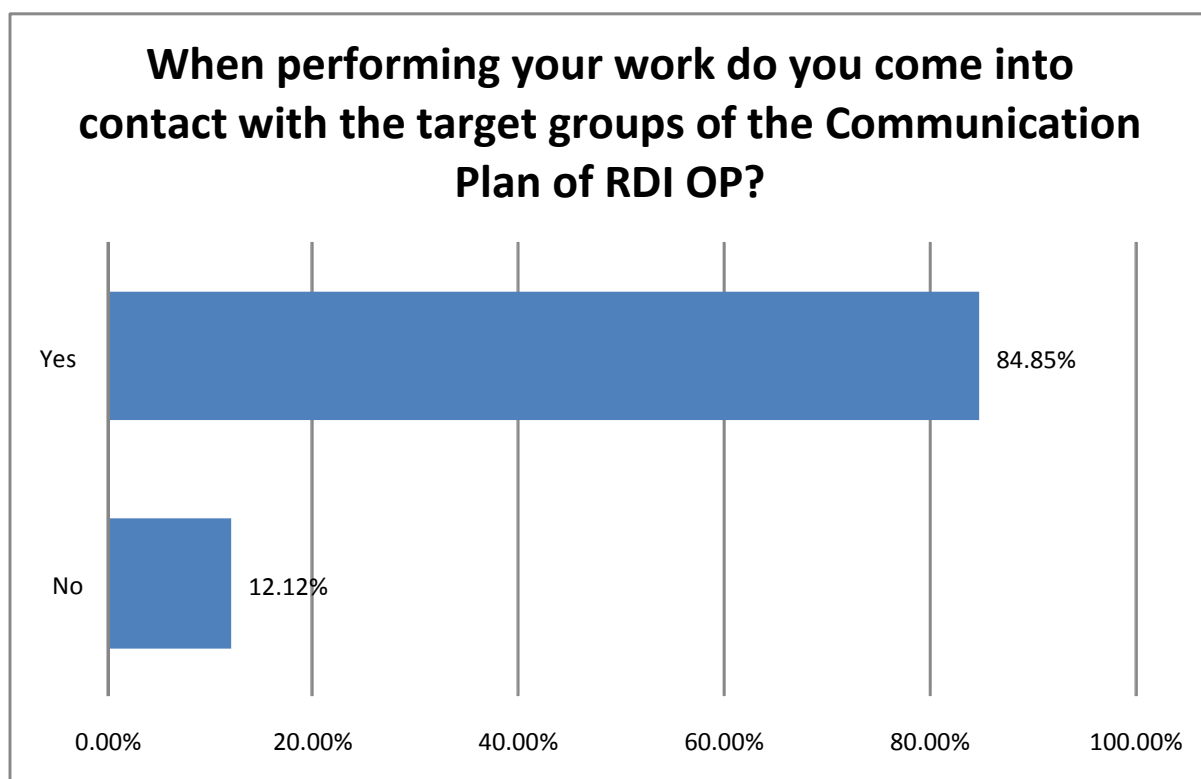
Note: 31 respondents answered this question, i.e. 93.94 % of all respondents of the QS.

Question: Do you come into contact with target groups of the Communication Plan of RDI OP within your job activities (public, applicants and beneficiaries of RDI OP, representatives of implementation bodies of RDI OP, media) and with what types of activities?

The vast majority of respondents (85%) come into contact with target groups of the CoP, in their job activities, especially in organizing informational seminars, consultations and ensuring paperwork for applicants and beneficiaries of projects.

The vast majority of respondents (85%) said that they come into contact with target groups of CoP in their job activities. Most activities were specified as **organizing informational seminars, consultations with applicants / beneficiaries and ensuring administrative tasks for applicants and beneficiaries of projects.**

Graph 38: Identification of respondents by their contact with target groups of CoP of RDI OP



Note: 32 respondents answered this question, i.e. 96.97 % of all respondents of the QS.

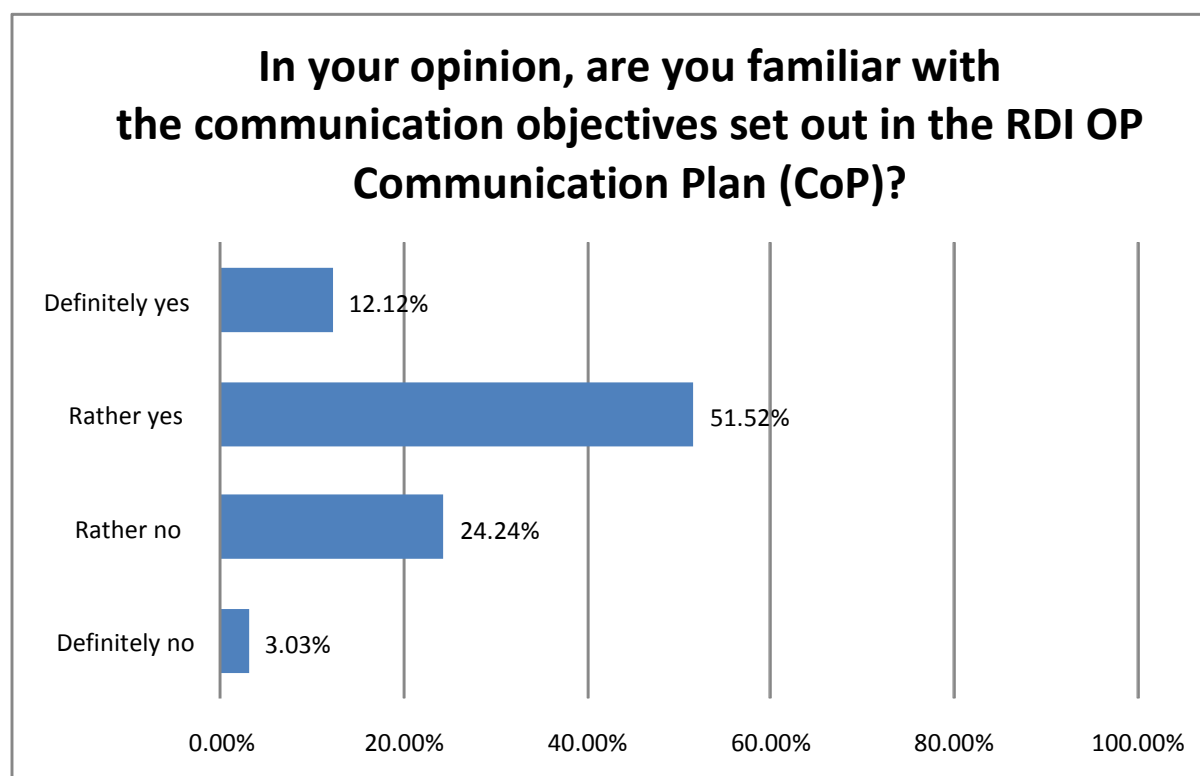
Factual questions

1. Question: **In your opinion, are you familiar with the communication objectives set out in RDI OP (CoP)?**

Over 60% of the respondents, according to their own opinion, are well aware of the communication objectives of RDI OP, respectively the communication plan of the program. While ¼ of respondents feel they lack information about the communication objectives of RDI OP.

In the group of factual questions, IS respondents had the option of first indicating **how familiar they are with the communication objectives** of RDI OP. **More than 50% of respondents** said that they feel rather sufficiently familiar with the communication objectives of RDI OP. **Conversely 24% of respondents** said that **they feel rather insufficiently familiar** with the communication objectives of RDI OP. In their comments, respondents frequently define the measure of their knowledge in relation to the position they hold, such as knowledge of the communication objectives of RDI OP due to participating in the creation of the communication plan of RDI OP or direct responsibility for evaluating the CoP of RDI OP due to their position.

Graph 39: Identification of respondents by their knowledge of the communication objectives of RDI OP



Note: 30 respondents answered this question, i.e. 90.91 % of all respondents of the QS.

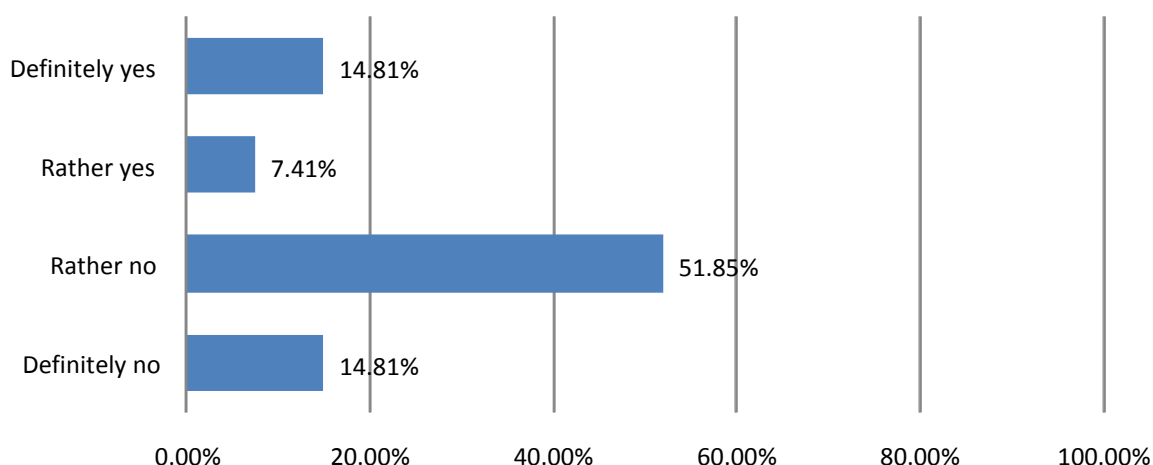
1.a) Question: **Can you influence what practical steps will be taken to meet communication objectives every year, thus what the content of the annual communication plans of RDI OP will be?**

$\frac{2}{3}$ of respondents are of the opinion that due to their job position and the scope of their job description, they are not able to influence the fulfillment of communication objectives

The results of a survey showed that $\frac{2}{3}$ of respondents believe that they **can not affect the fulfillment of communication objectives**; only **22% of respondents have this option**. In relation to this question, one of the respondents commented that he can influence meeting communication objectives only indirectly.

Graph 40: Identification of respondents by their ability to influence the success of meeting communication objectives

Do you have the possibility to influence what practical steps will be taken every year to meet communication objectives therefore, what is the content of annual communication plans of the RDI OP?



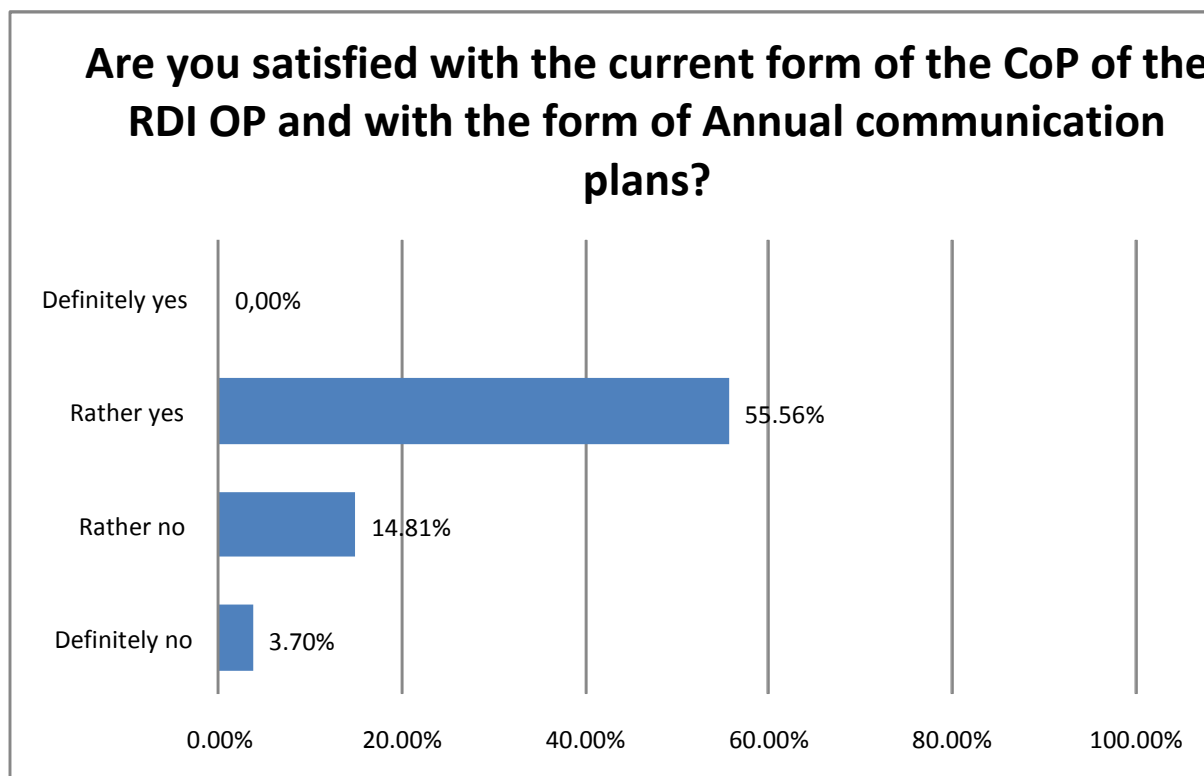
Note: 24 respondents answered this question, i.e. 88.89 % of all respondents of the QS, who reacted positively in the identification question, "Does your job description at least in part, include communication and promotional activities of RDI OP and to what extent?"

1.b) Question: **Are you satisfied with the current form of the CoP of RDI OP and the form of annual communication plans?**

$\frac{1}{2}$ of the respondents are rather satisfied with the current form of CoP of RDI OP and the form of annual communication plans.

More than $\frac{1}{2}$ of the respondents are rather satisfied with the current form of CoP of RDI and the form of annual communication plans. On the contrary, almost 15% of respondents are dissatisfied with the current form of the CoP of RDI OP, and 4% are not satisfied at all with this form. In their comments, respondents reported their views on the recent introduction of measures and changes in management and communications, and expressed their dissatisfaction with the setting of the intervention logic, monitoring indicators, and character of CoP of RDI OP, which takes the form more of a formal document than a plan.

Graph 41: Satisfaction of respondents with the current form of the CoP of RDI OP and the form of annual communication plans



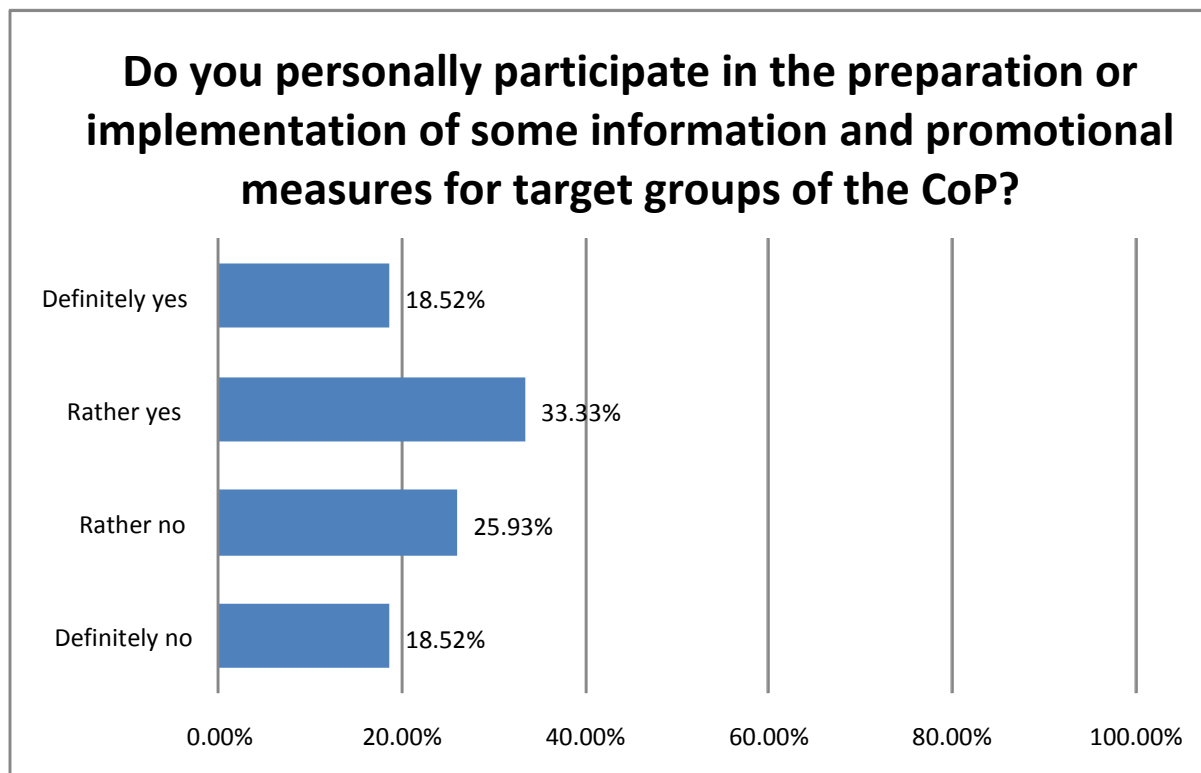
Note: 20 respondents answered this question, i.e. 74.07 % of all respondents of the QS, who reacted positively in the identification question, "Does your job description at least in part, include communication and promotional activities of RDI OP and to what extent?"

1. c) Question: **Do you personally participate in the preparation or implementation of certain information and publicity measures for target groups of the CoP (e.g. for applicants and beneficiaries of RDI OP, the public, etc.)?**

$\frac{1}{2}$ of respondents are personally completely or partially involved in the preparation or implementation of some information and publicity measures for target groups of CoP, mostly in the form of preparation and implementation of workshops for applicants and beneficiaries.

More than **half** of respondents are involved in the preparation or implementation of certain information and publicity measures for target groups of CoP, either completely (19% of respondents) or partially (1 / 3 of respondents), but **more than 40%** of respondents **do not participate** in the preparation and implementation of communication activities for target groups of CoP. In the specification of their answers, respondents most frequently indicated their contribution to the preparation and implementation of workshops for applicants and beneficiaries.

Graph 42: Involvement in the preparation and implementation of information and publicity activities for target groups of CoP



Note: 26 respondents answered this question, i.e. 96.30 % of all respondents of the QS, who answered positively in the identification question, "Does your job description at least in part, include communication and promotional activities of RDI OP and to what extent?"

1.d) Question: What changes would you suggest in order to maximize the success of implementing CoP of RDI OP?

Respondents most frequently suggested change in terms of stabilization for the publicity team at MEY&S, a clear definition of authorities in communication and publicity of the RDI OP within MEY&S, ongoing monitoring and reporting the results of publicity, raising general awareness of the CoP for all employees of the branches of MEY&S engaged in RDI OP.

Respondents had the opportunity to present their proposals to maximize the successful of implementing CoP of RDI. 40% of respondents suggested the following recommendations: **stabilization of the publicity team at MEY&S and a clear definition of authorities in communication and publicity of the RDI OP within the MEY&S, effective management, reducing bureaucracy, constant monitoring and reporting the results of publicity, raising general awareness of the CoP for all employees of the branches of MEY&S engaged in RDI OP.**

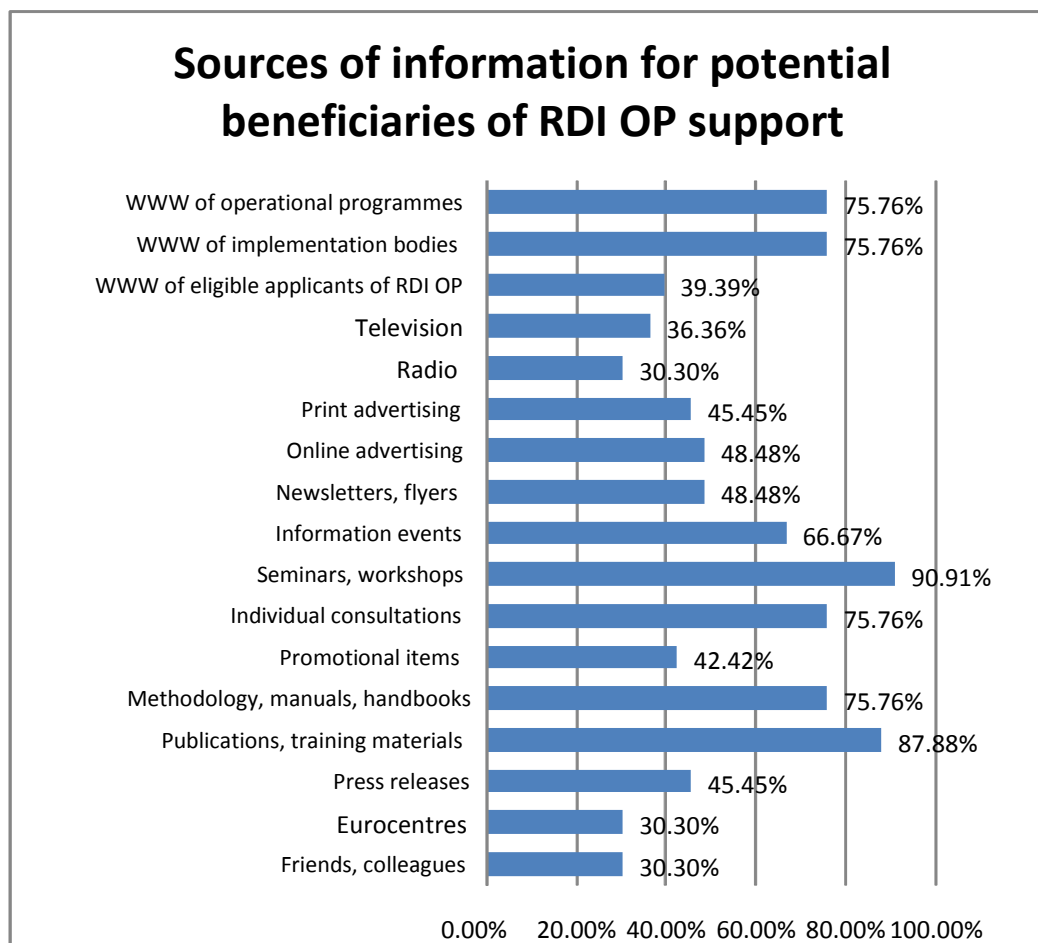
2. Question: **According to you, what information and communication tools of the CoP may be sufficiently effective for individual target groups of RDI OP?**

Sub-question: the target group of potential beneficiaries of RDI OP

Over 85% of IS respondents see the most effective source of information for potential beneficiaries of RDI OP as seminars, workshops, publications and training materials.

According to IS respondents' opinions, what has the greatest efficiency on the target group of potential supported beneficiaries of RDI OP, is **seminars and workshops** (the view of 91% of respondents) and **publications and training materials** (88% of respondents). The lowest efficiency according to the opinions of IS respondents is Eurocentres, radio and friends and colleagues (30% of respondents).

Graph 43: Information sources according to their effectiveness on the target group of potential beneficiaries of RDI OP support



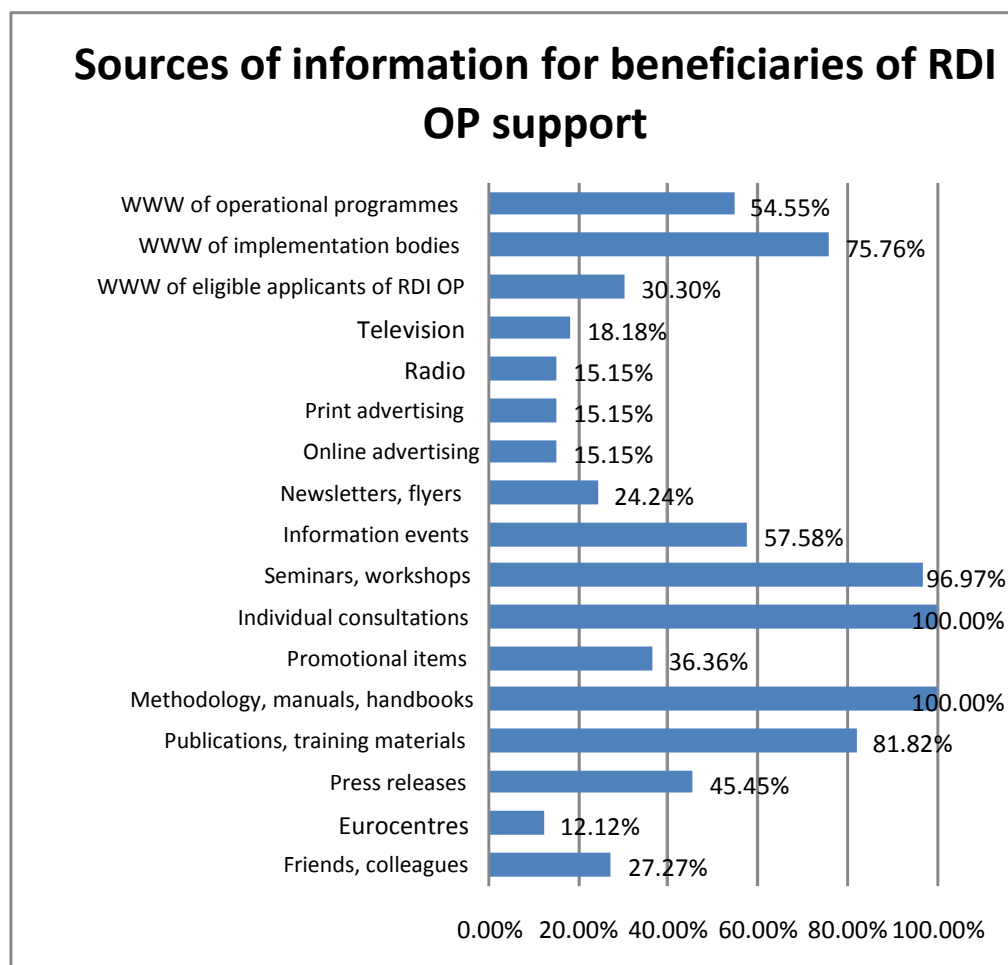
Note: 33 respondents answered this question, i.e. 100.00 % of all respondents of the QS.

Sub-question: *the target group of beneficiaries of RDI OP support*

All IS respondents believe that the most effective source of information for beneficiaries of RDI OP is individual consultations, methodology, manuals and handbooks. Over 80% of respondents considered seminars, workshops, publications and training materials as very effective tools of information for beneficiaries.

According to the views of all IS respondents, what has the greatest efficiency on the target group of **supported beneficiaries** of RDI OP, is **individual consultations, methods, manuals and handbooks**. **Seminars and workshops, and publications, training and materials are considered by more than 80% of respondents as also very effective.** According to opinions of IS respondents, the lowest efficiency comes from radio, print adverts, online adverts (15.15% of respondents) and Eurocentres (12.12% of respondents).

Graph 44: Information sources according to their effectiveness on the target group of beneficiaries of RDI OP support



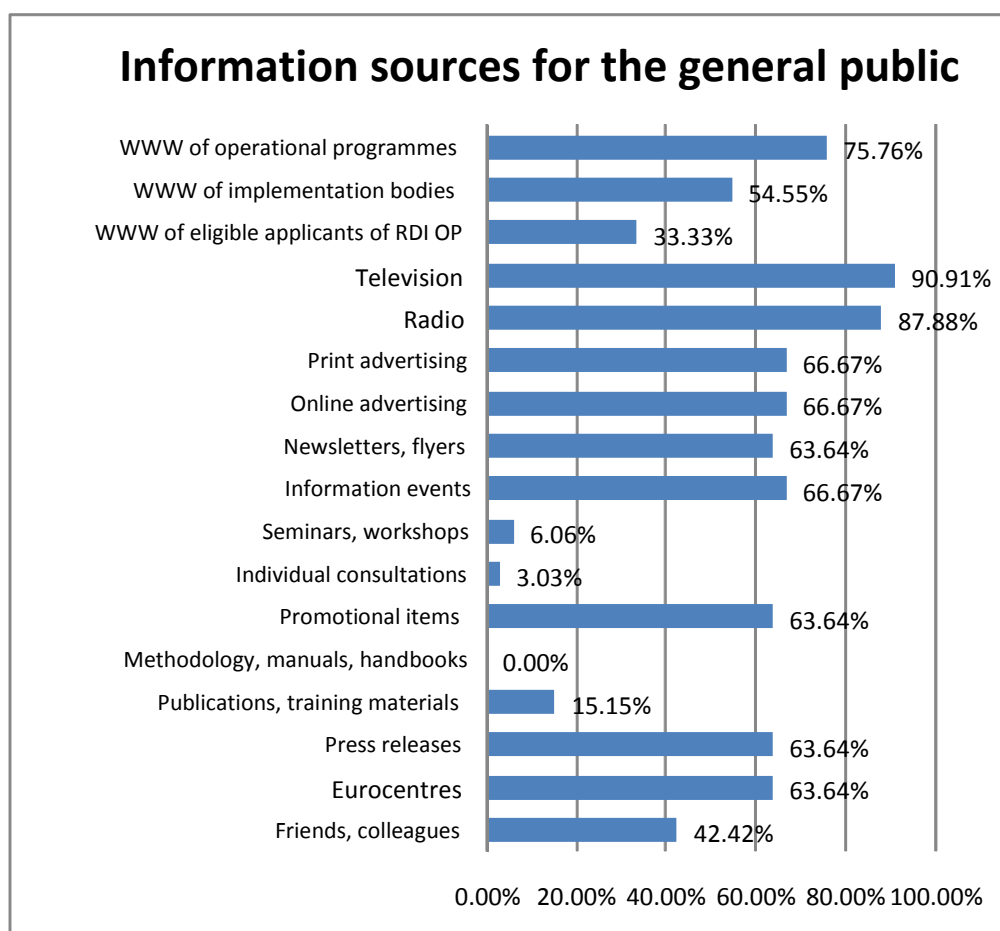
Note: 33 respondents answered this question, i.e. 100.00 % of all respondents of the QS.

Sub-question: *the target group of the general public*

More than 80% of IS respondents believe that the most effective source of information for the general public is television and radio.

According to opinions of more than 80% of IS respondents, what has the greatest effect on the **target group of the general public is television** (the view of 91% of respondents) and radio (89% of respondents). According to IS respondents, what has lowest efficiency in this target group is seminars and workshops (6.06% of respondents), individual consultations (3.03% of respondents) and methodologies, manuals, and handbooks are considered by all respondents not useful at all for this target group.

Graph 45: Information sources according to their effectiveness on the target group of the general public



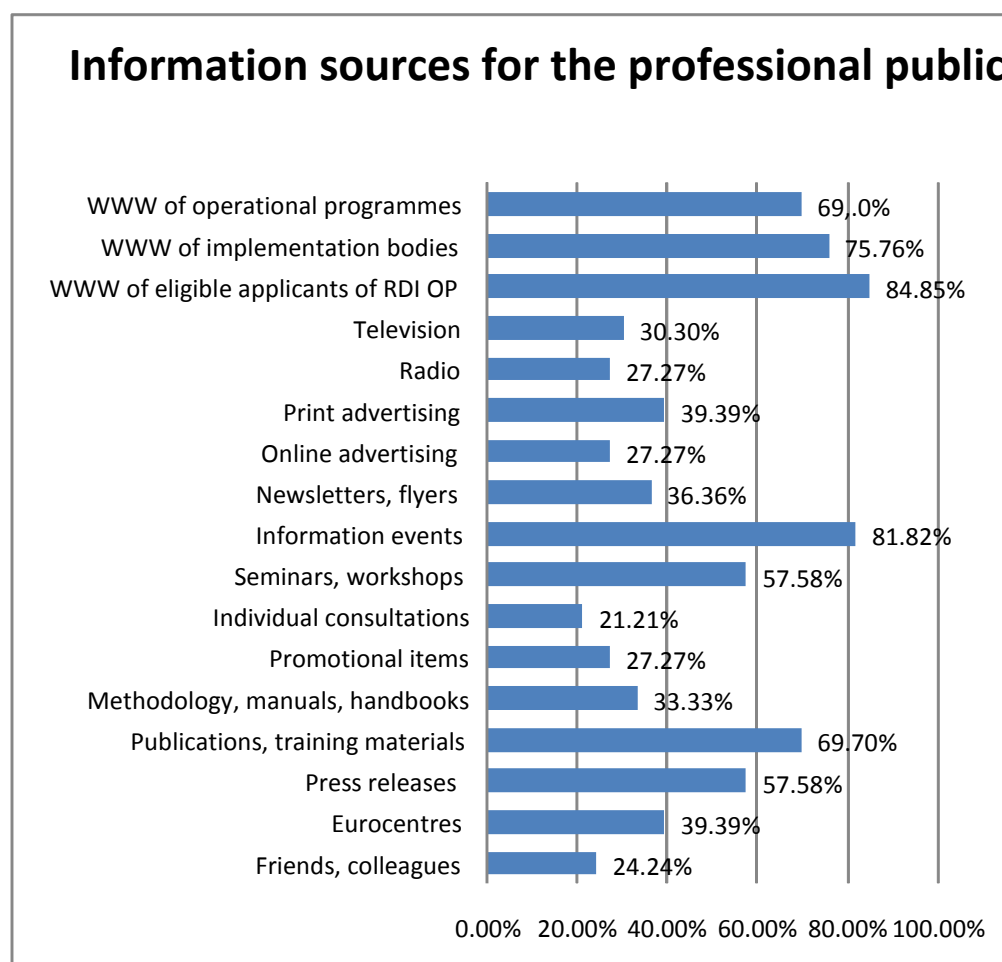
Note: 33 respondents answered this question, i.e. 100.00 % of all respondents of the QS.

Sub-question: the *target group of the professional public*

Over 80% of the IS respondents believe that the most effective source of information for professional websites are websites of eligible applicants of RDI OP and information events.

According to IS respondents' opinion, what has the greatest effect on the target group of the **professional public is websites of eligible applicants of RDI OP** (this view is shared by 85% of respondents) and **information events** (82% of respondents). The lowest efficacy for this target group according to the opinions of IS respondents comes from individual consultations (21.21% of respondents) friends and colleagues and representatives of the professional public (24% of respondents).

Graph 46: Information sources according to their effectiveness on the target group of the professional public



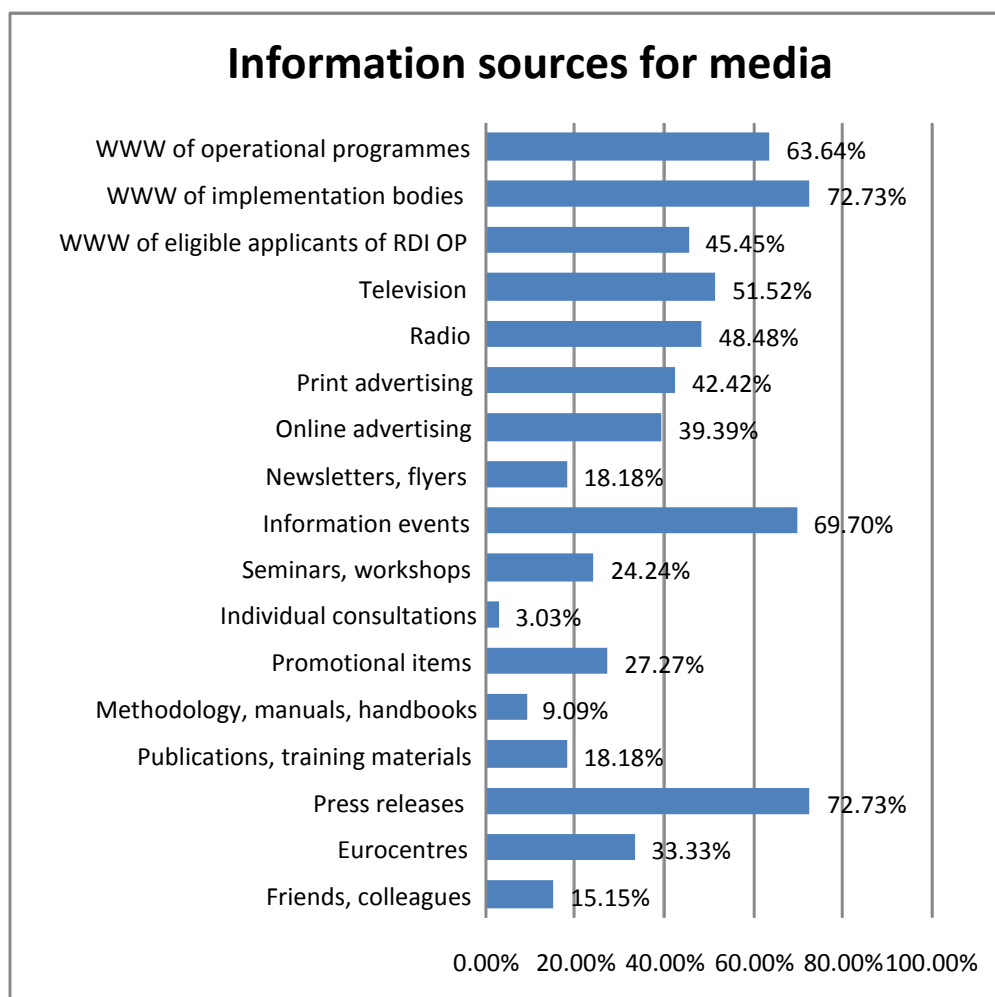
Note: 33 respondents answered this question, i.e. 100.00 % of all respondents of the QS.

Sub-questions: *Target group of the media*

Nearly $\frac{3}{4}$ of IS respondents believe that the most effective source of information for the media is websites implementation bodies and press releases.

According to IS respondents' opinion, what has the greatest effect on the target group of the **media is websites of implementation bodies, press release** (this view is in both cases 73% of respondents). The lowest efficiency for in this target group, according to the opinions of IS respondents, is individual consultations (3.03% of respondents) and methods, manuals and handbooks (9.09% of respondents).

Graph 47: Information sources according to their effectiveness on the target group of the media



Note: 33 respondents answered this question, i.e. 100.00 % of all respondents of the QS.

In the context of evaluating all the above mentioned target groups of CoP of RDI OP and based on the results, it can be **recapitulated** that regarding the target groups of **potential beneficiaries of RDI OP support** and **supported beneficiaries of RDI OP**, the **most effective means of communication is seminars and workshops**. In the case of the target group of the **general public**, the most effective tools of communication are **television and radio**, with the **professional public** it is the **websites of eligible applicants and information events**, while for the **media** it is primarily **websites of implementation bodies and press releases**. A chart summarizing the complete results of comparing the individual target groups of CoP of RDI OP is given in the annex of the Report.

2.a) Question: **In your opinion, is the potential of some of the tools of the CoP used poorly? What specifically?**

Respondents who reacted to the question, most frequently reported that they were not able to assess whether the potential of some of the tools of the CoP was used insufficiently ($\frac{1}{3}$ of respondents). Furthermore, websites (15% of the respondents) and press releases (8%) were mentioned.

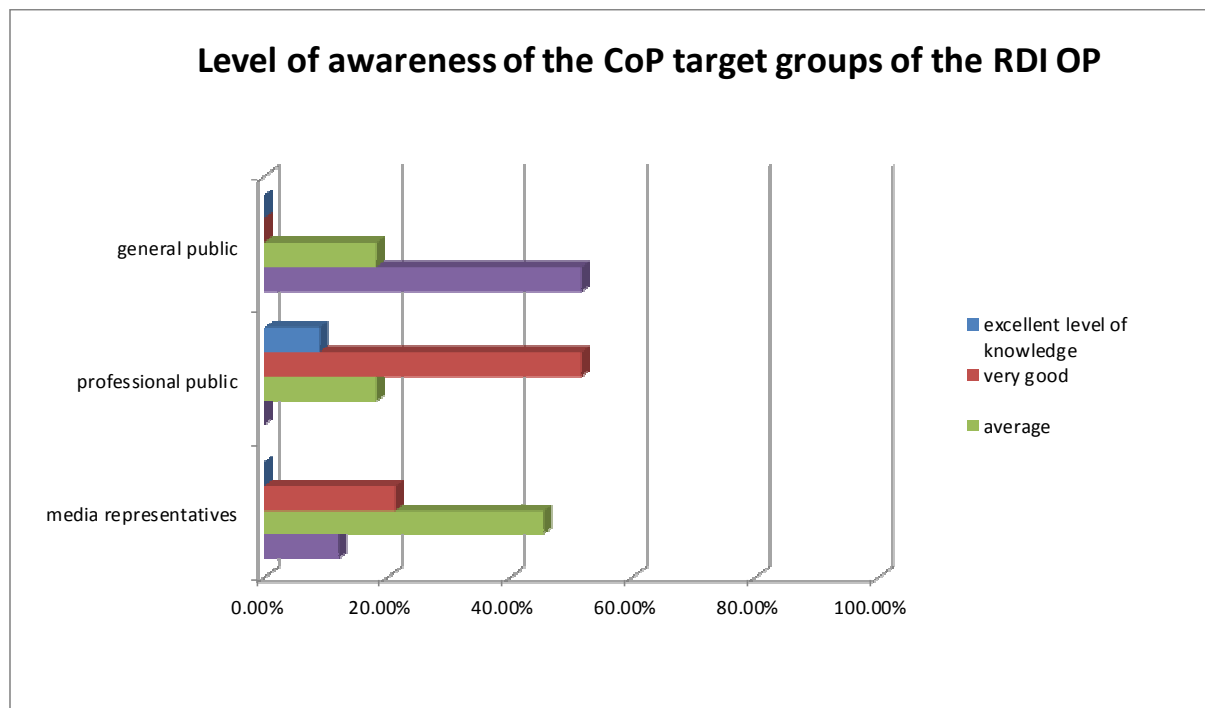
Almost 30% of respondents are of the opinion that the **potential of some of the tools of the CoP is used insufficiently, specifically due to confusing websites of the MEY&S, insufficient use of RDI OP presentations at trade fairs and workshops, and low awareness among the general public due to the shortage in using advertising in mass media.**

3. Question: **How do you evaluate the level of awareness of individual target Gross on the possibilities of RDI OP support?**

IS respondents best evaluate the level of awareness of the professional public target group of CoP of RDI OP, the level of awareness among the general public is basic and the Media as average.

More than 50% of respondents are of the opinion that the **professional public** is best informed. **Representatives of the Media** are informed on **average** according to IS respondents and the **general public** in this context **is informed on a basic level**.

Graf 48: The level of awareness of target groups of the CoP of RDI OP



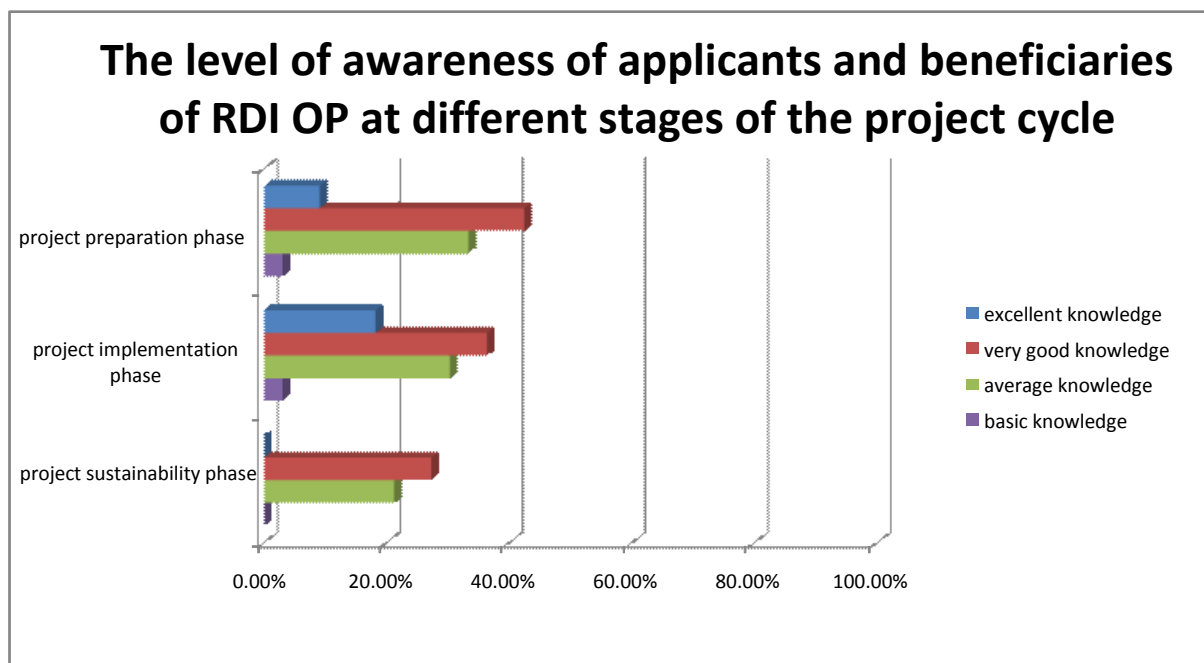
Note: 33 respondents answered this question, i.e. 100.00 % of all respondents of the QS.

4. Question: How do you rate the overall level of awareness of applicants and beneficiaries in each phase of project implementation of RDI OP?

The largest number of respondents believes that the level of awareness of applicants and beneficiaries is the highest in the phase of actual project implementation.

¹/₂ of the respondents are of the opinion that **applicants and beneficiaries** of RDI OP are best informed **in the implementation phase of projects** (the opinion of about 54% of respondents) and **in the preparation of projects** (the opinion of about 51% of respondents). **The lowest level of awareness**, according to IS, is seen at the beneficiaries in the phase of project sustainability.

Graph 49: Evaluating the level of awareness of applicants and beneficiaries of the RDI OP in the phase of the project cycle



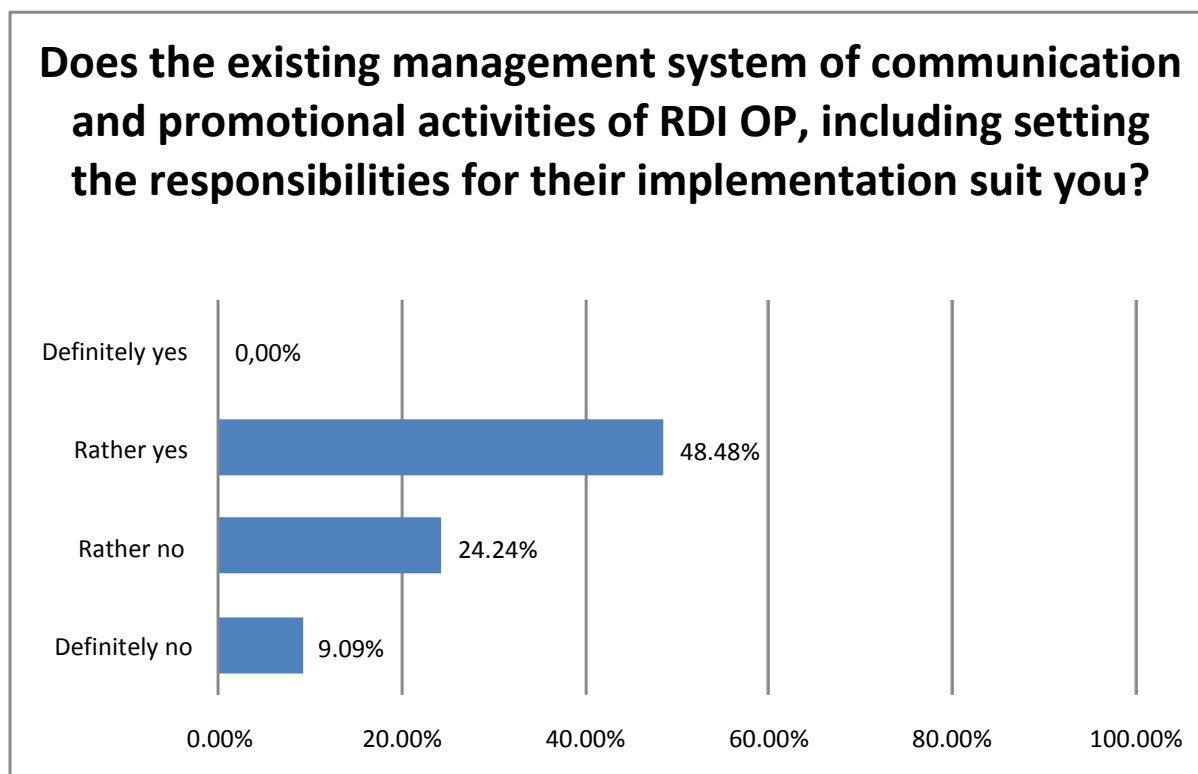
Note: 33 respondents answered this question, i.e. 100.00 % of all respondents of the QS.

5. Question: **Does the existing managing system of the communication and promotional activities of RDI OP including the set up of responsibilities to their implementation suit you?**

Nearly 50% of respondents said they are rather satisfied with the current management system of communication and promotional activities of RDI OP, including determination of responsible for implementing them.

Nearly 50% of respondents are rather satisfied with the current management system of communication and promotional activities of RDI OP, including determination of responsibilities to implement them. **¼ of respondents are rather not satisfied** with this system and more than 9% is **completely unsatisfied** with the management system of communication and promotional activities of RDI OP. **None of the IS respondents of the survey expressed absolute satisfaction** with the current management system of communication and promotional activities of RDI OP including the determination of responsibility for their implementation.

Graph 50: Satisfaction with the management system of communication and promotional activities of the RDI OP



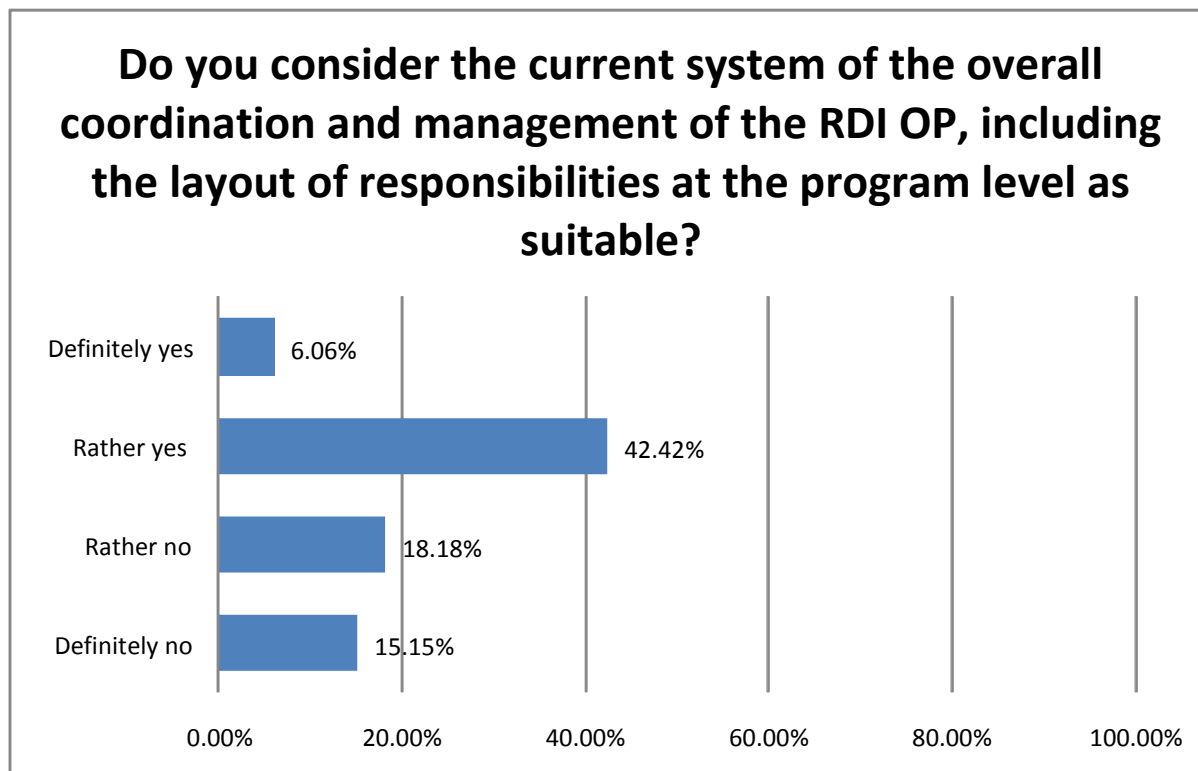
Note: 27 respondents answered this question, i.e. 81.82 % of all respondents of the QS.

6. Question: **Do you consider the current overall system of coordinating and managing the RDI OP, including the allocation of responsibilities at the program level as satisfactory?**

Nearly 50% of IS respondents consider the current overall system of coordinating and managing the RDI OP, including the allocation of responsibilities on the program level, as rather or completely satisfactory. However, for $\frac{1}{3}$ of respondents, the current system is inadequate

According to the results of the survey, **42% of respondents considered the current overall system** of coordinating and managing the RDI OP, including the allocation of responsibility at the program level **as rather satisfactory**. More than **18% of IS respondents, however, considered it to be rather inadequate and more than 15% of IS respondents considered it as totally unsatisfactory**. Only 6% of respondents consider this system in the OP as entirely satisfactory.

Graph 51: Satisfaction with the overall system of coordinating and managing the RDI OP



Note: 27 respondents answered this question, i.e. 81.82 % of all respondents of the QS.

7. Question: **Who is for you the most important partner as regards internal communication? With whom do you communicate most often?**

For most respondents, the most important partners as regards internal communication are colleagues in the department (section, division), where they work and their direct superiors.

88% of respondents reacted to this question and they indicated the **most important partners as regards internal communication as their closest colleagues of the department** (section, division) and **their direct superiors**. Specifically, Section 45 and 44 were repeatedly mentioned.

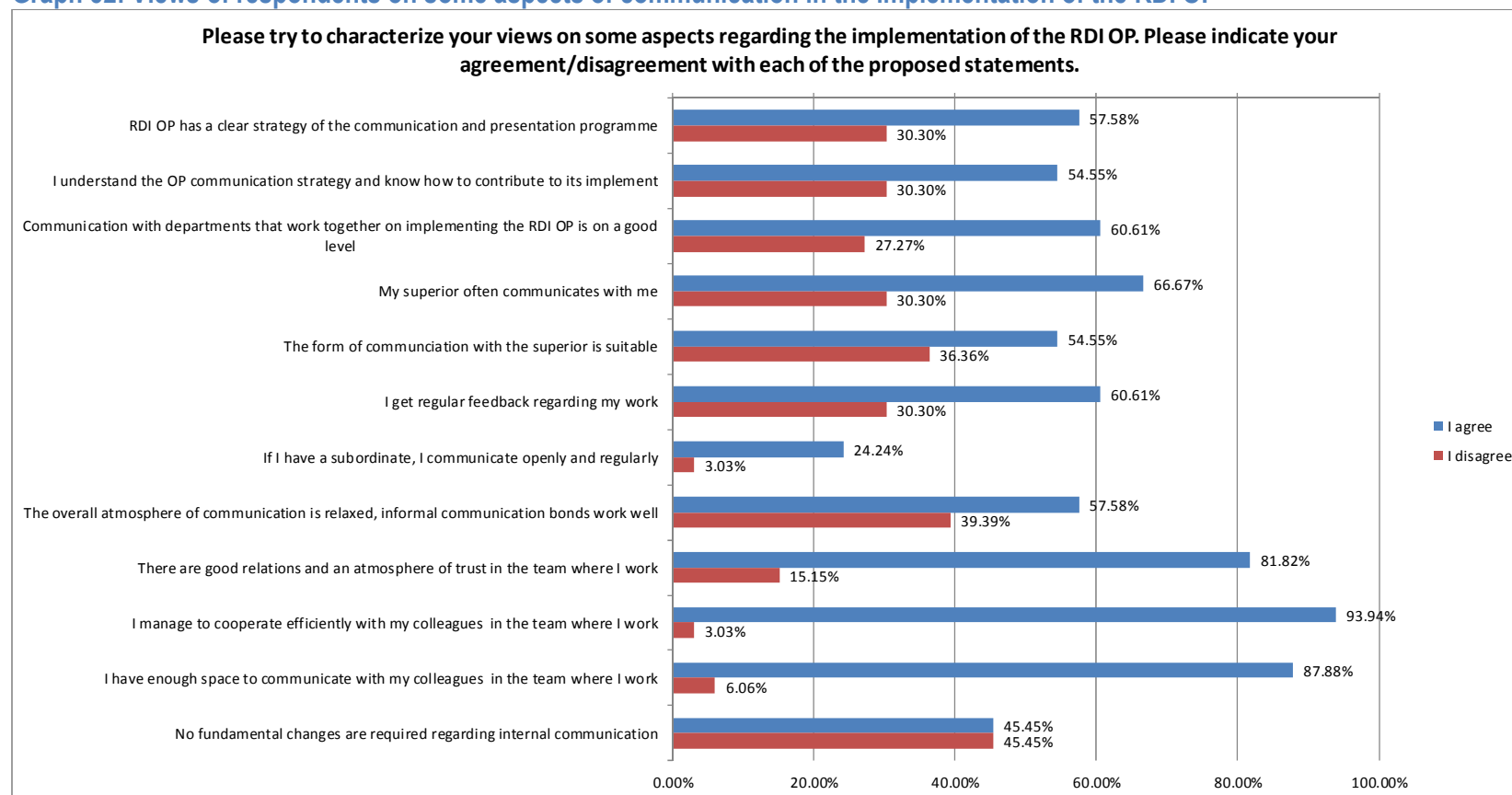
8. Question: **Please try to characterize your views on some aspects of communication in the implementation of RDI OP. Please indicate your agreement / disagreement with each of the proposed claims.**

More than 80% of respondents commend teamwork when they specifically agreed with the statements "I am effectively collaborating with colleagues within the team where I work", "I have enough space to communicate with colleagues in the team where I work" and "In the team where I work, and there are good relations and an atmosphere of trust." In general,

almost 1/2 of the respondents are of the opinion that nothing fundamental needs to be changed regarding internal communication.

IS respondents also had the possibility of expressing their **agreement or disagreement with the mentioned claims, which further characterize aspects of communication in the implementation of RDI OP**. Over 90% of respondents agreed with the statement, which characterizes effective collaboration with colleagues within the team, where respondents directly operate. More than 80% of respondents are of the opinion that there is a friendly atmosphere with plenty of space to communicate with their team colleagues where they work. Nearly 1/2 of respondents are of the view that no fundamental changes need to be made regarding internal communication.

Graph 52: Views of respondents on some aspects of communication in the implementation of the RDI OP



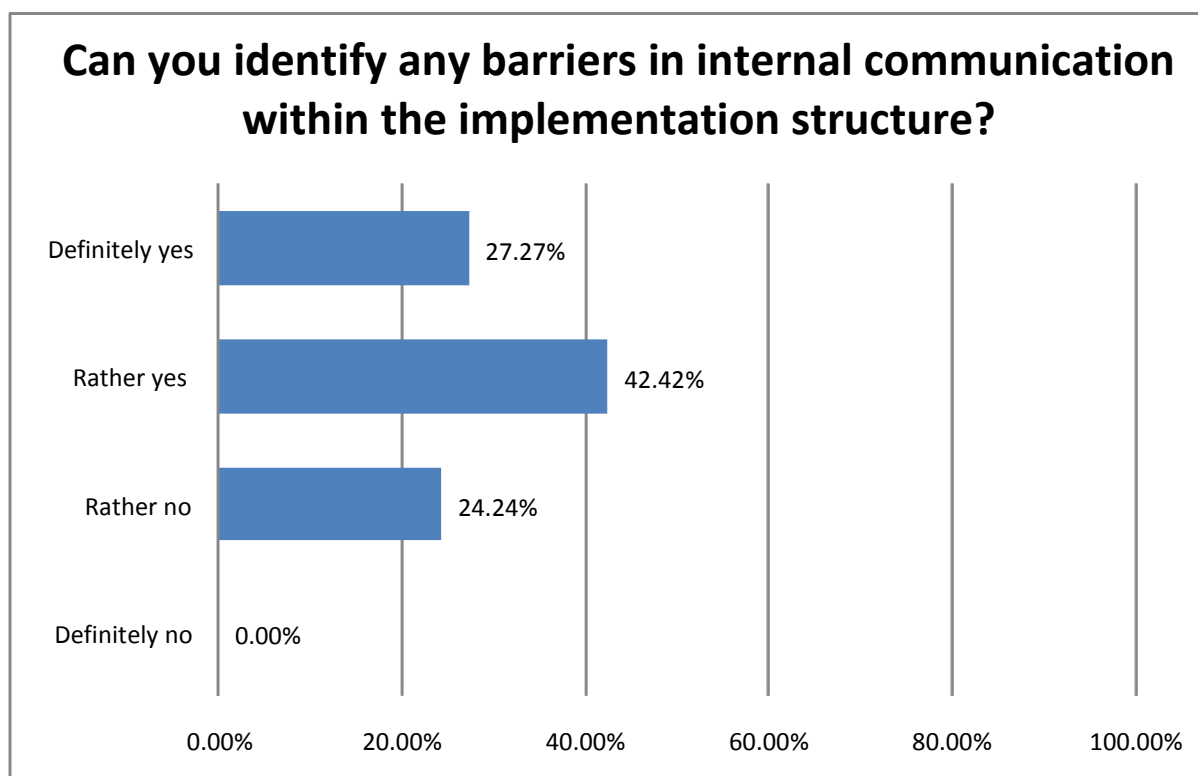
Note: 32 respondents answered this question, i.e. 96.97 % of all respondents of the QS.

9. Question: **Can some barriers in internal communication be identified within the implementation structure?**

43% of IS respondents are of the opinion that there are barriers in internal communication within the implementation structure of the RDI OP.

Most respondents identify the existence of specific barriers, as **probably** or **definitely confirmed** (42%, respectively 27% of respondents), while 1/4 of respondents rather **disagree** with the existence of barriers in internal communication within the implementation structure. **None of the respondents** stated that there would be no barriers of internal communication within the implementation structures. 40% of respondents identified barriers as personal and administrative, reorganization and related allocation of authorities and the internal communication system, disruption of the set and informal links, low awareness and communication across departments of the MEY&S, internal meetings held without any concept, time occupancy and staff shortages.

Graph 53: Identifying barriers in internal communication within the implementation structure



Note: 31 respondents answered this question, i.e. 93.94 % of all respondents of the QS.

10. Question: What recommendations or changes you think are possible to suggest improving internal communication? Please give your suggestions.

Respondents most frequently suggested establishing a clear definition of competencies, improve the mutual inter-departmental communication, to stabilize the new organizational structure to and its staffing, effectively set up a system of meetings, providing feedback and events with opportunities to build informal ties and relationships.

45% of respondents recommended to establish clearly defined competencies, improve the mutual inter-departmental communication, to stabilize the new organizational structure and staffing, set up a system of more efficient meetings, providing feedback and events with opportunities to build informal ties and relationships

11. Question: Other recommendations, suggestions and comments?

The final general recommendations and suggestions, iterated by 3 respondents in person, express the wish to change the existing management system of RDI OP and reduce bureaucracy.

2 Report of the qualitative survey

A qualitative survey was carried out via individual interviews conducted with real and potential applicants and beneficiaries of RDI OP and representatives of the implementation bodies of RDI OP. The selection of respondents for individual interviews was conducted via a so-called quota selection.

The sampling of objects for research from a group of actual and potential applicants and beneficiaries of RDI OP, met the basic criteria for selection:

- Criterion 1: Coverage of respondents in terms of the type of applicant / beneficiary (legal forms)
- Criterion 2: Coverage of respondents in terms of support (relevant for the actual applicants and beneficiaries of RDI OP)

The following was selected as *additional criteria*:

- Criterion 3: Coverage of respondents in terms of the applicant's headquarters or regional impact of the project
- Criterion 4: Coverage of respondents in terms of success / failure of the project in the assessment process (relevant to the actual applicants and beneficiaries of RDI OP)

The selection of respondents was based on publicly available databases, documents and reports from the IS MONIT7 +, which was provided by the contracting authority on 7. 2. 2011. **Individual interviews with eligible applicants and beneficiaries of the RDI OP were carried out from 3. 3. – 25. 3. 2011.** Pilot testing of an individual interview, which is generated by test scenarios in terms of structure, logic and sequence of questions, followed by training interviewers and familiarization with the objects of research, took place 2 days before the start of qualitative research. **In total, 19 interviews were conducted** in the mentioned period, **involving a total of 20 respondents.** A summary output was produced from the individual records of IDI and subsequently analyzed according to the evaluation areas of the project (see Chap. 5.1 Final Report).

The sampling of objects for research from the group of implementation bodies of RDI OP was executed in collaboration with the contracting authority. Individual interviews were conducted with representatives of the governing body of RDI OP (MEY&S). In the period from 21 – 29. 3., a total of 10 interviews were carried. Conclusions and suggestions arising from the individual interviews are part of the answer to the questions of the project evaluation and final recommendations.

2.1 Evaluation of individual interviews with a group of applicants /beneficiaries of RDI OP

One of the groups of respondents, with whom guided interviews, regarding field research, was conducted (IDI), was an applicant and beneficiary of the RDI OP. IDI was carried out with a **total of 15 respondents**, which constituted a group representing applicants and beneficiaries of the RDI OP.

Identification of IDI respondents

The selected respondents were representatives of **universities (6x), public research institutions (3), the private sector (2x)** and one representative each of a **school educational facility, a public utility company, a government funded organization and a statutory city**. The group of supported beneficiaries included respondents who submitted /implemented projects in the area of support 1.1 (1x), 2.1 (7x), 3.1 (2x), 3.2 (3) and 4.1 (2). Respondents with submitted and implemented projects were presented according to coverage in the Liberec, South Moravian, Pardubice, Zlín, Olomouc and Hradec Králové region. **The ratio of successful (approved projects) and other projects** of the beneficiaries of support, who participated in individual interviews, was **5:10**. Excluding 2 respondents, all the respondents stated in interviews that they had **long-term experience with submitting projects** to at least 2 different sources of funds and grants from national or foreign sources. More than 2/3 of the respondents had experience with operational programs of the EU other than with RDI OP. Their opinions given in the IDI can be regarded as relevant because they were **supported by long-term experience with the matter of submitting projects** and with the possibilities of comparing the settings of other funds.

Source of information prior to submitting a project

As their first contact with the RDI OP, before submitting their own project, **1/3 of respondents had already had contact directly with the MEY&S**, who themselves or indirectly through their organization's staff, participated in the preparation of RDI OP and thus had information about which activities could be financed within the RDI OP. The second third of the respondents indicated their first contact with RDI OP through the **websites of MEY&S or EU structural funds (www.strukturalni-fondy.cz), brochures of the OP, or seminars** organized by MEY&S. Respondents indicated among other primary sources of information as consultations with other research centers, and professional conferences.

When listing additional sources which respondents used when searching more information on the RDI OP, mentioned sources most often **were websites of the MEY&S, EU structural funds, consultation with persons in the MEY&S, guides for applicants, the promotion of completed projects supported by the RDI OP** at professional conferences, workshops, universities and public media (newspapers, TV) and **contact with other applicants**. Two other respondents mentioned another source of information of the RDI OP.

Usability and complexity of information resources in the preparation /implementation of projects

Respondents indicated the most used information sources that influenced or greatly helped them prepare a project, in combination with the following sources: **guides for applicants** (by almost ½ of the respondents), **seminars** (almost ½ of the respondents), **communication and consultation with the staff of the MEY&S** (mentioned by 1/3 of respondents), website of the Ministry of Education (by less than 1/3 of respondents) and **consultations with other applicants** (mentioned by 2 respondents).

By contrast, in the implementation phase, to which only 11 respondents responded due to not starting implementation or unsupported projects, almost all respondents reported drawing information from the guide for beneficiaries. More than half of respondents indicated **communication with staff of the MEY&S** (mail, telephone, personal meetings) as another important source of information. 3 respondents reported using the websites of the MEY&S and consultation with other supported beneficiaries of the RDI OP.

Only one respondent was able to say he had enough information in the preparation or implementation phase of the project. Other respondents mentioned the **lack of information in the following areas**:

- **vague formulation regarding tenders and public procurement**, where the respondents even state that the text of the manual is in contradiction with the current law,
- unclear **monitoring of certain areas**, where even qualified personnel of the MEY&S failed to explain how to monitor the given area (for example, priority axis 1),
- general ambiguity in the **interpretation of certain provisions** in the manuals,
- discrepancies **in eligible project costs**,
- unclear **information on charging universities VAT**,
- inaccurate **information about the process of notifying** in the negotiation phase.

Further, respondents responded negatively to **delayed notification information** in the course of calls, when not all information about the preparation of a project is available from the beginning a call, which greatly complicate the process of preparation and some led bodies (of mentioned respondents) to not submitting a project or the necessity of costly cooperation with an external project company. Respondents also had reservations to **ensuring the position of a lawyer for the MEY&S**, with whom they could communicate, because the filling this position was constantly subject to change.

Respondents also commented on the experience of **receiving inaccurate or false information**. In this context, the problem most often mentioned, was "changes to the rules of the game", which respondents perceived as the conditions for calls or actual implementation that were changing too often. According to the respondents, this did not only complicate and continually complicates work, but leads to the need to address certain situations differently than planned, often resulting in almost impossible situations. Respondents mentioned several situations containing false information in

connection with the interpretation of ambiguous texts of calls or manuals, when different people at the MEY&S gave different interpretations of the situation. Subsequently, things allowed by one person were criticized for example, by another person of the same ministry regarding the monitoring reports.

Rating of the quality of information provided by various information tools

As for evaluating the quality of information provided by various sources, most of the respondents very positively evaluated the **existence of timeliness of newsletter as a step in the right direction**. Respondents considered **seminars for beneficiaries and applicants** as a high quality source of information, since according to respondents' experience, very qualified persons in relation to the RDI OP speak there, or persons that then actually evaluate or administer real projects. **A reservation toward the seminars** is the **low frequency of seminars and low capacity**. Personal **consultations with project managers** were rated **positively** by almost half of the respondents, who were assessed as prepared, willing and competent. However, approximately a third of the respondents **do not have positive experience** in cooperating with project managers and it is describe as **very bad**, when project managers are not available, do not have the required information or respond very late. A very negatively perceived matter by the respondents is the **frequent personnel changes at the MEY&S**, because changing project managers in itself results in complications in collaboration, because each project manager requires something different, according to respondents, and has completely different work habits which affect mutual communication. Just under a 1/3 of the respondents indicated that **project managers are unable to take into account the specifics of a university environment** where in comparison with, for example, a company or nonprofit organization many things are set differently, or much more difficult (for example, to get a document signed by a rector within 2 days). Approximately a 1/3 of the respondents are concerned with the **little "proactively" of project managers**. Although respondents will receive a formal answer to their inquiry, they do not receive advice or assistance related to more effective project settings or processes. 2 of the respondents presented the opinion that **"the MEY&S staff work rather like policemen than counselors and helpers"**.

Respondents have rather **negative experience** with the **websites of the MEY&S** - none of the respondents identified the websites as a reliable and efficient source of information. What is most criticized is the **illogical structure** of published information and **poor orientation** on the web, multiple locations of **distributed information** that a user would expect together, and **filtered information** according to data rather than thematically. Furthermore, a fifth of the respondents perceived a **problem in the actuality and accuracy of information**, which is also only very common information, and needs to be supplemented with, for example, personal discussions with the project manager. Better experience and impressions were expressed by a 1/3 of the respondents regarding using websites of EU structural funds (www.strukturalni-fondy.cz)

Documents of manuals for applicants / beneficiaries are perceived by respondents as a **difficult-to-use source**, because information is hidden in a mass of more general provisions which need to be specified and explained by the project manager. Respondents, on the one hand, perceive the need to communicate much information; on the other hand, they are concerned with the **too heavy academic character of text, complexity and confusion**.

Three respondents perceive the **guide for beneficiaries as of significantly less quality in comparison with the guide for applicants.**

Almost all respondents consider **e-mail and telephonic communication as effective**, except in situations where they communicate with many people and **each give them a different answer.**

The recommendations of respondents to improve communication

Despite the perceived shortcomings of information tools, none of the respondents think that **any one of them are unnecessary.** Only 2 respondents considered **communication of RDI OP through TV as unnecessary** because communicate is necessary with a specific group of people that can be approached more effectively by other means. Respondents considered **electronic communication (email, internet) as the most important communication tool.**

Respondents themselves proposed to **enhance email communication** as regards faster and more accurate answers. In connection with this, to publish a clear view of contacts of persons at the MEY&S to eliminate being put through several times before the person with an inquiry reaches a qualified person. Respondents would also appreciate it if they **could have only one project manager during the entire project.** Due to the fact that the websites of the MEY&S are some of the most used sources, where information is sought, respondents suggest **modifying these sites considerably - to simplify the structure, logically put the same information in the same place, to create an elaborated section of FAQ (Frequently Asked Questions), examples of good practice and most common mistakes.** A third of respondents expressed the **requirement for separate web pages of the RDI OP.**

Among **other recommendations reported by respondents to improve communication of the RDI OP:**

- introduce **regular meetings of beneficiaries of RDI** approximately 1 per quarter or half a year (the group of beneficiaries is not too broad and all have the same problems to solve),
- include **workshops for the beneficiaries before the call start date**, to allow applicants to respond on time to new requirements and manage to adjust a project,
- long-term **maintenance of high-quality personnel at the MEY&S at the level of project managers** - they should not be changed along with changes of main figures in the ministry,
- **accelerate the process of discussing** some of the requirements (selection procedures, monitoring reports, etc.) on the Ministry's part,
- **establishment of operating groups at the MEY&S**, which will be separately responsible for the applicant and the beneficiary (in this context, **separating seminars for applicants and beneficiaries**).

2.2 Evaluation of the IDI group of potential applicants of RDI OP

Within the field of investigation, **a total of 5 of structured interviews (IDI)** were conducted with a group of potential applicants of RDI OP. Almost all **respondents have long-term experience with the administration and implementation of projects** financed by EU funds, or other national or foreign funds.

All respondents are aware of funding opportunities for their institutions, since external sources of funding (projects, grants), represent an important financial resource for their continued existence and development. **The sources perceived by respondents as a possibility of financing the activities** of their institutions and listed in the IDI, were the **RDI OP (5x), OP (3), GA (3) Eureka (2), CITEDAS (2x)**.

All surveyed respondents are interested in the possibility of financing the activities of their institutions. They **search for information themselves** most often on the internet (e.g. via public search engines (Google)), or gain information via **formal discussions from colleagues** or superiors. **They are virtually not aware of the RDI OP.** If they know about the RDI OP at least remotely, then it is for example the **implementation of the project of this OP, but in which respondents do not participate personally** (1 respondent). **Only one respondent noted the promotional campaign of the RDI OP**, which took place within his institution, but he himself did not respond to it.

In connection with the previous facts, **only 1 respondent actively sought more information on the RDI OP**, namely information about the possibilities of drawing funds and eligible groups of beneficiaries. The respondent sought this information **via the website of the structural funds of CR** (www.strukturalni-fondy.cz). **The respondents rated the quality of information** obtained through this source **as satisfactory, but would like more practical information.**

Only one respondent from the selected sample wishes to be informed about the RDI OP, recommending e-mail as a suitable form of information and to send practical information on publicized calls, and supported activities, which should be **complemented by seminars for those interested** in applying for support from this OP. Even though the aforementioned respondent would like to be further informed about the RDI OP, he **failed to specify in which area the project should be focused** for his institution to request financial support.

Most respondents were not able to answer, why they do not implement any project through the RDI OP until now. One of the respondents, however, said that **the reason is current project implementation under another operating program**, which completely depletes the available personnel capacity.