

Overview of used information sources

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

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Report prepared for:

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1 References and Resources

Documents and resources of the Operational Programme Research and Development for Innovation (RDI OP):

- Communication plan for the Operational Programme Research and Development for Innovation
- Annual Communication plans for the Operational Programme Research and Development for Innovation
- Analysis of communication needs and draft of RDI OP communication strategy
- Guideline - evaluation of OP communication plans 2007-2010, 2010
- Methodology for Monitoring of Structural and Cohesion Funds for the programming period 2007-2013, MRD CR, 2009 as amended,
- Annual reports on implementation of RDI OP
- Guide for Applicants for Operational Programme Research and Development for Innovation (for each priority axis) - available online
- Guide for Beneficiaries within Operational Programme Research and Development for Innovation - available online
- National Indicator Chart - current version - available online
- Rules for RDI OP publicity - Annex to the Guide for Applicants and Beneficiaries of RDI OP, available online
- Research and Development for Innovation Operational Programme (RDI OP) - available online
- RDI OP Visual Identity Manual - available online
- Documentation of calls offered - available online
- Monthly monitoring reports - available online
- Documentation of other ERDF programs - such as OP Enterprise and Innovation - available online
- Operational Manual of RDI OP
- Data and documents about the monitoring of the publicity provided by the MA of RDI OP
- Conclusions of the RDI OP Monitoring Committee meeting
- Outputs of publicity activities for RDI OP (archive of press releases, publicity outputs and documentation for each year)

Materials used for the analysis:

- The outcomes of the questionnaires and individual interviews

- Analysis of media coverage of drawing European funds by MEY&S
- Survey on Awareness of RDI OP among the general public
- Database of RDI OP beneficiaries - Report on the projects supported provided by the authority as of 7. 2. 2011
- Lists of RDI OP beneficiaries, <http://www.strukturalni-fondy.cz/Stav-cerpani/Seznamy-prijemcu>
- A list of contacts to representatives of the RDI OP Implementing Entities for field research purposes - set of contacts provided by the authority as of 22. 2. 2011

Použité materiály k analýzám:

- Výstupy z dotazníkového šetření a individuálních rozhovorů
- Analýza mediálního pokrytí čerpání evropských prostředků MŠMT
- Průzkum povědomí o OP VaVpI mezi širokou veřejností
- Databáze příjemců podpory OP VaVpI – sestava o podpořených projektech poskytnutá zadavatelem dne 7. 2. 2011
- Seznamy příjemců OP VaVpI, <http://www.strukturalni-fondy.cz/Stav-cerpani/Seznamy-prijemcu>
- Seznam kontaktů na zástupce implementačních subjektů OP VaVpI pro účely terénního šetření – sestava kontaktů poskytnutá zadavatelem dne 22. 2. 2011