“NCPs should be good communicators, and be able to adapt methods as necessary, taking into account the diversity of actors that make up their constituency (eg. academia, industry, including SMEs, public authorities etc).”
Evaluating the impact of NCPs communication activities

Meet & Exchange Workshop
March 6, 2017 – 10 am – 4.30 pm
Martine Roussel, MENESR (FR)
Gradual decline in French participation in the framework program since 2002 (highest success rate but few applications).

A Public Policy Evaluation commissioned by the Prime Minister

Auditors were asked to:

- Make the appropriate diagnosis
- Formulate proposals to increase French participation

Results published on July 15, 2016
Methodology

• Analysis of French performance
• The articulation between the European and national levels of intervention
• Analysis of the French system of influence and support

Survey of enterprises (300) and laboratories (200) (IFOP)
Benchmark
Stakeholder participation
Classical auditions and documentary analysis
Four visits in Regions
A trip to Brussels
Testing stakeholder proposals
Information and support needs vary according to the actors

- **Information**
  - % Of respondents who are aware of HORIZON 2020 but feel uninformed / unfamiliar: 14%, 27%, 54%

- **Awareness raising**
  - % Of respondents who did not take steps to respond: 21%, 64%

- **Parner search activities**
  - % Of respondent who think that facilitating the search for partners would improve participation: 38%, 48%

- **Assisting and advising clients**
  - % Of respondents who need advice to answer the scientific / administrative part: 48%, 52%, 57%
  - % Of respondents who need to be assisted to submit a proposal: 64%, 68%
  - % Of respondents who need to be assisted throughout the project: 67%, 59%
## Support to academics

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....Thank You
Good practices to promote H2020 2018-2020 calls

Good practices to promote a future FP9 programme