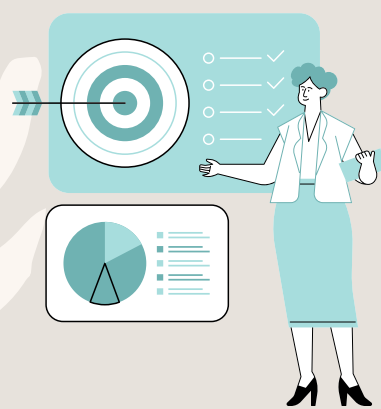# Evaluation of the effectiveness, efficiency, and impact of the network of 27 Regional Information Centers in Bulgaria
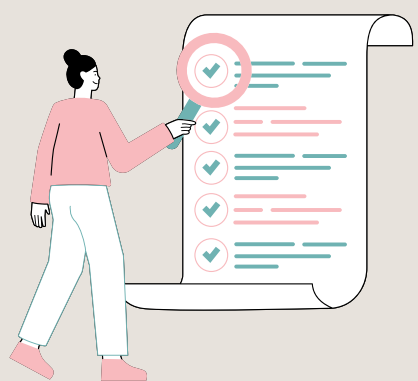
Purpose of the evaluation

The evaluation examines the effectiveness, efficiency, and impact of investments in the RIC Network, covering three procedures under the OPGG 2014–2020 and one under the TAP 2021–2027.

Criteria and evaluation questions

The evaluation covers 3 assessment criteria - Effectiveness, Efficiency, and Impact and 12 evaluation questions.

Methodology

Desk Research and a total of 67 interviews conducted with all relevant stakeholders.

Methodology

Two online surveys conducted, with a total of 651 respondents.
Four focus groups held with RICs and municipalities.
Field research / on-site visits – 14 RICs and 14 municipalities.
"Mystery shopper" method – a total of 47 assessments via on-site visits, phone calls, and emails.

Areas in which RICs succeed

🖥️ RICs contribute significantly to informing potential beneficiaries about the funding opportunities under ESIF/ESMF.
🧑‍🤝‍🧑 RICs build sustainable partnerships with a wide range of target groups.
🧭 Centres play a crucial role in clarifying and implementing the ITD approach.

Areas with potential for optimization and development

📊 Creating original informational content that meets the needs of each target group and is delivered in a language that is accessible to them.
📣 Promoting the results achieved with the support of European funds.
📶 Focused work with smaller municipalities by planning regions.
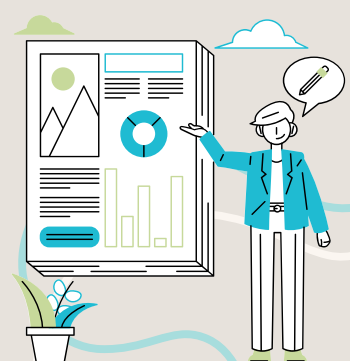
Evaluation of the effectiveness, efficiency, and impact of the network of 27 Regional Information Centers in Bulgaria
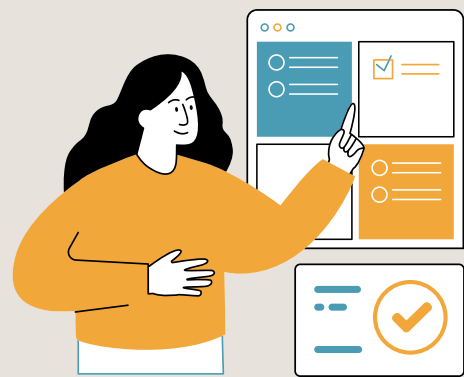
Recommendations to the CCU

The CCU should update the Network's Procedural Manual to include: clear requirements for RICs to promote the results of EU programs, standardized data collection and reporting on activities and audiences, maintenance of user contact registries, and the definition of minimum work standards to improve the network's accountability.

Recommendations to the CCU

The CCU should identify the needs for upgrading the existing capacity within the network and take appropriate measures, such as providing targeted training and planning regular meetings between RICs, the CCU, and the Managing Authorities of the programs.

Recommendations to the CCU

The CCU should assess the needs regarding the overall vision and branding and update the Branding and Vision Concept for the network of 27 RICs.
The CCU should consider the possibility of conducting a national campaign to promote the network's work.

Recommendations to the RICs

To improve the effectiveness of communication activities, it is recommended that RIC experts create their own or adapted texts tailored to the needs and interests of target groups in a language accessible to them, rather than merely relaying already published information.

Recommendations to the RICs

RICs should proactively work to increase their target groups by region, with a focus on academic circles, cultural centres, museums, and others.

Report

To access the Evaluation Report and its annexes, please scan the code below: