



## Transforming our online communication

### User survey on "Funding, Tenders"

Following on from the EC-wide top tasks poll carried out in 2014, on 24 September-1 October 2015 people visiting specifically targeted Commission websites and web pages<sup>1</sup> were polled to find out what is most important to them in connection with "Funding, Tenders". The label "Funding, Tenders" covers 3 user tasks<sup>2</sup>:

3. Funding, Grants, Subsidies (top task)
27. Doing business with the European Commission (calls for tenders, bids) (small task)
45. Public procurement (contracts with public authorities, governments) (tiny task)

### Identifying what to poll (audience needs)

To prepare the poll, the digital transformation team built a **comprehensive list of 1,780 potential tasks** in the field of "Funding, Tenders" from the following sources, for each of the 3 tasks:

- The 'subtasks' incorporated into each of the three tasks in the 2014 poll
- Input from a targeted user survey<sup>3</sup> (one per task) asking people what information they needed and why, in relation to the task concerned.
- Input from a similar survey sent to specific DGs<sup>4</sup>.

The team reduced this list to 106 tasks by removing duplicates and overlaps and merging main and subtasks. Eight workshops were then held with DGs and agencies to further reduce the list to a length that could be polled. The result was a final list of 44 tasks.

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<sup>1</sup> The sites and pages were selected (by DGs and agencies) for their relevance to the scope of the poll.

<sup>2</sup> These tasks were identified for the 2014 poll, the numbers by the tasks indicate their ranking by number of votes received in the poll.

<sup>3</sup> Respondents to the 2014 poll who selected one of the 3 tasks as most important to them were invited to take the survey; 1000 for the top task, 500 for the small task, 250 for the tiny task.

<sup>4</sup> 27 DGs and agencies participated: AGRI, BUDG, COMP, DEVCO, DIGIT, EAC, EACEA, EASME, ECFIN, ECHO, EMPL, ENV, ESTAT, INEA, GROW, HOME, JUST, MARE, NEAR, OIB, OLAF, REA, REGIO, RTD, SANTE, SJ, TAXUD

## Key results

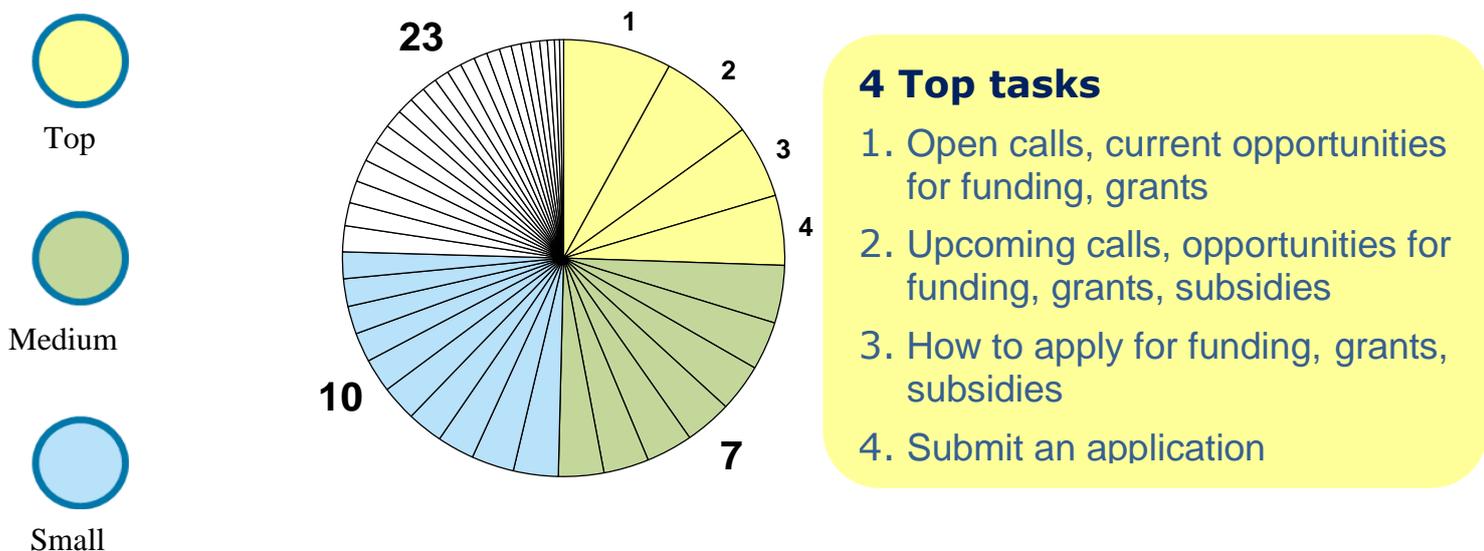
**8,630 valid responses** were collected from the survey, conducted in 24 languages. **83%** of the participants were from **EU countries**.

## Audience for "Funding, Tenders"

- 81% of respondents are employed or self-employed and 8% are students
- 31% are from the public sector, 20% from NGOs and 35% from the private sector.

## Top tasks

Concerning the tasks, **four areas** stood out as being the most important for respondents, irrespective of where they work and live:



The complete list of 44 ranked tasks for Funding, Tenders is in annex.

Because the three tasks in scope of the class Funding, Tenders from the 2014 poll are quite different, respondents in this survey were asked to identify which of the three they were most interested in.

- 81% were most interested in the task '**Funding, grants, subsidies**'. The top tasks for this audience were the 4 tasks voted top overall:
  1. Open calls, current opportunities for funding, grants
  2. Upcoming calls, opportunities for funding, grants, subsidies
  3. How to apply for funding, grants, subsidies
  4. Submit an application

- 14% were most interested in **'Doing business with the European Commission'**. For this audience, 5 top tasks shared 25% of the vote:
  1. Open calls, current opportunities for funding, grants
  2. Upcoming calls, opportunities for funding, grants, subsidies
  3. Become an expert for the European Commission (calls for experts)
  4. Upcoming business opportunities with the European Commission
  5. Current business opportunities with the European Commission (calls for tender, TED)
  
- 6% were most interested in **'Public procurement'**. For this audience, 6 top tasks shared 25% of the vote:
  1. Transparency of public procurement
  2. Rules, procedures, guidelines for managing projects/contracts
  3. EU public procurement law, case law and guidelines
  4. Upcoming calls, opportunities for funding, grants, subsidies
  5. Become an expert for the European Commission (calls for experts)
  6. Impact, outcome of a programme, project or study

## **Top interest areas/topics**

Respondents were asked to identify, in a list of 30 interest areas/topics, which they are most interested in. They could select all that apply. The top interest areas are:

1. Research, science, technology and innovation
2. Education and training
3. Environment
4. Arts, culture, tourism and entertainment

**The top tasks are consistent across interest areas.**

## **How well does the Commission understand its audiences?**

The list of tasks was also put to poll, in English, French and German, with our colleagues inside the Commission, with a slightly different question: 'Select the 5 reasons (from the list of tasks below) that you think are most important to people when engaging with the Commission in connection with funding and tenders'.

The poll ran from 22 to 29 September 2015, and 262 colleagues participated.

3 top tasks won 25% of the vote:

1. How to apply for funding, grants, subsidies
2. Eligibility for funding, grants, subsidies (can I apply)
3. Open calls, current opportunities for funding, grants

Comparing the results of this poll with the public one, we can see that internal participants overestimated the importance of some tasks (especially: how to apply and eligibility) and underestimated the importance of others (especially: submit an application and day-to-day running of a project).

## Annex – complete list of 44 tasks that were submitted to the vote:

Task ranking for "Funding, Tenders"		Sum of TaskScore
1.	Open calls, current opportunities for funding, grants	7.9%
2.	Upcoming calls, opportunities for funding, grants, subsidies	7.1%
3.	How to apply for funding, grants, subsidies	5.4%
4.	Submit an application	5.2%
5.	Eligibility for funding, grants, subsidies (can I apply)	4.3%
6.	Types of funding (grants, subsidies, scholarships, consortium grants, managing body)	3.6%
7.	Day-to-day running of a project (reporting, amendments, payments)	3.5%
8.	Guidance, help, training on submitting proposals	3.4%
9.	Notification of new calls for proposals, tender	3.4%
10.	Rules, procedures, guidelines for managing projects/contracts	3.3%
11.	Projects funded (by country, type, theme)	3.3%
12.	Objectives of a call for proposals, of a programme	3.3%
13.	Find project partners	3.1%
14.	Become an expert for the European Commission (calls for experts)	2.7%
15.	Deadlines for submitting proposals	2.6%
16.	Events, info days on funding opportunities	2.6%
17.	Evaluation criteria for submitted proposals	2.5%
18.	Timeline for the funding process (important dates)	2.2%
19.	Impact, outcome of a programme, project or study	2.1%
20.	Material to raise awareness of funding opportunities	2.0%
21.	Updates on funding rules, areas	2.0%
22.	Upcoming business opportunities with the European Commission	1.9%
23.	Selection process	1.7%
24.	Share ideas (online communities)	1.7%
25.	Current business opportunities with the European Commission (calls for tender, TED)	1.6%
26.	Beneficiaries, recipients of current and previous funding	1.5%
27.	Contract procedures and conditions	1.4%
28.	Request clarifications of a call for proposals, tender (questions, doubts)	1.4%
29.	Total amount of funding available for a programme or fund	1.2%
30.	Statistics on funding, grants, subsidies and tenders	1.2%
31.	EU public procurement law, case law and guidelines	1.1%
32.	Current business opportunities with public authorities in EU countries (calls for tender, TED)	1.1%
33.	Contact European Commission, national, local authorities	1.1%
34.	Transparency of public procurement	1.1%
35.	Upcoming business opportunities with public authorities in EU countries	1.0%
36.	Track progress of my tender	1.0%
37.	Contracts awarded by the European Commission	0.9%
38.	Budget per call	0.7%
39.	Updates on public procurement law, rules and case law	0.7%
40.	Changes to calls for proposals, tenders	0.7%
41.	Public procurement reform (including green, innovation, social)	0.6%
42.	National rules on public procurement	0.5%
43.	Closed calls	0.4%
44.	Complaints (procedures, EU law, expert payments)	0.3%