

**SURVEY FOR THE ASSESSMENT OF THE COMMUNICATION ACTIVITIES CARRIED OUT TO DATE IN  
THE PROJECT HOMER. February 2014**

The Agencia de Gestión Agraria y Pesquera de Andalucía (Agency for the Agriculture and Fisheries management of Andalusia), HOMER partner and responsible for WP2: dissemination and communication, sends this questionnaire to all project partners looking for their collaboration.

In this questionnaire, you may freely transmit your assessment on various aspects of the dissemination and communication actions carried out so far on HOMER, such as the design of the material or the organisation of work.

The main purpose of this questionnaire is:

1. To know your opinion and assessment about the work done from since previous evaluation (October 2012).
2. To know your opinion and assessment about the methodology followed in the project, the coordination and the communication with partners.
3. To study and analyse the improvement proposals collected in order to correct those important aspects necessary to provide a work that fits best to the common interest of all the project partners.

Therefore, please take this questionnaire with great interest.

**Please answer all the questions.**

Thank you in advance for your collaboration.

Should you have any question or doubt, do not hesitate to send an email to the following email address:

[comunicacion.homer.agapa@juntadeandalucia.es](mailto:comunicacion.homer.agapa@juntadeandalucia.es)

*In your opinion, assess to what extent you "agree" or "disagree" with the following statements, where 1 is "totally disagree" and 5 is "totally agree".*

## **1. ASSESSMENT OF HOMER CORPORATE IDENTITY**

- Please rate the **utility** of the corporate identity manual<sup>1</sup> created for HOMER.

1	2	3	4	5

- Please indicate what **proposals** would you make on the corporate identity manual to improve it:

## **2. ON-LINE COMMUNICATION TOOLS**

### **2.1 Web page:**

- The content of the web page meets users' needs.

1	2	3	4	5

- The **design** of the web page is interesting and appealing for the visitor.

1	2	3	4	5

- The **structure** of the web page enables clear and intuitive surfing.

1	2	3	4	5

<sup>1</sup> **Corporate identity manual:** document containing the guidelines for HOMER image, i.e. the guidelines to follow to print the graphic signs that define the project image in their various media.

- The **access and surfing speed** in the web page and its contents is appropriate.

1	2	3	4	5

## **2.2 Social Networks:**

- The content of the publications made on Social Networks is very useful.

1	2	3	4	5

- Social Networks help find synergies or contacts with other similar projects.

1	2	3	4	5

- Those news of the events or related to HOMER are reported on time on Social Networks.

1	2	3	4	5

- The frequency of communication via Social Networks is appropriate.

1	2	3	4	5

- The images shared on Social Networks are useful for the project.

1	2	3	4	5

- I often send content to be shared on Social Networks.

1	2	3	4	5

## **2.3 Newsletter:**

- The **content** of the newsletter is appropriate for the intended purpose.

1	2	3	4	5

- The **dissemination** possibilities of the newsletter favours the communication regarding the project.

1	2	3	4	5

- Please indicate any contribution which, in your opinion, would improve the use of the different HOMER online communication tools:

### 3. ACTIONS CARRIED OUT BY HOMER PARTNERS CONCERNING THE PROJECT

- Before and after the organisation of any HOMER event, there has been a good **communication** between the organisers of the event and the leader of WP2.

1	2	3	4	5

- The **collaboration/support** provided to partners for the elaboration of the necessary materials in an action has been appropriate.

1	2	3	4	5

- The **collaboration/support provided** to partners for the dissemination of the actions has been appropriate.

1	2	3	4	5

### 4. PROPOSALS FOR IMPROVEMENT

In order to continuously improve the dissemination and communication work within HOMER, please indicate below any suggestion or proposal that you may consider appropriate: