**Annex I: Protocol used**

PART 1: Global analysis parameters

1. **Technical aspects**

|  |  |
| --- | --- |
| 1. **RESULTS PAGE** | |
| **Definition/ Explanation** | When searching in incognito mode in Google (with the terms "Next Generation" OR "recovery plan" OR "European funds" and the name of the Autonomous Community) the website referring to the funds of each region is located among the first 20 positions (excluding advertisements). |
| **Analysis question** | Is the information on funding in each community among the first results? |
| **Score** | 3: in the top 5 results  2: between the sixth and tenth results  1: between the eleventh and the twentieth  0: does not appear in the first 20 results |

|  |  |
| --- | --- |
| 1. **INDEXABILITY** | |
| **Definition/ Explanation** | Number of pages indexed in Google for each website (Google Advanced Search> websites> number of results). |
| **Analysis question** | How many pages does Google index for each website? |
| **Score** | 0-3 |

|  |  |
| --- | --- |
| 1. **ADAPTATION OF THE SITE FOR MOBILE DEVICES** | |
| **Definition/ Explanation** | Responsive or mobile first sites allow you to consult the same version of the website, but adapted to mobile devices. |
| **Analysis question** | Is there a mobile-friendly version? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **PC OPTIMISED WEBSITE** | |
| **Definition/ Explanation** | Having a website optimised to load and reinterpret quickly each time it is modified facilitates navigation and improves the retrieval of information in a short time. |
| **Analysis question** | Is the website optimised according to pagespeed.web.dev? |
| **Score** | 3: green: 90-100  2: orange: 50-89  1: red: 0-49 |

|  |  |
| --- | --- |
| 1. **MOBILE OPTIMISED WEBSITE** | |
| **Definition/ Explanation** | Having a website optimised to load and reinterpret quickly each time it is modified facilitates navigation and improves the retrieval of information in a short time. |
| **Analysis question** | Is the website optimised according to pagespeed.web.dev? |
| **Score** | 3: green: 90-100  2: orange: 50-89  1: red: 0-49 |

1. **Structure and navigation**

|  |  |
| --- | --- |
| 1. **ACCESSIBILITY** | |
| **Definition/ Explanation** | Accessible design and development are essential elements in ensuring equal access to information for people with disabilities. |
| **Analysis question** | Is the website designed to be usable by people with disabilities according to https://www.accessibilitychecker.org? |
| **Score** | 3: green  2: orange  1: red |

|  |  |
| --- | --- |
| 1. **BREADCRUMB MENU** | |
| **Definition/ Explanation** | The incorporation of a breadcrumb navigation menu allows the user to know where they are in context and supports the traditional navigation menu. |
| **Analysis question** | Does the site display a breadcrumb menu? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **CATEGORISATION OF TYPES OF AID** | |
| **Definition/ Explanation** | Given the existence of different categories of aid, a good taxonomic organisation is necessary so that potential beneficiaries can find the most appropriate to their profiles (e.g., energy, innovation, R&D, internationalisation). |
| **Analysis question** | Does it present a categorisation to guide the search for support? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **NUMBER OF GRANTS PER CATEGORY** | |
| **Definition/ Explanation** | Showing the number of aids contained in each category next to the category label is simple and helps the recipient to know how many aids there are per section. |
| **Analysis question** | Does the website provide information on the number of grants available per category? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **AUDIENCE NAVIGATION** | |
| **Definition/ Explanation** | Grants vary according to the type of entity: public bodies, universities, associations, cooperatives….; and in order to consult the corresponding information, it is essential to browse by audience. |
| **Analysis question** | Are there options for audience navigation? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **MULTIPLE AID ORGANISATION SCHEMES** | |
| **Definition/ Explanation** | It is of interest to provide various forms of aid organisation (company size, investment, sector, etc.). |
| **Analysis question** | Does the website offer alternative management systems? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **LABELLING** | |
| **Definition/ Explanation** | Labelling is the set of labels used to designate the components of each menu. The name of the aid, categories and sections of the website should be clear, descriptive and use the language of the users (and not the system). |
| **Analysis question** | Does the website have titles that describe and suggest the information they contain? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **NAVIGATION WITH STANDARDISED VISUAL ELEMENTS** | |
| **Definition/ Explanation** | The use of visual elements that the user recognises and identifies as standard improves usability. |
| **Analysis question** | Are recognisable and standardised icons used for navigation? |
| **Score** | 0-1 |

1. **Content**

|  |  |
| --- | --- |
| 1. **SELECTION OF THE CO-OFFICIAL LANGUAGE** | |
| **Definition/ Explanation** | Offering versions in the co-official languages of the Autonomous Community so that users can choose the language of the website can improve their experience. |
| **Analysis question** | Is the website translated into several languages in the case of Communities with several co-official languages? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **SELECTION OF OTHER LANGUAGES** | |
| **Definition/ Explanation** | Providing information on grants in other languages can make it easier for foreign investors to find them. |
| **Analysis question** | Is the website translated into other languages? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **INFORMATION OF COMPLEMENTARY VALUE** | |
| **Definition/ Explanation** | This includes information on the origin of the funds, the communication measures to be carried out by the beneficiary companies, the general legislation governing aid, etc. |
| **Analysis question** | Is there general information on subsidies? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **AID CATALOGUE** | |
| **Definition/ Explanation** | In organisations with many grants or with extensive information, it can be very useful to have the possibility of knowing the totality of aid through a "catalogue" that allows to see them in force and/or planned. |
| **Analysis question** | Is there an existing and/or planned aid catalogue? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **AID COMPARISON** | |
| **Definition/ Explanation** | The same investment can be subsidised by different funding at the same or different levels (regional, national, European or other). Therefore, facilitating the comparison of the different subsidies can be of great interest. |
| **Analysis question** | Does the website allow for aid comparison? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **SUCCESS STORIES OF COMPANIES THAT HAVE BEEN SUCCESSFUL IN OBTAINING AID** | |
| **Definition/ Explanation** | Including information on success stories from other companies can have a driving force. |
| **Analysis question** | Are success stories from other companies included? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **GLOSSARY** | |
| **Definition/ Explanation** | A vocabulary, with its corresponding definitions, allows users to learn about the terminology associated with the management of aid (competitive tendering, de minimis, finality of aid, definition/explanation of SMEs, etc.). |
| **Analysis question** | Is there a glossary of key terms? |
| **Score** | 0-1 |

1. **Search engine**

|  |  |
| --- | --- |
| 1. **AID FINDER** | |
| **Definition/ Explanation** | The search engine is an important element in facilitating the search for information. |
| **Analysis question** | Is there an aid search engine? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **VISIBILITY OF THE AID FINDER** | |
| **Definition/ Explanation** | The search engine should be located in a visible place that meets the expectations of the users, therefore at the top of the menu, either as part of it or next to it. |
| **Analysis question** | Does the location of the search engine meet the usual expectations (top right)? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **HELP ON BROWSER FEATURES** | |
| **Definition/ Explanation** | Providing tips on how to use the search engine correctly can help to find products easily. |
| **Analysis question** | Is the user advised on how to search or is information on how the search engine works included? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **ADVANCED SEARCH** | |
| **Definition/ Explanation** | Offering advanced search with specific search fields, operators  booleans, etc. is an extra help for the user. |
| **Analysis question** | Is there an advanced search option? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **SUGGESTED SEARCH WITH PREDICTIVE TEXT** | |
| **Definition/ Explanation** | Predictive text is suggested to complete the search when the user starts typing in the search engine. |
| **Analysis question** | Does the search engine complete users’ searches with predictive text? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **PARAMETRIC SEARCH** | |
| **Definition/ Explanation** | Allowing search by specific fields, e.g., by categories or other characteristics can help to filter information. |
| **Analysis question** | Does the search engine have filters to narrow or broaden searches? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **HELP WITH UNSUCCESSFUL SEARCHES** | |
| **Definition/ Explanation** | When the search engine does not retrieve any items, it is important to display a message with suggestions for improving the search or with a link to useful information with a new search. |
| **Analysis question** | Does the website offer search suggestions when no results are found? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **SORTING OPTIONS** | |
| **Definition/ Explanation** | After performing a search, the results page should display sorting options. The most frequent are alphabetical, chronological, etc. |
| **Analysis question** | Are there options to customise the list of search engine results? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **EXPORT SEARCH** | |
| **Definition/ Explanation** | After performing the search, it is possible to export the information to different formats. |
| **Analysis question** | Can the information be exported in Word, pdf and/or Excel? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **NUMBER OF RESULTS RETRIEVED** | |
| **Definition/ Explanation** | When a search is performed, the total number of results retrieved is displayed. |
| **Analysis question** | Is it possible to know the total aid or documents retrieved by a search? |
| **Score** | 0-1 |

1. **Page of each grant**

|  |  |
| --- | --- |
| 1. **DESCRIPTIVE NAME OF THE AID** | |
| **Definition/ Explanation** | The name of the aid should be descriptive and allow for easy identification. |
| **Analysis question** | Are descriptive names used for the aid? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **APPROPRIATE INFORMATION ON EACH AID** | |
| **Definition/ Explanation** | Sufficient information is provided on each aid measure:   1. object of the aid, 2. beneficiaries, 3. supportable concepts, 4. type of aid and intensity, 5. minimum and maximum amounts, 6. deadlines for submission, 7. specific requirements (whether it is necessary to have an opening licence, minimum number of employees, specific CNAE, etc.), 8. system for the allocation of aid (competitive concurrence or order of presentation), 9. de minimis regime, 10. documentation to be submitted, 11. origin of funds, 12. convening body. 13. Other |
| **Analysis question** | Is the amount of information on each aid sufficient and adequate? |
| **Score** | 3: there are between 9 and 12 paragraphs  2: There are between 5 and 8 paragraphs  1: there are between 1 and 4 paragraphs  0: no information |

|  |  |
| --- | --- |
| 1. **LEGAL INFORMATION** | |
| **Definition/ Explanation** | The legal texts regulating the subsidy are attached: grant conditions, call for applications. |
| **Analysis question** | Does the description of the aid contain the governing documents or a link to them? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **FREQUENTLY ASKED QUESTIONS (FAQ)** | |
| **Definition/ Explanation** | A list of frequently asked questions and answers is provided so that users can find answers to their general questions. |
| **Analysis question** | Is there a FAQ section? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **FREQUENTLY ASKED QUESTIONS ON GRANTS** | |
| **Definition/ Explanation** | Each grant supports different concepts and has specific documentary requirements. It would be of great interest to clarify the frequent doubts related to each grant. |
| **Analysis question** | Is there a specific FAQ section for each aid? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **MANUALS** | |
| **Definition/ Explanation** | Providing written explanations to present the determining aspects of the grant can facilitate its processing. |
| **Analysis question** | Is a handbook included to provide further information on grants? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **TUTORIALS IN AUDIOVISUAL FORMAT** | |
| **Definition/ Explanation** | Explanations in audiovisual format to present the key aspects of the funding and its processing can be of great help to potential beneficiaries. |
| **Analysis question** | Is explanatory content included in audiovisual format? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **NEWS ALERT** | |
| **Definition/ Explanation** | Setting up alerts to be notified in case of publication or modification of the call for proposals can help the user to be informed. |
| **Analysis question** | Can an alert system be set up? |
| **Score** | 0-1 |

1. **Assistance**

|  |  |
| --- | --- |
| 1. **ATTENTION TO THE BENEFICIARY** | |
| **Definition/ Explanation** | This is an important section that should be in a visible place, so that the user can search for answers to a specific problem. |
| **Analysis question** | How easy is to find the beneficiary service section? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **TELEPHONE CONTACT** | |
| **Definition/ Explanation** | Including the contact telephone number (visible) so that entities interested in the grants can contact directly is an important element to build trust. |
| **Analysis question** | Is the customer service telephone number visible? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **FREE CONTACT TELEPHONE NUMBER** | |
| **Definition/ Explanation** | The use of toll-free numbers can encourage enquiries. |
| **Analysis question** | Is it free of charge? If not, are the cost of calls provided? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **CONTACT FORM** | |
| **Definition/ Explanation** | Including a contact form so that organisations interested in funding can contact the managing body directly is an important element of user support. |
| **Analysis question** | Is there a contact form? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **ACCESSIBILITY OF THE CONTACT FORM** | |
| **Definition/ Explanation** | The accessibility of the contact form is key to facilitating enquiries. |
| **Analysis question** | Is the contact form accessible? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **CUSTOMER SERVICE CHAT** | |
| **Definition/ Explanation** | An automated chat or live chat to resolve queries instantly can help users. |
| **Analysis question** | Does the website include a chat facility to provide feedback to interested parties? |
| **Score** | 0-1 |

1. **Social media**

|  |  |
| --- | --- |
| 1. **PERSONAL PRESENCE ON SOCIAL MEDIA - FACEBOOK** | |
| **Definition/ Explanation** | Social networks such as Facebook can be very useful for disseminating content to different audiences. |
| **Analysis question** | Does the website have a presence on Facebook? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **PERSONAL PRESENCE ON SOCIAL MEDIA -INSTAGRAM** | |
| **Definition/ Explanation** | Social networks such as Instagram can be of great use for disseminating content to different audiences. |
| **Analysis question** | Does the website have a presence on Instagram? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **PRESENCE ON PROFESSIONAL SOCIAL NETWORKS - LINKEDIN** | |
| **Definition/ Explanation** | Professional networks such as LinkedIn are a convenient professional environment for sharing content of interest to companies. |
| **Analysis question** | Does the website have a presence on LinkedIn? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **PRESENCE ON MICROBLOGGING PLATFORMS - TWITTER** | |
| **Definition/ Explanation** | Microblogging platforms such as Twitter are important channels for dissemination, participation and the resolution of doubts in certain sectors. |
| **Analysis question** | Does the website have a presence on Twitter? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **PRESENCE ON VIDEO HOSTING PLATFORMS - YOUTUBE** | |
| **Definition/ Explanation** | Video hosting channels such as YouTube allow audiovisual content to be shared in a format that appeals to audiences. |
| **Analysis question** | Does the website have a presence on YouTube? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **LINKS TO SOCIAL PROFILES** | |
| **Definition/ Explanation** | Links to social profiles (Facebook, Twitter, Instagram...) appear on the website. |
| **Analysis question** | Does the website have links to social profiles? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **SHARING CONTENT ON SOCIAL NETWORKS** | |
| **Definition/ Explanation** | The fact that the website allows content to be shared on users' social networks can enhance the process of disseminating aid. |
| **Analysis question** | Is it possible to share the content of the funding on social media? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **SHARING CONTENT BY EMAIL** | |
| **Definition/ Explanation** | The fact that the website allows content to be shared via email also contributes to the process of disseminating grants. |
| **Analysis question** | Is it possible to share content by e-mail? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **BLOG/ NEWS SECTION** | |
| **Definition/ Explanation** | The website includes a section with informative and topical content of value for the different target audiences. |
| **Analysis question** | Does the website have a blog? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **BLOG CONTENT/ NEWS SECTION** | |
| **Definition/ Explanation** | The website includes a section with informative and topical content of value for the different target audiences. |
| **Analysis question** | Has any content been published on the website in the last 30 days? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **SOCIAL NETWORKS FOR COMMUNICATION ON FUNDING - FACEBOOK** | |
| **Definition/ Explanation** | Social networks can be very useful for the managing bodies to disseminate the grants that are called for. |
| **Analysis question** | During the last 30 days, has content about grants been posted on Facebook? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **SOCIAL NETWORKS FOR COMMUNICATION ON FUNDING- INSTAGRAM** | |
| **Definition/ Explanation** | Social networks can be very useful for the managing bodies to disseminate the grants that are called for. |
| **Analysis question** | During the last 30 days, has content about aid been posted on Instagram? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **SOCIAL NETWORKS FOR COMMUNICATION ON FUNDING- LINKEDIN** | |
| **Definition/ Explanation** | Social networks can be very useful for the managing bodies to disseminate the grants that are called for. |
| **Analysis question** | During the last 30 days, has content about aid been posted on Instagram? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **SOCIAL NETWORKS FOR COMMUNICATION ON FUNDING- TWITTER** | |
| **Definition/ Explanation** | Social networks can be very useful for the managing bodies to disseminate the grants that are called for. |
| **Analysis question** | During the last 30 days, has content about aid been posted on Twitter? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **SOCIAL NETWORKS FOR COMMUNICATION ON FUNDING- YOUTUBE** | |
| **Definition/ Explanation** | Social networks can be very useful for the managing bodies to disseminate the grants that are called for. |
| **Analysis question** | During the last 30 days, has content about aid been posted on Instagram? |
| **Score** | 0-1 |

1. **Communication requirements**

|  |  |
| --- | --- |
| 1. **DOWNLOAD LINK TO GRAPHIC MATERIALS** | |
| **Definition/ Explanation** | It is recommended to link to the official download page for graphic materials in all calls and tenders. https://planderecuperacion.gob.es/identidad-visual |
| **Analysis question** | Do the calls for proposals link to the official download page for graphic materials? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **THERE IS A SECTION ON REPORTING OBLIGATIONS** | |
| **Definition/ Explanation** | Another alternative is to have a section dedicated to communication obligations, whichin turn links to the ministry's official download page for graphic materials https://planderecuperacion.gob.es/identidad-visual. |
| **Analysis question** | Is there a dedicated communication section with manuals and download links to graphic materials? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **LINK TO DOWNLOAD SPECIFIC PROGRAMMES AND THOSE OF OTHER ADMINISTRATIONS** | |
| **Definition/ Explanation** | In the case of including logos of specific programmes and other administrations, it is recommended to include a link in the calls for proposals and tenders. There are grants that belong to specific programmes that have their own logo or image (e.g., MOVES Plan, etc.) and the provisions of the regulatory bases of each call must be applied. In this case, the logo of the specific grant programme must also be attached. |
| **Analysis question** | Is there a link to the logos of specific programmes or other administrations when necessary? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **MENTION OF FUNDING IN A VISIBLE PLACE OF THE WEBSITE** | |
| **Definition/ Explanation** | Mention of the funding will be included in the official websites of the Decision-Making Entities (Ministries) and Sub-project Implementing Entities (in this case ACs and NSAs) that are specifically developed for the Plan. When used on a website, the emblem will be placed in a visible place when reaching the website through any device (computer, mobile, tablet). |
| **Analysis question** | Is funding mentioned and is it in a visible place? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **LINK TO THE PROCEDURE** | |
| **Definition/ Explanation** | Specific PRTR websites already exist at Autonomous Region level. If they do not exist, it is recommended that they be created and that, from these websites, calls for proposals and tenders can be accessed, imitating the model of the Spanish Government's Recovery Plan website. |
| **Analysis question** | Is there a link to the procedure? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **SOCIAL MEDIA** | |
| **Definition/ Explanation** | The Spanish Government uses social networks to bring PRTR information closer to citizens, the self-employed and companies. The Plan has profiles on Facebook, Twitter, Instagram and LinkedIn. |
| **Analysis question** | Have specific social networks been created to disseminate information about the plan at the regional level? |
| **Score** | 0-1 |

|  |  |
| --- | --- |
| 1. **SOCIAL MEDIA POSTS** | |
| **Definition/ Explanation** | The reference texts indicate that any communication action should refer to the funds. Social media are a key tool to bring the necessary information about the funds closer to citizens, the self-employed, businesses and interested organisations. |
| **Analysis question** | Are funds mentioned on social media? |
| **Score** | 0-1 |