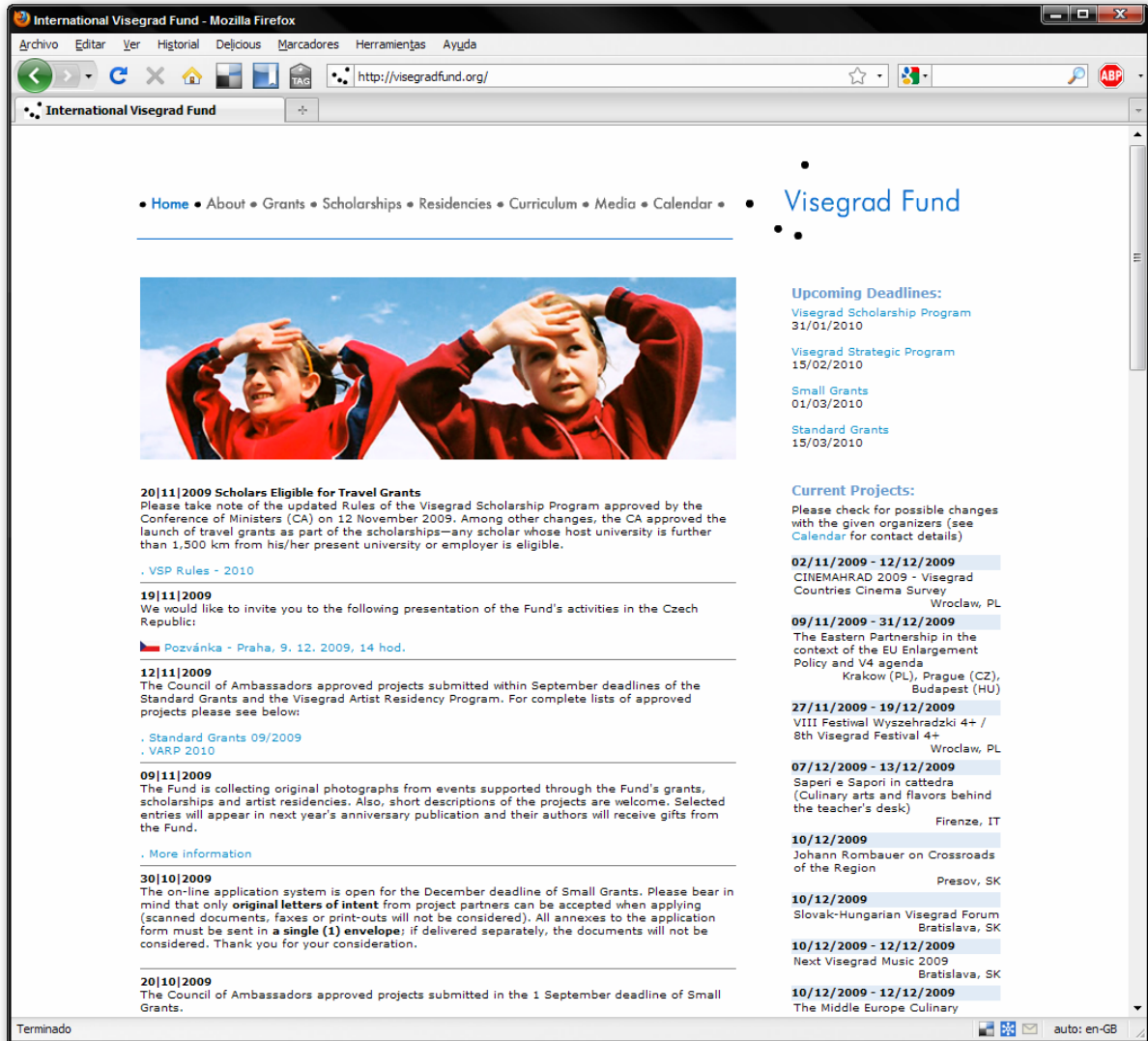


# Case Study

## Visegrad fund



### Profile

Website's name / Domain	Visegrad Fund / http://visegradfund.org/
Country of origin	Slovakia
Geographical scope	<ul style="list-style-type: none"> <li>National</li> <li>EU</li> </ul>
Language/s / tackling of language issues	<ul style="list-style-type: none"> <li>Czech</li> <li>English</li> <li>Hungarian</li> <li>Polish</li> <li>Slovak</li> </ul> <p>Summaries in other language(s)</p>

## Website owner

Contact	International Visegrad Fund Kralovske udolie 8 SK-811 02 Bratislava Slovak Republic Tel.: +421 259 203 811, +421 259 203 802 Fax: +421 259 203 805
Type of organisation	Mixed (joint venture, public-private partnership)
Description of the owner organisation	The International Visegrad Fund is an international organisation based in Bratislava, founded by the governments of the countries of the Visegrad Group (V4)—the Czech Republic, the Republic of Hungary, the Republic of Poland, and the Slovak Republic—on June 9, 2000. The Fund promotes cooperation between countries belonging to V4 organisations and adjacent ones, with a special focus on non EU Eastern Europe Countries.
Importance of the website within the organisation structure	The website is the main communication channel of the fund to disseminate information about its activities and programmes and all relevant related information and materials.

## Description of the website's mission and objectives including the main activities of the website and which domains and disciplines are addressed, as well as how the accomplishment of the mission is facilitated

The mission of the Visegrad Fund is to promote development of closer cooperation among V4 countries (and other countries) through the support of common cultural, scientific and educational projects, youth exchanges, cross-border projects and tourism promotion.

The budget of the Fund (€6 million as of 2010) consists of equal contributions from the governments of V4 countries. The Fund provides support through four grant programmes, three scholarship schemes and artist residencies. Among the recipients of the Fund's support are mainly non-governmental organisations, municipalities and local governments, schools and universities, but also private companies and individual citizens.

## Website facilities

Kind of facilities	<ul style="list-style-type: none"> <li>Information repositories (news, events, documents, downloads)</li> <li>Newsletter</li> <li>Contact us</li> </ul>
Member / non-member facilities	The website is informative but presents no member or participation facilities.
Importance within the website content	Website facilities are used to disseminate the initiative and its outcomes.
Frequency of usage	Number of visitors (monthly): 20,000+
	Frequency of website updating by the website owner: Daily/Weekly

<p>Does the website show any results for working communication and debate on a European / cross-border level?</p>	<p>The site activity and the entity it represents are focused on the Central and Eastern European area and funds initiatives where at least three members of the V4 plus another country are present.</p> <p>The fund has a special (but not exclusive) focus on East European Countries not belonging to the EU.</p> <p>Facilitation and promotion of cross border projects between V4 countries and other EU and non EU countries is stated in the Visegrad Funding mission.</p> <p>The site presents the Grants, Scholarships and residencies the initiative has funded since the year 2000, together with the funding opportunities open for the ongoing year.</p>
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### Evaluation of the website

<p>Mission and objectives, accomplishment of mission</p>	<p>Attitude towards the European idea, incorporation of the European idea</p>	<p>The fund promotes closer cooperation between V4 countries and other countries, including EU Member States. However the European idea is not central to its mission and, indeed, the fund has more focus on non EU member states of Eastern Europe, Western Balkans and the South Caucasus.</p>
<p></p>	<p>Cultural values</p>	<ul style="list-style-type: none"> <li>• Dialogue – exchange – debate</li> <li>• Intercultural dialogue and understanding</li> <li>• Innovation and creativity</li> </ul>
<p>Presentation, navigation, structure</p>	<p>The structure is simple and understandable; however, the links with information about the Visegrad group should be more visible: Information about Visegrad does not appear on the Website's main menu. Instead, a cluster of banners appear after the first page folds (not visible to the user without scrolling) at the right bottom of the page.</p> <p>Furthermore, this information only appears on the homepage and is not clearly labelled, bearing the risk of being missed by a visitor.</p> <p>The content is presented in a linear fashion using static pages, with no filtering options available, which limits substantially the amount of information the website can properly hold.</p>	
<p>Trustfulness</p>	<p>The initiative is backed and funded by the governments of the Czech Republic, the Republic of Hungary, the Republic of Poland, and the Slovak Republic, and exists since 2000, so information presented in the website is trustful.</p>	
<p>Main strength</p>	<p>This site presents many compelling cooperation opportunities with V4 countries at a cross-border level.</p> <p>Simple website structure, information well presented.</p>	
<p>Main drawback</p>	<p>Although flawless in execution and content, the site is</p>	

Usage of communication facilities

implemented under the Web 1.0 paradigm and presents no Web 2.0 communication facilities which could improve the dissemination effectiveness of the project, such as RSS syndication, Flickr, Twitter or Skype. More information about the projects funded would be appreciated.

Communications with website visitors interested in taking part on Visegrad Fund's cooperation opportunities include traditional offline methods and e-mail. The fund also issues a newsletter and maintains a simple, non searchable calendar.