

4.0 Barcelona Principles Update

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Barcelona Principles V4.0

Most probable scenario for Tablets

- Proliferation of lightweight portable devices
- Broadband and connectivity ubiquitous
- Low power consumption colour displays
- Early ink entrants to be leapfrogged by colour screens with multimedia capabilities

Welcome to the 2nd European Summit on eGovernment



Introducing the refreshed Barcelona Principles 4.0



Introducing the Barcelona Principles V4.0

- Barcelona Principle 1**
Setting clear, measurable objectives is a critical prerequisite for effective communication planning, measurement and evaluation.
- Barcelona Principle 2**
Defining and understanding all stakeholder audiences are essential steps to plan, build relationships and create lasting impact.
- Barcelona Principle 3**
Comprehensive communication measurement and evaluation should be applied to all relevant channels used to understand and influence audience stakeholders.
- Barcelona Principle 4**
Effective measurement and evaluation of communication require qualitative and quantitative analysis.
- Barcelona Principle 5**
Invalid measures such as advertising value equivalents (AVEs) should not be used. Instead measure and evaluate the contribution of communication by its outcome and impact.
- Barcelona Principle 6**
Measurement and Evaluation Should report outputs, outcomes, and impact related to the organization and stakeholder audiences.
- Barcelona Principle 7**
Ethics, governance and transparency with data, methodologies and technology builds trust and drives learning.



BARCELONA PRINCIPLE 1

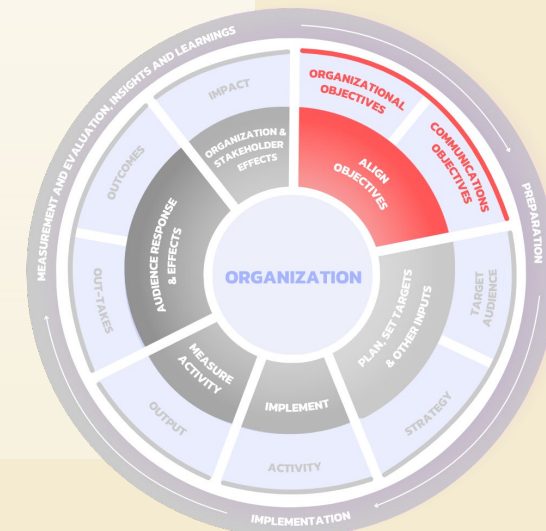
*Setting **clear, measurable objectives** is a critical prerequisite for effective communication planning, measurement, and evaluation*

Where we started:

2010: “Importance of Goal Setting and Measurement”

2015: “Goal Setting and Measurement are Fundamental to Communication and Public Relations”

2020: “Setting Measurable Goals is an Absolute Prerequisite to Communication Planning, Measurement, and Evaluation



PRINCIPLE 2

Defining and understanding all stakeholder audiences are essential steps to plan, build relationships and create lasting impact

Where we started:

2010: “The Effect on Business Results Can and Should Be Measured Where Possible”

2015: “The Effect on Organizational Performance Can and Should Be Measured Where Possible”

2020: “Outcomes and Impact Should be Identified For Stakeholders, Society & the Organization”



PRINCIPLE 3

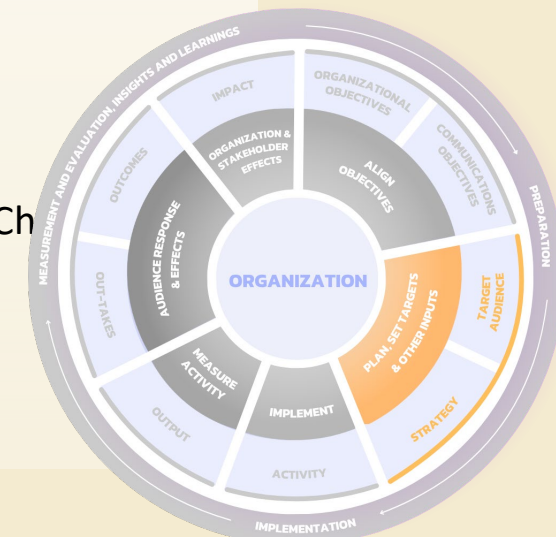
*Comprehensive communication measurement and evaluation should be applied to all **relevant channels** used to **understand** and influence **audience** stakeholders*

Where we started:

2010: “Social Media Can and Should be Measured”

2015: “Social Media Can and Should be Measured Consistently with Other Media Channels”

2020: “Holistic Communication Measurement and Evaluation includes All Relevant Online and Offline Ch



PRINCIPLE 4

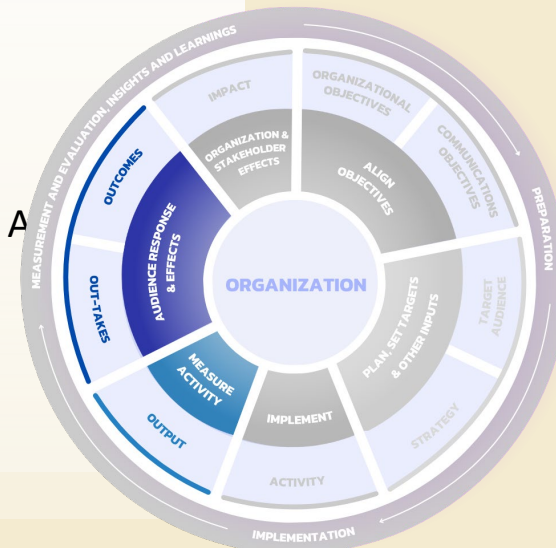
Effective measurement and evaluation of communication require qualitative and quantitative analysis

Where we started:

2010: “Media Measurement Requires Quantity and Quality”

2015: “Measurement and Evaluation Require Both Qualitative and Quantitative Methods”

2020: “Communication Measurement and Evaluation Should Include Both Qualitative and Quantitative A



PRINCIPLE 5

*Invalid measures such as advertising value equivalents (AVEs) should not be used. Instead **measure and evaluate the contribution of communication by its outcome and impact***

Where we started:

2010: “AVEs are not the value of PR”

2015: “AVEs are not the value of communication”

2020: “AVEs are not the value of communication”



PRINCIPLE 6

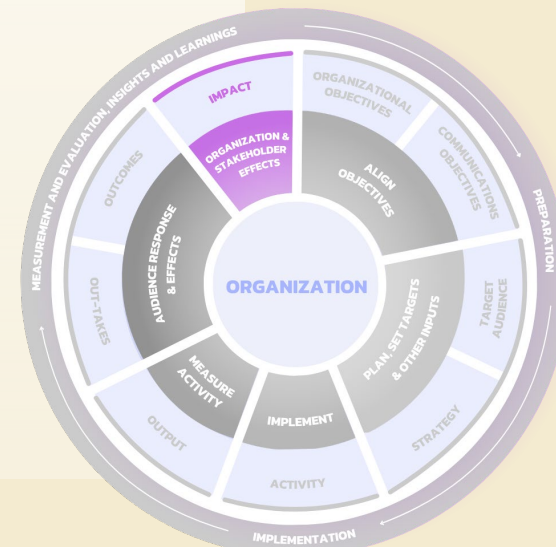
Measurement and Evaluation should report outputs, outcomes, and impact related to the organization and stakeholder audiences

Where we started:

2010: “Measuring the Effect on Outcomes is Preferred to Measuring Outputs”

2015: “Measuring Communications Outcomes is Recommended Versus Only Measuring Outputs”

2020: “Measurement and Evaluation Should Identify Outputs, Outcomes, and Potential Impact”



Ethics, governance, and transparency with data, methodologies and technology builds trust and drives learning

Where we started:

- 2010:** “Transparency and Replicability are Paramount to Sound Measurement”
- 2015:** “Measurement and Evaluation Should be Transparent Consistent and Valid”
- 2020:** “Communication Measurement and Evaluation Are Rooted in Integrity and Transparency to Drive Learning and Insights”



Barcelona Principles V4.0

Thank You

Jonathan Adams

Prof Ana Adi

Michael Blowers

Lukasz Bochenek

Emmanuel Caisse

Edward Crossin

Ngaire Crawford

John Croll

Carlos Alfredo Diaz

Angela Dwyer

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