Now...
Let's **set the goals** together!

BRAINSTORMING ON GOALS AND INDICATORS

17 January 2017 | Berlin, Germany

@InteractEU

EUROPEAN COOPERATION DAY
Sharing borders, growing closer

European Regional Development Fund

Main structure

EC DAY OBJECTIVE

GOALS

ACTIVITIES → Indicators

STEP 1

What do we want to achieve with the 2017 EC Day campaign?

Turning our objective into measurable goals

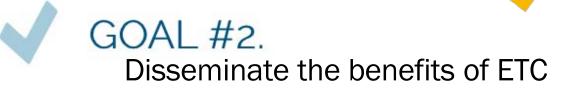# Objective of the EC Day

"

Improve the visibility of European Territorial Cooperation (ETC), disseminate its benefits and highlight how European cooperation projects are reducing obstacles and disparities and increasing cultural understanding among regions.

"

…

Example: Goals of the EC Day

✔ GOAL #1.
Improve the visibility of ETC

✔ GOAL #2.
Disseminate the benefits of ETC

✔ GOAL #3

Feel free to create your own list!

...

STEP 2

Breaking each goal down to measurable activities

1-3 indicators to measure the success

Example for Goal 1

Goal #1. Improve the visibility of ETC. Examples of indicators

Activity 1. Finding target group(s) that don't know much about EC Day → Indicator 1. Number of target groups identified. Indicator 2. Approximate size of the population addressed by our EC Day activities.

Activity 2 → Indicator 1 Indicator 2

Activity 3 → Indicator 1 Indicator 2

Example for Goal 2

Goal #2. Disseminate the benefits of ETC. Examples of indicators

Activity 1. Organization of an event for the general public (e.g. photo contest) ➡ Indicator 1. Number of submissions
Indicator 2. Number of the contest-related requests

Activity 2 ➡ Indicator 1
Indicator 2

Activity 3 ➡ Indicator 1
Indicator 2

Selection of joint activities and indicators for each of the goals

Cooperation works

All materials will be available on:

www.interact-eu.net

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European Regional Development Fund