

## 9. Monitoring success

**Please fill in all General Indicators as well as the Specific Indicators of your Priority**

*You will find further guidance in Guidance Note 14*

General indicators for all projects		
Increasing awareness Indicators (impact)	Target value project level <i>Insert target values when applicable</i>	Description Reference to defined outputs in the Application Form <i>Please specify the indicator for your project if applicable; use cross references to your outputs</i>
N° of people reached by activities focusing on involving local communities	5,000	People involved in WP2 & 3 actions, as participants or beneficiaries; participants in events associated with SG meeting & comms activity
N° of people reached by activities focusing on changing policy		
N° of people reached by activities focusing on maintaining or increasing funding		
N° of people reached by transnational events (participants)	500	Partner meetings, workshops, staff exchanges & communications initiatives
N° of people reached by national events (participants)		
N° of people reached by regional/local events (participants)	5,000	Participants in events associated with the pilot actions
N° of people participating in study visits / exchange activities	150	Participants in staff exchanges / site visits
N° of people reached by website (unique visitors)	500,000	Visits to project website
N° of copies printed of publications targeted to the general public	5,000	Project publicity materials, newsletters etc. (These will also be made available on-line for download.)
N° of copies printed of publications targeted to specialist audiences	500	Project reports etc. (These will also be made available on-line for download.)
N° of incidences of TV or radio coverage (count every incidence, incl repeated)	20	
N° of people potentially reached by Media coverage (readership and viewership measures: press coverage / TV or Radio appearances)	2,000,000	
N° of press articles which mention the Project (all included)	100	Transnational, national & local publicity
N° of press articles which give credit for the Project to the European Union (within total number)	50	Transnational, national & local publicity
N° of press articles mentioning Project financing by the INTERREG IVB North West Europe Programme (within total number)	20	Transnational, national & local publicity

Increasing awareness Indicators (tools)	Target value project level <i>Insert target values when applicable</i>	Description Reference to defined outputs in the Application Form <i>Please specify the indicator for your project if applicable; use cross references to your outputs</i>
N° of activities focusing on involving local communities	5	Pilot actions 2-6
N° of activities focusing on changing policy	1	Strategic Framework
N° of activities focusing on maintaining or increasing funding	1	Strategic Framework
N° of transnational events organised	20	Project workshops, conferences, SG meetings, exchanges
N° of national events organised	5	National events associated with WPs 2 & 3
N° of regional/local events organised	20	Regional / local events associated with WPs 2 & 3
N° of full partnership meetings	7	SG meetings
N° of commemorative plaques displaying EU participation	2	In association with Actions 2 & 4
N° of study visits / exchanges organised	12	Staff exchanges / site visits
N° of awareness raising campaigns launched	1	Promotion of Framework
Amount of additional funding leveraged by Project beyond initial Total Budget.	Eur 200,000	On-going projects delivered as a result of G&BF activity
N° of best practice manuals and/or guidelines published	1	Project evaluation report
N° of academic articles published based on the findings of the Project or thanks to the Project	3	Estimate
N° of publications targeted to the general public	20	Project & local newsletters etc.
N° of publications targeted to specialist audiences	6	Brochures, project reports
N° of press releases sent to regional/national/EU press	50	Estimate
N° of multimedia tools produced (eg Videos)	6	Overall project video plus videos showing results of local actions
N° of visual identities produced	1	Overall project brand
N° of project documents translated (only count a document once)	1	Strategic framework
N° of networks supported/promoted involving governmental actors	1	Social Enterprise Zone network
N° of networks supported/promoted involving non-public sector organisations	1	Social Enterprise Zone network
N° of transnational meetings organised at governmental level		
N° of transnational training/education courses developed		

Priority 1: Developing the NWE knowledge-based economy by capitalising on our capacity for innovation		
Project RESULTS	Target value project level	Description Reference to defined outputs in the Application Form
	<i>Insert target values when applicable</i>	<i>Please specify the indicator for your project if applicabe; use cross references to your outputs</i>
N° of new marketable products, processes and services produced		
N° of enterprises created		
N° of jobs created (breakdown per gender when possible)		
N° of new growth clusters or SME network created		
N° of existing growth clusters or SME networks strengthened		
N° of strategies applied to promote innovation		
N° of joint strategies implemented to promote transfer of knowledge		
N° of institutions and organizations with improved innovation capacity		
Project OUTPUTS	Target value project level	Description Reference to defined outputs in the Application Form
	<i>Insert target values when applicable</i>	<i>Please specify the indicator for your project if applicabe; use cross references to your outputs</i>
N° of initiatives to promote transfer of knowledge		
N° of initiatives to develop new products, processes and services		
N° of strategies developed to promote innovation		
N° of joint actions developed and applied to enhance the endogenous potential of NWE cities and regions		

Priority 2: Sustainable management of natural resources and of natural and technological risks		
Project RESULTS	Target value project level	Description Reference to defined outputs in the Application Form
	<i>Insert target values when applicable</i>	<i>Please specify the indicator for your project if applicable; use cross references to your outputs</i>
N° of measures implemented to enhance natural resource management		
N° of measures implemented to enhance the management of waste		
N° of technologies developed to improve water quality		
N° of technologies developed to improve soil quality		
N° of technologies developed to improve air quality / minimise green house gas emissions		
N° of technologies developed to reduce noise pollution		
N° of risk management plans implemented to reduce flood risk in response to climate change		
N° of risk management plans implemented to address environmental hazards		
N° of risk management plans implemented to address technological hazards		
Project OUTPUTS	Target value project level	Description Reference to defined outputs in the Application Form
	<i>Insert target values when applicable</i>	<i>Please specify the indicator for your project if applicable; use cross references to your outputs</i>
N° of joint schemes/solutions/applications for sustainable water management		
N° of joint schemes/solutions/applications for sustainable landscape management		
N° of joint schemes/solutions/applications for sustainable biodiversity management		
N° of joint schemes/solutions/applications for sustainable energy management		
N° of joint schemes/solutions/applications for sustainable waste management		
N° of joint schemes/solutions/applications for risk management relating to environmental hazards		
N° of joint schemes/solutions/applications for risk management relating to technological hazards		

Priority 3: Improving connectivity in NWE by promoting intelligent and sustainable transport and ICT solutions		
<b>Project RESULTS</b>	<b>Target value project level</b>	<b>Description Reference to defined outputs in the Application Form</b>
	<i>Insert target values when applicable</i>	<i>Please specify the indicator for your project if applicable; use cross references to your outputs</i>
N°of unimodal transport connections improved		
N°of multimodal transport connections enhanced		
N°of multimodal transport connections created		
N°of ICT enhanced transport and communication links		
<b>Project OUTPUTS</b>	<b>Target value project level</b>	<b>Description Reference to defined outputs in the Application Form</b>
	<i>Insert target values when applicable</i>	<i>Please specify the indicator for your project if applicable; use cross references to your outputs</i>
N° of joint schemes/solutions/applications piloted to promote existing transport infrastructure (passenger and freight)		
N° of joint schemes/solutions/applications piloted to promote multimodal transport (passenger and freight)		
N° of joint schemes/solutions/applications piloted to increase the use of ICT for passenger mobility and freight transport		

Priority 4: Promoting strong and prosperous communities at transnational level		
Project RESULTS	Target value project level	Description Reference to defined outputs in the Application Form
	<i>Insert target values when applicable</i>	<i>Please specify the indicator for your project if applicable; use cross references to your outputs</i>
N° of transnational strategies established to promote economic and social assets		
N° of transnational strategies implemented to improve economic and social assets	1	Strategic Framework
N° of measures adapted that address demographic change and migration processes		
Project OUTPUTS	Target value project level	Description Reference to defined outputs in the Application Form
	<i>Insert target values when applicable</i>	<i>Please specify the indicator for your project if applicable; use cross references to your outputs</i>
N° of transnational actions to promote economic and social performance of cities and towns	1	Strategic Framework, related to the development of social enterprises in cities & towns
N° of transnational actions to promote economic and social performance of rural areas	1	Strategic Framework, related to the development of social enterprises in rural areas
N° of transnational actions to improve environmental quality of cities and towns		
N° of transnational actions to improve attractiveness of cities and towns	1	Strategic Framework, related to improving the management of green & blue infrastructure
N° of joint schemes/solutions/applications to respond to demographic changes and migration		
N° of joint schemes/solutions/applications to respond to the needs of labour market and education	1	Strategic Framework, related to improving employability, training & skills