

**LOGFRAME MATRIX OF THE PROJECT**

**THE LOGFRAME MATRIX SHOULD EVOLVE DURING THE PROJECT LIFETIME: NEW LINES CAN BE ADDED FOR LISTING NEW ACTIVITIES AS WELL AS NEW COLUMNS FOR INTERMEDIARY TARGETS (MILESTONES) WHEN IT IS RELEVANT AND VALUES WILL BE REGULARLY UPDATED IN THE COLUMN FORESEEN FOR REPORTING PURPOSE (SEE “CURRENT VALUE”).**

	<b>Results chain</b>	<b>Indicators</b>	<b>Baseline (incl. reference year)</b>	<b>Current value Reference date</b>	<b>Targets (incl. reference year)</b>	<b>Sources and means of verification</b>	<b>Assumptions</b>
<b>Over all objec tive: Impa ctOv erall Obej ctive</b>	Strengthen the engagement among the general public towards the SDG agenda through communication actions of a large number of small and medium-sized development organizations, based on the tools promoted and developed under former EU DEAR grants: “Reframing the message”, “DevReporter network”, and “Enhancing Southern Voices”, all reflecting similar values and frames for development education.	At least 1.25 million European citizens have been reached by third parties funded projects.  20 % Increase in the percentage of citizens in the involved countries:	<b>Special Eurobarometer 441, 2015</b> including country reports on “Citizens view on development cooperation		At the end of the action  1,25 million	Final reports from third parties  Next update of Special Eurobarometer 441 including country reports on “Citizens view on development cooperation and Aid”	1. We assume that the quantity as well as quality of the communication projects implemented under this action (together with other DEAR funded actions happening at the same time) will significantly increase the awareness and engagement of EU citizens.

		<ul style="list-style-type: none"> <li>- stating that they have heard about the SDG's</li> <li>- agreeing that they can play a role in tackling poverty</li> <li>- stating</li> </ul>	<p>and aid”</p> <p><b>Awareness of the SDG's:</b>  <b>EU average 36%</b>  BE 42%  DK 40%  FI 71%  FR 44%  IT 36%  NL 55%  ES 35%</p> <p><b>Role in tackling poverty: EU average 52 %</b>  BE 51%  DK 58%  FI 57%  FR 55%  IT 53%  NL 58%  ES 64%</p> <p><b>Personal involvement. EU average 35%</b></p>		<p>20 % increase</p> <p>20 % increase</p>	<p>Final external evaluation report</p>	
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		some kind of personal involvement in tackling poverty	BE 45% DK 61% FI 66% FR 28% IT 28% NL 70% ES 31%		20 % increase		
<b>Specific objective(s): Specific Objective (Outcomes)</b> <b>Outcome(s)</b>	<p><u>Specific Objective:</u> To improve and enlarge, through an integrated funding and learning process, the communication on the SDG agenda of 200-300 small and medium-sized development organisations in 7 member states, with a specific emphasis on gender, climate change and migration, while stressing global interconnectedness, involving partners from the Global South and cooperating with the media.</p> <p><u>Outcomes</u> OC1: Increased capacity and outreach of 200 to 300 small and medium sized organisations to communicate on the SDGs in a constructive and engaging way and reaching a wider public through</p>	<p><u>OC1</u></p> <ol style="list-style-type: none"> <li>1. N° of communication projects about the SGD's</li> <li>2. N° of articles in media about SDG</li> <li>3. N° of communication projects including Southern voices</li> <li>4. N° of communication projects addressing migration</li> <li>5. N° of communication projects addressing climate change</li> <li>6. N° of communication projects</li> </ol>	1-6. To be included in baseline (Y1) (N° of communication projects within the last year)		<ol style="list-style-type: none"> <li>1. 250</li> <li>2. 100</li> <li>3. 125</li> <li>4. 70</li> <li>5. 70</li> <li>6. 50</li> </ol>	1-6. Applications and final reports from third parties.	<ol style="list-style-type: none"> <li>2. We assume that all applications together cover the prioritised themes of migration, climate change and gender even though some countries/regions might put greater emphasis on some issues than others.</li> <li>3. The same assumption goes for the way the messages will be framed, how they will be disseminated (preferably through cooperation with media), as well as an increased number of organisations including Southern Voices in their projects.</li> <li>4. We assume that the third parties' simultaneous implementation of</li> </ol>

	<p>media.</p> <p>OC2: Increased networking and learning between these organisations (third parties) in the use of relevant communication tools and increased synergy between applicants in the use of methods for capacity building and sub-granting.</p>	<p>addressing gender issues</p> <p>7. Increase in score of self assessment tool on organisational capacity used in the learning cycle</p> <p><u>OC2</u></p> <p>8. Third parties express and give examples of how they have benefited from networking with other third parties</p> <p>9. Partners express and give examples of how they have benefited from networking with other third parties</p>	<p>7. Baseline will be at the beginning of the learning cycle when third parties fill out the self assessment tool for the first time</p> <p>8. N/A</p> <p>9. N/A</p>			<p>7. Results from self assessment tools filled out the 2<sup>nd</sup> time at the end seminars</p> <p>8. Most Significant change stories (part of third parties' final reports).</p> <p>8. Qualitative interviews from final evaluation</p> <p>9. Qualitative interviews from final evaluation</p>	<p>communication projects and participation in a learning cycle will enhance their capacity - not only as individuals, but as organisations. We will deliberately include elements in the learning cycle that supports this process.</p> <p>5. We assume that the whole learning cycle (not only the specific peer learning elements) will increase both networking and learning between the participants due to the participatory design of the seminars and trainings.</p>
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<b>Outputs 1.1 (OC1)</b>	<p>Output 1.1. (related to OC 1)</p> <p>200-300 actions of development organisations funded that contribute to a better understanding of the general public on the SDGs and especially SDG goals related to gender, climate change and/or migration.</p>	<p>N° of projects sub granted (living up to criteria defined in grant document requiring a focus on the SDG's and prioritising focus on gender, climate change and migration)</p> <p>See also indicators 1-6 under OC1</p>			250	<p>National coordinators yearly reports including number and content of projects funded</p>	<p>6. We assume, that by making SDG's and their principles a criteria as well as gender, migration and climate change priorities in the guidelines of the grants, these themes will be predominant in the communication projects to be implemented</p>
<b>Outputs 1.2 (OC1)</b>	<p>Output 1.2. (related to OC 1)</p> <p>These 200-300 organisations trained to use positive values and frames, cooperation with the media and voices from the south in their communication.</p>	<p>N° of persons participating in learning cycle</p> <p>See also indicator 1-3 under OC1</p>	N/A		500	<p>National coordinators yearly reports, including data on attendance rate and content of</p>	

						trainings	
<b>Outputs 2.1 (OC2)</b>	Output 2.1. (related to OC 2) These 200-300 organisations involved in networking and mutual learning through participation in seminars and trainings (the learning cycle)	1. N° of persons participating in learning cycle  2. N° of third parties participating in the end-of-project partner meeting  3. Third parties express and give examples of peer learning and mutual inspiration	N/A			1. National coordinators yearly reports, including data on attendance rate and content of trainings  2. Attendance list from end-of-project partner meeting  3. Final reports from third parties (including questions in networking and peer learning)  3. Results from self assessment tools	See assumption 5

						3. Qualitative interviews from final evaluation	
		4. N° of visits on web site				4. Website statistics	
<b>Outputs 2.2 (OC2)</b>	Output 2.2. (related to Oc 2) Applicants familiar with each others' ways of organising trainings, experiences from sub granting as well as strategies for dissemination.	1. N° of staff from applicants' organisations participating in international events  2. N° of skype meetings between applicants  3. N° of lead visits to partners  4. Applicants express and give examples of peer learning and mutual inspiration	N/A  N/A	N/A  N/A	At least 21 different persons from the staff of applicants (3 prs. x 7 partners x 4 meetings)	1. Yearly reports from coordinators' hosting that years annual partner meeting.  2. Lead applicants yearly reporting to the EU  3. Lead applicants yearly reporting to the EU  4. Qualitative interviews from final evaluation	7. We assume, that by implementing this action together the applicants will learn from each other, and we are deliberately including elements of monitoring and sharing of experiences between partners as an integrated part of our strategy to reinforce this  8. The mutual learning is supported by the assumption, that the group of applicants will continue with the very participatory, open and constructive relations and working processes build up during the application process.

<b>Activities</b> <b>OP1.1</b>	Output 1.1: 200-300 actions funded  <i>1.1.1 Making of grant document</i> <i>1.1.2 Organising pre-launch</i> <i>1.1.3 Production of joint toolkit</i> <i>1.1.4 Creation of website and database</i> <i>1.1.5 Organising Launch seminar</i> <i>1.1.6 Counselling of potential third parties</i> <i>1.1.7 Reception and assessment of applications</i>	<b>Means</b> <b>1.Human Resources</b> Six national coordinators One lead coordinator Communication officers Admin officers Grant Management officers General Managers  <b>2. Travel</b> International flights for partner meetings and seminars in Brussels International flights for lead coordinator to partners Local travel for third parties for participation in learning cycle	<b>Costs</b> <i>What are the action costs? How are they classified? (Breakdown in the Budget for the Action)</i> <b>1. Human Resources</b> 1.863.082 <b>2. Travel</b> 61.425 <b>3.Equipment and Supplies</b> 7.000 <b>4.Local Office</b> 0 <b>5. Other costs, services</b> 658.404 <b>6.Other (Sub granting)</b> 4.620.765 <b>7. Subtotal direct elig. Costs</b> 7.210.675 <b>8. Indirect costs</b> 504.747 <b>9. Total eligible costs, excl reserve</b>				
<b>Activities</b> <b>OP1.2</b>	Output 1.2: 200-300 organisations trained  <i>1.2.1 Organising start-up seminar</i> <i>1.2.2 Organising two trainings</i> <i>1.2.3 Organising coaching</i> <i>1.2.4 Organising End seminars</i>						
<b>Activities</b> <b>OP2.1</b>	Output 2.1: 200-300 organisations involved in networking and learning.  <i>See activities 1.2.1-1.2.5</i>	<b>3. Equipment and supplies</b> 7 lap tops  <b>4. Local Office</b>					



<b>Activities</b> <b>OP2.2</b> <b>OP</b>	<p>Output 2.2. Applicants familiar with each other's ways of organising trainings, experiences from sub granting as well as strategies for dissemination</p> <p><i>2.2.1. Organising annual partner meetings</i></p> <p><i>2.2.2 Participating in European Commission seminars in Brussels</i></p> <p><i>2.2.3 Organising international coordinator's visits to partners</i></p> <p><i>2.2.4 Producing dissemination products (and also activity 1.1.3 Producing a joint tool kit)</i></p> <p><i>2.2.5 Organising baseline, monitoring and final evaluation</i></p>	<p>Vehicle costs</p> <p>Office rent</p> <p>Office supplies</p> <p>Running costs</p> <p><b>5. Other costs</b></p> <p><u>Publications</u></p> <p>Joint Toolkit</p> <p>Grant Document</p> <p>Booklets</p> <p>Videos</p> <p><b>6. Other</b></p> <p><u>Sub granting</u></p> <p>Database</p> <p>Website</p> <p>Assessment consultants</p> <p>Assessment Committee members</p> <p><b>7. Indirect costs</b></p> <p>7 % admin.</p>	<p>7.715.423</p> <p><b>10. Contingency Reserve</b></p> <p>62.354</p> <p><b>11. Total eligible cost</b></p> <p>7.777.777</p>	
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