

## GRANTS 2017 – For information purpose

### Monitoring Key performance indicators (KPIs)

INFORMATION REQUESTED TO BENEFICIARY	WHEN TO BE FILLED?	COMMENTS BENEFICIARY <i>Please respond to each of the following in not more than 250 words. Please fill in all required fields</i>	COMMENTS EUIPO OBSERVATORY
For LOT 1: Reaching children through educational activities for schools			
Number of students directly reached (attendance list) (minimum number)	Start, mid- review, final report		
Number of students indirectly reached (e.g. media advertisement – justified by media impact)(minimum number)	Start, mid- review, final report		

Number of teachers reached (list of teachers)	Start, mid- review, final report		
Number of schools reached (list of schools)	Start, mid- review, final report		
Concrete plans for the launch (PR, event, social media launch, press release, other) and specific date	Start, mid- review, final report		
Specific social media account (twitter/Facebook/Instagram etc.) or web page for the campaign? (yes/no)	Start, mid- review, final report		
Number of downloads in the campaign web page (in case applicable)	Mid- review, final report		

Number of likes on Social Media (Facebook/twitter etc.)	Mid- review, final report		
EUIPO Visibility (justified by photos of logo/number of speakers from the EUIPO)	Mid- review, final report		
Public mentions of the campaign	Final report		
Risk Assessment (Identified challenges that could prevent the campaign from running as planned)	Start, Mid- review, final report		
Nature of individual comments on social media (positive, neutral, negative)	Mid- review, final report		

Reach (online media and tradition media) (justified by screenshots/scanned articles)	Mid- review, final report		
Comments and conclusions	Mid- review, final report		
<b>For LOT 2: Reaching young citizens</b>	<b>WHEN TO BE FILLED?</b>	<b>COMMENTS BENEFICIARY</b> <i>Please respond to each of the following in not more than 250 words.</i> <i>Please fill in all required fields</i>	<b>COMMENTS EUIPO OBSERVATORY</b>
Number of young people directly reached (attendance list) (minimum number)	Start, mid- review, final report		
Number of people indirectly reached (minimum number)	Start, mid- review, final report		
Number of influencers used (please name them: bloggers, artists etc.)	Start, mid- review, final report		
Number of multipliers used (please name them e.g. academies, universities, schools etc.)	Start, mid- review, final report		

Level of Engagement of the youngsters (please provide specific indicators such as number of likes/followers-gained/sentiment of the comments, number of students from university/learning institution engaged in activities)	Start, mid- review, final report		
Concrete plans for the launch (PR, event, social media launch, other) and specific date	Start, mid- review, final report		
Specific social media account (twitter/Facebook/Instagram etc.)/web page for the campaign?	Start, mid- review, final report		
Number of downloads in the campaign web page (in case applicable)	Mid- review, final report		
Number of likes on Social Media (Facebook/twitter etc.)	Mid- review, final report		
Nature of individual comments on social media (positive, neutral, negative)	Mid- review, final report		
Reach (online media and tradition media) (justified by screenshots/scanned articles)	Mid- review, final report		

EUIPO Visibility (justified by photos of logo/number of speakers from the EUIPO)	Mid- review, final report		
Public mentions of the campaign (please describe context as well)	Final report		
Risk Assessment (Identified challenges that could prevent the campaign from running as planned)	Start, Mid- review, final report		
Qualitative assessment on the level of engagement of the students (concrete percentage on the evolution linked to the change of perception and improved understanding of IP of the target audience)	Mid- review, final report		
Comments and conclusions	Mid- review, final report		
<b>For LOT 3: Reaching policy makers and opinion leaders through conferences and fora</b>	<b>WHEN TO BE FILLED?</b>	<b>COMMENTS BENEFICIARY</b> <i>Please respond to each of the following in not more than 250 words.</i> <i>Please fill in all required fields</i>	<b>COMMENTS EUIPO OBSERVATORY</b>
Number of people directly reached (attendance list) (minimum number)	Start, mid- review, final report		

Number of people indirectly reached (e.g. media advertisement – justified by media impact) (minimum number)			
Number of policy makers and opinion leaders engaged (please name them)	Start, mid- review, final report		
Level of Engagement of the policy makers, opinion leaders, politicians (please provide specific data on any intention for action, initiatives, announcement and follow-up IP related steps and actions to be taken )	Mid- review, final report		
Concrete plans for the launch (PR, event, social media launch, press releases, other) and specific date	Start, mid- review, final report		
Specific social media account (twitter/Facebook/Instagram etc.)/web page for the campaign? (yes/no)	Start, mid- review, final report		
Number of downloads in the campaign web page (in case applicable)	Mid- review, final report		
Number of likes on Social Media (Facebook/twitter etc.)	Mid- review, final report		
Nature of individual comments on social media (positive, neutral, negative)	Mid- review, final report		
Reach (online media and tradition media) (justified by screenshots/scanned	Mid- review, final report		

articles)			
EUIPO Visibility (justified by photos of logo/number of speakers from the EUIPO)	Mid- review, final report		
Public mentions of the campaign (please describe context as well)	Final report		
Risk Assessment (Identified challenges that could prevent the campaign of running as planned)	Start, Mid- review, final report		
Qualitative assessment on the level of engagement of the participants (concrete percentage on the evolution linked to the change of perception and improved understanding of IP of the target audience)	Mid- review, final report		
Comments and conclusions	Mid- review, final report		