



Baltic Engagement
Centre for Combating
Information Disorders

MONITORING AND EVALUATION FRAMEWORK

SEPTEMBER 2025

THIS PROJECT WAS FUNDED BY THE BALTIC ENGAGEMENT CENTRE FOR COMBATING INFORMATION DISORDERS (BECID) 2025–2028; PART OF MS4 OF THE EU-FUNDED PROJECT WITH THE ID: 101226242, COORDINATED BY THE UNIVERSITY OF TARTU (UTARTU).

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... in co-creation with the whole hub and its stakeholders.



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1. INTRODUCTION

The Baltic Engagement Centre for Combating Information Disorders (BECID) entered its second funding round on 1 June 2025, bringing together five partner organisations: the University of Tartu (lead) and Delfi Meedia from Estonia, the Baltic Centre for Media Excellence (BCME) and Re:Baltica from Latvia, and Delfi UAB from Lithuania. By the end of August 2025, the consortium included 23 members across all organisations. The Consortium Agreement was signed by all partners in July 2025, formally establishing the framework for joint cooperation until 31 May 2028.

In line with the objectives of WP1, the project's management framework was designed to ensure efficient coordination of project, financial, data, and risk management activities. All essential structures have been set up, including the designation of project management staff, the preparation of financial oversight mechanisms, and the implementation of a semi-automated project tracking system in Notion, approved for security compliance by the University of Tartu's IT helpdesk.

To support transparent and accountable implementation, a detailed Monitoring and Evaluation (M&E) framework has been developed as Deliverable 1.1, as follows. The framework provides the consortium with a structured approach for tracking project progress against objectives and Key Performance Indicators (KPIs). It specifies concrete metrics, data collection methods, and a regular reporting schedule, all of which were piloted in the hub's early months and refined based on feedback from the Steering Committee.

Building on experiences and lessons from BECID1, the second round adopts and strengthens practices that proved most effective, including monthly contributions to the internal newsletter and proactive work package-based meetings. Beyond tracking outputs, the framework establishes mechanisms for quality assurance, risk monitoring, and contingency planning, ensuring that potential challenges are addressed proactively rather than reactively.

The M&E framework is also complemented by an inner-hub guideline for coordinating with the European Digital Media Observatory (EDMO) and participating in its governance and joint activities (refer to 4.2 Collaboration and coordination with other EDMO hubs). This includes the appointment of a single contact point within the consortium and the structured division of participation across relevant Task Forces and Working Groups.

The report also documents the piloting process, the feedback received from the Steering Committee, and the finalisation of the system, which has also been outlined within MS1 and the publishing of **[BECID2 Project Management Framework](#)**.

The following report aims to demonstrate the consortium's readiness to implement, monitor, and evaluate activities effectively over the coming three years.

1.1 TRACKING PROGRESS

Monitoring in BECID is designed as a continuous process embedded in the daily management of the project. The Project Manager (PM), Principal Investigator (PI) and Project Financial Manager (FM) – or the Project Administrative Board – integrate progress checks directly into consortium operations, drawing on the responsibilities outlined in the Consortium Agreement. This approach allows both strategic objectives and day-to-day activities to be tracked in real time through the shared Notion workspace (more under 4.1 Use of the Notion Workspace).

Performance will be assessed against a set of agreed KPIs (refer to 2. Monitoring the Performance of the Project), which extend beyond output counts to cover the quality, relevance, and reach of project results. These indicators include the consistency of fact-checking production, uptake of our investigative disinformation reports outputs, participation and feedback from media literacy interventions, and the visibility of BECID across online platforms. All EDMO-mandated KPIs are incorporated into this framework to ensure alignment with wider European monitoring standards.

The framework also requires systematic documentation of any delays or difficulties. In such cases, the University of Tartu, as project coordinator, provides explanations and revised timelines to the funder, while internally the Steering Committee reviews and agrees on corrective actions. Partner organisations are also responsible for collecting and sharing any relevant data and/or progress tracking measures, such as participant feedback from workshops, trainings, and events in WP4, which is then used to refine methods and strengthen the long-term impact of activities.

Within this structure, the work packages are designed to reinforce one another, creating an integrated approach to combating information disorders. WP6 (policy monitoring and networking) directly complements WP3 (fact-checking), as both monitor election-related narratives and disinformation trends, ensuring that findings in one area strengthen responses in the other. Similarly, WP2 (communication) works in close collaboration with WP4 (media literacy), so that physical interventions such as workshops, exhibitions, and campaigns are accompanied by coordinated online outreach. WP5 (research) provides an additional layer of support by generating evidence-based insights into AI and OSINT tools, as well as analysing the spread of public health-related disinformation. These findings inform all other work packages, ensuring that interventions are grounded in up-to-date knowledge. Taken together, this interlinkage ensures that project outputs remain timely, evidence-based, and impactful, while also reinforcing the consortium's reach across the Baltics.

2. MONITORING THE PERFORMANCE OF THE PROJECT

Monitoring will be performed continuously by the Project Administrative Board, based on tasks and deliverables assigned in the Consortium Agreement and tracked through regular meetings and Notion. The framework covers quantitative and qualitative KPIs, reporting cycles, and QA procedures. Data is collected via necessary measures, such as attendance sheets, analytics, and deliverable trackers, ensuring transparent and evidence-based progress.

The KPIs for BECID2 have been set, piloted throughout the hub and published on the BECID2 website as of August 2025 within the framework of MS4. Both the M&E framework and the Communication and Dissemination Plan will be guided by the clear set of KPIs to ensure that activities are measurable, impactful, and aligned with project objectives. KPIs cover five main areas: reach and visibility, content production, engagement and participation, target group impact, and internal coordination.

Area	Deliverable / Milestone	Target	KPI	Timeline	Measurement Method
Reach & Visibility	Website maintenance (WP2, ongoing)	Increase visibility of outputs	≥6000 unique visitors per year; avg. time on page ≥2 min; ≥7 national/regional mentions per year in each Baltic country (Estonia, Latvia, Lithuania)	Annual	Web analytics (Google Analytics)
	Social media channels (D2.1 Plan, MS5 CVI)	Grow social media presence	+20% followers per platform annually; engagement rate ≥5%	Quarterly	Platform analytics (Facebook, TikTok)
	Media mentions (D2.3 Mid-term Report)	Strengthen public visibility	≥20 national/regional mentions per year; ≥10 international mentions by M36	Annual	Media monitoring (Station); self-collected links
Content Production & Dissemination	Hot Reports (D3.1)	Inform public & stakeholders	36 reports by M36; reach approx. ≥ 5000 persons per Hot Report topic	Quarterly	Internal tracking, downloads/views

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Area	Deliverable / Milestone	Target	KPI	Timeline	Measurement Method
	Fact-checks (D3.4)	Ensure continuous fact-checking	432 fact-checks by M36, 12 per month avg.; reach approx. ≥ 5000	Monthly	Fact-check repository, EDMO dashboard
	Research Briefs (D5.2)	Knowledge transfer	12 briefs by M36; disseminated to relevant and high-impact stakeholders ≥ 20	Semi-annual	Publication records
	MIL Campaigns (D4.5)	Improve MIL skills	10 campaigns (5 thematic, 5 agile) by M36	Annual	Campaign reports, engagement analytics
	Balts-TeachMIL webinars (MS16)	Regular engagement	18 webinars delivered by M36	Bi-monthly	Attendance logs, participant feedback
Engagement & Participation	External outreach events (MS6)	Broaden networks	≥ 5 events by M12	Annual	Event participation reports
	NGO collaborations (MS7)	Strengthen civil society ties	≥ 5 NGO partnerships by M18	Once	Partnership activity logs
	Workshops & GLAM activities (WP4)	Expand MIL outreach	≥ 3 library workshops, 1 museum exhibition by M30	Annual	Attendance & feedback
	Participant feedback	Ensure relevance	$\geq 80\%$ satisfaction in surveys	After events	Feedback forms, surveys
Target Group Impact	Vulnerable group mapping (D2.2)	Tailored communication	Mapping completed by M20	Once	Deliverable submission

Area	Deliverable / Milestone	Target	KPI	Timeline	Measurement Method
	Russian-speaking audiences	Reach underserved groups with content relevant to Russian-speaking communities	≥25% of fact-checks will be produced or translated into Russian, in line with MS9 Language Strategy criteria (topics targeting Russian speakers, Kremlin-related disinformation, or cross-border relevance)	Ongoing	Language share monitoring
	Teachers & educators (D4.3 syllabus)	Strengthen education	Development of a UTARTU course “Libraries in the Contemporary Information Society” (≥8 modules) by M24, with at least 100 future or in-service librarians enrolled	Once	Course adoption records
	Policy reports (D6.2)	Policy impact	≥2 annual monitoring reports cited by policymakers; high impact policy-makers from all three countries participating on our briefs or 1-1 consultations	Annual	Citation tracking, attendance & feedback
Internal Coordination	Monitoring framework (D1.1, MS4)	Structured KPI tracking	Framework operational by M3	Once	Deliverable submission
	Steering Committee (WP1)	Effective governance	4 meetings per year	Quarterly	Meeting minutes
	Internal comms	Efficient knowledge sharing	≥12 internal updates/newsletters per year; multiple channels for information exchange (mailing list, Notion, and shareable documents)	Ongoing	Mailing list analytics and/or follow-up participation tracking

“BECID2 has embraced a “glass house” approach to communication, prioritising openness and transparency in how the project is managed.”

A dedicated subsection on the project's new website, [BECID In Progress](#), publicly outlines the entire project framework: all tasks with their timelines, deliverables, and milestones are described in detail. While this level of documentation may not attract regular visitors, it provides the consortium with a clear and controlled flow of project work and content.

WORK PACKAGES & TASKS	MILESTONES & DELIVERABLES	DEADLINE	OUTCOME
WORK PACKAGE 1	WORK PACKAGE 1	WORK PACKAGE 1	WORK PACKAGE 1
T1.1 Project and Consortium Management (M1-M36)	D1.1 Monitoring, Evaluation and Reporting Framework	September 2025	
T1.2 Cooperation with EDMO and International Stakeholders (M1-M36)	D1.2 BECID2's Sustainability Plan	May 2026	
T1.3 Monitoring, Reporting and Evaluation (M1-M36)	D1.3 Ethics Report	November 2025	
T1.4 Sustainability and Networking (M1-M36)	D1.4 Data Management Plan	December 2025	
	D1.5 Two Annual Reports on BECID activities	May 2028	
	MS1 Administrative and Financial Coordination Established	August 2025	PROJECT MANAGEMENT FRAMEWORK FOR BECID2
	MS2 Sustainable Support Model for BECID Created	May 2028	
	MS3 Ethics Mentor appointed for BECID2	August 2025	

Figure 1. *BECID in Progress* subsection on [becid.ut.ee](#).

Furthermore, each deliverable and milestone is treated as a concrete building block, fitted into the larger framework of activities. For instance, the completion of the project management framework milestone (MS1) could technically have been demonstrated to EDMO with meeting notes and webpage updates alone. Instead, it was developed into a full framework, reinforcing transparency and giving partners and stakeholders a clear view of how project management is structured and carried out.

Combined with the internal Notion workspace, the public **BECID In Progress** table enables all partners to see the bigger picture of the project's evolution. This visibility is especially valuable given the interlinked nature of the work packages and the consortium's structure, which spans three countries and five institutions. The table is continuously updated by the University of Tartu, as the lead organisation, with links to newly published materials, ensuring that project documentation remains accurate, accessible, and under consistent management.

3. SYNERGIES AND REPORTING FRAMEWORK

The BECID2 project has been designed to ensure that work packages are not isolated units, but interconnected areas of activity that reinforce one another. This structure makes it possible to respond to disinformation challenges in a way that is both evidence-based and wide-reaching.

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- **WP6 (Policy Monitoring and Networking)** works hand in hand with WP3 (Fact-checking), as both track election-related narratives and disinformation campaigns. The insights gathered from policy monitoring directly inform fact-checking priorities, while verified outputs from WP3 strengthen the evidence base for policy discussions at national and EU levels.
- **WP2 (Communication)** collaborates closely with WP4 (Media Literacy) to align physical interventions, such as workshops, exhibitions, and school visits, with coordinated online outreach. This ensures that campaigns reach both on-the-ground participants and broader online audiences simultaneously.
- **WP5 (Research and Analysis)** supports all other WPs by providing robust, evidence-based studies. Its focus on AI and OSINT tools, as well as public health-related disinformation, equips partners with fresh knowledge and methodologies that can be applied in fact-checking, MIL interventions, and policy recommendations.

Together, these synergies ensure that BECID's activities are not only consistent across work packages, but also timely, responsive, and grounded in reliable research.

In addition to this structural integration, the project has put in place a **comprehensive reporting framework**:

- **Monthly:** A consortium-wide newsletter is produced, serving a dual purpose as both an internal communication tool and a progress report. Each partner provides updates on outreach activities, outputs, and notable project-specific developments, which are consolidated and shared across the consortium. These newsletters are archived in Notion, where they also function as **monthly status updates**.
- **WP-Level Meetups:** Each WP holds regular internal meetings, ensuring continuous knowledge exchange and tracking of progress against deliverables and milestones. These discussions form the primary input into quarterly Steering Committee deliberations.
- **Quarterly:** Steering Committee meetings are held every three months, bringing together all WP leads alongside the Project Manager, Financial Manager, and Principal Investigator. Additionally, our quarterly briefs cannot be produced without continuous input from partners, which ensures that reporting is collective, accurate, and reflective of ongoing activities.
- **Annual:** A consolidated M&E report summarises yearly progress, assessing performance against KPIs, identifying risks, and highlighting best practices. Two annual reports on BECID activities will also be produced, ensuring a large-scale overview of project activities and findings by month 18 and 36.

- **Final:** At project close (M36), a comprehensive evaluation will be delivered, capturing outcomes, lessons learned, and recommendations for sustainability.

Wherever possible, all milestones and deliverables will be submitted to EDMO by the lead partner. Building on feedback from BECID1, the aim in this funding round is for all partner organisations to take greater ownership by submitting directly via Sygma, rather than relying solely on the University of Tartu to carry the bulk of the process.

4. QUALITY ASSURANCE & CONTINGENCY

Responsibility for quality assurance is shared across the consortium. **WP leads provide progress checks based on task timelines**, which are cross-validated by the Project Manager to ensure consistency across work packages. **Quarterly Steering Committee reviews** then serve as the main decision-making forum, where progress is assessed against KPIs and any risks are addressed. If activities fall behind schedule, partners collectively agree on corrective measures – such as shifting resources or adjusting timelines – which are formally recorded in Notion. This process ensures that monitoring is not only routine but also responsive and solution-oriented.

From an ethics perspective, BECID2 has appointed an Ethics Mentor as part of Milestone 3 (MS3). [Marten Juurik](#), Junior Research Fellow in Ethics at the University of Tartu, will prepare a dedicated report on ethics (Deliverable 1.3) by November 2025, providing an overview of how BECID2 engages with humans and AI across its activities.

4.1 USE OF THE NOTION WORKSPACE

The BECID2 consortium has adopted **Notion** as its central project management and monitoring platform as of August 2025. The workspace serves as a unified environment where planning, implementation, reporting, and quality assurance activities are brought together, reducing fragmentation and ensuring that all partners work with the same information in real time.

A key feature of this setup is that **each organisation** has a paid seat within the workspace. This allows task leads to design and implement their own project-tracking needs while maintaining a shared structure across the consortium. For example, task leads can create custom views, add subpages for specific activities, and directly assign responsibility for deliverables and milestones.

Assignments are visible to all partners, ensuring clarity on roles and accountability at every stage of the project. All other team members are also granted full editing access, which means that updates, corrections, or comments can be added immediately without delays.

The workspace is organised around the project's **work package structure**, with each WP containing its own dedicated space. Within these, all deliverables and milestones are outlined, accompanied by short descriptions, deadlines, task leads, and responsible persons. This setup enables quick navigation, while also creating a permanent record of how each task was defined, discussed, and implemented. In addition, **timelines for each WP, task, deliverable, and milestone** are embedded directly in Notion. These timelines form the basis for the overall Gantt chart and allow all partners to visualise progress at a glance.

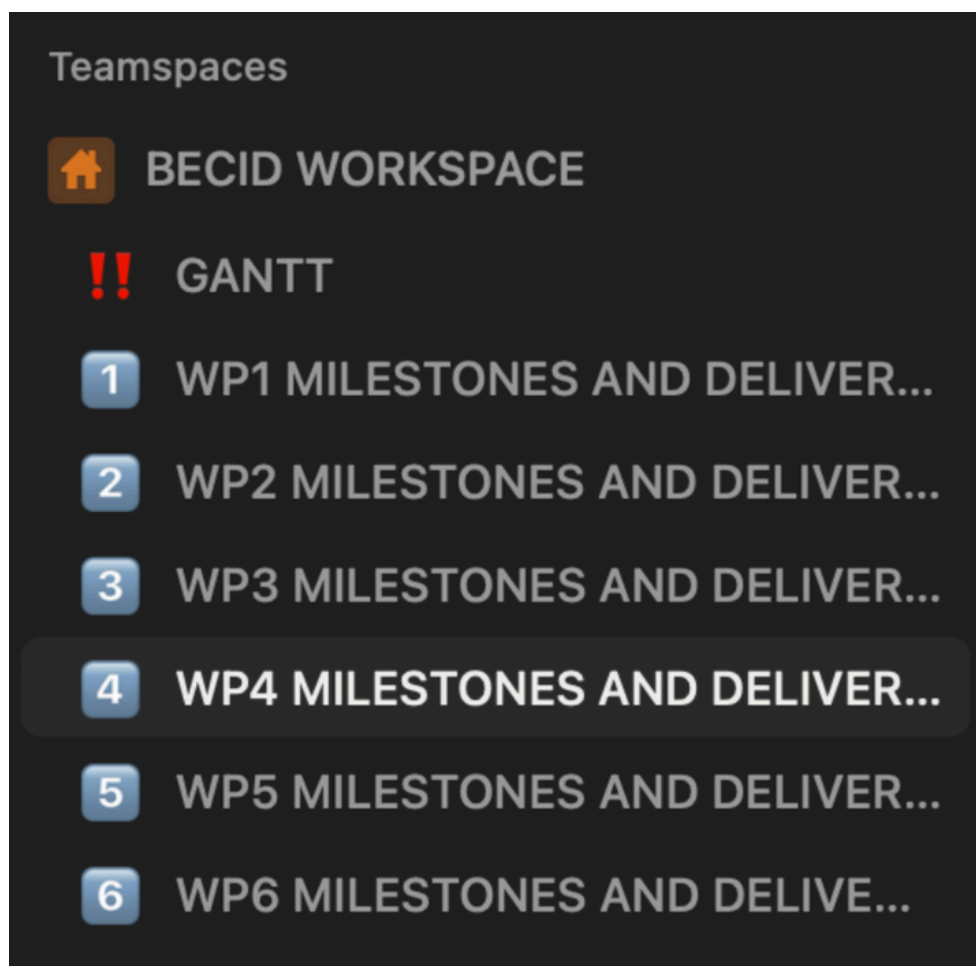
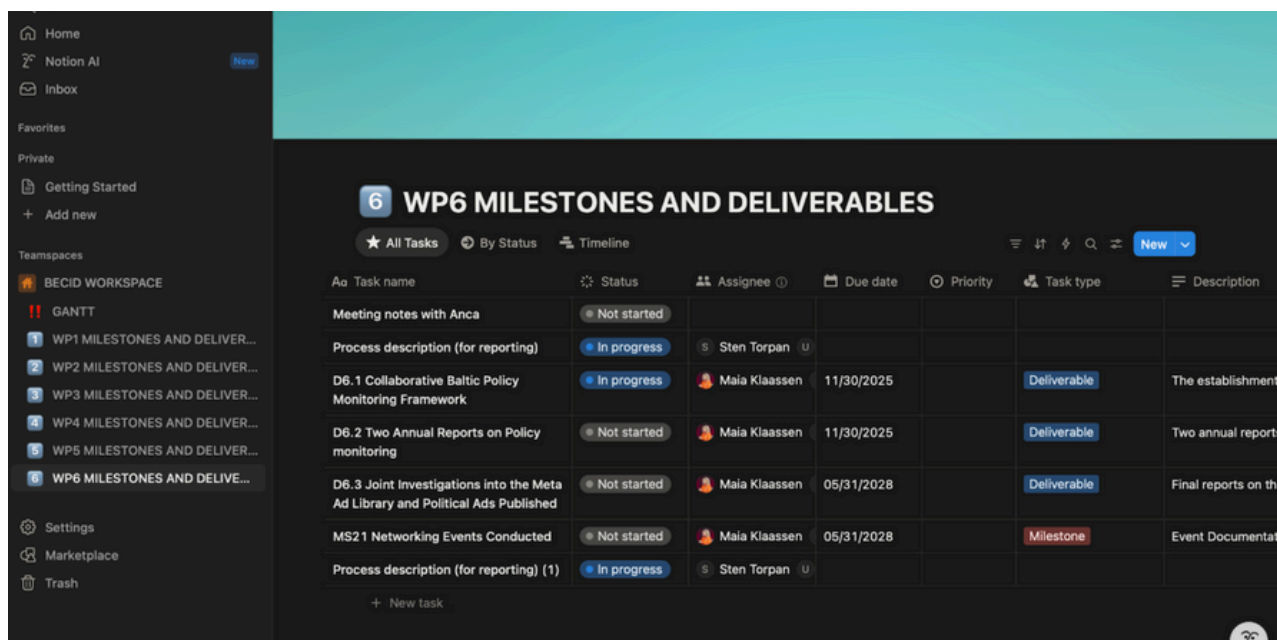


Figure 2. BECID Notion Workspace subsections.

Because the consortium works primarily online and is spread across three countries, **the shared workspace provides continuity in the workflow**. Instead of relying on multiple parallel systems or long email threads, partners can access the same up-to-date information at any time. Meeting notes, decisions, and comments are recorded directly in Notion, creating a searchable archive that supports accountability and knowledge transfer. This also contributes to quality assurance, as all relevant documentation is stored in one place, making it easier to track progress against agreed indicators.



6 WP6 MILESTONES AND DELIVERABLES

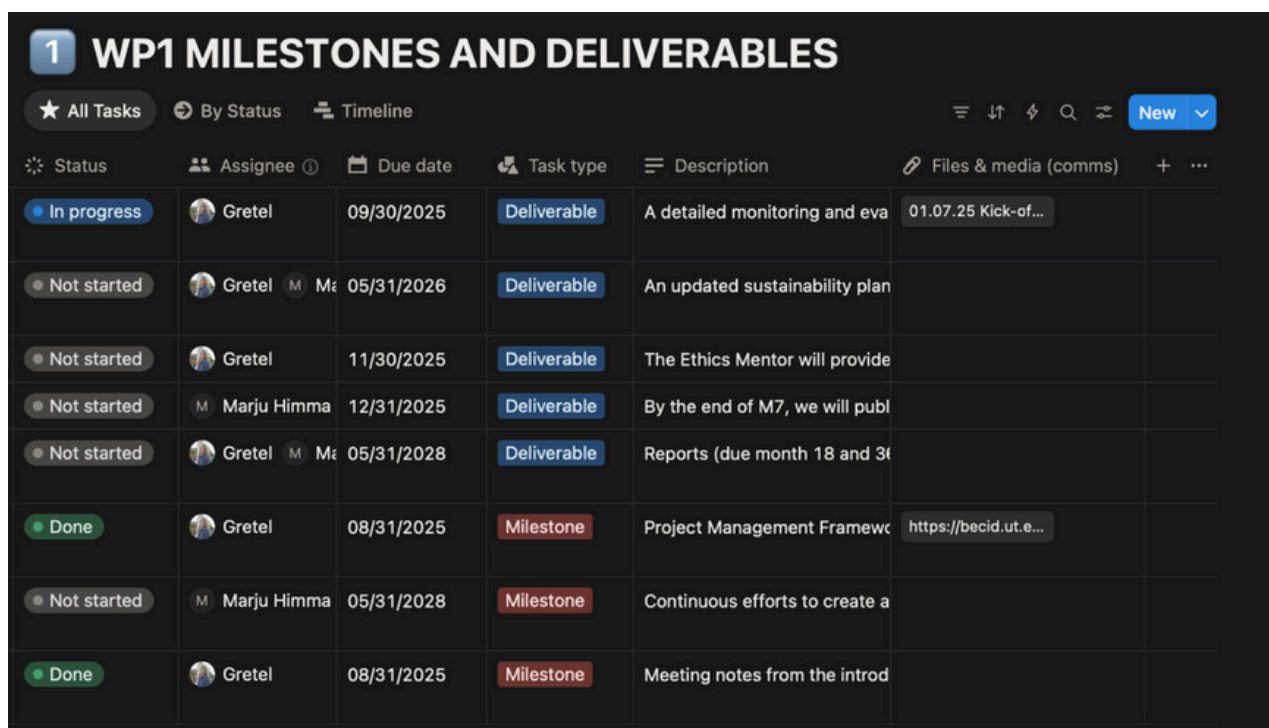
★ All Tasks By Status Timeline

Task name	Status	Assignee	Due date	Priority	Task type	Description
Meeting notes with Anca	Not started					
Process description (for reporting)	In progress	Sten Torpan				
D6.1 Collaborative Baltic Policy Monitoring Framework	In progress	Maia Klaassen	11/30/2025		Deliverable	The establishment
D6.2 Two Annual Reports on Policy monitoring	Not started	Maia Klaassen	11/30/2025		Deliverable	Two annual reports
D6.3 Joint Investigations into the Meta Ad Library and Political Ads Published	Not started	Maia Klaassen	05/31/2028		Deliverable	Final reports on the
MS21 Networking Events Conducted	Not started	Maia Klaassen	05/31/2028		Milestone	Event Documentat
Process description (for reporting) (1)	In progress	Sten Torpan				

+ New task

Figure 3. BECID Notion Workspace workpackage view.

To further support implementation, the consortium has set up a **dedicated space for communication materials** within Notion. This includes visual identity guidelines, document templates, outreach materials, and dissemination content. Centralising these resources means that partners always have access to the latest approved versions, reducing duplication of effort and ensuring consistency across outputs. It also makes collaboration smoother when preparing deliverables, campaigns, or public-facing outputs, as everyone can work from the same set of materials.



1 WP1 MILESTONES AND DELIVERABLES

★ All Tasks By Status Timeline

Status	Assignee	Due date	Task type	Description	Files & media (comms)
In progress	Gretel	09/30/2025	Deliverable	A detailed monitoring and eva	01.07.25 Kick-of...
Not started	Gretel	05/31/2026	Deliverable	An updated sustainability plan	
Not started	Gretel	11/30/2025	Deliverable	The Ethics Mentor will provide	
Not started	Marju Himma	12/31/2025	Deliverable	By the end of M7, we will publ	
Not started	Gretel	05/31/2028	Deliverable	Reports (due month 18 and 30)	
Done	Gretel	08/31/2025	Milestone	Project Management Framework	https://becid.ut.e...
Not started	Marju Himma	05/31/2028	Milestone	Continuous efforts to create a	
Done	Gretel	08/31/2025	Milestone	Meeting notes from the introd	

Figure 4. Files & media subsection in BECID Notion workspace.

Integration with external tools enhances the platform's functionality. Most notably, Notion is linked to **Google Calendar**, allowing key deadlines, deliverables, and meeting schedules to appear automatically in partners' calendars. This integration strengthens time management by reducing the risk of missed deadlines and aligning reminders across the consortium.

Overall, the adoption of Notion has allowed BECID2 to develop a **comprehensive, flexible, and transparent project management system**. By combining structured deliverable tracking, role assignment, quality assurance, and shared communications materials in one platform, the workspace supports both day-to-day implementation and long-term monitoring. It ensures that partners remain aligned across borders, that knowledge is continuously documented, and that the consortium can respond effectively to both planned activities and unexpected challenges.

4.2 COLLABORATION AND COORDINATION WITH OTHER EDMO HUBS

In the next phase of BECID's work, we continue to prioritize collaboration with the European Digital Media Observatory (EDMO) as well as regional stakeholders in order to avoid re-inventing the wheel over and over. This was already an important focus point of BECID1 (2022–2025), of course. The hub's experts diffused themselves across nearly every EDMO working group and task force in the first round: three (3) members in Policy Research and Analysis, two (2) in EU Elections, four (4) in Research, twelve (12) in Digital Media Literacy, one (1) in Media Literacy Standards and Best Practices, five (5) in GenAI and Disinformation, and two (2) in the Communication Liaisons Task Force. That means out **29 members out of the 73 total in BECID1 were – to some extent or other – involved with structured collaboration with other EDMO hubs**.

This diffusion of experts between various task forces was not a mere box-ticking exercise, but a source of inspiration for BECID2. The hub's role in monitoring transparency reports under the Digital Services Act, in concert with national DSA coordinators and other EDMO hubs, helped anchor the region's efforts when it comes to platform accountability. Essentially, we included a whole new work package (WP6) dedicated to deepening collaboration both between BECID and other Baltic institutions, as well as BECID and other EDMO hubs based on what we saw being done by others when it comes to monitoring the platforms and policies. In addition, the adoption and dissemination of EDMO's Guidelines for Effective Media Literacy Initiatives have allowed BECID to both shape and be shaped by the evolving standards of the European media literacy community, all done within a pan-EDMO working group. We also learned some valuable lessons.

During the first funding round (2022–2025), whilst BECID's collaboration with EDMO was

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plentiful, it was not specifically tracked. Participation in the asynchronous work as well as meetings of the abovementioned task forces and working groups really seemed to be the only way to monitor the extent of the collaboration, as not all joint tasks aligned with all hubs' Grant Agreements and therefore were skipped by some hubs in the network.

Looking ahead, once the central EDMO hub is financed again, we will create a dedicated inner-hub guideline for coordinating with EDMO and to ensure a transparent division of participation across all relevant working groups and task forces – this is especially relevant as the feedback for the initial round of work of the hub was overwhelmingly revolving around the more equal and transparent distribution of work. We anticipate new working groups and evolving priorities within the EDMO network, and we will remain flexible in our coordination mechanisms to accommodate changes in the network's structure or focus.

For now, we have appointed a **single contact point for coordination of collaboration – Project Coordinator Maia Klaassen** – who is working on bilateral ad hoc collaboration flows until the EDMO central hub is financed again. For example, monitoring the elections in WP6 for Latvia (June 2025) and Estonia (October 2025) has been done in collaboration with the new, **15th EDMO hub called the FACT hub**, which is allowing BECID to test their social media monitoring tool during the election period as well as imitate their format of an Expert Forum working together during the election period. In the ever-shifting landscape of European information resilience, the launch of the new EDMO hub for Ukraine and Moldova in 2024 was more than a symbolic expansion; it was a call for cross-border solidarity against the hydra-headed threat of disinformation. We will see how these new arrangements and ambitions translate into practice as the next chapter of BECID's partnership with EDMO unfolds.