Baltic Engagement Centre for Combating Information Disorders

KEY PERFOMANCE INDICATORS

AUGUST 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.

Co-funded by the European Union

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BECID'S COMMUNICATION AND DISSEMINATION: KEY PERFORMANCE INDICATORS AND OBJECTIVES

The BECID2 Communication and Dissemination Plan is guided by a clear set of Key Performance Indicators (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.

For **reach and visibility**, we will track growth in website traffic, social media engagement, and media mentions at both national and international levels. Our target is annual growth of at least 20% across social channels, a minimum of 6000 unique website visitors per year, and consistent coverage in regional and international media.

In addition to these quantitative indicators, we will monitor time on page (if possible and accessible), content downloads (if possible and accessible), video views, engagement (likes, shares etc.), and to assess actual audience engagement.

All communication activities are coordinated by the University of Tartu to ensure consistency and alignment across countries, with the exception of Hot Reports and fact-checks, which are produced directly by the respective partner organizations.

For **content production**, the KPIs are tied to project deliverables, including 432 fact-checks, 36 Hot Reports, 10 research briefs, 10 MIL campaigns, and 18 BaltsTeachMIL webinars over the project cycle. Dissemination formats will include multilingual and audiovisual outputs, ensuring accessibility across Baltic languages, English, and Russian.

Engagement and participation will be assessed by the number of outreach events, workshops, and partnerships established, as well as participant feedback. Specific goals include collaboration with at least five NGOs, participation in five external outreach events, and achieving ≥80% satisfaction rates in feedback surveys.

In line with lessons from BECID1, we recognize that target groups are not always able or willing to provide explicit feedback, as this represents an additional task for them. Therefore, we will collect feedback wherever possible and also include indirect indicators (for example newsletter registrations, click-through rates, attendance, downloads, citations) as valid forms of feedback. Not all deliverables or milestones will have quantifiable feedback targets, but in each case where feedback is available or reasonably interpretable, it will be captured and reported.

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To measure **target group impact**, we will monitor the successful completion of vulnerable group mapping, the proportion of outputs available in Russian, uptake of MIL syllabi in the education sector, and the use of BECID policy outputs by decision-makers. Evidence of policy uptake will be tracked through citations and references in national and EU policy processes.

Finally, **internal coordination** will be evaluated through the operational monitoring framework (by M3), quarterly Steering Committee reviews, and monthly internal updates. Together, these KPIs provide both quantitative and qualitative indicators, ensuring a robust evaluation of communication and dissemination throughout the project.

These KPIs align with the **SMART principle** (specific, measurable, achievable, relevant, time-bound) and are directly tied to the BECID2 deliverables and milestones. They also ensure EU funding visibility and harmonization with EDMO hubs.

This table ties each KPI to a **deliverable/milestone**, ensuring alignment with the Grant Agreement and giving you both **quantitative** (e.g. number of outputs, reach) and **qualitative** (e.g. feedback, citations) metrics.

Area	Deliverable / Milestone	Target	KPI	Timeline	Measure-ment 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

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Area	Deliverable / Milestone	Target	KPI	Timeline	Measure-ment Method
Content Produc-tion & Dissemi-nation	Hot Reports (D3.1)	Inform public & stakeholders	36 reports by M36; reach approx. ≥ 5000 persons per Hot Report topic	Quarterly	Internal tracking, downloads/ views
	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, engage-ment analytics
	Balts-TeachMIL webinars (MS16)	Regular engagement	18 webinars delivered by M36	Bi-monthly	Attendance logs, participant feedback
Engage-ment & Partici-pation	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	≥80% satisfaction in surveys	After events	Feedback forms, surveys

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Area	Deliverable / Milestone	Target	KPI	Timeline	Measure-ment Method
Target Group Impact	Vulnerable group mapping (D2.2)	Tailored communi-cation	Mapping completed by M20	Once	Deliverable submission
	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 Coordi-nation	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

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