Baltic Engagement Centre for Combating Information Disorders

MONITORING AND EVALUATION FRAMEWORK

SEPTEMBER 2025

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

Co-funded by the European Union

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**.

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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.

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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	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
Content Produc-tion & Dissemi-nation	Hot Reports (D3.1)	Inform public & stake-holders	36 reports by M36; reach approx. ≥ 5000 persons per Hot Report topic	Quarterly	Internal tracking, downloads/v iews

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	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 engage-ment	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
Target Group Impact	Vulnerable group mapping (D2.2)	Tailored communi-cation	Mapping completed by M20	Once	Deliverable submission

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