

ANNEX V - MODEL TECHNICAL REPORTS

1. TECHNICAL REPORT & FINANCIAL STATEMENT

This guide contains a model technical report that can be used for interim reports as well as the final report. The beneficiary can follow **this or its own formatting**, as long as all points are addressed.

Reports should include concrete deliverables and **clear, objectively verifiable and quantifiable performance indicators**, as well as brief information on (non-exhaustive list):

- Key project actions
- Project objectives
- Major achievements
- Progress towards meeting objectives for each work package
- Status of project management and activities of beneficiaries
- Risks, problems and how these were solved
- Changes in staff teams or responsibilities
- Dissemination activities
- Reach and audiences

A short but clear executive summary of the project should accompany the technical report. This summary could be published on the Commissions website with the most salient results of the action.

The **Financial Statement** (Annex VI) needs to be provided together with the report.

2. DELIVERABLES

Deliverables represent a verifiable output of the project which is subject to review by the Commission and/or external auditors and evaluators hired by the Commission for that purpose. In principle, each project will produce one or more deliverables during its lifetime.

Deliverables (report or any other information) which are considered as "public", "publishable" or "for publication" may have to be submitted to the Commission in a publishable format (electronically and on paper as for project reports) together with the technical implementation reports upon the Commission's request.

"Multilingual EU affairs using European media platforms"

Call for proposals CNECT/I.3(2020)4104033

TECHNICAL IMPLEMENTATION REPORT

| | |
|--|---|
| PROJECT TITLE | |
| DURATION OF THE PROJECT <i>(as mentioned in the Article I.2.2 of the grant agreement)</i> | |
| NAME OF THE CO-ORDINATOR | |
| NAME OF THE CO-BENEFICIARY(IES) (if applicable) | 1. 2. |
| TOTAL ESTIMATED COSTS | |
| TOTAL DECLARED COSTS | |
| EU CONTRIBUTION – PRE FINANCING | |
| EU CONTRIBUTION – FURTHER PRE FINANCING (if applicable) | |
| EU CONTRIBUTION REQUESTED – FINAL PAYMENT | |
| TOTAL EU CONTRIBUTION | |
| AMENDMENT(S) TO THE GRANT AGREEMENT | YES: NO: <i>Specify type (i.e. dates, budget, change of co-beneficiary, bank account, co-ordinator's address, name legal representative/project manager):</i> |

EXECUTIVE SUMMARY

Indicative length: 1 or 2 pages

The beneficiary should provide an executive summary listing:

- *the main activities undertaken so far (per work package)*
- *changes, if any, compared to the initial proposal*
- *problems, if any, and proposed solutions*
- *results (both qualitative and quantitative)*
- *reach & audience figures*
- *an updated list of partners involved in the project*
- *an overall assessment of progress towards the initial objectives*
- *an assessment of upcoming challenges and/or changes*
- *any qualitative account of the spill-over effects of the collaboration between news correspondents and organisations (e.g. added-value such as expertise-sharing) in the context of the project*
- *mention of outreach actions and further potential involvement of third parties in the action*
- *if applicable, a mention of any issue that arose in relation with the editorial charter (e.g. complaints and how these were addressed)*

1. ACTIVITIES UNDERTAKEN

Indicative length: 2 to 15 pages

The beneficiary should describe the activities undertaken so far (from an administrative, technical, organisational, and editorial point of view) and explain changes, if any, compared to the initial proposal's activities and methodologies.¹

*For **content production**, please provide a general **thematic overview** (minimum 15 topics, with proportions) as well as an **exact overview** of all content that was produced, making clear references to the corresponding budget lines in the Financial Statement*

For each activity/product, the beneficiary should explain who was involved and when, making clear references to the corresponding budget lines in the Financial Statement.

The section should include the overall status of project management, listing problems incurred, explain how they were solved, and list any changes in responsibilities between the partners and/or third parties.

For editorial coordination, the beneficiary should explain the workflows established, the lesson learned so far and the feedback obtained from audiences, journalists and media organisations where possible.

For the outreach plan, the beneficiary should explain the steps taken with regard to the extension of the network and the marketing activities developed to enhance the network's audience and attract new members. The

¹ The Commission has the right to reject changes. Substantial changes should be immediately communicated and discussed beforehand.

beneficiary should in particular mention any interest from other agencies/media/journalists to join the network, or participate in some of its activities (in quantitative terms only, in full respect of data privacy). Any additional information on media organisations which subscribed to agencies' newswires for the purpose of receiving the products prepared by the project should be mentioned (the countries in which they are active; the language(s) in which they operate; the audiences they reach).

2. RESULTS

Indicative length: 2 to 15 pages, excluding the annexes

The beneficiary should explain the results per activity/product, in terms of concrete deliverables and with objectively **verifiable performance indicators**.

For each report, the beneficiary should provide a detailed account of content production/activities since the start of the project, including:

- the number of issues of "EU Digest" produced- the number of issues of "EU Key Stories" produced
- the number of fact-checks produced
- the number of publications on the ENR website
- the number of tweets on the ENR Twitter account
- the number of published posts with source ENR services or on ENR activities on participating agencies' social media accounts
- the number of postings on the ENR Facebook account
- the number of press briefings, group interviews and background talks organized
- the number of publications on the websites of the news agencies (with source ENR services or on the topic of ENR activities)
- the number of social media postings on social media accounts of the news agencies
- the number of ENR-related items published on the newswires of the agencies.
- the number of training activities on cybersecurity, multimedia (3 modules) and fact-checking provided by the ENR

The beneficiary should present all these results (together with the below ones) with an introduction highlighting the most salient, relevant and revealing figures.

These results should be compared to targets for the respective reporting period, and quantify progress towards meeting the objectives of the Action.

The beneficiary should also report on the below indicators:

| Theme | Indicator |
|--|---|
| Proportion of EU citizens addressed through the language provision of the Action | Proportion of the EU population that speaks a language in which the content will be made available as a) a first language (L1), and b) as a first or second language (L1 and L2). |
| Potential audience | Proportion of EU population able to access the content offer (broken down per country, and including all dissemination channels identified in the proposal), |

| | |
|--|--|
| | <i>based on the progress of the Action (number of items published) and the estimates provided in the proposal.</i> |
| <i>Actual audience</i> | <p><i>Actual audience for the EU Digests, EU Key stories, fact checks and publications regarding activities taking place at the ENR. Aggregate so far based on the following compound:</i></p> <ul style="list-style-type: none"> <i>- Via the ENR website: the number of unique users/visitors</i> <i>- Via the ENR social media: the aggregate reach of ENR posts (Twitter and Facebook)</i> <i>- Via news agencies' social media: the aggregate reach of posts with source ENR services or on ENR activities.</i> <i>- Via news syndicators: the number of downloaded articles</i> <i>- Via newswires: the reach of news items/broadcasts published by subscribed media with source ENR services or consisting of direct republications of ENR items.</i> <i>- Via the participating agencies' websites: the reach of news items published with source ENR services or on ENR activities.</i> |
| <i>Digital reach</i> | <i>Actual audiences (see indicator above) minus the print and linear broadcast reach.</i> |
| <i>Engagement through social media</i> | <p><i>- Via the ENR social media and news agencies' social media: the aggregate reach of ENR-related posts (Twitter and Facebook), and the aggregate number of interactions</i></p> |
| <i>Editorial quality and European perspective</i> | <i>Qualitative account: measures taken to assure i) editorial quality and ii) European perspective as well as an assessment of the editorial quality of the production and the European perspective offered.</i> |
| <p><i>All actual audiences should be specified per language and, for items disseminated by news wires, per final format (print, online text, broadcast, multimedia/video).</i></p> <p><i>An overall assessment should be provided on how these dissemination figures compare with the participating agencies' usual reach.</i></p> <p><i>In addition, the beneficiary shall provide separately:</i></p> <ul style="list-style-type: none"> <i>- the number of individuals who have benefitted from the training activities of the ENR (per category of training, and per country of origin).</i> <i>- a qualitative and quantitative assessment of the dpa's, AFP's and ANSA's initiative to make their international news wires available to all other participating agencies. The beneficiary should provide three indicators: the number of dpa, AFP or ANSA items which other agencies republished through the news wires, the number of news items published by media thanks to this sharing, and the reach of news items published by media subscribed to these other agencies thanks to these republications.</i> | |

3. OVERALL ASSESSMENT & OUTLOOK

Indicative length: 1 to 3 pages

The beneficiary should reflect on the following questions:

What is your overall assessment of progress towards your initial objectives?

What are the strengths and the weaknesses of the action, based on your experience so far?

Is the action addressing a market failure? Is it addressing a real need?

What are upcoming challenges, risks and opportunities?

What do you intend to change, if anything?

What is the future development plan for the action and what is the potential impact of its development?

What are the future topics you intend to address?

How do you see the future of the action in terms of commercial income and competitiveness?

Is there any evidence that journalistic standards across Europe are improving thanks to the project?

4. EX-POST EVALUATION OF THE ACTION

(Only for the final technical implementation report)

Indicative length: 1 to 10 pages

Based on the information presented above, the beneficiary should provide an assessment of the development, progress and achievements of the action. This assessment should include a detailed description and review of the overall cooperation between the co-ordinator, partners and potential subcontractors. Where appropriate, interactions with other projects should be reported.

After evaluating the action, the beneficiary should explain:

To what extent did the action fulfil the expected results of this Call for Proposals and why?

How did the action contribute to the objectives of the Call for Proposals in terms of production?

How did the action contribute to the objectives of the Call for Proposals in terms of dissemination?

Make sure you cross-check your answers with the initial Call for Proposals and your initial Proposal.

How did the action fit in your normal activities? Are there any overlaps with your usual workflows?

To what extent did it increase your production and distribution activities?

To what extent did it stimulate collaboration among the cooperating partners Have participants initiated other forms of collaborations thanks to the ENR? ? To what extent this benefited other media?

To what extent did it result in deliverables that would otherwise not have materialised?

To what extent new audiences were reached out or were increased as a result?

To what extent will the action be sustained, and is this as expected in your initial Proposal?

What will be the impact of the project on a long term basis?

Have journalistic standards across Europe improved thanks to the Action?

What are the lessons to be learned?

What evidence have you collected that enables you to draw such conclusions?

What problems were encountered during the implementation of the project and how were they solved? Please describe shortly how you have solved them and what conclusions you would draw or recommendations you would have in order to better tackle these problems in the future.