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D2.3 Monitoring and Impact Analysis

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CO	Confidential, only for members of the Consortium (including the Commission Services)	

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Version

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1 Introduction

The best ways to measure the outcomes and impact of social projects have been subject of much discussion. Organizations want to achieve the best possible results for their target groups and, at the same time, funders are calling for more evidence about the benefits yielded by the projects they have supported. Social Impact Assessment is the process of identifying and managing the social issues of project development, and includes the effective engagement of affected communities in participatory processes of identification, assessment and management of social impacts. For any social innovation project to be successful, planning and monitoring their effects on society is key. Within CHEST, aiming to support a wide range of high impact projects, the introduction of effective measures to steer impact orientation of its beneficiaries right from project start has been vital for two main reasons. On the one hand, Social Impact Assessment is used as an impact prediction mechanism and decision-making tool in regulatory processes to consider the social impacts in advance: through it project teams can anticipate or predict desired outputs and impacts and constantly monitor their progress. Thus, equally important on the other hand is the role of Social Impact Assessment in the continuous management of social innovation projects throughout the whole project development cycle, from conception to post-closure.

This report analyses the Social Impact achieved by the CHEST project. To do so, the first chapter is dealing with the question of what the concept of Social Impact entails followed by a discussion of different approaches to measuring Social Impact and how these can be applied by a project like CHEST. Chapter two then presents the chosen approach and the various measures developed and implemented by CHEST to evaluate the Social Impact of its beneficiaries' projects as well as to monitor their progress with regard to project development and dissemination. Subsequently, chapter three then presents an in-depth analysis of the Social Impacts achieved by the 28 beneficiary projects of CHEST calls 2 and 3. The section evaluates the overall progress made by the projects during the CHEST funding period and highlights their major Social Impacts. The chapter also puts the overall impact of CHEST into perspective by contrasting its results with those of other CAPS projects, enabled by the impact evaluation Self-Assessment Toolkit (SAT) of the IA4SI project[1]. Chapter four then summarizes the main Social Impacts achieved by CHEST.

Extending the previously submitted preliminary version of D2.3, this report now covers not only the achievements of CHEST itself and the five projects funded under CHEST call 2 but also includes the evaluation of the 23 projects funded under CHEST call 3. Their implementation has been delayed by the fact that the European Commission requested an unforeseeable change in the mode of their integration and thus causing a significant delay in the implementation of these projects. Due to the very nature of CHEST, call 3 beneficiaries being largely small organisations, grassroots initiatives and SMEs, they were not able to continue their work before the administrative process of their integration and payment was completed. Consequently, delays in their implementation, reporting and monitoring have been inevitable. Despite these major challenges, with the prolongation of CHEST all 23 beneficiary projects have undertaken enormous efforts and have been able to complete their projects successfully and thus have substantially extended the high Social Impact of CHEST as results described in Chapter 3.2 show.

For future initiatives similar to CHEST, one key lesson learned is the suitability of the project progress and Social Impact monitoring scheme developed and implemented here. Holding true to the co-design approach and involving the beneficiaries into the development of the scheme and taking into account their feedback was an important pre-requisite for a reporting scheme that met the overall needs of CHEST as funding scheme and also was light-weight and easy to use for the beneficiaries

[1] The IA4SI project (Impact Assessment for Social Innovation – http://www.ia4si.eu) is a FP7 CAPS project providing tools with which initiatives can assess their socio-economic, environmental and political impacts.

instead of introducing a complicated scheme that would have placed unnecessary work on the winning projects. Instead, it allowed them to focus primarily on their work and on achieving the impacts they are supposed to report on. Another good practice proved to be the involvement of the projects' own user communities as part of the crowd-assessment of each initiative. This novel approach might also provide room for further elaboration in future initiatives.

1.1 What is Social Impact?

'Social Impact' is a very broad term entailing almost anything linked to a project that affects or concerns any societal stakeholder group as long as it is valued by or important to a specific group of people. Environmental impacts, for example, can also be social impacts because people depend on the environment for their livelihoods. Impacts on people's health and wellbeing are social impacts. The maintenance of cultural heritage can also be social impact because it is valued by people. One point of view defines social impact as all "changes to individuals and communities as a result of a proposed action" and highlight the importance of interventions motivated by the desire to invoke certain effects on the social fabric of the community and well-being of the individuals and families [BUR03]. Social impact is the consequence an action has on the social fabric of a community and well-being of the individuals and families.

What is Social Impact?

Social impact entails changes to one or more of the following [VAN03]:

- **people's way of life** – how they live, work, play and interact with one another on a day-to-day basis;
- **their culture** – their shared beliefs, customs, values and language or dialect;
- **their community** – its cohesion, stability, character, services and facilities;
- **their political systems** – the extent to which people are able to participate in decisions that affect their lives, the level of democratisation that is taking place, and the resources provided for this purpose;
- **their environment** – the quality of the air and water people use; the availability and quality of the food they eat; the level of hazard or risk, dust and noise they are exposed to; the adequacy of sanitation, their physical safety, and their access to and control over resources;
- **their health and wellbeing** – health is a state of complete physical, mental, social and spiritual wellbeing and not merely the absence of disease or infirmity;
- **their personal and property rights** – particularly whether people are economically affected, or experience personal disadvantage which may include a violation of their civil liberties;
- **their fears and aspirations** – their perceptions about their safety, their fears about the future of their community, and their aspirations for their future and the future of their children.

With an emphasis on the logic chain of action that leads to certain desired results, Social Impact starts, where mere activities (output) end: namely in the changes you achieve through your activities in your target groups, in their environments / organisations or within society [KUR13]. In terms of impact orientation, "results" can have different meanings. For impact-oriented project management,

it is important to be aware of these differences and to ensure that you and your partners are on the same page when talking about results. Results refer to the services and products created by an intervention as well as the (intended or unintended, positive and/or negative) effects achieved by an intervention within target groups, their immediate environment or broader society. Results at the level of services and products are called outputs, results at the level of the target groups are termed outcomes, and those at the societal level are referred to as impacts. Various levels can be distinguished for outcomes, as illustrated in Figure 1. These include the development of new attitudes and/or skills among members of the target groups, changes in their behavior and changes in their living conditions. The effects of a project are a consequence of the services and products provided by a project. These outputs therefore are a requirement for achieving outcomes and impact but are not effects themselves.

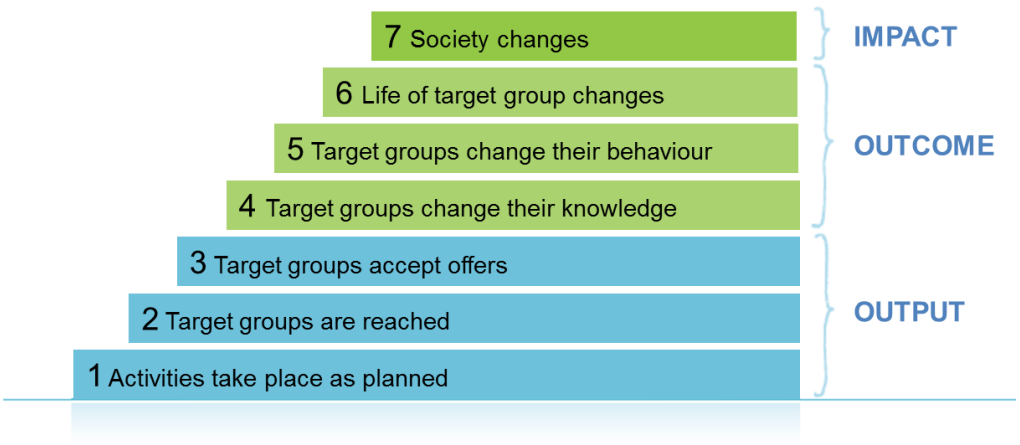


Figure 1: The results staircase (Source: Adapted from [KUR13])

1.2 Measuring Social Impact

The broadness of Social Impact means that its assessment cannot start with a checklist of potential impacts, but must identify the Social Impacts from an awareness of the project and an understanding of how the project will affect what is important to the project's stakeholders. To achieve this, there are basically two different approaches to measuring social impact. The first – the qualitative or logic approaches – focuses on causal relationships from project inputs to impacts using qualitative indicators. The second – the quantitative or economic approaches – try to relate the impacts to the inputs and rate the return to society using a monetary indicator, in other words by assigning a price tag to a service. The following chapters briefly introduce both approaches and subsequently discuss their applicability for CHEST.

1.2.1 Qualitative approaches

A key problem with evaluation of projects in the social sector was (and in many cases still is) that it is seen as an 'end of pipe' task, something that is done at the end of a project or program. This leads to many large scale and well-funded programs going off-course and not achieving their desired goals and objectives. The focus of program assessment tended to be on 'outputs' rather than 'outcomes' and evaluation was not built into the project design process. The advantage and attraction of Logic models on the other hand is that they provide a framework that enables organizations to embed evaluation and performance assessment into the program design and life cycle process of the program.

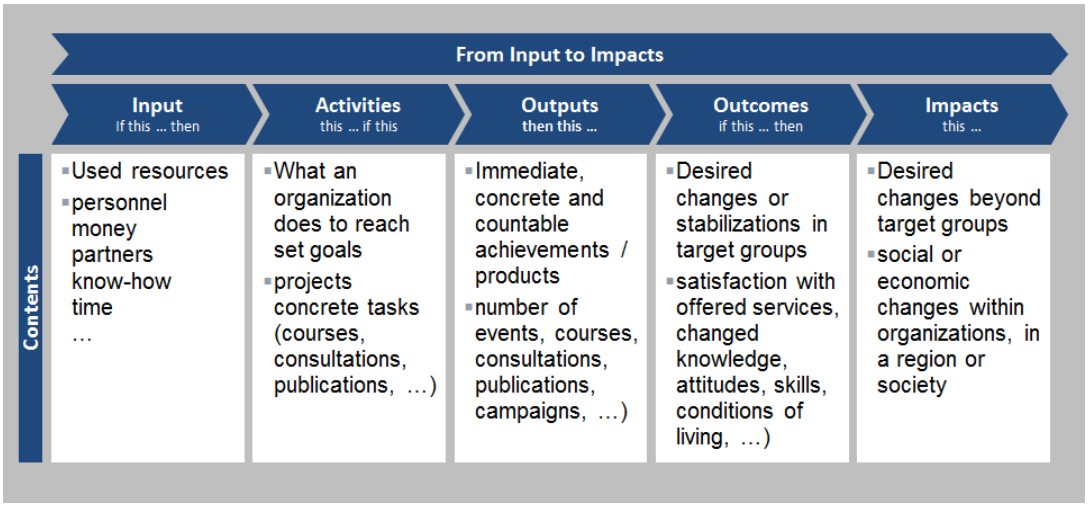


Figure 2: The qualitative model - causal relationships from Input to Impacts (Source: adapted from [EPK10])

The essence of qualitative (or logic) models is a focus on the assumed causal relationships and/or linkages within a program (causal logic as opposed to sequential logic), so if a certain activity is undertaken, then that should lead to certain outputs being completed, which in turn should lead to the achievement of certain outcomes and eventually impact on the target group. Stakeholder dialogues are one of the most important tools to evaluate the impact.

There are many versions or types of qualitative models. The most well-known and used model framework is Logical Framework Analysis (LogFrame) which was first formally adopted by USAID in 1971, and is now used by many other government agencies and NGOs around the world. It is a mandatory framework for organizations applying for government funding (especially in the development field) in many countries. LogFrame is an analytical tool to assist in the planning, design and management of projects. It is a systematic way of identifying the elements of a project and the linkages between them to provide a logical, concise and objective analysis of the project design. The LogFrame is useful at all stages of the project management cycle and the logical analysis leads to a LogFrame matrix which sets out the different components of a project or program according to its goal, objectives, outputs and activities.

The LogFrame matrix is outlined in Figure 3. When completed this matrix provides a key way of setting out and thinking about the design elements of a project or program that clearly articulates to all stakeholders a program's causal logic or theory of change, how a program's activities, output, objectives and goals will be measured (the indicators of success), where and how those indicators will be obtained, and the critical assumptions that must hold for the program to achieve its longer term impact. The LogFrame matrix is a living document that should be reviewed and revised in light of experience during project implementation, monitoring and evaluation.

LOGFRAME GUIDE

The logframe is a ***SUMMARY*** of the project, to answer the questions ***WHY*** the project is being done, and ***WHAT IMPACT*** the project will have.

	Hierachy of Objectives	*Verifiable Indicators*	*Means of Verification*	*Assumptions*
this will contribute to the goal ↑	**Goal** 1. Broad. Project contributes to the overall goal	Usually not necessary as too general and hard to measure in limited time period	What records will be kept What methods of data and information gathering will be used?	What must hold true for the rationale to work What risks exist to not achieving ultimate goal
we anticipate the purpose will result. If the purpose is achieved, then ↑	**Purpose** 1. (2 if necessary) The use/result/immediate impact of the project Include beneficiaries in statement	Explains the extent of the results at end-of-project. QQT-quality, quantity, time Used for evaluating the project	eg. baselines surveys, government records minutes of meetings trip reports training evaluations	What must hold true for the purpose to result from the outputs.
we produce the outputs. If we produce the outputs then ↑	**Outputs** 1-4 What we produce. What the management is responsible for achieving.	Express the scope of the project. How many? What type? Use for monitoring the project	as above	What conditions must remain valid for the activities to result in the outputs.
If we do the activities, then	**Activities** 1-4 for each output What we actually do	**Summary of Inputs** Mention total budget and inputs of various participants		**Conditions Precedent** Agreements or inputs necessary to begin project Policy or activity of other agencies required

The question of **HOW** the project should be implemented should be addressed in the **NARRATIVE, ACTIVITY SCHEDULE** and **BUDGET** of the proposal.

Figure 3: The LogFrame matrix (Source: [ZAP09])

A rather new approach based on the Logic Model is the Social Reporting Standard SRS, developed in 2011 by a broad consortium of NGOs, incubators, venture capitalists and consulting companies led by the Technical University of Munich and the University of Hamburg. SRS provides a modular structure for the impact-orientated reporting of social activities and consists of the following parts:

a) Subject of the report
b) Activities and their impact (the social problem and the approach to solve it, input, activities, outcomes, impact, future development etc.)
c) Organisational structure
d) Detailed profiles of the organisations involved
e) Finances

A report according to SRS can cover individual or multiple activities or whole organisations. SRS documents the impact while has a low reporting complexity and it can be used to improve internal controlling within organizations. Yet due to its modular structure it can also be applied at very early phases of a project where the focus lies on the activities and their impact and later be extended as the organization evolves.

1.2.2 Quantitative approaches

A large variety of methods measuring social impact do so by monetizing outcomes respectively impacts. There are two options: either comparable (cost) prices are known for the indicator (e.g. it has been calculated how much one year of social assistance benefits will cost); or no data is known or available and this must be determined on the basis of research (e.g. the value of having a job). Analogous to these two situations, there are two types of research methods: the (cost) price-based and the value-based monetization methods (see fig. 3 below).

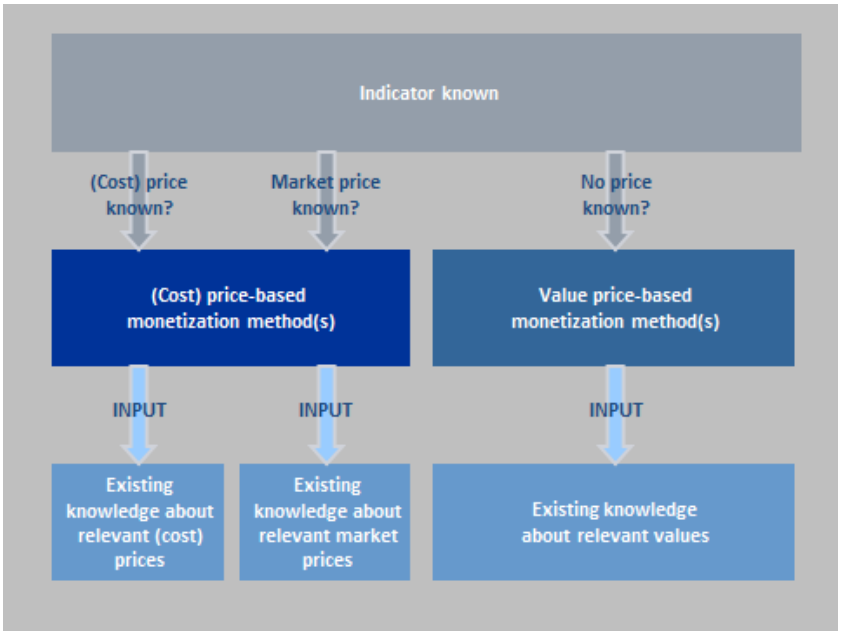


Figure 4: Monetization of Social Impact (Source: adapted from [EVP08])

One simple cost price-based monetization approach is the Cost-benefit Analysis (CBA) which takes into account costs and benefits not reflected in market prices. An early example was undertaken in Holland to help the government decide how high to build its polder dams. It had to take into account the cost of raising the dam by an extra metre, the value of that money in alternative uses, the likelihood of the sea rising to a certain level, and the cost in terms of human life and lost output of the sea breaching the dam and flooding the land. As a method its goal is to quantify financially what is external to the market, and is now used as standard for assessing transport investment and large development projects. Applying the concept of CBA to a whole organisation rather than just one specific project Social Accounting (SA) methods are being widely used.

Value price-based monetization on the other hand aims to make it possible to measure the value that a change creates for all stakeholders for which no direct cost method is available. This method is particularly important for social entrepreneurs because they are focused on the often less direct effects of a change. Impact such as cohesion, feeling, etc., can in this way – and with the right indicators – produce valuable information. Examples include the stated preferences or the revealed preferences methods. While the first monetises social value by drawing on what people say they would pay for a service or outcome the ladder focuses on the choices people have made in related fields in order to estimate value (for example the travel cost method).

Being even more sophisticated the Social Return on Investment (SROI) approach has become increasingly popular within the non-profit world. This approach applies methods from the social impact tradition and extends the Logic Models discussed above but uses the language of rates of return. It utilizes indicators which represent a discounted monetized measure of the produced social value compared to the investment necessary to achieve the social impact. In other words, SROI measures the value (in monetary terms) of any benefits that may be generated by a program relative to what it cost the particular organization to achieve those program benefits. So an SROI ratio of 7:1 suggests that an investment of $1 delivers $7 worth of social value. There are many variants in use around the world. The European Union's EQUAL Programme strongly encouraged use of measures to assess social and economic outcomes. For example, as part of EQUAL, Finland developed an 'SYTA method' for assessing social enterprise activities. However, REDF and others have retreated from the original claim that SROI could create single number measures, describing them instead as processes for discussion between stakeholders.

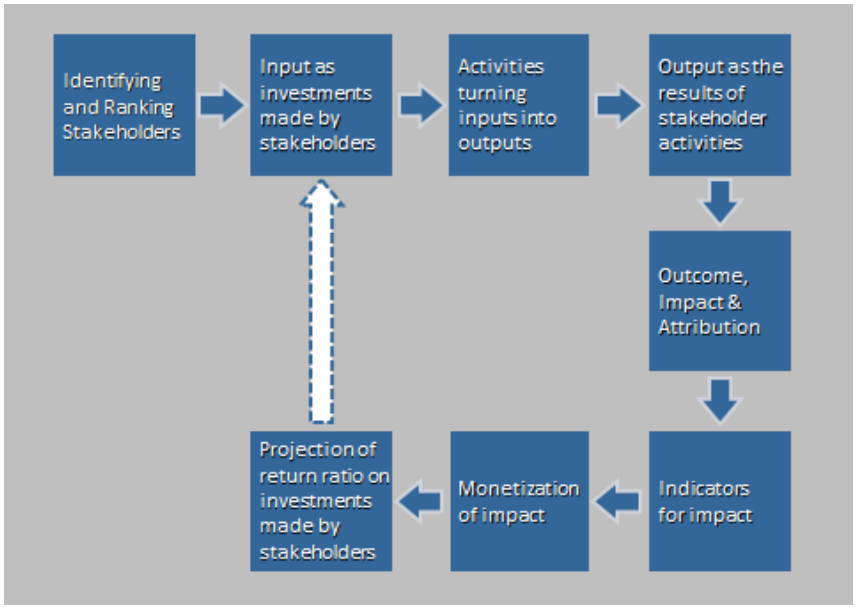


Figure 5: The process of SROI (Source: adapted from [EVP08])

1.2.3 Discussion

The advantage of the quantitative approaches is that they allow a relative impact assessment to be made. Since the investment in a social enterprise is monetary (or at least can be monetized) the social value should be monetized as well. This makes it possible to say something about just how large the impact has been, relative to investments. The benefit lies in helping stakeholders to recognise all of the potential benefits a project or program might have, including wider economic benefit and social returns. As with any monetary modelling however the problem (or skill) lies in the quality of the assumptions made, in the case of SROI, with respect to the outcomes generated and the time taken to generate them and then crucially placing a financial proxy or monetary value on those outcomes. As we are dealing with social phenomena, whose value is often intrinsic, the decisions made with respect to monetizing that value will inevitably be subjective which necessarily limits the ability (and claims) of SROI to provide a means of comparing social impact across organizations within the social sector and therein lies its biggest danger. In part these potential problems are addressed in the SROI Network model by including an external assurance process that will enable the verification of the process followed and/or the integrity of the data. While some of the proponents of SROI are careful to point out that the focus of SROI analysis should not be solely on the SROI ratio, the machinations and reality of public policy however means that there is likely to be little focus on anything but the neatly expressed SROI ratio.

Qualitative models like LogFrame can be seen as complementary to monetary methods such as SROI. LogFrame is a framework to assist in thinking about, collecting and presenting information about a project or program. Also it does not prescribe a specific set or type of indicator. Indicators may be either qualitative or quantitative, although there are guidelines for how best to develop and use indicators (e.g. pre and post intervention measures, including quantity, quality and time dimensions). Like SROI LogFrame encourages the engagement and involvement of stakeholders in the LogFrame design process. While SROI is more firmly predicated on stakeholder engagement principles whereas a LogFrame can technically be drafted by one person sitting at a desk (which unfortunately does occur). Logic models are broader and more flexible frameworks that can be used and applied across a wider range of Third sector organisations, especially those in the arts and culture, advocacy, and small community-based organisations where social value creation is more intangible and more difficult to quantify. They provide a way to think about, design, plan, and embed evaluation into a project or program but do not prescribe a particular method or indicator to use to assess

performance. Logic Models, however, are not without flaws. Causal logic is always our interpretation of how reality works, so these approaches are only 'models' of reality. The causal logic used to underpin a project or program can only be as good as the quality of evidence that exists to support that particular line of reasoning or intervention. Furthermore, Logic models are premised on a linear mode of thinking (if this, then that) – in reality most social issues and problems are not likely to be linear but dynamic, complex and networked. While logic models are meant to clearly specify the outcomes intended, programs usually also have unintended consequences that may or may not be consistent with the outcomes specified. Finally, while logic models imply causation (if this, then that) there are usually many other exogenous factors and variables that will also influence the outcome being sought.

The major issue for social innovations at their early stages is that most of the existing methods to measure social impact – both logic and monetary approaches – are resource intensive for non-profit organisations to implement in terms of the time taken and the money required to either divert existing internal staff (if they have the required skills) or employ external specialists to assist them through the process. Qualitative models on the other hand are less resource intensive than models based on the monetization of social impact like the highly sophisticated and therefore complex SROI approach. Especially at the early stages of ideas or project prototypes it is vital to use a method that can measure social impact in an easy way without having to invest a lot of resources. Consequently, many social venture capitalists and organizations supporting social innovations choose a more "hands-on" approach based on the qualitative model. Incubators and sponsors like Ashoka, Auridis, Bonventure, IQ Consult, Phineo, Schwab Foundation, Startsocial or Social Business Angels rely on the Social Reporting Standard SRS to make comparable judgements about the social impact of project proposals. Teams applying for a pre-seed or seed support have to structure their idea according to the SRS framework. Apart from (optional) basic financial and/or market figures (business and/or financial plans) the focus lies on qualitative indicators revealing the self-concept of the innovators about the desired social impact. These assumptions are then being verified by a board of experienced experts. In addition to reduced complexity and effective impact documentation SRS has the advantage of a modular structure: at the beginning initiators can use only the impact-oriented part and later extend the report to provide a consistent base for internal controlling and external reporting as the project advances.

2 The CHEST Social Impact reporting and monitoring scheme

2.1 The CHEST mixed-method approach to impact assessment

For CHEST, one key requirement has been to introduce a strong focus on impact orientation in all projects of its beneficiaries. Impact orientation means that a project is being planned and implemented with the specific goal of achieving certain results at the outcome and impact levels [KUR12]. The desired results are expressed as concrete objectives, toward which the entire work of the project is subsequently oriented. There are three core stages of impact-oriented projects, each with sub-stages, the totality of which produces the project cycle. An impact orientation means that a project must be planned from the start with the desired results in mind. While the project is underway, it is important to check periodically that everything is proceeding toward the previously set objectives, thus determining that the project is on the right course. Reviewing the results using monitoring and evaluation measures plays a key role in impact-oriented project management. The results of the social impact analysis provide a basis for drawing lessons relating to the project work and for implementing improvements where necessary.

Due to the fact that CHEST supports small-scale project teams and grassroots initiative, it was vital to introduce a light-weight approach to social impact assessment for its beneficiaries. As we have shown in chapter 1.2.3, sophisticated approaches like the Social Return On Investment (SROI) were not applicable for the CHEST beneficiaries. CHEST developed a specific mixed-method approach to impact assessment combining the quantitative, KPI-based concept of the methodological framework of the fellow CAPS project Impact Assessment for Social Innovation, IA4SI[2], extended by the flexible qualitative (logic) approach of the Social Reporting Standard (SRS). The combination of these methods yields an approach that allows the consideration of both a wide spectrum of impacts as well as the combination of variables that are expressed in different ways.

As mentioned before, the SRS consists of a modular structure, which can be adapted and flexibly implemented for Social Innovators of all sizes. Making use of this possibility, the CHEST reporting scheme selected different modules for its differently sized beneficiary projects. Details of each funding line's modules to report on are given in section 2.2, the main elements integrated in the CHEST reports are:

- Implementation of organizational structure
- Implementation of solution approach
    - Detailed description of the societal problem at hand, its scale, and previous solution approaches
    - Detailed description of the solution proposed, its target groups, and the envisioned route to market
    - Description of the expected Social Impact

The IA4SI methodological framework builds on principles of Cost-Benefit analysis and of Multi-Criteria analysis. These two methods are seen as complementary as they assist to frame both qualitative and quantitative impacts that can be represented in monetised form as well as impacts that are better described in non-monetary terms (such as social or political impacts). The IA4SI methodology analyses CAPS projects and the CAPS domain at an aggregated level by using eight synthetic indices: four of them are related to key areas of impact (social impact, economic impact,

[2] IA4SI – Impact Assessment for Social Impact (www.ia4si.eu) IA4SI is a support action project funded by the European Union developing a socio-economic and environmental impact self-assessment methodology for evaluating projects in the field of social innovation. The project is a collaboration between iMinds (project coordinator), T6 Ecosystems, Eurokleis and ATC and runs from 2013 to 2016. The IA4SI methodological framework is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License.

environmental impact and political impact), and are called vertical indices. These are related to specific areas of impact and related sub categories. Each vertical indices is composed of other indices each corresponding to a specific subcategory; for example the synthetic index Social impact is composed of 6 indices, one for each subcategory such as Impact on Community building and empowerment", "Impact on information", etc. The indices developed by IA4SI has proven to be highly relevant for the social impact assessment of the CHEST beneficiaries. Consequently, they have been adapted to the specific needs of the CHEST beneficiaries.

Complementing the specifically adapted combination qualitative and quantitative items from the SRS and the IA4SI methodological framework, CHEST extended its monitoring scheme with several additional elements for project steering and monitoring. This comprises a detailed reporting on the activities and work performed in the reporting period, main results of communication and dissemination activities, the requirement to carry out and describe the results of several user-centered evaluations as well as the community-based feedback gathered by the CHEST CrowdMonitor. An overview of the mixed-method approach to Social Impact assessment developed and implemented by CHEST is given in Figure 6, details for each elements are described in the subsequent sections.

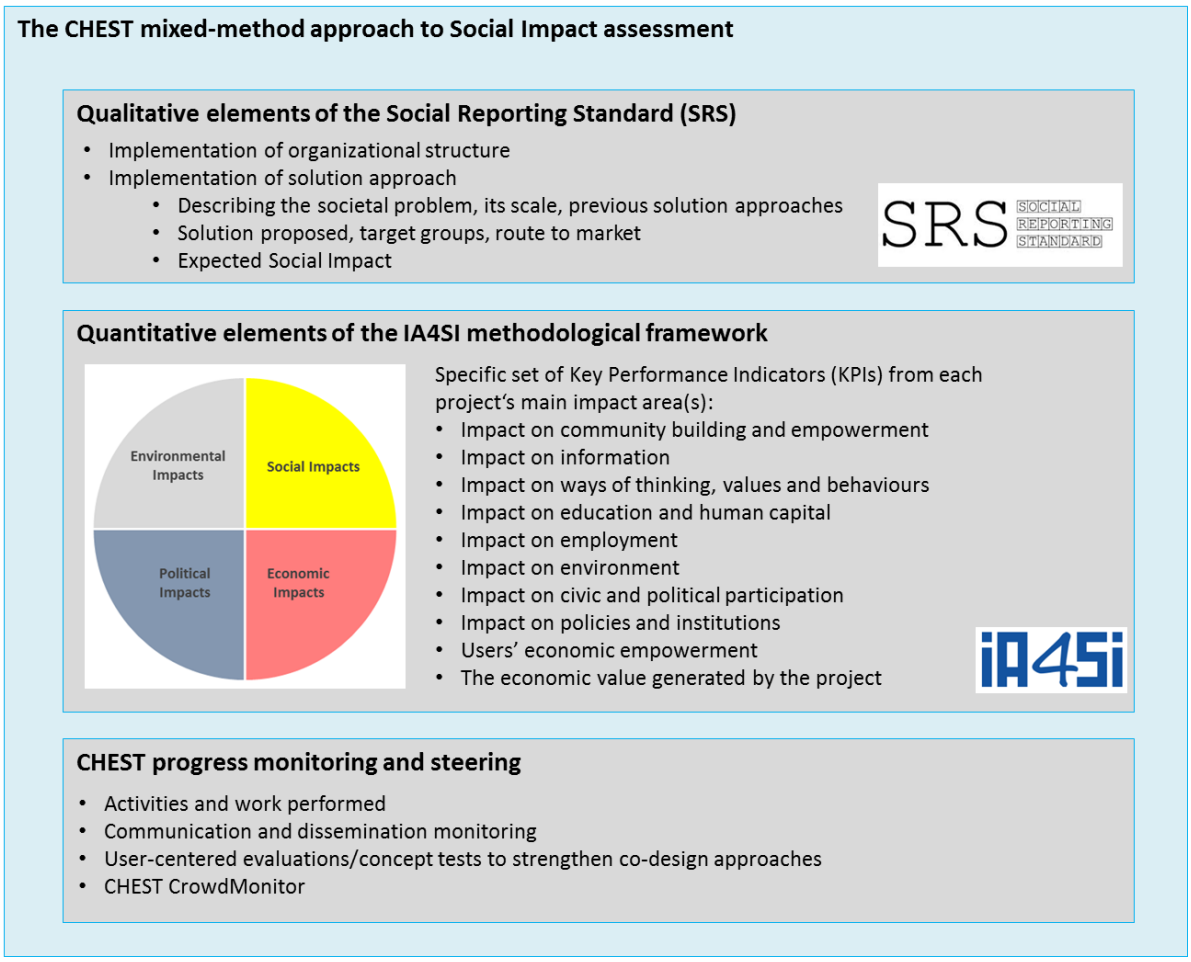


Figure 6: The CHEST mixed-method approach to Social Impact assessment (adapting and integrating the Social Reporting Standard and the IA4SI methodological framework)

Acknowledging the fact that social innovation is that of a conjoint development, a process of collective learning, CHEST applied the concept of co-design and co-creation to the process of developing its reporting scheme. As the Social Impact assessment was not only intended as a measure for the final project evaluation but also as a continuous steering instrument for the beneficiaries, it was a participatory process during which we organised a full-day workshop with the

winners of Call 2 in Berlin, March 27th 2015 dedicated to the conjoint improvement of the chosen approach. This procedure ensured the acceptance of CHEST approach as it incorporated the projects' needs. In consequence, the CHEST mixed-method approach of Social Impact assessment combines insights from literature with the goals of CHEST and the practical requirements and knowledge of Social Innovators in a novel way.

2.2 CHEST Social Impact reporting scheme

2.2.1 Feasibility study (Call 1 winners only)

All winning ideas of CHEST Call 1 were to deliver a report assessing the feasibility of their idea. Therefore, CHEST developed a special report template with a three-fold purpose:

1. to carry out a feasibility study exploring the technical practicability, the social impact potential and the viability of the idea;
2. to serve as a means of quality control as the approval of the delivered report is a precondition in order to receive the 2nd trench of the award[3];
3. to encourage and facilitate the submission of the Call 1 proposals to the consecutive Call 3 in order to increase the impact of the winning ideas by supporting the best of them in implementing a prototype of their idea.

To meet these goals, the report structure has been specifically designed in alignment with the structure for Call 3 applications and combined elements of a classical feasibility study. In order to ensure and enlarge the social impact for the ideas the report has also been aligned with the Social Reporting Standard SRS. As the SRS is a common standard in Social Enterprise monitoring, the purpose-made Call 1 report not only assesses the ideas' feasibility and facilitates submission to Call 3. Furthermore, it also supports the beneficiaries as important parts of the report can be used to apply for funding from third-party organizations working with the Social Reporting Standard. Table 1 shows the structure of the feasibility study (for the complete report template, please see Annex I).

Table 1: Structure of the feasibility study (Call 1 winners only)

Implementation of organizational structure	Brief description of the organizational structure of the project, individuals and/or organisations involved in carrying out the project
Implementation of solution approach	• Detailed description of the societal problem addressed (causes, scale, previous solution approaches) • Vision, strategy and description of the proposed solution • Target groups • Innovation potential
Financial projections, schedule and risks	• Route to market including financial resources necessary and a high-level implementation plan • Assessment of project sustainability and potential risks
Findings	Brief summary of the report showing the likelihood of success for the proposed solution and the pros and cons of the initiative

2.2.2 Social Impact Plan (Call 3 winners only)

Due to the specific nature of CHEST call 3 beneficiaries being included as subcontractors and the necessity to evaluate their capability to implement the proposed projects, an additional milestone

[3] The payment of the award for call 1 winners was to be done in two steps:
1. Payment 1: €2k for the classification on the top list of the ranking.
2. Payment 2: €4k upon successful submission of the requested written deliverable and its approval by the CHEST Project Partners.

had to be introduced as a pre-condition for their first payment. The social impact plan has been specifically developed to serve as this milestone. The structure of this deliverable is outlined in Table 2, a complete version of the report template can be found in Annex V.

Table 2: Structure of the social impact plan (call 3 winners only)

Implementation of organizational structure	Brief description of the organizational structure of the project, organisations, individuals, and cooperation partners involved in carrying out the project
Implementation of solution approach	• Detailed description of the societal problem addressed and how the solution proposed is aiming to solve it • Exploitation plan / go-to-market strategy (with strong focus on target group reach) • Sustainability plan for the time after the CHEST funding period • Assessment of potential risks

At the time of writing, 22 out of 24 winning projects (with 2 still pending their formal integration as subcontractors) have submitted a social impact plan which has been approved by the CHEST consortium resulting in the payment of the first trench of their awards in m24.

2.2.3 Social Impact Report (Call 2 and Call 3 winners)

The complete Social Impact Report of CHEST was introduced at two different points of the projects' lifecycles: First, as interim reports enabling a comprehensive feedback loop for the projects and second, as final reports evaluating the projects over the complete course of the CHEST funding period. The interim reports are to be delivered halfway through the duration of the project (after 5 or 6 months respectively, i.e. CHEST m24 for call 2 beneficiaries and m28 for call 3 beneficiaries) and will cover the sections outlined in Table 3 (differing in size and scope for call 2 and call 3 winners). The templates for both interim reports can be found in Annex VI and VII (to be reported in detail in deliverable D2.3: Monitoring and Impact Analysis).

Table 3: Structure of the interim social impact report

Implementation of organizational structure	Brief description of the organizational structure of project, organisations, individuals, and cooperation partners involved in carrying out the project
Implementation of solution approach	• Detailed description of the societal problem addressed and how the solution proposed is aiming to solve it. • Description of the solution approach and of the work performed during the reporting period • Exploitation plan / go-to-market strategy (with strong focus on target group reach)

Measuring Social Impact	• Definition of project specific set of Social Impact KPIs (Key Performance Indicators) consisting of indicators common for all CHEST projects in three main dimensions:
	  ○ community building,
	  ○ access to information,
	  ○ knowledge sharing
	and additional individual indicators depending on the projects' main areas of impact
	• Definition of target value for each indicator
	• User-centered concept test (Call 3) / system evaluation (Call 2) assessing a sub-set of KPIs identified

A key element of strengthening social impact within CHEST is the involvement of the respective end-user target groups right from the start of the projects fostering the co-design of the solutions developed and thereby supporting the creation of high-impact Digital Social Innovations. The interim reports (and also the final reports of Call 2 and Call 3 winners) will build on each other providing a

consistent base for internal controlling and external reporting as the selected projects advance and a special focus will be set on community involvement in the development process right from the start. One measure to ensure this is the request to report on the Key Performance Indicators related to dissemination and community engagement listed in Table 4. For each indicator the baseline value at project start, the target value to be reached by the end of the project and the measured value at the respective time of writing had to be reported.

Table 4: Dissemination and community engagement indicators mandatory for all CHEST projects (call 2 and call 3)

Dimensions	Indicators	Variables
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process
		Number of users involved in co-design process
		Ratio between men and women involved
		Ratio between young, adult and old people involved
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)[4]
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST forum[5]
		Number of comments / replies on project blog entries on CHEST forum
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)

Another measure to ensure community engagement is the prescribed implementation of two user-centred evaluations/concept in the course of the project. The first one in the first half of the CHEST funding period (to be reported by the beneficiaries in their interim report) and the second one at the end of the funding period (to be reported in the final report). One central goal of both evaluations (as part of an iterative development cycle) is to identify weak spots in the actual concept/prototype design that are still challenging and provide potential for further improvements. We asked each project to provide a short summary of both evaluations (Answering central questions like: What works already? What challenging issues did you encounter? What ideas do you have to address them?).

[4] To what extent do you agree with the following sentence: "Our project reduces information asymmetries experienced by the users". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[5] Your project-specific section of the CHEST forum is available at: http://mog.eng.it/chestcommunity/viewforum.php?f=13&sid=fb32a27667b75b7b45b3fd8815f9c800

The final reports are to be delivered within 1 month of the agreed end date of the project (the project end dates are m30 for call 2 beneficiaries and m33 for call 3 beneficiaries). The reports (differing in size and scope for call 2 and call 3 winners) will build on the sections covered in the interim report as outlined in Table 2. A strong focus will be set on the project's main achievements and the plans for longevity (i.e. a full prototype test / final system evaluation, detailed strategy for exploitation including a description of any barriers, financing and partnering requirements for any further development/exploitation requirements, timetable for exploitation, etc.).

2.3 CHEST monitoring process

Aiming to ensure the advancement of each project's development, CHEST implemented a two-fold approach of monitoring the progress of its beneficiaries: On the one hand, an internal monitoring scheme and steering measures for each projects' dissemination activities (outlined in section 2.3.1). On the other hand, with the CHEST CrowdMonitor we also established a participatory way of project monitoring involving the CHEST community (described in section 2.3.2).

2.3.1 CHEST internal monitoring of project progress and dissemination

In order to assess project progress, the final and interim Social Impact Reports contain (within Chapter 2) a section for projects to record progress in their Work Packages. It requires the recording, for each Work Package, of actual starting month and end month, the Work Package objectives, a description of the work carried out during the reporting period, progress towards internal deliverables and a summary of any problems encountered and how they were overcome. This is illustrated in Figure 7.

Work Package Number :
Actual Starting month : **Predicted / Actual End month:**
Work Package Objectives:
Description of work this period
Progress towards the Deliverables for this Work Package
Summarise any problems you have encountered, and how they have been overcome

Figure 7: CHEST Template for Work Package reporting

Each project is then assessed by the CHEST consortium of ENG, EIPCM and PNO, against the progress that the projects have reported for each Work Package. Reports are validated by the consortium if progress is acceptable. If progress cannot be assessed as such, the consortium seeks further

information and (if necessary) resubmission of the report until progress so progress can be validated. Although this was the original plan for both Call 2 and Call 3, due to a significant change in the administrative structure of the project (required by the European Commission), the project progress assessment will now only be carried out by CHEST for the Call 2 projects, with the assessment of Call 3 projects progress carried out by the EC.

Dissemination

As defined in D4.3, all CHEST beneficiaries were required to deliver a comprehensive programme of dissemination and community engagement based around core guidelines prepared by the original 3 CHST partners with such activities to be detailed in full in both the interim report and final reports to be submitted by each project. To further support (and manage) such activities, Key Performance Indicators related to dissemination and community engagement were also defined - as reported in deliverable D2.3: Monitoring and Impact Analysis.

Applicable to all CHEST beneficiaries were the following

- All project partners to provide and regularly update a dedicated blog-like project journal to publish progress and to gather feedback from the community. Each project is requested to publish project updates, achievements or problems encountered regularly and the communities have been invited to give their feedback. This feedback has allowed key progress to be made.
- For the interim report (due half-way through the funding period – i.e. after 5 or 6 months for Call 2 or Call 3 respectively) each project was requested to carry out a concept test or a system evaluation and the results and any issues encountered are also to be published in the project journal for open discussion with the community (see D1.1 for details on the monitoring process).
- In line with the application and negotiation process we explicitly required all applicants and winners to specify ways in which their project will engage with their end users and their communities.
- The teams have been requested to promote their projects with reference to CHEST support within their own networks.
- Regular posts on any social media used by the relevant organization with reference to the CHEST project to be continued by all teams.
- Continued agreement to support ENG, PNO and EIPCM where appropriate at any events (within their individual members states and subject to cost)
- Specific communication KPIs have been included into the project reporting templates that will be used for the monitoring process (see D1.1). This includes presentations of project results and activities in targeted publications and communications through different channels (newsletters, articles, blogs, etc.)

For monitoring the activity of the Call 2 projects specifically for implementing this strategy, their websites and social media channels were monitored on a regular basis throughout this reporting period, with their updates shared via the CHEST social media channels and website accordingly. The projects were also contacted individually by email and Skype to request updates that could be disseminated via CHEST's communication channels (e.g. attendance at events, articles published). Each project was also encouraged to use the CHEST Community Forum and tools such as the CHEST Crowd Monitor on a regular basis.

Other forms of communication and collaboration within the CHEST consortium were implemented to monitor project progress and dissemination, including:

1. A mailing list (chest-project@googlegroups.com) to facilitate the communication of message exchange among the consortium members targeting both managerial and

technical aspects of the project.

2. A dedicated mailing list for the Call 2 beneficiaries (chest-call-2@googlegroups.com) to manage the huge amount of messages exchanged for the Grant contracting and the Social Impact monitoring activity.
3. A web portal restricted for partners' internal usage, accessible by logging into a private area of the CHEST website, which was primarily used for the maintenance and collaborative authoring of project documentations. The CHEST project management website is structured to provide all needed functionality such as:
    - upload/download useful documentation, share meeting minutes, store technical and administrative information;
    - fix event dates and make polls on possible alternatives;
    - retrieve any possible contact information about stakeholders outside the project consortium.

Apart from the above mentioned collaborative tools, other software applications (such as GoToMeeting, Skype, etc.) were also employed for facilitating day-to-day communication and teamwork. Various technical and management teleconferences have taken place on a regular basis during this reporting period, with many of these focused on the organisation and monitoring of the CHEST Call 2.

2.3.2 CHEST CrowdMonitor

The CHEST CrowdMonitor is a tool to further strengthening the participatory approach of CHEST by eliciting and collecting structured project-related feedback from the extended CHEST community of experts & stakeholders through a crowdsourcing model. It thus supports an additional level of interaction between the CHEST beneficiaries and the extended community enabling the continuous evaluation of the projects through the community. CHEST community members are linked to CrowdMonitor from the projects' pages on the CHEST website as well as from the discussion forum as shown in Figure 8.

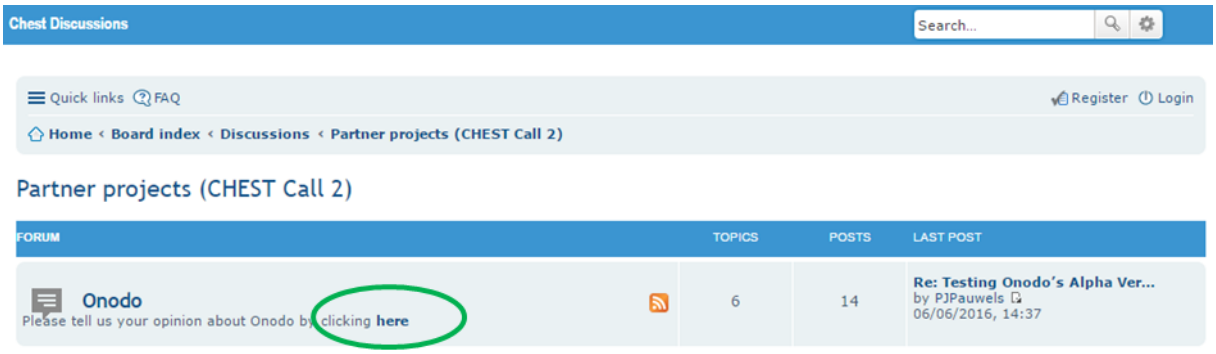


Figure 8: Screenshot of the CHEST discussion forum linking to the CrowdMonitor

After their authentication, they are asked to assess each project's quality and progress with three simple statements. Using a 5-step Likert scale users can give their opinion about the overall quality and approach of the project ("The project implements an appropriate solution to the addressed social problem"), the progress the project has been making so far ("The project is likely to reach its goals"), and about the efforts undertaken by the project to document its efforts ("The project informs regularly about its progress"). An example of the voting view is shown in Figure 9. In this way, the qualitative and informal feedback and idea input from the forum is extended with a more structured while at the same time lightweight, easy-to-perform Crowd evaluation. This allows the projects to continuously obtain external feedback in order to appraise their progress and perform any necessary corrective actions.

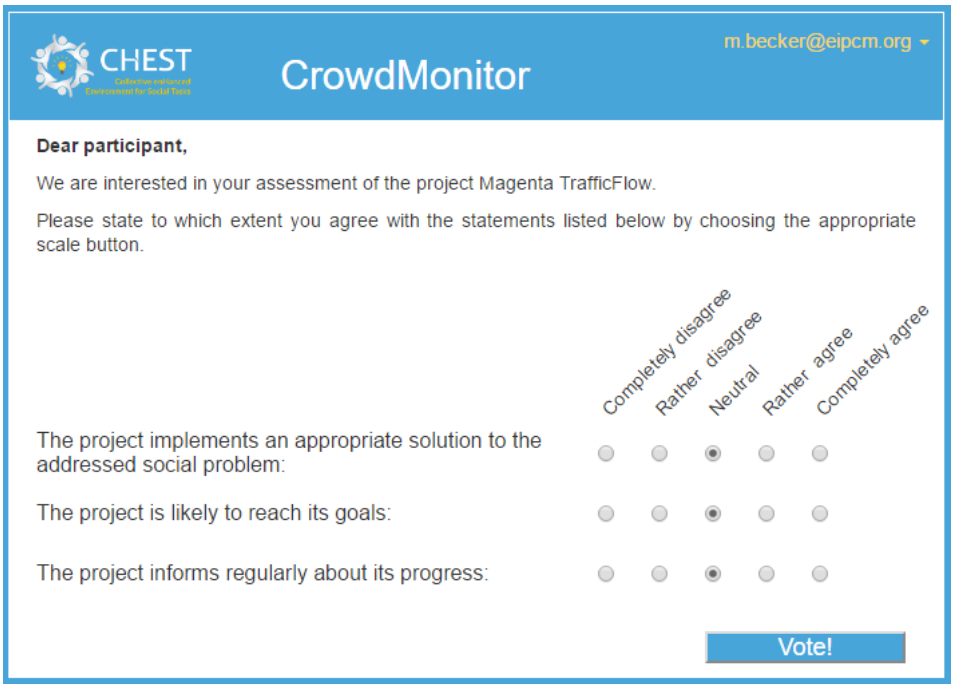


Figure 9: Screenshot of the voting screen of the CHEST CrowdMonitor

3 Impact analysis

"The CHEST support was critical in getting Active Citizen off the ground. We'd not be able to get where we are now without it. And we are just starting - Artificial Intelligence is just beginning to transform our world. Empowering citizens democratically with those sort of AI cognitive enhancers could be a turning point for democracy and help us make better decisions and save the world."

- Róbert Bjarnason -
Active Citizen (CHEST Call 3 beneficiary)

3.1 Project results and Social Impact of CHEST Call 2 beneficiaries

Table 5 provides an overview of the beneficiaries funded under CHEST Call 2, their area of societal challenge addressed and a short description of their proposed solution.

Table 5: Overview of CHEST Call 2 beneficiaries

Project name	Area of societal challenge addressed	Short description of solution
Onodo	Transparency of social / political stakeholder groups	Onodo, the open network analysis and visualization platform, will help anyone to better understand complex networks about any issue having an impact on our communities.
AyeMind	Mental health of young people	Creating a suite of interactive digital resources, aimed at promoting the mental health and wellbeing of young people as well as a toolkit for youth-related workers and their agencies.
Magenta TrafficFlow	Traffic monitoring and planning in cities for sustainable mobility	Participatory traffic measurement with citizen setting up low-cost traffic monitoring points from their windows, balcony or other vantage points to lay out a network of sensors of unprecedented coverage helping to steer the public toward better, more sustainable mobility modes.
Computer Reuse	Electronic waste	Creating an 'open community' around the reuse of digital devices including an integrated set of tools to support the lifecycle of digital devices: from registration and labelling of new devices, preparation (data clean-up, pre-install), matching demand and offer, tracking reuse.
GreenApes	Sustainability in everyday life	Through greenApes citizens will have the opportunity to easily find sustainable consumption options, share eco-behaviours, inspire peers and earn points for their positive impact. Points will grant access to special deals in local venues offering eco-products and services.

Table 6 gives an overview of the cumulated KPIs reached by CHEST Call 2 beneficiaries that were mandatory for all projects to report and covered the dimensions community building, access to information and knowledge sharing.

Table 6: Cumulated Key Performance Indicators of CHEST Call 2 beneficiaries

Dimensions	Indicators	Variables	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test	Number of target groups involved in co-design process	**26**

	usage	Number of users involved in co-design process	**3.903**
ACCESS TO INFORMATION	Number of tools/activities developed by the projects for influencing information asymmetries	Number of tools/activities developed by the projects for influencing information asymmetries	**189**
KNOWLEDGE SHARING	Sharing through social media channels	Number and description of communication channels addressed	**10 channels**: Twitter, Facebook, LinkedIn, Youtube, Vimeo, Github, Instagram, Snapchat, Email (incl. newsletter), Memes, Blog/Forum
		Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	**Twitter: 1.400** **Facebook: 7.685**
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	**Tweets: 998** **Facebook posts: 272**
	Sharing through CHEST website	Number of entries in project blog on CHEST forum	**27**
		Number of comments / replies on project blog entries on CHEST forum	**60**

It is evident that CHEST has achieved a very strong involvement of end-users right from the projects' start. With 3.903 users from 26 different target groups involved in the development process, CHEST has substantially strengthened the co-design approach to Digital Social Innovations. This shows that the conjoint efforts of user-involvement stipulated by the CHEST consortium and implemented by the 5 winning projects of CHEST Call 2 has led to a very high participation of the projects' target groups thus fostering the benefits of user-centered design while at the same time significantly contributing to the building of the projects' seed communities. The involvement of different demographic groups has also been fairly even across all projects (see the following subsections as well as Annexes V – IX for details). Figure 10 shows an example of an end-user event of Onodo dedicated to the testing of their solution and Table 7 provides a summative overview of the target groups involved by the different projects enriching the CHEST approach to community expansion.

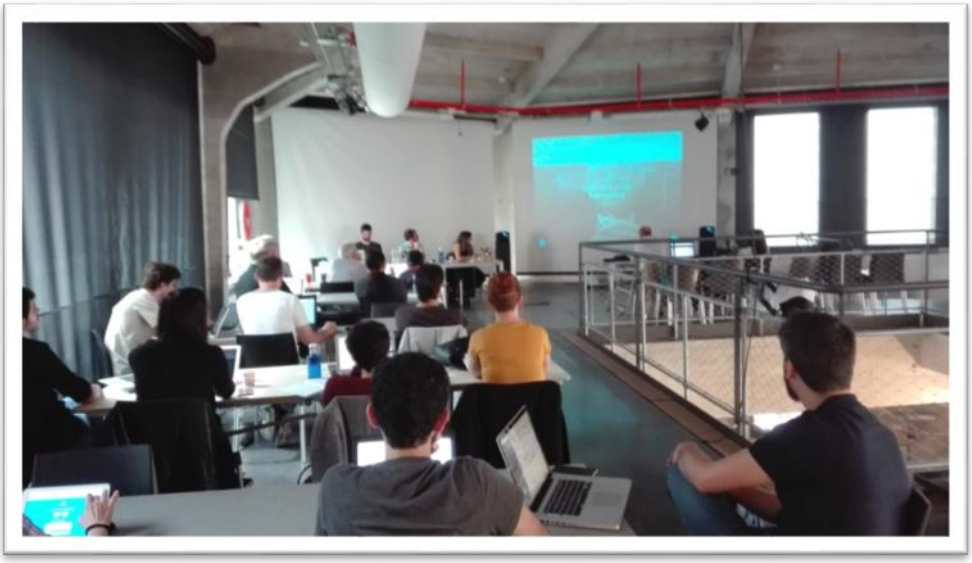


Figure 10: Onodo workshop for user-centered testing in Madrid, May 24th 2016

Table 7: Summative overview of target groups involved by the CHEST Call 2 beneficiaries

Target group	Short description
Civil Society / Smart Citizens	• Civic organizations, activists and social movements using actor-network mapping; • Smart Citizens deploying crowd sensors • Web & mobile app users (Android- or iOS), (potentially) interested in issues of sustainability • Citizens voting on reuse initiatives for electronic devices, volunteers, IT professionals, donors and certified alumni
Media	• Multimedia journalists • Content creators • Storytellers
University / Academia	• Education communities • Schools • Universities • Researchers (social scientists, network scientists, legal researchers)
Public Administrations	• Decision / policy makers, e.g. in the domain of public health or youth • Administrations of municipalities
Network analysts / developers	• Business intelligence analysts- using network mapping tools • Open source mobile and web application developers addressing mobility, transportation, tourism, and related areas • Initiatives for reuse of electronic devices on Incubia platform
Young people	• Risk groups of young people (such as looked after and accommodated), area aged between 13 and 21, risks of mental illness or digital exclusion
Youth workers	• Youth-related social workers and planners / service managers
Eco Venue owners (SMEs)	• Local, small-scale suppliers of eco products and services
NGOs / Charities	• Non-Profit Organizations promoting sustainable lifestyles • Organisations / social projects in need of electronic devices (receivers)
Enterprises	• Medium and big corporations acting as donors of used computers and electronic devices

As shown in Table 6, all CHEST Call 2 projects have been very active in trying to influence information asymmetries and in providing access to information to disadvantaged groups of society. This is reflected in the high number of tools and activities developed for this purpose (174). To highlight an example, the project AyeMind developed two different strands of tool sets: first, a series of resources aimed at supporting peers' mental wellbeing (Support Squared) and second, a "campaigns and engagement" toolkit for youth-related workers. For each activity, the project created multiple approaches (high tech with proprietary software (Photoshop), free apps, no tech or Wi-Fi (paper-based activities)) thus resulting in a high number of tools or activities influencing information asymmetries (see Annex VI for details).

CHEST Call 2 partners have also been very successful in knowledge sharing using a wide variety communication channels and actively reaching out to large communities, thus successfully filling the multiplier-based communication and dissemination strategy with life (see also D4.3 "Dissemination and Community Report"). In CHEST, we have been encouraging the extensive use of each project's own communication channels as well as providing means of dissemination through the CHEST

website (especially the CHEST forum). It is evident that the dissemination through the existing social media channels (combined followers on Twitter: 1.187, on Facebook: 7.685; combined number of Tweets: 887, Facebook posts: 272) has been much more successful than the explicit usage of the CHEST forum (27 posts with 60 replies). This reflects experiences from similar projects and is not surprising as the usage of additional communication channels means an additional effort for the projects. On the other hand, it can be seen that entries in the CHEST forum are usually much more detailed than for instance Tweets or Facebook posts. Consequently, such tools appear more suitable to lead users with a strong interest whereas Twitter or Facebook can be used to reach out to a large community. Consequently, specific and tailored communication strategies are inevitable and adequate means need to be established to mitigate such trade-offs. Nonetheless, for similar future initiatives, it is therefore recommended to make use of existing channels for dissemination as it has proven to be far more effective than setting up new means of communication. Details about each beneficiary's mandatory KPIs can be found in Annexes V – IX. The following subsections provide more detailed insights into each beneficiary's progress and their main areas of social impacts.

3.1.1 Onodo

Onodo, the open network analysis and visualization platform developed by Civio, will help anyone to better understand complex networks about any issue having an impact on our communities. This project is contributing to build a better-informed society, where citizens have better tools to access and participate in the flow of reliable and pertinent information.

Figure 11: Network visualization of relations between members of Government in Spain 1977-2015 through Onodo

Onodo is designed to:

- Increase data availability, through the integration of existing datasets with new ones and with the information provided by the stakeholders.
- Increase the capacity of citizens to understand complex information, through the toolset of graphs and visualizations at their disposal.
- Engage casual participants previously not interested in a topic, through the use of attractive narrative and data visualizations.

In the course of the CHEST funding period, Onodo achieved its main results:

- The functional specification of the platform was submitted.

- Detailed UX and visual designs were created for the whole Onodo application, including backend improvements including new code, development of a social analysis module to interface and compute the most relevant network metrics, and improved data visualizations using state of the art visualization libraries for optimal performance and aesthetics.
- The alpha version of Onodo was validated and tested by several target groups in 4 workshops, which involved 18 organisations in 5 countries. The alpha version was released on 13/04/2016. Onodo's beta version is now finalized and open to users, with an official launch planned for late June. A project website (in English and Spanish) and mailing list (in Spanish, with English language version to follow) have also been established.

The two main areas of Social Impact focused on by Onodo were online community building and empowerment as well as impact on access to information[6]. Impact on access to information: due to the characteristics of the platform, the impact on access to information is a key dimension to measure the success of the project. We have focused on the typology of information and data available on the platform as well as in the quantity of information produced: number of datasets, visualizations, stories, comments, pictures and videos. Quality is also a factor, and therefore we are establishing several systems to measure the quality of the information provided, such as links to original and official data sources, a rating system for repositories, quality-karma score and discussion entries. Table 8 shows a selection of KPIs for impact on community building and empowerment (Onodo's primary social impact area). The complete and more detailed list of the project's KPIs can be found in Annex IV.

Table 8: Selected KPIs for impact on community building and empowerment (Onodo's primary social impact area)[7]

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	Community Size	Number of registered users	N/A	300	744
	Project capability to reach the audience beyond the original community	Number of visualizations and stories shared	N/A	300	17 visualizations embedded in third-party websites, most of them news sites
		Number of readers of embedded content	N/A	30.000	>45.000 readers have interacted with Onodo visualizations embedded in third-party websites. That is 66% of the total traffic registered in the platform
ONLINE COMMUNITY EMPOWERMENT	Number of events organized by the project addressing local communities	Number of participants to events organized by the project addressing local communities	N/A	200	21 participants related to local issues during the pre-launching phase

[6] As explained in section 2.2.3, in addition to the common indicators, each project was to choose two main areas of Social Impact and one area of economic impact. For each area of impact the projects were to choose or define a set of suitable Key Performance Indicators (KPIs) to report on.

[7] N.B.: For Onodo, the KPIs presented in this document are an update of the ones provided in D3.3 as the project has achieved significant advancements between month 33 and month 36 of CHEST.

Onodo aims at creating an online community sharing and exchanging knowledge. The nature of the platform allows users to interact, create resources collaboratively and share skills and knowledge on how to treat and visualize information (measurable indicators: number of registered users, number of times two or more users combine their data to produce new repositories or visualizations, number of data repositories highly scored by the users for the quality of its information, number of participants to events organised by the project addressing local communities). The initial target community might be small in quantity, but since it is formed by journalists and data journalists, we expect to reach a much broader community of, at least, up to European 30,000 citizens, through the embedment of content in third sites (measurable indicators: number of visualizations and stories shared, number of readers of embedded content). Table 9 shows a selection of KPIs for impact on information (Onodo's secondary social impact area). The complete and more detailed list of the project's KPIs can be found in Annex IV.

Table 9: KPIs for impact on information (Onodo's secondary social impact area)

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ACCESS TO INFORMATION	Typology of information- data available on the platform	Typology of information-data available on the platform - selection from a list including: •Articles/long post/structured content •Short post/status updated •Forum discussions •Forum entries • Images • Videos • Other	• Datasets • Pictures	• Datasets • Visualization • Stories • Comments • Pictures Videos	Total visualizations created: 774 Total visualizations published: 132 Total demo tours by Onodo users: 3.033
	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment	• 1 Dataset • 100 Pictures	• 100 Datasets • 150 Visualizations; • 100 Stories; • 150 Comments • 80 Pictures uploaded with the "create your story" feature • 40 Videos embedded with the "create your story" feature	Users: 744 Total Datasets upload to the platform: >700 Stories created (in draft): 14 Visualizations created (in draft): 774 Visualizations published: 132 Node pictures: >60 Story pictures: 4

Onodo has focused on these specifics dimensions, but the expected impact will be much broader. The nature of the platform -as a tool able to treat any kind of information- will permit to tackle issues related to civic and political participation, institutional and organizational change, environment, science, and many other disciplines. Table 10 shows a selection of KPIs for impact on the economic value generated by the project (Onodo's economic impact area). The complete and more detailed list of the project's KPIs can be found in Annex IV.

Table 10: KPIs for impact on the economic value generated by the project (Onodo's economic impact area)

DIMENSION	Indicators	Variables	Baseline	Target Value	Measured Value
COMPETITIVENESS AND EXPLOITATION	Project competitors	Data Market Expansion – Project	N/A, not open to new users	5 Project Competitors to be	Linkurious, Kumu, Infogram, etc..

		Competitors		on the market by the time ONODO will be fully operative	
	Project self-evaluation of its impact on the capability of the project team to keep pace with competitors	Development pace of the tool	2: Poor	5: Very Good	4: Good
	Number of persons able to be dedicated to exploitation and innovation transfer	Market Strategy - Market fluctuations	One person dedicated 30%	3 People dedicated at 50% of their time to the project	3 People dedicated at 50% of their time to the project

3.1.2 Project 99 / Aye Mind

Project 99, or "Aye Mind", as proposed by Greater Glasgow and Clyde Health Board, adopts a partnership approach to create a suite of interactive digital resources, aimed at promoting the mental health and wellbeing of young people – a major public health challenge area across Europe. Development work has been undertaken in Greater Glasgow and Clyde area of Scotland, with young people involved throughout as active collaborators. The work involves the development of a toolkit for youth-related workers and their agencies, bringing together resources and learning which will be shared across Europe.

Figure 12: Animated GIF production as an example of AyeMinds Support Squared toolkit

Figure 13: End-user test session

In the course of the CHEST funding period, AyeMind achieved all of its main goals:

- Creation of a multi-agency Steering Group ("The Digital Wellbeing Collaborative") with the required number of organisations, received invitations to run workshops as part of other organisations' events and successfully conducted a workers survey on using digital approaches for youth mental wellbeing.
- Setup of the AyeMind platform, with several iterations to increase accessibility and usability, as well as incorporating new content and linking to resources such as the survey and toolkit.
- Establishment of young people networks (equivalent to the Steering Group) across 6 targeted areas.
- Co- design and -production of tools to help break down barriers and get the conversation started around mental health among young people, which was achieved through the

"Support Squared" initiative. Notably, this was continued beyond the due date because of the interest levels and an award was won in an Adaptive Labs GIF competition. Their GIF library had a fivefold increase and a workshop was held at 4 conferences to over 200 participants.

- Development a resource portal, which is user-friendly and contains over 70 resources.
- Co-design and -production of a communication and engagement toolkit that makes specialist content accessible to a wide audience, and the future-proofing of it for the fast-pace of change in the field.

The social impact of Aye Mind is at three interlocking levels – benefit to young people, development for youth-related workers, and development resources for manager and policy-makers with responsibility for young people's services and supports. As the project is adopting a coproduction and co-design ethos throughout, there have been skills and knowledge enhancement benefits for all who participate in these processes, as well as the benefits of the users of the finalized products as these are disseminated. The campaigns and engagement toolkit has brought significant benefit, both to individual workers as well as agencies and services, in providing resources and guidance that have helped to shape the future development of the potential of digital assets for mental health and wellbeing. The selected KPIs fall into the following main areas: online community building, access to information, knowledge sharing, access to information, quality of information, training provision, impact on human capital. In addition the main selected economic impact measures are: capability of increasing resilience of users to cope with crises and monetary value of shared resources. Table 11 shows a selection of KPIs for impact on information (AyeMind's primary social impact area). The complete and more detailed list of the project's KPIs can be found in Annex V.

Table 11: KPIs for impact on information (AyeMind's primary social impact area)

Dimensions	Indicators	Variables	Baseline Value	Target Value	Measured Value
ACCESS TO INFORMATION	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment	5 pages	6 forms of content: - 40 pages - 40 blogs - 50 curated sign-posting - 4 videos - 200 photos - wildcard	40 pages 40 blog posts 57 curated sign-posting 6- videos 400 photos 150+ memes & gifs 10 mental wellbeing stories
QUALITY OF INFORMATION	Instruments provided by the project allowing users to verify the quality of the information he/she access	Number of instruments provided allowing users to verify the quality of the information he/she access to	0	2 – includes material relating to quality control dimensions of digital asset use	2: the service map sign-posts users in the direction of 'credible' resources and the toolkit contains a section on how to evaluate the quality of online resources

The overarching theme that is emerging from the work to-date is that frontline staff are interested in learning more about how to use digital approaches for youth mental wellbeing but many still lack the confidence and the organizational support to do so. Aye Mind has made some headway on both fronts by providing tools to increase professionals' self-confidence in engaging with digital approaches and promoting case studies of organisations who are successfully engaging in this field. Table 12 shows a selection of KPIs for impact on education and human capital (AyeMind's secondary social impact area). The complete and more detailed list of the project's KPIs can be found in Annex V.

Table 12: KPIs for impact on education and human capital (AyeMind's secondary social impact area)

Dimensions	Indicators	Variables	Baseline Value	Target Value	Measured Value
TRAINING PROVIDED BY THE PROJECT	Training efficiency	Hours of training provided by the project	0	120 hours	200 hours
		Number of persons trained	0	27	40
		Budget allocated to training	0	€8,000	€8,000
	Tools for education / training developed by the project	Number of tools for education/training developed by the project	0	3	5
		Description of tools for education/training developed by the project	N/A		A guide to help young people continue develop gifs as a way to engage the conversation around mental health
IMPACT ON HUMAN CAPITAL	Impact on users eSkills	Number of activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide	0	20	20
		Number of participants to activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide	0	120	200

Aye Mind is also helping placing digital approaches in the wider health literacy approach – i.e. more knowledgeable and skilled uses of digital assets (both by workers and young people), as a complement to the wider range of services and supports available. This connects to a growing body of evidence on the importance of health literacy approaches at a European level. Table 13 shows a selection of KPIs for impact on the economic value generated by the project (AyeMind's economic impact area). The complete and more detailed list of the project's KPIs can be found in Annex V.

Table 13: KPIs for impact on the economic value generated by the project (AyeMind's economic impact area)

Dimensions	Indicators	Variables	Baseline Value	Target Value	Measured Value
ECONOMIC RESULTS	Monetary value of shared resources	Monetary value of shared resources	0	0	Based on initial market scoping we have assigned a notional unit value of the toolkit resource of €150[8]; the toolkit was ready later than anticipated so the dissemination will continue past the funding period to reach a target is for 1000 youth-related workers

[8] Note we are set up to share the resource using a creative commons licence approach. The market value is estimated by comparing with a range of allied specialist resources available in the wider field (though there is no directly comparable resource available). We are developing a range of metrics of engagement with the project's various resources

3.1.3 Magenta TrafficFlow

The Magenta TrafficFlow project in general, and the pilot action in Florence and the surrounding smaller cities in particular, are designed to improve (in terms of quantity and quality) the information of citizen and decision makers about mobility and traffic, and to obtain impact on the policies or operations of public bodies. The other main strategic objective is to generate economic value, that is to monetize the technologies and the results obtained within the activities.

Figure 14: Magenta TrafficFlow sensor installed on a window

Figure 15: co-design session with target group users

In the course of the CHEST funding period, Magenta TrafficFlow achieved all of its main goals:

- Defined and designed official pilot actions in 5 cities in the Florence area, with each a monitoring campaign based on public participation. The requirements defined following a co-design approach, using questionnaires and rapid prototyping tools. Approximately 50 locations were identified for activation.
- Completed the system architecture definition, including design and development of: the Traffic Flow sensor ("RaspiFlow"), the web data collection and browsing component, the integration interfaces with the municipality of Florence and the open data portal of the municipality of Florence, and the software components that support joint acquisition of traffic and air quality data.
- Completed an experimental co-design phase to help refine the design of the smart sensor technology and conduct preliminary testing, following the principles of user-centered design.
- Successfully rolled out the system in all the pilot cities: Florence 25 sensors, Empoli 8 sensors, Castelfiorentino 6 sensors, Campi Bisenzio 5 sensors and Sesto Fiorentino 2 sensors.
- Community building through several workshops dedicated to the target groups and were promoted on the project's blog and social media, which included participation to the CamplLab initiative (a civic lab supported by one of the pilot cities) and collaboration with the Caffè Scienza/Scicafè movement through 2 events, attendance at the annual conference and presentation at the European Citizen Science Association's conference.

Magenta has has been collaborating with public bodies, citizens and committee in order to assess the impact of specific actions or events on the daily traffic, in terms of traffic density, congestion, and (more recently) air quality. A typical scenario is to place the sensor nearby streets that would be interested by major road work, and/or where the sense of traveling is changed. By coincidence, this is happening a lot in Florence today due to the construction of two new line of the city tramway,

which are impacting the daily lives of citizens a lot. Table 14 provides a selection of KPIs for impact on information (Magenta's primary social impact area). The complete and more detailed list of the project's KPIs can be found in Annex VI.

Table 14: KPIs for impact on information (Magenta's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ACCESS TO INFORMATION	Typology of information- data available on the platform	Number of monitoring points	0	40	46
	Quantity of information available	Hours of mobility data collected	0	100	Exceeding 50000[9]
	Open data	*Mobility data sets data made available for public reuse through open data channels*	*0*	*3*	11

At general level, the major achieved by Magenta TrafficFlow is that users of every target group of the project started to be more acquainted with data-driven actions, and refuse to take decisions, or even to simply discuss issues, without the backup of quantitative pieces of information such as tables or charts. We believe this is a general phenomenon, as very often we found out that tools for gathering data in simple ways were "just the thing" a particular user would look for when they knew about the project. Within the specific context of the pilot action, we evaluated the impact of the introduction of our technology with the improvement in terms of quantity and quality of the data for our main target groups. In July 2015, during a civic workshop held regularly in Florence between the administration and citizens at the "mobility round table". The FIRST challenge to address to be identified was "the low availability and usability of quantitative data". This was noted because of the difficulty to assess the impact of the incoming roadwork, and to communicate to users timely information about the traffic state. The current network of traditional traffic sensor was composed by 50 nodes. At that time, the Magenta TrafficFlow sensors almost doubled that number, without the need of a single additional piece of infrastructure on the road. We had a peak of 25 active sensors only in the city of Florence, with 15 of them active today and connected to the traffic control room 24/7, thus resulting in a 30% improvement over the entire monitoring network capacity. In the smaller cities that took part in our pilot, the improvement was even higher in terms of the number of monitoring stations, because in some case they did not have any, or because the existing ones were obsolete and/or out of order. Table 15 provides a selection of KPIs for impact on civic and political participation (Magenta's secondary social impact area). The complete and more detailed list of the project's KPIs can be found in Annex VI.

Table 15: KPIs for impact on civic and political participation (Magenta's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value

[9] This huge over achievement was possible thanks to the wide variety of use cases we found for our sensors, which is actually higher than expected. We thought at the beginning that we could be able to install the sensors only for limited periods, while in fact most of them are already operative since months now, with 24/7 uninterrupted activity. On May 30, 2016 the database was approaching 3 millions of documents, where each document refer to a minute of traffic data (that is, more than 50000 hours of data).

IMPACT ON CITIZENS/USERS CIVIC PARTICIPATION	Instruments developed by the project offering new channels/way for civic participation	Number of instruments developed by the project offering new channels/way for civic participation	0	2	3
	Project self evaluation of its capability to increase the number of citizens participating to civic-society organisation	Project self evaluation of its capability to increase the number of citizens participating to civic-society organization	0	4	5

In total, Magenta TrafficFlow sensors collected (at the time of this writing) more than 50 millions of data points, classified in terms of their location, measured size of the vehicle, speed, and type. All this data have been made available in the open data portal of the city of Florence[10], generating in turn impact by powering third-party websites[11], apps like Firenze Turismo[12] or imobi.fi.it[13], and scientific studies[14]. Table 16 provides a selection of KPIs for impact on the economic value generated by the project (Magenta's economic impact area). The complete and more detailed list of the project's KPIs can be found in Annex VI.

Table 16: KPIs for impact on the economic value generated by the project (Magenta's economic impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
BUSINESS MODELS	Business Models	Business Models	NO	YES	YES
	New market opportunities for partners	New market opportunities for partners	0	4	6
	Number of business collaborations	Number of business collaborations	0	3	8
COMPETITIVENESS AND EXPLOITATION	Project competitors	Project competitors	NO	YES	YES

3.1.4 Computer Reuse

Digital devices, so widespread in our world, have become environmental risks as well as requirements to participate in society. Reuse is a key step to develop a circular ecology and economy that can extend the lifetime of these devices, ensuring a final proper recycling, while creating less costly devices for more people.

Reutilitza.cat is a working prototype of a TransferHub with social platform functionality. In Catalonia, there are several successful experiences of public organisations, private companies, reuse centres, and social recipients exchanging services and goods. This platform is in close cooperation with the public waste agency, social enterprises that repair and refurbish equipment, and consumer groups guaranteeing the final recycling of the devices. The Reutilitza.cat platform allows finding donors willing to donate at no cost to social receivers, finding volunteers or professionals willing to prepare computers for reuse at donors' locations, disseminating social projects among donors, signing agreements between Reutilitza.cat and professionals, recording legal asset transfers to donors and

[10] http://opendata.comune.fi.it/
[11] http://imobi.fi.it/it, http://www.firenzeturismo.it/en/
[12] https://goo.gl/1CpFZe
[13] https://goo.gl/kHQk7R
[14] For example in the course of the 3rd Conference on Sustainable Urban Mobility: http://goo.gl/4vxNyh

receivers, ensuring financial sustainability of the platform with market prices for the services offered, and making agreements with other agents that can finance the platform, such as public services (support social initiatives).

Figure 16: Computer Reuse training session for reutiliza.cat professionals

Figure 17: Co-design workshop

In the course of the CHEST funding period, Computer Reuse has achieved its main goals:

- System and Service Development: the design, development and evaluation of the software tools and system involved 8 entities in the co-design. Other notable results were 2 research papers (presented and discussed in 9 conferences), face-to-face presentation to over 1,000 people and the delivery of 4 training sessions.
- Process Design and Evaluation: license terms and conditions between eReuse.org and target users (providers and receivers) have been defined (D3.1) and an asset transfer agreement is defined between eReuse.org and donors (D3.2). The productivity of tools has been tested at a market level, evaluation was completed with the CHEST community using Crowd Monitor and testimonials are available.
- Marketing and Exploitation: eReuse.org is offering and testing 4 services, with over 2,000 devices managed in 6 months from 10 separate entities. A further 2 projects are also underway on eReuse. Reutilitza.cat is offering and testing 3 services, 12 pilot projects have been performed and a grant has been secured from the municipality of Barcelona to reduce the digital divide in the city. Reutilitza.cat has 711 registered users; it has facilitated the donation of 2325 digital devices to 906 social initiatives.

Computer Reuse has developed the mature, open-source, decentralized, local, scalable tools and services aligned to EU action plan for the circular economy, where products are maintained in the economy for as long as possible, and the generation of waste minimized. eReuse.org outputs improve the durability, reparability, reusability, upgradability and ensure traceability for recyclability of digital devices. eReuse.org ecosystem create more resource-efficient services, products and production processes for circular products and generates data that enables a transition towards a fully circular economy. In future researchers, citizens, companies, and governments can access to reliable, timely and understandable information regarding the environmental characteristics of products and services and this can help make informed choices based on verifiable and transparent information by building the knowledge base for environmental action and sustainability.

The tools developed aim to optimize and certify the preparation for reuse of electronic devices and to ensure traceability until recycling. Reuse centres have a set of support tools to facilitate the preparation and certification of devices for reuse (hardware rating, deletion of data, tests of operation, inventory, labelling, finding recipients, and packaging). Reusers have support tools to report further reuses and to finally recycle them at authorized points. Social enterprises and reuse

and recycling centres can create their own instances (local web portals) or operate one as a cloud service. These should find sustainable models, offering donor services, such as preparation for reuse and maintenance services equivalent to an extended guarantee to social recipients or follow the computing as a service model. Table 17 provides a selection of KPIs for impact on environment (Computer Reuse's primary social impact area). The complete and more detailed list of the project's KPIs can be found in Annex VII.

Table 17. KPIs for impact on environment (Computer Reuse's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
Project impact on environmental behaviors related to the greenhouse gas issue	N. of compensation activities performed by the users since their engagement with the project.	N. tons of Co2 prevented to be created by reusing a device from Reutilitza.cat Platform	3525	3600	3689,5
Project impact on environmental behaviors related to the waste issue	N. of waste reduction activities performed by the users since their engagement with the project	Prevention of tons of eWaste generation (by DeviceTag.io service)	2.09	3.15	4.21
Project impact on environmental behaviors related to the sustainable consumption issue	N. of green labels or certifications for products or services promoted by the initiative	N. of digital devices on eReuse traceability system	0	8022	9913

Researchers, citizens, companies, and governments are building a resource system: a set of software tools, services, and open data around the life cycle of digital devices. To facilitate the understanding of the impact generated, the process of data analysis is as follows. The Device Diagnostic and Inventory tool obtains information about a device, which is uploaded to a DeviceHub. Different DeviceHubs exchange traceability data about the devices they manage with Global Record of Devices (GRD) and Directory of Collection Points (DCP). Additionally, DCP provides knowledge regarding the locations for recycling. A person that finds any piece of electronic waste that has been monitored by eReuse.org can notify eReuse.org about it by sending its location. Therefore, there are many ways to identify them, including introducing the serial numbers manually, executing the Device Diagnostic and Inventory (a tool from eReuse.org), or scanning a printed QR code (placed on the device in the preparation for reuse process) with the eReuse.org smartphone app and automatically sending the GPS coordinates. While eReuse.org does not have information about the identification of the last owner, it knows the last ITAMS where the device was registered in, so it can be notified. Table 18 provides a selection of KPIs for i impact on education and human capital (Computer Reuse's secondary social impact area). The complete and more detailed list of the project's KPIs can be found in Annex VII.

Table 18: KPIs for impact on education and human capital (Computer Reuse's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
Training provided by the project	Training efficiency	Hours of training provided by the project	0	1000	1070
		Number of persons trained	0	100	135
		Budget allocated to training	0	6000	6000
	Tools for education/training developed by the project	Number of tools for education/training developed by the project	1	5	5

Impact on human capital	Impact on user skills	Estimated N. of million hours performing activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide	21.5	22.48	22.51
		Number of participants to activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide	1500	1668	1705

We describe in several research papers our current distributed ecosystem of federated and autonomous DeviceHub instances and support tools. A data exchange protocol is standardized to facilitate global traceability beyond locally known agents in the reuse chain and produce open data while preserving privacy. This allows third parties to use the aggregated open data in innovative ways, such as for research or potential audits. Citizens can analyse data concerning hardware tests and device and report on electronic waste landfills.

Future work will bring more experience in creating local initiatives, new business models, and more data and improvements to every aspect of the current model. We believe this ecosystem of tools, services, and data, organised as a commons, will help to mature the circular ecology of digital devices that our world desperately needs. In the future, our methods and the open data about durability allow providing better information to enable buyers to select products with high potential for reuse and to avoid components with too-short durability, while leaving the remaining for recycling. Next steps is improve Global Record of Devices to provides information about traceability and circularity information regarding devices, like durability of certain models, total usage time of devices, or the path they have followed after acquiring them until they have been recycled. This builds confidence in donors, governments, manufacturers, and donor organisations and is in line with recent European directives. Most importantly, it generates data that enables a transition towards a fully circular economy by building the knowledge base for environmental action and sustainability. Table 19 provides a selection of KPIs for impact on the economic value generated by the project (Computer Reuse's economic impact area). The complete and more detailed list of the project's KPIs can be found in Annex VII.

Table 19: KPIs for impact on the economic value generated by the project (Computer Reuse's economic impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
Economic results	Cost saving related to resource pooling	Cost savings on subsidies of governments related to resource pooling between donors and social receivers.	120.000 €	125.440 €	125.600 €
Business Models	New market opportunities for partners	New market opportunities for partners	No	Yes	Yes
	Business Models	Business Models for non-profit organisations	No	Yes	Yes (reutiliza.cat and ereuse.org)

		eReuse Services (for profit, spinoff)	No	Yes	Yes

3.1.5 GreenApes

greenApes promotes sustainable living practices among citizens, not only within the fraction of the population which is already engaged in environmentally friendly practices (less than 10%) but also reaching out to a segment of population (potentially 40% of it) which declares to be interested in shifting behaviors – but is having a hard time translating intentions into actions.

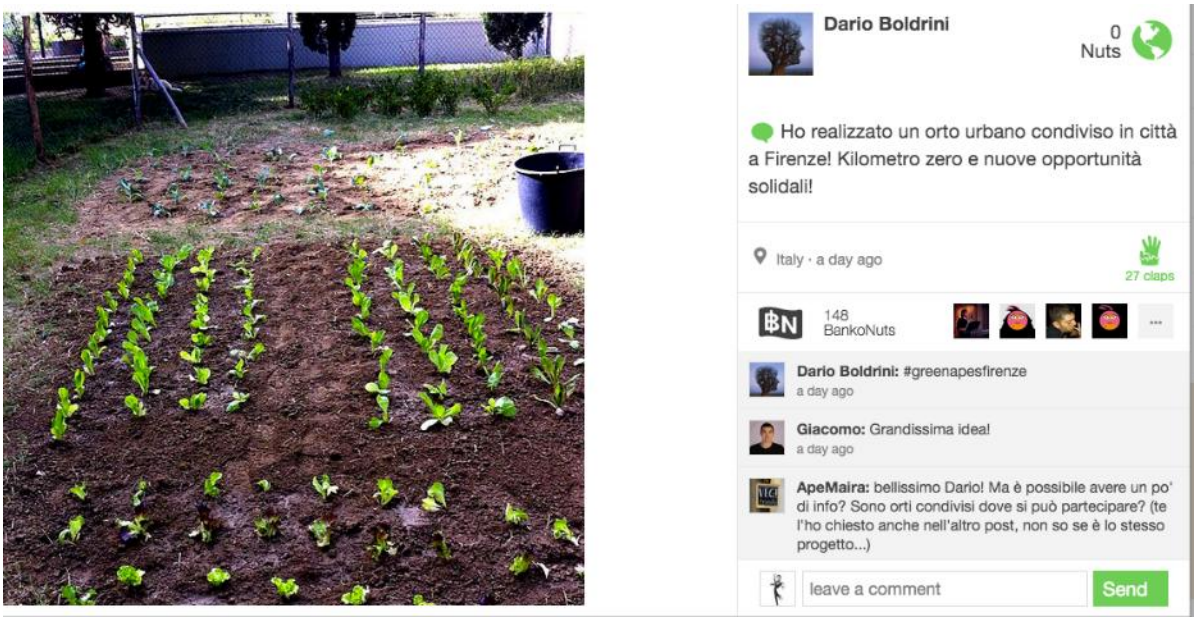


Figure 18: The GreenApes social platform promoting everyday sustainability actions

In the course of the CHEST funding period, GreenApes has achieved its main goals:

- The GreenApes platform has been successfully launched in both pilot cities: Florence on 30/09/2015 and Essen 03/02/2016. The project is experiencing organic growth and local stakeholders are constantly seeking cooperation. Over 4,300 citizens have shared green actions, with over 200 rewards redeemed at over 40 reward scheme partners.
- The platform is now available in 3 languages: English, Italian and German. Further languages can be easily added with a translation management tool.
- An evolved version of the Geolocalization and Product Rating feature is available on iOS and Web allowing users to find products and services offered as rewards in a dedicated section.
- An Android version of the app has been developed and released, which incorporates the feedback of users and beta testers and has been constantly improved with updates throughout the WP duration.

Behavioral changes are triggered on an individual as well as on a community level. On an individual level we apply concepts related to conditional cooperation, guiding participant behavior through intrinsic and extrinsic rewards. On a community level we created a new array of sustainable social norms and apply them to a growing group of citizens in pilot cities. Within this context we see indicators related to Behavioral Impacts and Environmental Impacts as the most relevant for our project. We here chose as main indicators the number of unique participants on the platform and the number of unique users taking action. The app engages them in increasing their environmental performance, while sharing their experiences with peers. This contributes to the creation of social

norms around sustainable behaviors, by resonating on other dominant social media, like Facebook. Users report a delightful experience when they share their green actions on Facebook via greenApes. They are surprised by the quantity and quality of positive feedback they receive, also from friends who they not considered as "green". The average Facebook multiplier for greenApes actions on Facebook is about 90x. Which means that every green action shared is on average seen by 90 people. A powerful tool for online sustainability advocacy. Table 20 provides a selection of KPIs for impact on ways of thinking, values and behaviours (GreenApes' primary social impact area). The complete and more detailed list of the project's KPIs can be found in Annex VIII.

Table 20: KPIs for impact on ways of thinking, values and behaviours (GreenApes' primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
CHANGES IN OPINIONS / WAYS OF THINKING	Activities performed by the project in order to achieve the expected change in users opinions, values and behaviors	Activities performed by the project in order to achieve the expected changes in users opinions, values and behaviors	0 cities 0 workshops	Launching the platform in 2 cities 10 workshops on sustainable practices (urban gardening, bike repair, meat-free cuisine, recycling ...)	2 launches (Florence, Essen - European Green Capital) 4 workshops (will take place after launch) + several meet-ups
	Number of people participating in the activities	Number of people participating in the activities	n.a. Measures started with the project (e.g. Android and Web platforms were not available)	15'000 users landing on platform 5'000 unique citizens sharing green actions 200 participants in workshops	4,317 installs (till February) 4,103 unique citizens sharing green actions 4 workshops, approximately 80 participants

A core objective is to trigger behavior change among citizens who engage. This is also related to access to information and peer-pressure: often some green habits are perceived as "too hard" to pick up, or not compatible with everyday routines. The platform proved as an effective trigger for behavior change. On top of this we have organized (and still are organizing) workshops to pass on more advanced sustainability practices which entail some "hands on" training, such as urban gardening, low impact cuisine, creative recycling, composting, bike repairing... Being off line activities they also give the opportunity to increase the community feeling, to favor aggregation of green citizens and increase opportunities for bottom-up and entrepreneurial initiatives.

The areas we address include: sustainable diets, sustainable consumption, waste management and sustainable mobility (in this direction we also received FIWARE funding from frontierCities acceleration programme which allowed us to develop new ICT integrations to automatically reward and validate green mobility actions of citizens).

Table 21 provides a selection of KPIs for impact on environment (GreenApes' secondary social impact area). The complete and more detailed list of the project's KPIs can be found in Annex VIII.

Table 21: KPIs for impact on environment (GreenApes' secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
PROJECT IMPACT ON BEHAVIOURS RELATED TO SUSTAINABLE TRANSPORT	Project self evaluation of contribution to the increase in users' sensitivity towards the issue of sustainable transport	Project self evaluation of contribution to the increase in users' sensitivity towards the issue of sustainable transport	-	4: greenApes is built to encourage users to adopt more sustainable modes of transport, thanks to rewarding dynamics and the social norms created within the community.	5: users have regularly shared sustainable mobility actions, and do mention that greenApes is encouraging them to perform them more often. We also created special challenges to encourage users to share stories about the advantages of sustainable mobility. Thanks to the frontierCities funding (FIWARE program), we also built special dedicated activities and features to automatically reward green mobility. Although this is an impact related to that project it worth mentioning as a development of the platform
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE CONSUMPTION ISSUE	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project according to the project	n.a. Measures started with the project	3000 actions promoting sustainable consumption (purchase of certified, 2 nd hand or recycled goods, as well as non-consumption alternatives: repairing, renting..)	1042 (backend measure)

Waste Management: this is an area in which we are exceeding our own expectations. Users really enjoy displaying their creative recycling ideas, at the point that we created a dedicated sub-community to the topic. Users also collect points for repairing goods instead of throwing them away. There are quite popular shares related to the reduction of packaging in purchases. Furthermore we planned a campaign with the waste management company in Florence, pushing citizens to bring special waste to the recycling centers, which proved quite effective (as per our survey results); and another with Senza Spreco (a local initiative to reduce food waste from retailers, shops and restaurants).

Sustainable Consumption: we have the opportunity of specifically monitoring the number of actions shared by users. Actions relate to the purchase of eco-labeled, recycled or second hand goods, as well as "non consumption" choices due to the repairing and renting of products. We initially planned to create an "eco-products" feature for iOS users - a database pre-populated by eco-labeled products (taken from the EU database) to be socially built with new suggestions from users. As anticipated in the interim report, we decided to change approach after a testing phase. Thanks to this, we were able to create a "communities"/"interests" gallery which facilitates the spontaneous creation of user generated content (instead of an editorial selection from our side). This new system (topical communities and use of #hashtags) has proven effective, well received by users and gives us great flexibility for the upcoming work

Sustainable Transport: greenApes is probably one of the few online arenas in which users share positive experiences related to public transportation, both for environmental purposes and private ones (saving time, avoiding traffic, reducing stress). Citizens are also supporting each other with positive feedback when they report long walks or bike rides in adverse conditions, with the community cheering for the strong will of peers. Car-sharing and carpooling are also quite common actions reported on greenApes, helping users to become familiar with it. Informative content in the "greenStones" (green behaviors suggested by the app) also provides scientific insight on the impact of different choices. Impacts in this realm have been growing since March, thanks to new functionalities developed under a separate, dedicated funding from FIWARE-frontierCities. Table 22 provides a selection of KPIs for impact on the economic value generated by the project (GreenApes' economic impact area). The complete and more detailed list of the project's KPIs can be found in Annex VIII.

Table 22. KPIs for impact on the economic value generated by the project (GreenApes' economic impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
BUSINESS MODELS	Project self-evaluation of being able to generate a new business model	Project self-evaluation of being able to generate a new business model	-	5	5 we are successfully creating a business model in which venues and B2C companies invest to gain visibility among a targeted audience, which is being rewarded for sustainable behaviors
	Number of business collaborations	Number of business collaborations	0	20 per city	39 venues and organizations have been participating to the scheme with rewards in these months

3.2 Project results and Social Impact of CHEST Call 3 beneficiaries

Table 23 provides an overview of the beneficiaries funded under CHEST Call 2, their area of societal challenge addressed and a short description of their proposed solution.

Table 23: Overview of CHEST Call 3 beneficiaries

Project name	Societal challenge	Short description of solution
3D-Immersion Platform with Low-literacy course	Education in a broad range of topics	A platform for educational courses with social focus tackling a broad range social needs from health & lifestyle to language to bullying. Innovatively combining 3D immersion with gamified learning.
Active Citizen	Civic participation	Empowering citizens with their own artificial intelligence algorithms thus increasing participation by merging electronic democracy with machine learning algorithms and opening the potential of open big data to citizens.
AdviSex	Sexual education	AdviSex develops a mobile application that aims to improve adults' individual and couple sexual health. Taking into account age, gender and sexual orientation of the user, the application provides personalized recommendations.
Hybrid Letter Box	Digital divide	Develops novel forms of interaction, that bridge the gap between the digital and the analogue, through the Hybrid Letterbox, an augmented, connected mail box where anyone can throw a physical postcard, and it is automatically digitized, and is uploaded to an internet platform to be spread and discussed.
Jourvie	Eating disorders	An app, created to support people suffering from eating disorders like anorexia or bulimia and make their therapy easier and more efficient. The solution provides them with the tools they need for a successful recovery, such as a food journal, coping tactics, motivation and support from peers and facilitate communication with therapists.
Kidslox	Childcare and education	Kidslox is about giving carers a platform to help children learn to use tablets and phones constructively giving carers automated and remote control over the time children spend with devices and the activities they engage in.
Medhance	Medical education	Medhance develops an online knowledge sharing and education platform and app aimed at patients and their care-givers about specific clinical skills, preventing hospital admissions, reducing the number of emergency department attendances caused by incorrect use of medical equipment and lowering overall costs.
MoreLife Online	Obesity	Engage the population of overweight and obese individuals, providing support whilst encouraging effective behaviour change, through a web-based members' site providing a safe support system and unique behaviour change tools and peer to peer support.
MountainWatch	Environmental monitoring	To boost social engagement for environmental monitoring by engaging the user in a societal challenge of producing high quality images, by identifying peaks in real time and overlaying their name onto the user generated photo. Acting as crowdsourcing interface for massive environmental data collection.
Open language platform on Serlo	Language education	Development of a free openly licensed language learning platform, that combines modern e-learning tools and interfaces and the Wikipedia-principles of openness. The platform will offer grammar

		explanations, diverse exercises, a vocabulary training tool and a matching tool for international study groups.
PAYEZE	Financial / economic inclusion	An innovative mobile payment solution, which will offer digitally and financially marginalised across Europe a risk free way to engage in digital e-commerce. For businesses, the solution offers an improved engagement mechanism and payments collection system outside the banking networks at low costs.
Personal Health Record for self-management of elderly	Demographic change / healthcare	Developing a prototype of a personal health record (PHR) which gives the elderly the ownership of the content of the record. PHR will not replace the current records of the different care professionals. PHR will only store those files of the different care professionals which the elderly needs in supporting his/her self-management.
Provenance Coin	Consumer empowerment	This project explores the use of the Blockchain in product supply-chains to foster transparency building on existing design work to pro-totype and test this application to demonstrate the open tracking of materials, components and products to enable informed purchases.
ReadRunner	Dyslexics	This project aims at creating a revolutionary mobile platform aimed to assist people with Dyslexia in improving their reading and compre-hension aptitudes through a unique intelligent play experience.
SchulePLUS	Education / partnerships between schools and societal stakeholders	An innovative matching platform for schools and their external partners allowing stakeholders like foundations, universities, companies, individual experts, NGOs or cultural institutions to post their cooperation offers for schools while teachers are able to find offers for their needs easily due to a tagging and matching algorithm.
SHOP&DROP	Waste reduction / sustainable consumption	Personal service for citizens that makes waste separation simple and effective providing personal advice on where to separate waste and offers insight in the value of reusable products and waste.
SourceIT	Waste reduction / sustainable consumption	A GIS mapping tool to support existing and new enterprises, which have a specific focus on the reuse and recycling of materials, in locating unwanted resources/waste materials which are essential to the existence of such enterprises.
TenderIT	Transparency and accessibility of public procurement	Development of a digital market place (that processes and unifies existing European tender sources, making the market transparent for all organizations and especially small SMEs and self-employed professionals.
Transformap – mapping social innovation	Collaboration support for social innovation	Bringing together a wealth of scattered resources to advance trans-formative social innovation by proposing a well informed solution integrating current existing open source mapping technologies into an innovative collaborative effort for social innovation initiatives.
User Centric Energy Management for Social Housing	Energy efficiency / saving	Allowing social housing residents to express their energy management preferences through the use of digital devices in the home calculating the optimum energy use time plan (heating) and the comfort level (temperature) preferences and the optimum energy consumption load balancing for the building as a whole.
W4P - Crowdsourcing local social innovation	Collaboration support for social innovation	W4P wants to tackle the problem of giving citizens with great ideas the resources, knowledge or network to develop and extend these ideas, by providing a platform to support the leveraging of funding, coaching, materials, volunteers and other resources for their projects.
YouSense	Environmental monitoring	Self-monitoring of air pollution in direct environment, and to share this data, through the development of affordable devices with a

		linked portal and smart phone app.
Yubu	Education / career orientation	Serious game platform providing support to high school students in Study and Career Orientation (SCO) guiding students through SCO from the start of the first year up to the final exams in the last year of secondary school.

Table 24 gives an overview of the cumulated KPIs reached by CHEST Call 3 beneficiaries that were mandatory for all projects to report and covered the dimensions community building, access to information and knowledge sharing.

Table 24: Cumulated Key Performance Indicators of CHEST Call 3 beneficiaries

Dimensions	Indicators	Variables	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	**79**
		Number of users involved in co-design process	**31.047**
ACCESS TO INFORMATION	Number of tools/activities developed by the projects for influencing information asymmetries	Number of tools/activities developed by the projects for influencing information asymmetries	**86**
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	**34.277**
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	**4.934**

It is evident that CHEST has achieved a very strong involvement of end-users right from the start of the Call 3 projects. With 31.047 users from 79 different target groups involved in the development process via both online and offline channels, it is evident that the CHEST Call 3 beneficiaries have also successfully implemented co-design approaches and engaged a large number of their target users and communities. This is even more remarkable as CHEST Call 3 has funded initiatives at a very early stage of the project lifecycle supporting the development of a first prototype of an idea and to evaluate it with an initial group of lead users in an early step of an iterative co-design process. Obviously, most of these beneficiaries did not have existing communities of big size but rather started with a small number of users. Given the diversity of projects funded by CHEST, nonetheless some beneficiaries managed to acquire a large number of users already at this early stage. Naturally, there is also a difference in the number of users involved between projects where the involvement took place in offline setting and projects who found also ways to test their solutions also in online settings, where it is much more feasible to involve a larger number of people. It is important to note that both approaches are valuable and largely depend on a project's current status and respective target. This has to be kept in mind when looking at projects with very high numbers of people involved (using online channels) and such with lower numbers (using offline approaches). Figure 19 shows an example of a highly interactive co-design workshop of the project TransforMap.

Figure 19: TransforMap co-design workshop

Again, the results achieved throughout the Call 3 beneficiaries show that the conjoint effort of user-involvement stipulated by the CHEST consortium and implemented by the winning projects has led to a very high participation of the projects' target groups thus fostering the benefits of user-centered design while at the same time significantly contributing to the building of the projects' seed communities. The involvement of different demographic groups has also been fairly even across all projects (see the following subsections as well as Annexes X – XXVII for details). The following sections provide a summative overview of each CHEST Call 3 beneficiary project highlighting their approaches and achievements as well as the social impacts they have been able to reach during the CHEST funding period.

3.2.1 3D-Immersion Platform with Low-literacy course

The project develops a prototype for a platform where educational courses with social focus can be followed. These courses can potentially tackle a broad range social needs: from health & lifestyle to language to bullying. What is distinctive about these courses is the use of a completely new approach to learning: 3D immersion combined with gamified learning. By having the learner interact within a 3D-world solving simulated real-life problems. Motivated through gamification, these courses will be significantly more effective than current classroom methods.

Figure 20: Screenshot of the 3D-Immersion platform prototype

Table 25: Snapshot of project "3D-Immersion platform with low-literacy course"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
The development of a prototype for a social 3DIE platform offering a basic low-literacy course that is ready for testing and demonstration	The project has accomplished its main goals and milestones: ○ Final creative concept ○ Functional & technical design ○ Realized all digital assets for the course ○ Finished technical framework ○ Preliminary technical tests ○ Finished prototype ○ Successfully tested the prototype with target group The project successfully delivered 5 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved	○ Dedicated blog on organisation website: http://organiq.nl/blog/laaggeletterdheid/ ○ 55 interactions in the project's section on the CHEST Community Forum. *Due to the stage of development and a desire not to release sensitive material too early, the full dissemination strategy will be implemented with Organiq's partners upon launch of the 3DIE platform.

In the Netherlands the target group is estimated to comprise of 1,3 Mio Dutch aged 16 to 65 and in Europe 75 Mio adults are affected. Figures show that societal costs of low-literacy amount to €550 million per year in the Netherlands. With an increasing digitalization of services (including governmental), requiring substantial reading skills, these costs will only increase. Taking a low-literacy language course shows to have a great impact on both individuals and society. Per learner, societal benefits amount up to €3000 (e.g. increased productivity [€985], improved health [€1500], reduced health costs [€360])[15].

Furthermore, is the fact that the currently available courses are expensive at €2000 per learner. This reduces the net societal benefits to €1000 [3000-2000]. However, due to the gamified digitalization of such a course, many costly elements such as teachers and the location rent are no longer needed. An initial financial analysis done shows that a 3DIE course would cost close to €500 per learner. As this is €1500 cheaper than current courses, the potential net societal benefits are €2500. Concerning

[15] This potential is intensively studied by the SEO (government agency for social economic research) in the case of economic societal benefits resulting from a single low literate taking a well-developed low literacy course: http://www.seo.nl/uploads/media/2013-51_Rendement_van_cursussen_voor_laaggeletterden.pdf

deployment of such a course in the Netherlands, a targeted 1% Dutch market share (13.000 people) of low literates that are persuaded to take the course would then generate €39 million in net social benefits. The biggest gain on an individual level is gotten in the creation of a safe learning environment where a user can safely interact with a 3D representation of the real world. This would give low literates more confidence in dealing with the real world as well and be willing again to participate in society. The performed test during the development of this prototype showed indeed that the user not only learns the language, but also loses a bit of his embarrassment and dares to go out in public more often.

Table 26 provides a selection of Key Performance Indicators reported by the project in their primary (education and human capital) and secondary (information) social impact area. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8. When directly comparing the number of users involved in the co-design process with other projects such as Active Citizen (see the following section 3.2.2), this number may appear rather small. Yet, as explained in the introduction of section 3.2, this does not mean that the 3D-Immersion platform project has been less successful than Active Citizen. It simply means that the team has decided that the offline approach of user involvement has been more suitable for their current project status. In fact, the project has been highly successful in acquiring more than twice as much users as initially targeted for the co-design process.

Table 26: Selected impact indicators for the project "3D-Immersion platform with low-literacy course"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	1	3	3
		Number of users involved in co-design process	5	10	21
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	100 new followers within current communities of the Dutch Reading and Writing Association	130 new followers
CHANGES IN OPINIONS / WAYS OF THINKING	Number of people participating in the activities	Number of people participating in the activities	0	100	80

3.2.2 Active Citizen

Active Citizen takes civic participation to the next level: empowering citizens with their own artificial intelligence algorithms. The project aims at increasing participation by merging electronic democracy with machine learning algorithms. Artificial intelligence algorithms will find and present the data needed to participate in democracy at all levels. Active Citizen connects citizens to open big data through advanced machine learning algorithms.

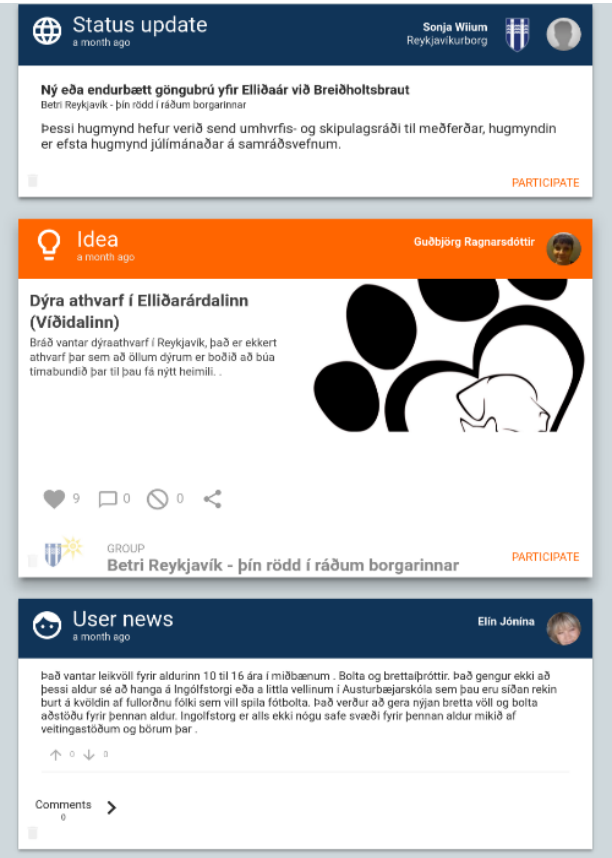


Figure 21: Screenshot of an example Active Citizen newsfeed

Table 27: Snapshot of project "Active Citizen"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To increase participation by merging electronic democracy with machine learning algorithms and using artificial intelligence algorithms to find and present the data needed to participate in democracy at all levels.	The project has accomplished its main goals and milestones: ○ Over 1,000 participants in online survey on user requirements ○ Lead Design and Notification Design documents created. ○ Completed development of Activity Stream Engine, Notification Engine and Recommendation Engine. ○ Active Citizen library released as open source software via Github. ○ Over 45,000 users of Active Citizen powered web applications. ○ Several other Citizen Foundation project launches using Active Citizen's technology. The project successfully delivered 7 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	○ Dedicated section on Citizens Foundation's website, including a factsheet: http://www.citizens.is/docs/Active-Citizen-Short-Description.pdf ○ Citizens Foundation social media accounts: Facebook (2,249 likes) And Twitter (974 followers) ○ Participation via exhibitions, presentations and workshops at events including ICT 2015, Open Government Partnership 2015 Summit, World Forum for Democracy, Democratic Cities Madrid, Reykjavik International Conference and Nordic Benchmarking Forum. ○ News article on the CHEST website: http://www.chest-project.eu/active-citizen-increasing-political-participation-artificial-intelligence-virtual-reality/ ○ 110 interactions in the project's section on the CHEST Community Forum.

Active Citizen will make it easy to actively promote the passions, opinions and plans of citizens and groups and it will be a strong positive force in society and civic collaboration. At first on a neighborhood scale but eventually in larger communities as usage, expertise and awareness of the tool increases.

Citizens will be able to have their say on decisions affecting them as well as help define the political agenda and top priorities of their group, neighborhood, municipality or even country. This will enable a more enlightened dialogue between citizens and local and national governments which can also use Active Citizen technology for internal administration. Active Citizen will empower citizens to increase the quality of their ideas, debate and decisions to improve their communities.

Benefits for the individual users (a) and for the whole community (b):

> (a) Through Active Citizen, individuals are given the possibility not only to have their say on the decisions affecting them but also to define the political agenda of their municipality or the top priorities in their organisation. They will be better informed by the power of machine learning and have more opportunities to participate.
>
> (b) Using collective intelligence (crowd-sourcing in this case) is the best bet to be made to upgrade democracy and ensure sustainable decision-making processes. The whole community will benefit not only from making it's own decisions but also from the fact that individuals are more content if consulted on local issues.

By ensuring the expression of better informed opinions and decisions, Active Citizen reinforces the feeling of being part of a community. It also helps citizens to have a real impact on decision-making which is in our view a key to fight political apathy. In addition it gives every individual the possibility to have their say on the issues affecting them. By using collective intelligence to ensure improved debate through better informed opinions and decisions, Active Citizen replies to the needs of current generations whilst enabling sustainable democratic practices which will benefit future generations.

Structured social collaboration

Using Active Citizen people will be able to communicate and cooperate in an ordered and structured way with each other from all over the world. They will come together to find common interests, build their future and improve society using more attractive and easier methods than is possible now. We truly believe that with Active Citizens we can make a real difference and change the world together.

Transforming information overload into assets

Active Citizen is an open source project that will simplify civic participation by bringing artificial intelligence algorithms and virtual reality to citizens for democratic and civic purposes. The overwhelming, ever increasing overload of information needed for informed decisions is a major societal challenge which severely affects citizens capabilities to assess information and understand evidence.

State of the art tools to improve participation

Active Citizen will empower citizens by increasing and simplifying participation and raising the quality of decisions by advancing the practice and science of using artificial intelligence and virtual reality for bottom-up participation. It will lower the barriers between online and offline communication by offering different tools and methods for different situations.

By ensuring the expression of better informed opinions and decisions, Active Citizen reinforces the feeling of being part of a community. It also helps citizens to have a real impact on decision-making which is a key element to fight political and social apathy. In addition it gives every individual the possibility to have their say on the issues affecting them.

Table 28 provides a selection of Key Performance Indicators reported by the project for their primary (community building and empowerment) and secondary (ways of thinking, values and behaviours)

social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8. Active Citizen is a good example of a project who used online measures to gather user feedback resulting in a relatively high number of users involved in the co-design process.

Table 28: Selected impact indicators for the project "Active Citizen"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	3	3
		Number of users involved in co-design process	0	2.000	1.100
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	500	450
COMMUNITY EMPOWERMENT	Number of groups spontaneously created by the users	Number of groups spontaneously created by the users	0	2	1

3.2.3 AdviSex

AdviSex proposes to realize, through the Living Lab methodology, a service focused on the area of sexual sphere, which is still permeated by taboos and stereotypes, and aims to facilitate access to related knowledge. In particular, AdviSex is a mobile application that aims to support the improvement of adults' individual and couple sexual health. Taking into account age, gender and sexual orientation of the user, the application provides personalized recommendations.

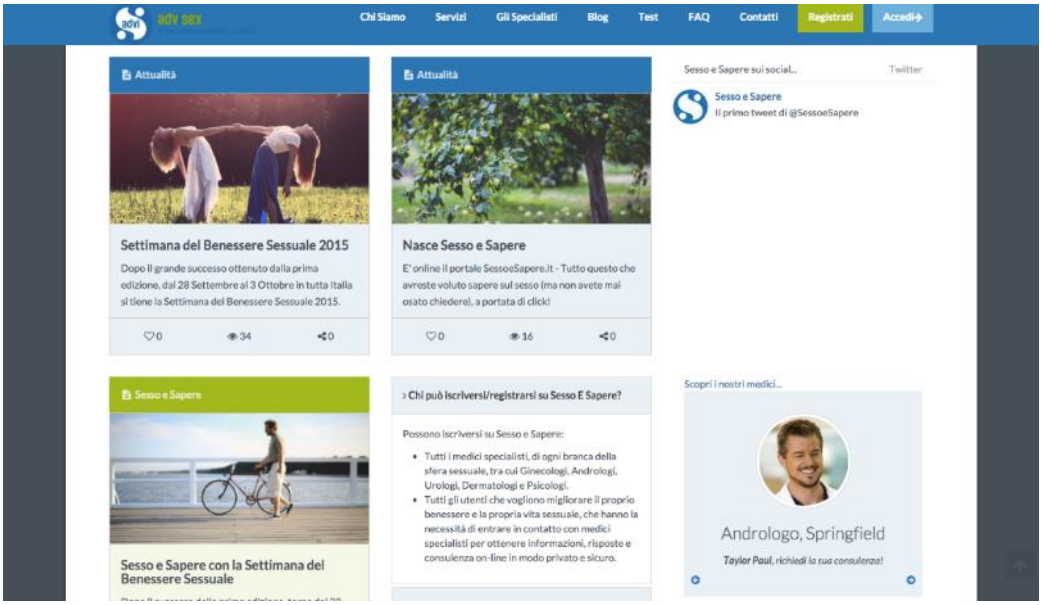


Figure 22: Screenshot of the AdviSex prototype

Table 29: Snapshot of project "AdviSex"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
A web application to	The project has accomplished its	○ Advisex is included in the products

provide a distinguished and complete resource supporting sexual health and prevention and enabling users to overcome shame during the doctor-patient first contact.	main goals and milestones: ○ Specified product requirements in a User Requirement Document (URD) and a User Experience Design (UED) ○ Designed the software architecture and components ○ Created content with sexual health specialists. ○ Completed development of all of the front-end and back-end parts of the prototype solution. ○ Tested the prototype with 48 users (32 final users and 16 specialists) with better than expected results ○ Developed a full business plan, including revenue model, financial projections, competitor analysis and USP definition, marketing strategy and launch materials. The project successfully delivered 6 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	section of beMINT's English and Italian websites: http://www.bemint.it/en/prodotti/ and http://www.bemint.it/prodotti/ ○ beMINT's social media accounts: Facebook (332 likes) and Twitter (80 followers). ○ Participated in BIAT (Innovation and High Technology Lab) and Technology Biz events. ○ Meetings with Pfizer, Abbvie and SIAMS (Società Italiana di Andrologia e di Medicina della Sessualità) ○ Built an important partnership with eHealthNet Consortium, leading to introductions to a number of national companies. ○ Speech by creative designer at the Myllennium award contest. ○ News article on the CHEST website: http://www.chest-project.eu/advisex-improving-sexual-health-via-the-living-lab-approach/ ○ 202 interactions in the project's section on the CHEST Community Forum.

The dimension of AdviSex project outputs can be identified as the platform development including all features designed. In order to better understand the expected impacts, the main features enabling impact on people life and lifestyle are listed as follows:

- Access to generic but easy to understand news about sexual health as blog posts, drafted by both Specialists and AdviSex team looking at the news published at international level. The news will be selected depending on their relevance and on users preferences highlighted through AdviSex website analytics;
- Access to customized contents depending on user gender, age and sexual orientation;
- Possibility to complete scientifically validated tests in order to assess the possible need to consult a Specialist
- Possibility to connect with a sexual health specialist via chat, video chat or single message

The two groups of users (finals users and specialists) will become aware of the service through AdviSex promotion through search engine marketing, the main online social networks, specific events and partnerships with specialists' associations.
By starting up the platform and the relationship between specialists and users, AdviSex aims at enabling a sustainable scenario where final users can access consulting and informative resources about sexual prevention and wellbeing, in a private and secure way. By using the system, users will be able to understand:

- The importance of prevention in sexual sphere
- The relevance of lifestyle impacts on sexual health

- The importance of sexual wellbeing related to wellbeing in general and in all age

By using the platform and accessing the services, users will approach to sexual wellbeing in a different way, adopting good, mindful and prevention oriented behaviour. In that way, an increase in users' wellbeing is expected as a positive consequence of the impact of AdviSex service use. We expect that this change will cause a change also at social level: in fact, an improvement of attitudes on sexual health is expected by considering it not from a problematic perspective but as an integral and influent part of wellbeing.

Table 30Table 26 provides a selection of Key Performance Indicators reported by the project for their primary (ways of thinking, values and behaviours) and secondary (information) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 30: Selected impact indicators for the project "AdviSex"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	1	3	3
ACCESS TO INFORMATION	Number of tools / activities developed by the project for influencing information asymmetries	Number of tools / activities developed by the project for influencing information asymmetries	0	15	15
	Number of communication channels spreading information	Number of communication channels spreading information	0	6	6
CHANGES IN OPINIONS / WAYS OF THINKING	Topics where opinion change is expected to happen	Topics where opinion change is expected to happen	0	7	7

3.2.4 Hybrid Letter Box

This project seeks to address the challenge of developing novel forms of interaction, that bridge the gap between the digital and the analogue, through the Hybrid Letterbox, – an augmented, connected mail box where anyone can throw a physical postcard, and it is automatically digitized, and is uploaded to an internet platform to be spread and discussed.

Figure 23: Screenshot of the Hybrid Letterbox prototype

Table 31: Snapshot of project "Hybrid Letterbox"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
A device that mimics the very traditional communications medium of a letterbox, with a digitization-module inside, which is used to photograph postcards that are thrown inside using visual markers to determine the area where the content is written and capture it with a camera, which then saves the image on a local server so they can be distributed to digital platforms or the Hybrid Letterbox website.	The project has accomplished its main goals and milestones: ○ Specified product requirements in a User Requirement Document (URD) and a User Experience Design (UED) ○ Designed the software architecture and components ○ Created content with sexual health specialists. ○ Completed development of all of the front-end and back-end parts of the prototype solution. ○ Tested the prototype with 48 users (32 final users and 16 specialists) with better than expected results ○ Developed a full business plan, including revenue model, financial projections, competitor analysis and USP definition, marketing strategy and launch materials. The project successfully delivered 11 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	○ Hybrid Letterbox is included on Design Research Lab's website: http://www.design-research-lab.org/projects/hybrid-letterbox-connecting-digital-strangers/ and http://www.design-research-lab.org/projects/hybrid-letter-box/ ○ Dedicated social media activity: Facebook (2,482 likes) and Twitter (93 followers). ○ Participated in events including Design Research Society Conference 2016, Transmediale 2016 and CEBIT 2016 ○ Participated at NetFutures, including presenting in CAPS Concertation Meeting as part of CHEST's session, which was advertised on the CHEST website: http://www.chest-project.eu/caps-netfutures-chest-presentations/ ○ Creation of a "Letterbox how to" PDF explaining how to use the Letterbox. ○ 196 interactions in the project's section on the CHEST Community Forum.

By engaging with two small target groups, which will serve as change agents in their neighbourhoods, we are expecting a rise of participation in local transformation processes. By including those active citizens in frequent co-design workshops, steady engagement and thus the possibility of sustainable action is increased. The final prototypes will be deployed in the neighbourhoods and will involve passers-by, neighbours as well as city officials or decision makers in specific questions regarding the

neighbourhood, thereby demonstrating the value of the provided tools. The involved groups are expected to post their concerns or ideas for the neighbourhood with these tools, thus disseminating them in a broader way.

Senior citizens and other marginalized citizens are at the core of the investigation and by putting them first and involving them in a fundamental way, they will value the outcomes more and see the output as their own, taking authorship of the project and possibly promoting it further. We expect especially the Fischerinsel neighbourhood to implement the Hybrid Letterbox fully, since they are familiar with the approach we have taken and have already played a major role in developing the first prototype. As mentioned before, possibilities to participate in societal change increasingly shift towards the digital and thus exclude a large portion of citizens who might also want to be actively involved, but do not have access one way or another.

The group that we worked with are expecting to overcome some of the barriers posed by novel digital technology with the help of the Hybrid Letterbox. They already started to plan further steps without our involvement. In this sense, they have partly taken ownership/authorship of the project and are trying to implement it further and adapt it to their needs. With the Hybrid Letterbox they are able to include more people in local transformation processes. These are e.g. building plans for the area, construction, social events on the Fischerinsel, local election processes, development of greenery and open spaces and improvement of pathways and the overall infrastructure of the area. They are able to widen the discussion with the Hybrid Letterbox website and to include those who are not able to access the internet through the use of postcards which are then posted online. The online content is in turn communicated through posters, meetings in the SCC or the Kreativhaus on the Fischerinsel.

With our solution, deliberation and communication processes can be given an additional dimension, as they provide an alternative medium for discussion. Our tests within other projects such as the "Mit-Mach-Stadt Brandis", which is run in a small town of 10.000 showed that when applied to a region, the use of the Hybrid Letterbox can spark discussion around certain topics. In this case, we sent out postcards to all of the citizens beforehand, asking for their ideas and concerns regarding their town. The turn-out was huge and by using the Letterbox, we successfully engaged those who were previously not participating in e.g. online polls conducted by the city. Our prototype bridged a gap between analogue and digital, but also between citizens and city officials, clarifying positions and possibilities for change.

In a second project "Vernetzte Nachbarschaften NRW" three Letterboxes are being tested on different sites, combining their inputs on the central Hybrid Letterbox website and each addressing site-specific problems by way of asking questions of "how you want to improve your neighbourhood" or what is especially missing in this area", collecting answers provided by local citizens and making them available to a general public for further discussion. Here, a connection between city officials, decision makers and citizens is planed to be established in the course of the next year.

At the same time we will push forward the open source release, proposing the concept to partners in our network, other scholars and practitioners, e.g. testing it during the Design Research Society Conference in Brighton 2016.

The Letterbox has furthermore been used in the following events:

- Transmediale 2016, Hochschulforum Digitalisierung by the University of Göttingen,
- open day of federal Ministries by the Ministry of family, seniors, women and youth;
- Einstein Center for Digital Cultures presentation event;
- Opening of the Munich Institute of Technology in Society;
- Citizens Dialog Event by the Federal Ministry of Justice and Consumer Protection;
- Futurium Opening event in Berlin;
- CEBIT 2016 by the Ministry of the Interior of Saxony (within the Mit-Mach-Stadt Brandis project)

Table 32 provides a selection of Key Performance Indicators reported by the project for their primary (community building and empowerment) and secondary (civic and political participation) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8. Due to previous projects carried out by the organisation, Hybrid LetterBox started their prototype development with an existing community of followers, which already had a substantial size of 2.900 at the start of the CHEST funded initiative. This enabled them to reach a much higher number of followers than other beneficiaries who had to start building their community from the scratch.

Table 32: Selected impact indicators for the project "Hybrid Letterbox"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of users involved in co-design process	10	25	20
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	2900	3500	4500
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	600	1100	800
LOCAL COMMUNITY EMPOWERMENT	Events organised by the project addressing local communities	Number of events/participants to events organised by the project addressing local communities	0	6/70	8/100

3.2.5 Jourvie

An app, created to support people suffering from eating disorders like anorexia or bulimia and make their therapy easier and more efficient. The solution provides them with the tools they need for a successful recovery, such as a food journal, coping tactics, motivation and support from peers. 'Jourvie' also help them to communicate more efficiently with their therapist.

Figure 24: Screenshot of the Journie app (food diary)

Table 33: Snapshot of project "Journie"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To support people with eating disorders during their therapy by solving the problem of tedious paper protocols, lack of support and sinking motivation, via a smartphone app providing patients with the tools they need during recovery (a food journal, coping tactics, motivation and support through peers) and to help them communicate more efficiently with their therapist.	The project has accomplished its main goals and milestones: ○ Concept development for an iOS app including textualization and design. ○ Software development completed for the iOS app, including technology selection, app development and integration. ○ Prototype testing including alpha testing, public beta testing, enhancements and improvements ○ App submitted to the Apple store for public release. The project successfully delivered 5 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	○ Dedicated project website in German and English: http://www.journie.com/ and http://en.journie.com/ ○ Dedicated social media accounts: Facebook (765 likes) and Twitter (264 followers). ○ Participated in 16 events (in 3 countries) including Health Week Berlin, Congress of the German Society for Eating Disorders, and a Bayer Alumni Day. ○ Featured in over 20 publications, including Buzzfeed, Virgin Unite magazine and the Good Impact blog/website. ○ Produced videos in German and English for YouTube: https://www.youtube.com/watch?v=CveYGpwSrCg and https://www.youtube.com/watch?v=ko_sNLjIWbE ○ News article about the project on the CHEST website: http://www.chest-project.eu/journie-the-app-for-eating-disorders-therapy/ ○ News articles about reaching the Google Impact Challenge finals on the CHEST website: http://www.chest-project.eu/chest-call-3-projects-in-the-google-impact-challenge/ and http://www.chest-project.eu/journie-nominated-for-the-google-impact-challenge/ ○ 294 interactions in the project's section on the CHEST Community Forum.

Journie offers many advantages and added value both for the target group of end-users, as well as for the target group of their families and therapists. The project creates value for the society on different levels since a more efficient therapy is helpful not only for those affected, but also for their families and friends. The outcome and impact for each target group is summarized below:

a. Patients

- The collecting of the necessary data is more convenient and time efficient;
- The analysis of the data makes the recognition of behavioral patterns more efficient;
- Motivation and support in moments of weakness and uncertainty;
- More effective communication with the therapist;
- Networking and exchange with experts and with others affected;
- Decrease in the drop-out rates and in the risk of relapse.
- The waiting time for a place in therapy can be usefully supported through the app and the platform; (It may take as long as 6 months to find a therapist and receive support from insurance. In this case, it can support and prevent complications of the illness during this time.)

b. Therapists

- Patient management for medical staff
- Overview of the patient's state and feelings
- Time-saving statistics
- Basis for decision-making processes based on existing information

c. Both target groups

- Objectivity and accuracy of the data
- The communication between the doctor and the patient is improved
- Pro-active role of the therapist
- Customizable protocols according the patient’s needs
- Increased compliance and adherence of users
- The long-term course of therapy becomes observable and comprehensible
- Patients and therapists cooperate in a way which was impossible without the use of digital technology. They can exchange important information on the rehab-status and challenges during treatment in real time and by this increase the efficiency of the therapy.
- The app will help to improve existing therapy methods thanks to the individualization of approaches due to the data available

d. More value for other parties:

More people can be reached compared to offline services.

- Research groups: customized solutions for research needs in all phases of the patient acquisition from the concrete data collection to analysis of existing data.
- Advances in science: a significant contribution can be made through the data base of users’ data which creates a more accurate picture of the eating disorder symptoms. This database can also help to specify which therapy approaches have been most effective in leading to the improvement of patients’ conditions, and thus contribute to the current state of knowledge.
- Health system: positive effects such as early detection, prevention of complications, shorter duration of therapy, fewer hospital admissions and fewer relapses. This will lead to lower overall costs in the healthcare system.
- Involvement of family members: Family members and friends of those affected indirectly benefit from Jourvie by being able to support those affected through some features of the

app. For example, by declaring themselves as ready to be a point of contact if necessary in difficult situations. In this way they are involved in the healing process and contribute to the recovery.

Table 34 provides a selection of Key Performance Indicators reported by the project for their primary (community building and empowerment) and secondary (ways of thinking, values and behaviours) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8. Jourvie used a mixed of online and offline measures to test their solution showing the distribution of users involved along this spectrum (from 38 people in offline workshops to 944 online beta-testers).

Table 34: Selected impact indicators for the project "Jourvie"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of users involved in co-design process	14 people in workshop	38 people in workshops, interviews and usability testing with 47 people, 102 questionnaire responses by therapists, 180 beta-testers	38 people in workshops, interviews and usability testing with 43 people, questionnaire responses from 103 therapists, 944 beta-testers
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	483 FB-friends, 151 Twitter-Followers, 0 blog followers	680 FB- friends, 210 Twitter-Followers, 3 blog followers	741 FB-friends, 243 Twitter-Followers, 4 blog-followers
COMMUNITY BUILDING	Change in time spent on the platform by users	Time spent by the users, on average	0min	2min per app session	4:30min
CHANGE IN BEHAVIOURS	Topics where changes in behaviours are expected to happen	Topics where changes in behaviours are expected to happen	-	1. Patients: therapy compliance; 2. Therapists: digital health support tools; 3. Family members; 4. Society; 5. Media	1. Patients: therapy compliance; 2. Therapists: digital health support tools; 3. Family members; 4. Society; 5. Media

3.2.6 Kidslox

Kidslox is about giving carers a platform to help children learn to use tablets and phones constructively. Kidlox has already built an app for Apple devices and an associated website. The app and the website give parents and carers (hereafter "carers") automated and remote control over the time children spend with devices and the activities they engage in. It uses iOS in an innovative way, effectively giving carers the ability to create different profiles for the same device and to monitor how the device has been used. The project is seeking funding for upgrading this version by using feedback from beta users and expanding this solution to include the cheaper but more technically varied class of 'Android devices'. In the longer term, once the platform is implemented across different operating systems, the project will develop the product allowing parents to link educational content to recreational time.

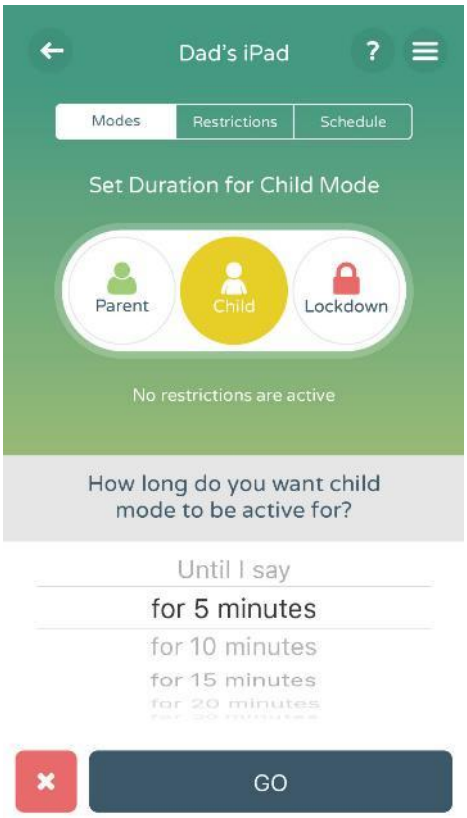


Figure 25: Screenshot of the Kidslox app

Table 35: Snapshot of project "Kidslox"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
A solution that engages both parents and children, helping to educate and provide a disciplined framework for children to embrace the benefits of technological innovation whilst maintaining a healthy and balanced attitude toward it, via an App that allows parents to manage the time spent and content viewed on their child's devices, allowing them to explore only what their parent deems appropriate and to choose when they can do so.	The project has accomplished its main goals and milestones: ○ Engaged with active and inactive users to receive feedback to improve Kidslox iOS app and the website. ○ Developed and released a major upgrade to the Kidslox iOS app using the feedback received from users. ○ Developed, trialled and upgraded an Android version of Kidslox. ○ Produced and started implementing a marketing plan. ○ Built the Kidslox websites in 7 languages. The project successfully delivered 6 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	○ Dedicated Kidslox websites in English, French, German, Dutch, Russian, Ukrainian and Japanese, for example: https://kidslox.com/en/ https://kidslox.com/fr/ ○ Dedicated social media accounts: Twitter (615 followers) and Facebook (343 likes). ○ Dedicated #crowdparenting blog: https://kidslox.com/en/blog/ ○ Featured on Canadian TV: https://twitter.com/morningshowto/status/746335427947171841 ○ Reviewed in by producthunt.com and 'Mom Does Reviews' blog: https://www.producthunt.com/tech/kidslox http://www.momdoesreviews.com/2015/11/05/set-boundaries-with-the-kidslox-parental-control-app/ ○ Featured in a book called "Outsmarting Your Kids Online: A Safety Handbook for Overwhelmed Parents" ○ Recommended by parenting expert Sue Atkins: http://www.sueatkinsparentingcoach.com/recommendations/ ○ 266 interactions in the project's section on

		the CHEST Community Forum.

Kidslox impacts its target users as follows:

1. Parents will have less trouble managing their children's screentime. Without a solution like ours, it is very easy to end up with an argument every time the parent tries to get the child off their device. This is very stressful. To put this another way: it is the responsibility of parents (or carers) to raise a child. This means protecting them from harm, and encouraging them in the habits that the parents believe are helpful for their children. In a world with the internet and devices such as iPads, smartphones, tablets, parents need help to be able to extend their parenting into this domain. This is what Kidslox aims to do.
2. Children will spend less time on devices (as decided by the parent) and this will mean they are able to do homework, exercise, play constructively offline, get to bed earlier etc.

The benefits are: more time doing exercise and earlier sleep time will result in healthier children, more able to engage with their schoolwork and their relationships with family and friends. Also, children are protected from content or social networking activity that is inappropriate for their age. Parents are able to be more confident that they are in reasonable control of what their child is doing on their device.

For parents, the choice is not between managing their children's screen time or not, it is a question of how efficiently they can perform this task. So by making it easier for parents, we are taking away a known problem. When we surveyed parents at the start of the project, we found universal recognition of the problem ('kids spend too long on screens'), and all the parents we spoke to had strategies for trying to limit this time, but they admitted these strategies were imperfect.

Table 36 provides a selection of Key Performance Indicators reported by the project for their primary (community building and empowerment) and secondary (ways of thinking, values and behaviours) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8. Please note that the Measured Value for "number of users involved in co-design process" is 20,053, which is far higher than anticipated. Kidslox managed to get this many registered accounts (users) actively using Kidslox over the period of the project. All of these users are active participants in the co-design process, because from them we get the following feedback: (a) users who have problems or don't like the Kidslox solution show this by bad reviews, support requests or by stopping to use the system. In all cases the feedback has been, which we did by engaging with the users over email and at times over the phone. We also get (b) positive feedback by users who give positive reviews, positive feedback using support channels or by becoming active users of the solution who don't give any formal feedback. All this is important, because to simply rely on negative feedback, when a large majority of users are happily using the system, would give a false impression.

Table 36: Selected impact indicators for the project "Kidslox"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of users involved in co-design process	525	5.000	20.053
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	2 a week	3 a day	625 tweets

COMMUNITY BUILDING	Number of People Engaged	Number of Schedules in Kidslox	~20.000	100.000	125.830
CHANGE IN BEHAVIOURS	Amount of Screen Time	Hours Per child per week	21	14	18

3.2.7 Medhance

Medhance aims at creating an online knowledge sharing and education onlineplatform and app aimed at patients and their care-givers about specific clinical skills, preventing hospital admissions, reducing the number of emergency department attendances caused by incorrect use of medical equipment and lowering overall costs. It uses an interactive and visually stimulating approach with its distinctive layout to maximize the information retained.

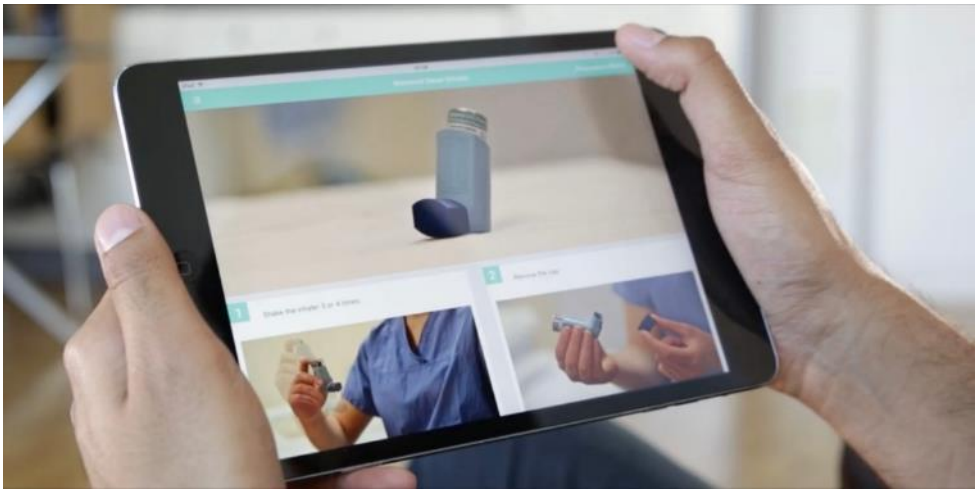


Figure 26: Photo of the Medhance prototype

Table 37: Snapshot of project "Medhance"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To develop an innovative platform that uses academic best practice to educate patients and carers, and more importantly help them retain what they have learnt, by being simple to use, intuitive, and engaging users through a variety of media (text, photographs and videos).	The project has accomplished its main goals and milestones: ○ Medical device training procedures written then validated by a non-medical professional. ○ Skills photos taken and written instructions added. ○ Skills videos filmed and voiceovers added. ○ Checklists written and voiceovers added. ○ Content validated by healthcare professionals. ○ User testing with 10 healthcare professionals and 30 patients, feedback implemented before further testing with 20 patients. ○ Created promotional video and online/social media marketing strategy. The project successfully delivered 9 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	○ Dedicated project website: http://www.medhance.com/ ○ Promotional video with over 100 plays on Vimeo: https://vimeo.com/181008403 ○ Medhance social media accounts: Twitter (975 followers), Facebook (170 likes) ○ Medhance blog on the project and digital health generally: https://medhance.wordpress.com/

The social changes that Medhance aims to achieve are a result of Medhance meeting their core objectives, which are:

a. Educate patients on health content with a focus on medical devices
b. Deliver content through academically proven learning methods such as the U.S. Department of Health and Human Service's: The Patient Education Materials Assessment Tool (PEMAT)
c. Enable patients by educating them on how to understand and thus take control of their conditions – reduce the number of hospital admissions / emergency department visits
d. Improve patient quality of life by avoiding emergency medical situations – reduce healthcare cost associated with avoidable emergency department visits and hospitalizations
e. Reduce waste of medication or equipment resulting from incorrect use
f. Improve communication between patients and doctors allowing joint decision making

Our main output of our activity is developing the application, which will in turn educate patients on health content with a focus on clinical skills. In order to achieve the social impact desired we have accounted for reaching target groups and ensuring those target groups accept offers. Medhance have tried to achieve this by involving them in the process of developing the content of the app. We have sought their opinions and feedback and tailored our content to this. Therefore, once the Project Plan has been executed we envisage our output of activity will meet the desired social impact.
The impact that we hope will affect the individuals directly comes from the education aspect of the application. By enabling patients to take responsibility and understand their condition they will then be able to take control of the effects the condition directly has on them and their lives.
The direct impact we hope to achieve will be to increase the target group's knowledge of the technique needed to use their device. This will enable the user to either administer their regular medication or acute medication correctly. Regular medication in the form of inhalers can have a direct effect on asthma outcomes. If the inhaler is their preventative medication, and they increase their knowledge and technique then this might help to reduce the number of exacerbations. The reduced number of exacerbations might lead to less hospital admissions which will directly have an effect on their well being and mortality risk. For chronic conditions such as diabetes, checking their blood glucose monitor and administering insulin will have a direct impact on their day-to-day life and thus energy levels.

The indirect impact Medhance hope to achieve involves the affect of patients being non-compliant with medication or having increased hospital stays. Inevitably increased hospital stays or unnecessary visits results takes up resources, healthcare professionals time and ultimately it costs the healthcare system economically. Therefore, the application can indirectly also affect these other aspects of society once it has been implemented.

It would be incredibly hard to quantify the exact time savings or money savings that could be achieved by implementing the application however a theoretical social impact can be hypothesised from the size of the target groups and just how many people use these devices and have been found to be using them incorrectly in research. Therefore, the theoretical impact that can be gained is vast.
Another way to assess the impact could be to use a control-group approach. This would involve having a control-group of people with chronic disease, who are not using the app and compare this group to people who have similar disease, use the same devices but do have the app. You could measure their technique, indivduals confidence in their technique, number of hospital admissions and thus savings incurred or saved from using the app. This is something Medhance aim towards to get some absolute figures and to test the impact of the application. It is not necessary in the

prototype stage but once the app is launched and further funding is received from Salford Hospital or other agencies, this is the aim.

Table 38 provides a selection of Key Performance Indicators reported by the project for their primary (information) and secondary (education and human capital) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 38: Selected impact indicators for the project "Medhance"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of users involved in co-design process	30	50	50
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	98 followers on twitter, 0 facebook friends	200+ twitter followers, 200 Facebook likes	1,013 twitter followers, 169 Facebook friends / likes
ACCESS TO INFORMATION	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment	0	○ Video x 10 ○ Photos x 100+ - dependent on stepwise process for each device, for 10 devices ○ Voice overs x 10 ○ Checklist x10 ○ Written instructions x 10	○ Video x 10 ○ Photos x 100+ - dependent on stepwise process for each device, for 10 devices ○ Voice overs x 10 ○ Checklist x10 ○ Written instructions x 10
TRAINING PROVIDED BY THE PROJECT	Tools for education / training developed by the project	Number of tools for education developed by the project	0	1 tool – an iOS application	1 tool – an iOS application

3.2.8 MoreLife Online

This project aims to engage the population of overweight and obese individuals, providing support whilst encouraging effective behaviour change, through a web-based members' site. This website will provide users with a safe, support system that is accessible 24 hours a day, with unique behaviour change tools and resources enabling users not only to lose weight, but also providing a community of individuals who can offer peer to peer support, guided by experts to promote persistent behavior change and long term weight management.

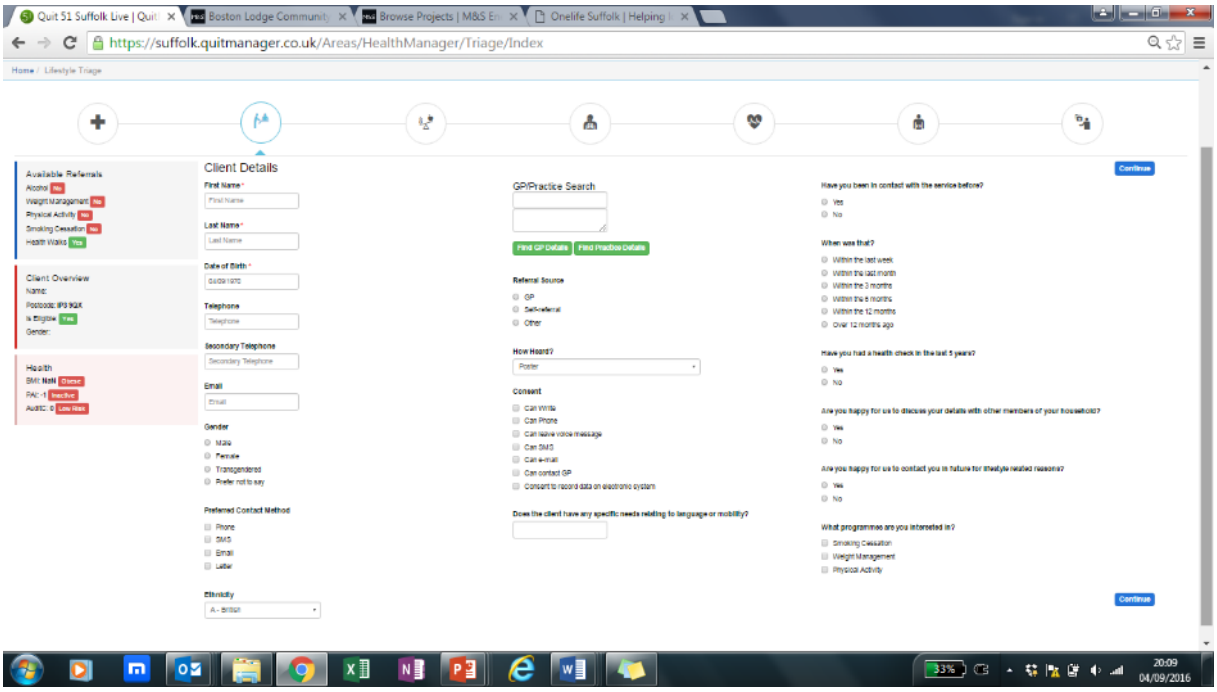


Figure 27: Photo of the MoreLife prototype (patient management system)

Table 39: Snapshot of project "MoreLife Online"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To enable everyone to benefit from the high quality and evidence-based obesity reduction programmes (that are run on behalf of the NHS and local authorities), by upgrading the digital patient management system and online platform (front-end websites and social media) to effectively deliver safe, non-judgmental and accessible tools and information.	The project has accomplished its main goals and milestones: ○ Created a new website for the project's dedicated programme: One Life Suffolk. ○ Developed an upgraded digitised patient management system to drive performance and practice. ○ Established a full range of social media channels for the One Life Suffolk programme, including Facebook, Twitter, Instagram and WhatsApp. The project successfully delivered 3 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	○ Organisation's main websites (http://www.more-life.co.uk/ and http://www.morelifecamp.com/) and a specific website for a key aspect of the project – One Life Suffolk: http://onelifesuffolk.co.uk/ ○ Organisation social media accounts: Facebook (1,560 likes) and Twitter (1,302 followers). ○ More Life Camp and One Life Suffolk social media: Facebook (399 and 244 likes respectively) and Twitter (167 and 299 followers respectively) ○ Prof. Paul Gately (MoreLife director) appeared on national TV on several occasions, including BBC Breakfast, ITV's Good Morning Britain, BBC News and ITV's 'Tonight' (a current affairs and documentary series).

Given the range of impact of overweight and obesity on social, emotional, physical and psychological well-being we believe there will be a wide range of impacts of our work. Enabling effective behaviour change and more effective weight management can have profound impacts. Evidence is clear that reducing weight by 5% has significant health care savings due to direct impacts on Comorbidities such as Heart Disease risk, Diabetes risk, and many other health issues. In addition, the evidence is clear that engagement in programmes also has positive impacts on fitness, self-esteem, and self-efficacy. We have found through our programmes children engage in school more effectively reporting fewer days off and parents reporting more success in school demonstrating wider benefits that health. We have also found in our adult services that drop out from our services

is more common in unemployed people (at the start of the programme) follow up conversations with them as part of this work has outlined that the reason for drop out is they start employment (reported by them as due to increased confidence). This has lead us to try and understand this more as it is a major impact on our results (as we are assessed on completion), however we believe the impact we have had is significant but not being recognised. Through our Suffolk programme and the fact it is integrated (smoking, health checks, weight management, physical activity within a behaviour change framework) rather than just a focus on weight management. Such a wide range of unpredictable outcomes of this programme are forcing us to consider how we built such important changes into our plans. We feel it is important that people are aware these impacts are both to individual as well as societal in nature.

The impact of our work will both advance our understanding of the tools necessary to support overweight and obese people, but we believe it will provide wider benefits in understanding how to encourage behaviour change through digital tools. We are finding that our insights into broader behaviour change and the ability to support multiple behaviour changes are important in terms of social impact. The evidence is clear that many of the health inequalities exist due to the fact that vulnerable people adopt multiple unhealthy behaviours. Therefore by targeting multiple behaviour changes we expect to see greater changes in individuals, which has direct impacts on individuals as well as the healthcare system.

Through this process we have reviewed our own practices as we have recognised that our traditional approach to the development of online support for our service users has lacked enough appreciation of usability and the way in which the general population are using digital tools especially whilst mobile. We didn't necessarily have the internal expertise in such tools to recognise that the balance between functionality and usability were not appropriate. This has influenced our thinking significantly and believe this will have a much more longer term impact on us as a business as well as the developments we make to our overall offer to service users.

We have worked with links at Leeds Beckett University to work through a design thinking process with groups of service users. This process has helped refine our plans significantly, we ultimately believe this will lead to improved efficiencies and greater impacts. Specifically, impacts are expected in the following areas.

Impact on community building and empowerment

The impacts on our engagement with the community in Suffolk is important to note. Our service is up and running and it is already reaching several thousand people each quarter. We are pleased with the initial engagement but also the outcomes (behaviour and health change) we are achieving from our healthy lifestyle programmes. Our community asset based approach is also supporting us to reach into a number of private, public, voluntary and community as well as faith sector organisations, which are providing real reach into some vulnerable communities.

Impact on ways of thinking, values and behaviours

The project has had significant impact on our ways of thinking. Whilst we thought of ourselves as innovative and evidence based we realised as part of this project that we required more engagement with our clients, our academic colleagues and external agencies to get the best out of our digital tools. We have also appreciated the importance of ongoing development of our digital tools. We recognise the importance of having real expertise driving our activities. Although this hasn't necessarily led to significant investment plans in web based systems, but investment in systems and our own people. This was a major lesson learnt from the programme. We believe in the changing climate of the healthcare system this lesson is important, we must continue to embrace change as we already have done but also make sure we continue to invest in these areas even when there are

financial challenges. This small investment has support significant transformation in how we work and will continue to work.

Impact on education and human capital

The programme has led to us working more broadly with a number of staff in our teams. We recognised that with one staff member leading on this work we were exposed when that staff member left. This had a major impact on our business, but it forced us to broaden our capability. This has had positive impacts across the business, those that are competent users of our IT and digital systems have outlined the recognition of the advancements we are making. But also the opportunities for all staff to engage in this area of our business particularly the use of the social media channels as tools to support clients. But also their contribution to the patient management system to support them in their work.

Users' economic empowerment

Obesity is recognised as an influence on individual quality of life, long term impacts particularly in women include economic factors including income. We have already observed participants on our services that were unemployed at the start of the programme achieve work status, which will have a significant impact on their current and future income.

The economic value generated by the project

Obesity remains a major public health challenge, whilst the healthcare system in the UK is under significant challenge. Obesity is an issue that is found across the globe. We are already working in Doha Qatar as part of a nationally funded programme to establish weight management services in the Middle East. We believe our work to date including the investments as part of this programme will lead to further opportunities and the creation of economic value in the future.

As outlined we believe this programme has had an impact on our efficiency, the way we have adapted our plans has ensured we have more usable tools to support clients, but we also believe this has made us more efficient. Given the type of tools we have begun to utilise we are more cost effective than we think we would have been without this support.

Table 42 provides a selection of Key Performance Indicators reported by the project for their primary (information) and secondary (education and human capital) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8. Like other beneficiaries with high numbers of users involved in the co-design process, MoreLife Online used a mixture of online and offline means to do so.

Table 40: Selected impact indicators for the project "MoreLife Online"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of users involved in co-design process	0	3.250	1.850
LOCAL COMMUNITY EMPOWERMENT	Number of events organised by the project addressing local communities	OneLife Suffolk community events	0 (as new programme)	25	69
		Percentage of community events in lower income areas	0 (as new programme)	35%	42%
		Number of events in partnership with other organisations/	0 (as new programme)	5	12

IMPACT ON JOB DEVELOPMENT	Number of job places generated (or expected to be generated) by the project outputs	Number of job places generated (or expected to be generated) by the project outputs	n/a	0.5	1 A full-time job has been created for someone to monitor the social media outputs and keep the front-end websites up to date

3.2.9 MountainWatch

To boost social engagement for environmental monitoring by engaging the user in a societal challenge of producing high quality images, by identifying peaks in real time and overlaying their name onto the user generated photo. MountainWatch will thus present itself to the user as a "cool" augmented reality camera for mountain peak detection and mountain photo processing. Behind the curtain, it will act as an active crowdsourcing interface for massive environmental data collection.

Figure 28: Screenshot of the MountainWatch app

Table 41: Snapshot of project "Mountain Watch"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To use an image processing algorithm that aligns the user's images of mountains to synthesized rendered views of the terrain in order to identify precisely where a mountain peak is located on the image, and also to detect whether the peak is visible or not (due to clouds, rain, obstacles, etc.), thereby enhancing the user's experience.	The project has accomplished its main goals and milestones: ○ Completed a competitor and market analysis. ○ Defined the requirements of the architecture, platform front-end and back-end, and selected appropriate third party libraries. ○ Imported image processing algorithms to Android, developed back-end and app user interface for prototype "0". ○ Refined app user interface, implemented heuristics and optimised coding for advanced prototype. ○ Undertook lab and outdoor testing or prototypes. ○ Defined a market strategy and	○ Dedicated website adapted from a previous project (SnowWatch): http://snowwatch.polimi.it/map.php ○ Demonstration videos made available on Roman Federov's YouTube channel: https://youtu.be/8D7zhPU93KA ○ 4 publications accepted (to 3 journals and Salento AVR Conference 2016) and another submitted (to the ACM Multimedia Conference 2016) ○ Organised 1 event: the 1st International Workshop on the Social Web for Environmental and Ecological Monitoring

	business plan including post-project activities. The project successfully delivered 6 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	(SWEEM 2016) ○ 58 interactions in the project's section on the CHEST Community Forum.

The application will impact the analysis of environmental problems in the mountain regions, by improving the availability of open, low-cost data with high spatio-temporal resolution. To achieve impact, the project must attract 2 target groups 1) environmental researchers and public agencies, who exploit high-quality data sets for the study of mountain environment problems. 2) professional and amateur mountaineers, and common people who spend a day outdoor and take pictures in mountain landscapes.

As a first example of the potential impact, we have identified with the help of the ARPA Lombardia public environment agency a problem where user-generated and publicly available mountain images are relevant: the problem of predicting water availability for the optimal regulation of Lake Como. An interdisciplinary group involving also environmental scientists (Prof Andrea Castelletti and his team from Politecnico di Milano) has been setup and put to work. First, a multimedia content processing pipeline has been developed that automatically transforms mountain camera position, peak metadata, and snow masks into temporal data series of virtual snow indexes associated to a mountain viewpoint. Such snow indexes, albeit not directly comparable to available ground measures, exhibit a strong correlation with meteorological data series. To assess their impact and utility, such virtual snow indexes have been used to predict future water availability and design the operating policy of a real water resources system for (Lake Como, in Italy). The performance of such policy is contrasted, via simulation, with the current operation, which considers only the lake water level and the day of the year, and with a policy that exploits official Snow Water Equivalent (SWE) estimates computed from ground stations data and satellite imagery by the Regional Environmental Authority. Simulation has revealed that the virtual snow indexes contribute to a 11.6 % improvement in the lake management performance with respect to the baseline historical operation; virtual snow indexes, when coupled to official SWE information, yield further performance improvements, showing that the two data sources are complementary and that user generated and public web content can be effectively used for addressing complex environmental problems where mountain related information plays a key role.

Table 42 provides a selection of Key Performance Indicators reported by the project for their primary (information) and secondary (environment) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 42: Selected impact indicators for the project "MountainWatch"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of users involved in co-design process	0	100	~40
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, etc.)	0	500	300
	Sharing through scientific publications	Number of accepted scientific publications	NA	4	6

		Number of organized international scientific Workshops	0	2	5
ACCESS TO INFORMATION	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment	Millions of image	Ten of millions of images	30 M images
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE USE OF MOUNTAIN RESOURCES	Utility of collected information for improving the quality of environmental models	N. of environmental projects where user generated information has proved useful for analysis, management, and prediction	0	1	1 (Como Lake predictive regulation with virtual snow indexes)

3.2.10 Open language platform on Serlo

The project has already built a free openly licensed language learning platform, that combines modern e-learning tools and interfaces and the Wikipedia-principles of openness. The project builds on the successful open learning platform www.serlo.org which is used by 200.000 students a month to learn mathematics. The platform will offer grammar explanations, diverse exercises, a vocabulary training tool and a matching tool for international study groups. The software will be Open Source and we use open licenses for the content (Open Educational Resources).

Figure 29: Screenshot of the Serlo open language app

Table 43: Snapshot of project "Mountain Watch"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To develop a web-based, open learning platform that will host free language learning materials, in order to lower the economic and social hurdles for acquiring foreign language skills lay the foundation for a successful	The project has accomplished its main goals and milestones: ○ Researched and evaluated other open language learning platforms, analysed target group and established partner networks ○ Created storyboard and wireframes, designed mock-ups, UI and User Experience, developed a comprehensive	○ Organisation's website with dedicated project section (https://de.serlo.org/abc) with access to the prototype: https://abc.serlo.org/ ○ Serlo's social media accounts: Facebook (798 likes) and Twitter (238 followers) ○ Participated in Refugees in Munich OpenTransferCamp, resulting in

integration of refugees into their respective host societies.	pedagogical concept. ○ Implemented curricula, exercise types and adaptive elements during prototyping. ○ Conducted extensive user-testing to identify improvements to design and usability. ○ Development of beta-version with extended curricula and content. The project successfully delivered 4 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	partnership with Integreat. ○ Participated in a symposium on early language schooling for refugees, resulting in a meeting with a senior Saxony region official. ○ Participated in the follow-up session of the Digital Refugee Summit, resulting in contact with the Ministry of Interior Affairs member in charge of refugee initiatives. ○ Contributed to the brochure of the National Agency for Adult Education.

After our platform is starting to be used by a significant portion of our target groups, the first direct result of our activities we expect to observe is a positive change in language proficiency and literacy. This outcome can manifest in many different ways - the main one being actual improvements of language and literacy skills in daily life, which are not objectively measurable; theoretically measurable ones being reduced time to acquire a certain level of language and literacy skills or improved test scores on language and literacy tests. We also expect to contribute to improving digital literacy among the target groups by using their digital device to learn and study.

After these changes in the skills and knowledge of the users have started to manifest, we anticipate several positive behavioural changes within members of the target group - these include, but are not limited to:

1. Increased interaction with members of local communities
2. Increased and more competent use of digital technologies for everyday tasks
3. Increased readiness to acquire skills and knowledge on their own by virtue of previous success of semi-autonomous studying
4. Increased willingness to perform everyday tasks requiring language and literacy skills without assistance
5. Increased use of media in the foreign language

Many of these changes in behaviour can further complement and quicken the development of more advanced language and literacy skills, which can enhance the impact of our activities on the target group. Indirectly, we believe that observing these changes in behaviour, especially in migrants and refugees, can help trigger perspective and behaviour changes among other members of a given community, like decreasing the likelihood of xenophobic tendencies, increasing the motivation to acquire valuable skills by providing positive examples and increased approval of a democratic and pluralistic community.

By inducing these behavioural changes in the target group, which will help to complement and strengthen the skills acquired by using our platform, we do believe to contribute significantly to an increased quality of life for those affected and their closest social circle by:

1. Increasing financial security and economic status by virtue of opening up employment and advancement opportunities
2. Enabling them to partake in society and public discourse

3. Decreasing the influence of socioeconomic factor on their individual lives and future

By contributing to these changes, we help promote the transition to an open society of self-determined individuals, who can learn according to their own potential, independent from socioeconomic disadvantages.

Table 44 provides a selection of Key Performance Indicators reported by the project for their primary (education and human capital) and secondary (behaviour and ways of thinking) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 44: Selected impact indicators for the project "Serlo"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of users involved in co-design process	0	25	25
KNOWLEDGE SHARING	Sharing through social media channels	Followers on Twitter & Likes on Facebook	620	773	1.500
TRAINING PROVIDED BY THE PROJECT	Training efficiency	Number of teachers endorsing and recommending the use of the platform	0	5	5
	Tools for education/ training developed by the project	Topics/Exercise types covered by training activities	0	15	13

3.2.11 PAYEZE

The Payeze project develops an innovative mobile payment solution, which will offer digitally and financially marginalised across Europe a risk free way to engage in digital e-commerce. For businesses, the solution offers an improved engagement mechanism and payments collection system outside the banking networks at low costs.

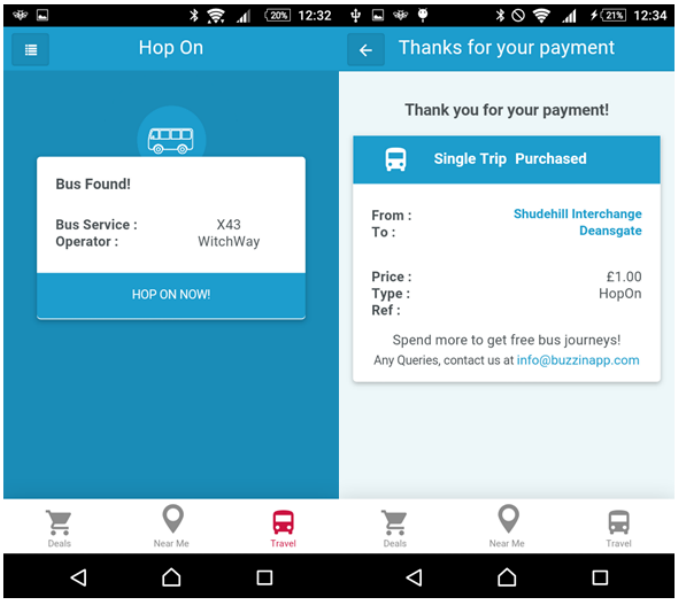


Figure 30: Screenshots of the Payeze app

Table 45: Snapshot of project "Payeze"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To develop a community based mobile payment service that removes the cost and penalties or hidden fee issues imposed by banks, with a disruptive payment platform that enables local financial ecosystems to be set-up outside the banking networks, including free P2P (Peer-to-peer) payments, payments to local businesses for goods, and posting of offers to customers, with a flat transaction fee for payments collection to businesses.	The project has accomplished its main goals and milestones: ○ Conducted technical and market research on current state-of-the-art and competition. ○ Identified and established partnerships for collaboration. ○ Designed the back-end and security infrastructure, as well as the platform web application. ○ Developed the Buzzin mobile app with smart ticketing and payment functionality, which was tested in field trials. ○ Conducted pilot trials with transport and event partners that was supported by an extensive promotional campaign. ○ Created a business model and sustainability plan. The project successfully delivered 16 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	○ Dedicated project website: http://buzzinapp.com/ ○ Project's social media accounts: Buzzin App (Twitter 1,159 followers and Facebook 148 likes), plus Buzzin Coins (Twitter 57 followers) ○ Attended over 10 events, including City Verve, Cloud Expo London, Travel Spirit, Northern Powerhouse. ○ Buzzin featured in several publications including Manchester Digital, Manchester Evening News (local newspaper), Prolific North, and Yahoo: https://beta.finance.yahoo.com/news/sensoro-teams-ups-k11-sparta-150000674.html ○ News article on CHEST website: http://www.chest-project.eu/buzzin-coins-virtual-currency-reward-system-sustainable-community-actions/

Payeze set out to promote the development alternate virtual currencies that will be used by local communities in the voluntary sector, transport and others. Following this it was decided that instead of duplicating work done in this space, Sparta would develop a open virtual currency infrastructure and demonstrate its utility to the local communities. Following this it is expected that further use cases and applications would be developed by third parties and communities involved.

Sparta has already developed an app & system for volunteering (Do-it trust) which is for volunteers to search and apply for volunteering jobs. It was decided that Sparta would develop Buzzin app and related virtual currency for public transport and also provide rewards for users.

For volunteering groups, Buzzin-coins provide incentives in the form of reward vouchers from local shops and online businesses. They get a sense of satisfaction as their work is valued and rewarded. This is especially true for young volunteers who try out volunteering for few hours to gain some experience. Because of these rewards they are encouraged to continue their volunteering work on a more regular basis. For those who are low incomes or without a job, this provides a means of doing work and earning social currency which can be used in local shops. Thus, the Buzzin-coins ecosystem helps in brining such vulnerable people to the mainstream, paving the way for them to get mainstream jobs.

For public transport users, they get rewarded each time they travel in and out of the city. This generates positive word of mouth within the community. This encourages more people to use public transport, in this case buses using the smart ticketing app of Transdev operator from Burnley to Manchester route. Based on the number of miles travelled they are able to earn Buzzin-coins which they can spend at local shops or get vouchers online. This results in energy savings in the region, encouraging the City council and transport authorities to provide further discounts on travel.

For local businesses, by accepting Buzzin-coins as method of payment, they are able to attract more footfalls into their shops. They are able to increase the amount spent in their shops by two-fold, with an increase in their credibility by participating in this social & eco-friendly initiative.

Table 46 provides a selection of Key Performance Indicators reported by the project for their primary (community building and empowerment) and secondary (ways of thinking, values and behaviours) social impact areas as well as for its economic impact area (economic value generated). For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 46: Selected impact indicators for the project "Payeze"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	3	3
		Number of users involved in co-design process	20	100	50
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	200	1.136 (twitter followers)
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	50	135 (tweets)
BUSINESS MODELS	Number of business collaborations	Number of business collaborations	0	10	10

3.2.12 Personal Health Record for Self-Management Elderly

This project, which has been defined in close collaboration with elderly, aims at developing a prototype of a personal health record (PHR) which gives the elderly the ownership of the content of the record. PHR will not replace the current records of the different care professionals. PHR will only store those files of the different care professionals which the elderly needs in supporting his/her self-management. This client driven approach is an innovative disruptive way of looking to the way electronic health records should be designed

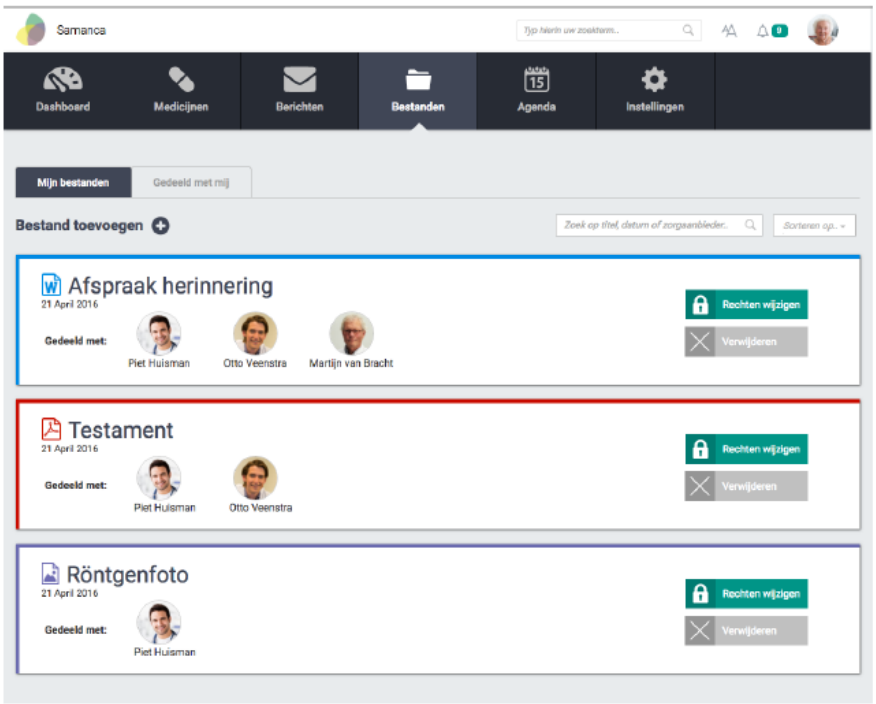


Figure 31: Screenshots of the Personal Health Record for Self-Management Elderly solution (file repository)

Table 47: Snapshot of project "Personal Health Record for Self-Management Elderly"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To develop a workable prototype of a personal health record (PHR) – managed and owned by the elderly themselves, as well as compliant with the needs and expectations of elderly people and their formal and informal care givers, but without replacing necessary electronic healthcare records (EHRs) of professionals.	The project has accomplished its main goals and milestones: ○ Established a product vision and use case models for functionality (including conducting a Delphi Study), identified a high level software plan, solutions and tools. ○ Detailed critical requirements and established a robust and stable back-end software architecture. ○ Developed proof of concept API for data exchange/interchange. ○ Established a concept one page profile (OPP) and dashboard. ○ Integrated the OPP with the click-model prototype with UI/UX communication functionality. The project successfully delivered 5 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	○ Dedicated prototype website*: http://prototype.samanca.com/#null ○ Stakeholder engagement activities with approximately 2,000 people (from the target group) in Emmen. ○ 99 interactions in the project's section on the CHEST Community Forum. *A full website and social media accounts will be established for use as the project moves forwards. *The current prototype will be presented at the next meeting with advisory board in October 2016, then it will be presented to GP's in Emmen and partners of the Embrace project. *Mr. R. Uittenbroek (researcher UMCG Samenoud/Embrace project) will publish an article (Dutch scientific publisher) in Q4 of 2016.

Research shows that integrated care is effective regarding patient outcomes, service use (less), costs (reduction) and quality of care (higher). Self-management is one of the pillars of integrated care model used by the Embrace project. All together self-management capabilities correlate positively with wellbeing and independent living.

Our activities did invoke discussions about 'the ownership of personal health data' and if and how such information could be beneficial for as well as patients, informal care givers and healthcare professionals (target groups change their opinions and in some extend their knowledge). For the target group of our project (1700 – 2300 elderly people) an organization based EHR is in use. We're investigating ways to 'enhance' the existing EHR application with the proposed functionality of the PHR application. Our partner UMCG is currently looking for funding possibilities. We've also been asked to participate in another project (CONNECARE project). Through clinical trials in Israel (Tel Aviv), Spain (Barcelona) and the Netherlands (Groningen), several self-management tools will be tested. The idea is to use 'our PHR' as core application in which those tools will be embedded.

In order to accept and use the PHR, it's essential that key functionality of the PHR application works (has been taken in production (= online available)). The prototype itself gives insight in how a PHR looks like and what kind of functionality it has to offer (managing expectations). Target groups have been reached (within a limited area). Using the Embrace project as a 'piggy back' we've a legitimate access to target groups (if we'll bring the product forward).

Table 48 provides a selection of Key Performance Indicators reported by the project for their primary (information) and secondary (ways of thinking, values and behaviours) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 48: Selected impact indicators for the project "Personal Health Record for Self-Management Elderly"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	2	2	2
		Number of users involved in co-design process	12	12	12
		Ratio between men and women involved	50/50	50/50	50/50
CHANGES IN OPINIONS/WAYS OF THINKING	Activities performed by the project in order to achieve the expected change in user opinions, values and behaviours	Interchange of data between multiple information systems and the Personal Health Record for Self-Management.	0	2	1

3.2.13 Provenance Coin

This project explores the use of the Blockchain (a public, digital ledger to implement decentralized exchange networks) in product supply chains to foster transparency. The projects builds on existing design work to prototype and test this application to demonstrate the open tracking of materials, components and products to enable informed purchases.

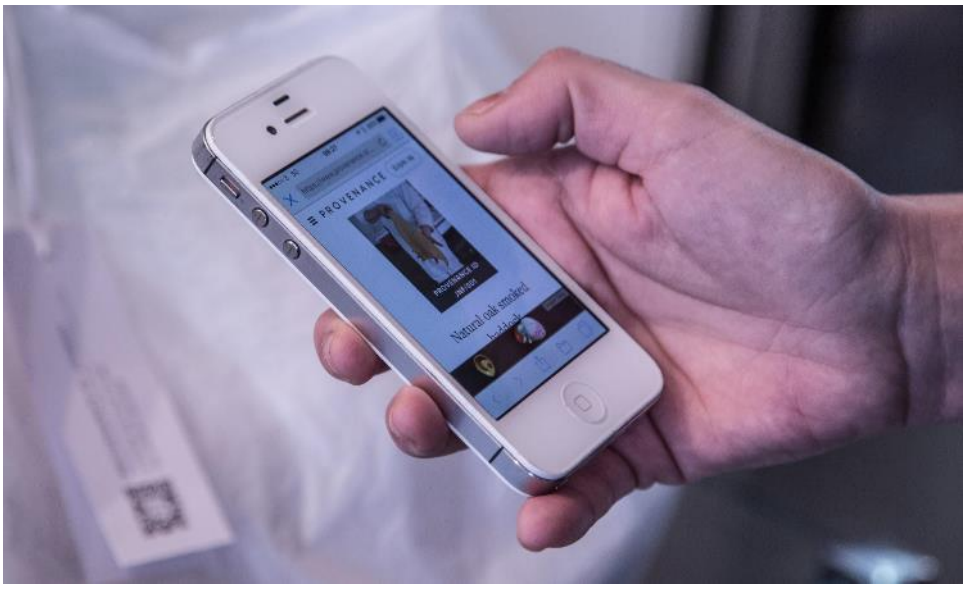


Figure 32: Screenshots of the Provenance Coin prototype being used after bying a product

Table 49: Snapshot of project "Provenance Coin"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To build a prototype blockchain application to demonstrate the mechanics of an open registrar for access to: 1) product identifiers, 2) asset tracking and 3) related product information (e.g. certifications, contracts and audit details) to be used by a network of businesses along a supply chain.	The project has accomplished its main goals and milestones: ○ Planned case studies and refined understanding of user experience. ○ Formed partnerships with key stakeholders and researched supply chains of key sectors. ○ Established design requirements and created customer facing screen for prototype. ○ Designed and developed tracking technologies ○ Developed and tested full working prototype for tracking the provenance of physical products with supporting web application. ○ Developed working prototype for registration, item issuing and tracking on Ethereum. ○ Piloted the prototype in a supply chain of key stakeholders and reported on findings/results. ○ Undertook a full market analysis including a report on competitors. The project successfully delivered 21 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	○ Organisation/project website: https://www.provenance.org/ ○ Organisation/project social media: Twitter (4,249 followers) and Facebook (1,588 likes), plus Provenance Tech (294 Twitter followers). ○ Written a white paper on how to use blockchain for tracking materials and products: https://medium.com/@provenancehq/using-the-blockchain-to-provide-transparency-in-product-supply-chains-7acf4b8d1d74#.d999cawwg ○ Attended and presented the project at events in the UK, France and Germany. ○ Featured in a wide range of publications, including magazines (e.g. Just Style, Director, Courier) and news websites/blogs: IB Times, Brave New Coin, BBC News, Robert McGrath, BC News, The Guardian. ○ Contributed to UK Government Department of Science report on blockchains.

Powering conscious consumption. Highly ethical consumers make up 19% of the UK population (12,528,200 people) and over 30% of consumers claim to be very concerned about these issues, yet

they struggle to act on them with their purchasing decisions[16]. Making a factual choice is difficult, since most available solutions either focus on blaming or lack veracity and authenticity. A YouGov/Global Poverty Project study, concluded that: 74% said they would be likely to pay an extra 5% for their clothes if there was a guarantee workers were being paid fairly and working in safe conditions. Our system is the foundation for such guarantees - in particular fair pay reaches beyond the power of a top down accreditor - using the bottom up nature of the blockchain.

Fighting losses due to counterfeiting, security & supporting domestic employment. "50,000 tonnes of meat sold as beef found to contain horse DNA."*BBC, April 2013* Counterfeit goods of all types have had a detrimental effect on the global economy for some time. For the UK economy alone is estimated and could be costing £30bn and 14,800 jobs[17] – excluding health implications of counterfeited and mislabelled consumables for consumers e.g. allergen information.

Environmental impact: The foundation for a circular economy. Provenance will lay the foundation for a positive environmental benefit that's hard to overstate. We have been working with the Ellen MacArthur Foundation looking at how our system can openly account for materials to aid recycling and reuse by design.

We know there is environmental and social damage occurring during the creation of many consumer products, this often masked with fictitious branding campaigns. Shoppers are increasingly aware that the things we buy determine which companies grow and survive above others. Yet currently it's difficult to make a positive choice: We know little about how the things we invest our money in are created - what's authentic information, and what isn't? Stories about how consumer goods are made and used can inform better decisions: in supply chains, in shops, throughout and after their life cycle - based on facts becond price, quality and brand – if they were **available** and could be **trusted**.

There is a clear market demand from consumers to know more about the products they buy:

- YouGov/Global Poverty Project study on shoppers in the UK found "74% said they would be likely to pay an extra 5% for their clothes if there was a guarantee workers were being paid fairly and working in safe conditions." Market research through Touchpoints has identified 9,874,000 ABC1 Shoppers in the UK alone who self-identify as ethical shoppers, and primarily shop online.
- In 2011, UK ethical market had a value at £50 billion, rising 39% from 2007-2011. Predicted sales growth of 40% between 2012-2016, with the market reaching a value of £76 billion, according to market reports.[18]
- According to another study, highly ethical consumers make up 19% of the UK population (12,528,200 people) and over 30% of consumers claim to be very concerned about these issues, yet they struggle to act on this with their purchasing decisions.[19]

We interviewed a group of 88 shoppers, 55.7% of them around 25 and 34 years old and a 25% between 35 and 44 years old. Only a 12.5% are between 18 and 24 years old. A 51.8% of them are female and a 48.2& male. And 76.5% live in Europe. ONLY A 40% of shoppers we interviewed always care about the origins and histories behind products when buying them, a 33% usually cares and a 3.4% rarely care. From the 40% and the 30% that care about origins and histories behind products a 50% care about the materials and ingredients qualities, properties and origins of product when

16 Market report 2014 on Ethical consumers

17 Anti counterfeiting Forum_ http://www.anticounterfeitingforum.org.uk/counterfeiting.aspx

18 http://www.co-operative.coop/corporate/Investors/Publications/Ethical-Consumerism-Report/

19 Young, William, et al., Sustainable consumption: green consumer behaviour when purchasing products. Sustainable Development. John Wiley & Sons, Ltd, 2010

buying them. In their opinion, 67% value the Description of components/materials/ingredients, chemicals involved and 52.3% metrics outlining waste per item and C02 emissions and 46.5% care on certifications. Related to people and companies behind products, a 50% always care about them when buying products and a 23.9% most of the times care. We asked them to choose 4 options on things that matter the most to shoppers about people and companies behind products they buy. A 61.4% labour conditions of employees, a 46.6% environmental impact, a 43.2% about social impact and a 39.8% care about certifications.

Now those don't have a clear solution to measure the social and environmental impact of their purchase, through keeping track of materials and salient information about them on the blockchain we believe Provenance could be a core component in how an efficient circular economy is realised.

Table 48 provides a selection of Key Performance Indicators reported by the project for their primary (information) and secondary (environment) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 50: Selected impact indicators for the project "Provenance Coin"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	3	5	4
		Number of users involved in co-design process	150	200	200
ACCESS TO INFORMATION	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	4	10	10
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	3000	10000	7000
ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE CONSUMPTION ISSUES	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project (number of stories at Provenance)	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project according to the project (how many products engaged with Provenance and finished a full story to share)	10	45	45

3.2.14 ReadRunner

This project aims at creating a revolutionary mobile platform aimed to assist people with Dyslexia in improving their reading and comprehension aptitudes through a unique intelligent play experience.

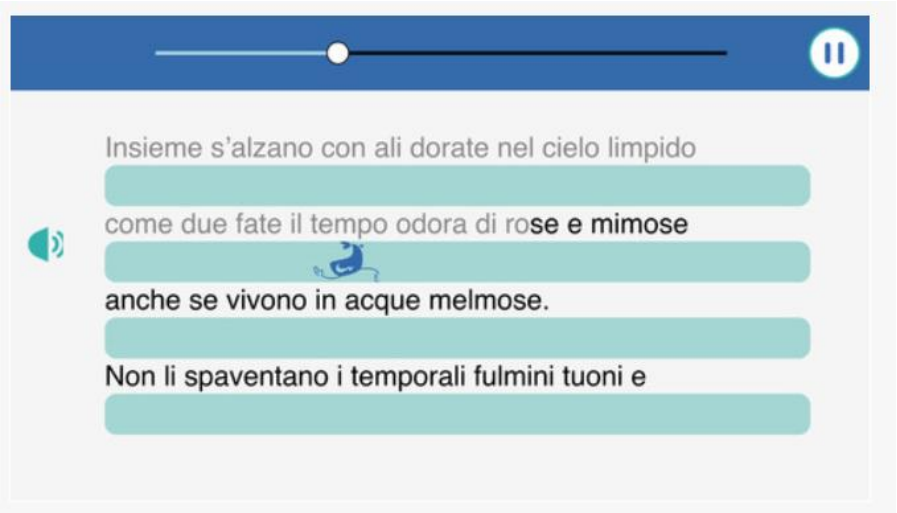


Figure 33: Picture of the ReadRunner mobile app

Table 51: Snapshot of project "ReadRunner"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To develop ReadRunner (RR) as the first step in appropriating digital technologies and social interactions to treat children with Dyslexia, through a desirable yet clinically-effective play experience that improves and encourages reading, and a comprehensive solution to the dyslexic's ecosystem (clinician, tutor, parents) for efficient communication. RR aims to treat dyslexia by transforming the reading experience with an engaging and intelligent environment hosted on a mobile app.	The project has accomplished its main goals and milestones: ○ Designed and redesigned the UI/UX framework via a 2-phase/3-release process. ○ Conducted a comprehensive technology study. ○ Designed and deployed new company and RR app websites with increased functionality and improved performance. ○ Designed, integrated and deployed iOS and Android mobile apps. ○ Designed and integrated analytics (including error detection data) ○ Tested RR with children and teachers in 2 rounds of field testing. ○ Defined algorithm and developed prototype for dictation feature. ○ Designed, configured and installed a voice/text error feature. The project successfully delivered 3 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	○ Organisation and dedicated project websites: http://www.bee3ee.com/ and https://www.thereadrunner.com/static/index.html#/ ○ Organisation/project social media: Facebook (477 likes) and Twitter (177 followers) ○ Featured in 14 articles (blogs, magazines, websites) for: Wired Italia, Impact Hub Milan, AXA, SMAU, ANSA, and TGcom24. ○ Winner of the Impact Hub Milan/AXA e-health fellowship – meetings with key figures, networking opportunities in a community of over 7,000 and publicity. ○ Included in the CASS Business School NEMOG program as a case study, working paper: http://bunhill.city.ac.uk/research/cassexperts.nsf ○ Collaboration with Pisa Vision Lab (CNR) that should lead to reports and papers. ○ News article on CHEST website: http://www.chest-project.eu/readrunner-a-playful-reading-platform/ ○ 91 interactions in the project's section on the CHEST Community Forum.

Nowadays companies are requested to offer quality and low price products that are valuable to society and that can be perceived as socially responsible. The Nielsen Global Survey of Social Responsibility of 2014 indicates that 55% of global online consumers in 60 countries are willing to pay more for products that are related to positive social and environmental impact. In line with this,

Bee3ee aims to develop products that help people with certain disabilities or difficulties to have a better life through technology.
RR's theory of change is: *Dyslexia increases the level of reading difficulty, resulting in a wide range of problems such as learning and self-esteem. In order to accelerate their treatment, dyslexic children need to be involved in an interactive learning ecosystem with therapist and parents. The aim is to reduce the time a child requires to achieve a normal level, while looking to increase the number of children treated in the long-run*.

The Social Impact of the project is mainly due to the social engagement and the price reduction of the therapies that may result in an increase of children attended, considering that therapies are very costly (besides to be very boring). Supported by students of Università Boccon the social value of RR has been evaluated trough Social Return on Investment (SROI). This financial indicator is valuable to demonstrate the distinctiveness of RR and gain consciousness among stakeholders regarding the shared social mission. The social value assessment is measured through the monetization of 3 social impacts. In this sense, only the benefits that can be monetized in the short/medium term are considered for the analysis.

The fact that children with Dyslexia receive treatment will have a positive impact in society when they become older is a long-term impact and therefore it will be cited but not be taken into account.
The first short term impact is related to the reviewing time of the therapists: RR helps them to reduce their reviewing time by 60%. The second comes from the efficiency of the treatment. RR studies indicate that children with Dyslexia can accelerate their treatment by 57% using RR[20]. Thirdly, RR allows therapists to develop their therapy sessions in a remote way rather than face-to-face (i.e. : commute or not).

	WHO	NEED	READRUNNER's VALUE PROPOSITION
beneficiaries	KIDS	Safe and engaging environment to improve reading performances	Interactive reading platform Based on personal mobile systems
customers	PARENTS	Oversee child's progress + cut treatment costs	Online oversight environment Reduced needing to commute
beneficiaries / customers	TEACHERS / THERAPISTS	An effective tool for teaching and communicating	Special environment to manage and deliver contents Supportive check error system
beneficiaries / customers	CLINICIANS	Oversight patients and therapists	A flexible system to determine and adjust proper treatment. Data gathering+analysis.
beneficiaries / customers	RESEARCH INSTITUTES	Large scale data gathering+analysis. Epidemiologic/endemic analysis	An affordable and flexible system to collect, analyze and share data. Profiled Data gathering+analysis.
customers	CORPORATIONS	Increase welfare for employees.	A didactic/educational support for the families of the employees
customers	GOVERNMEN	Increase welfare of citizens.	Use it in public hospitals/schools where

[20] (Crecchi, A. et al 2014). The Tressoldi Index helps to measure the efficiency of a treatment. Children that do not use RR have an average Tressoldi Index of 3.8, while children using the product have an average of 5.97, which shows an increase of 57% of efficiency.

	TS		children are treated

When RR was created, Bee3ee considered teachers and clinicians as their main target, but after some attempts it comes out they are not very interested in purchasing this technology. So the parents became the main target because they are the most interested in children's health. Parents can be considered also beneficiaries, because using RR the hours of therapy needed will reduce, and also its cost.

Also teachers and therapists can be considered beneficiaries, because they will need less time to review their patients work and they will increase their earnings. Finally clinicians/researchers because of the the epidemiological information that the system can offer[21].

Bee3ee is starting to collaborate with big companies' corporate welfare programs. Moreover, potential customers can be also governments, for the same goal to increase the welfare activities.
The cultural (hence social) impact related to written words as a medium is also to be taken into account: *"Millennials are reading more books than the over-30 crowd[...] Some 88 percent of Americans younger than 30 said they read a book in the past year compared with 79 percent of those older than 30. [...] Over three-quarters (77%) of younger Americans have a smartphone, [...] a tablet (38%) or e-reader (24%). Despite their embrace of technology, 62% of Americans under 30 agree there is "a lot of useful, important information that is not available on the internet," compared with 53% of older Americans who believe that. At the same time, 79% of Millennials believe that people without internet access are at a real disadvantage."*[22]

Table 52 provides a selection of Key Performance Indicators reported by the project for their primary (community building and empowerment) and secondary (ways of thinking, values and behaviours) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 52: Selected impact indicators for the project "ReadRunner"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of users involved in co-design process	21	60	60
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0 fb 0 tw	442 fb 170 tw	405 fb 160 tw
COMMUNITY BUILDING	Change in time spent on the platformby users	Time spent by the users, on average13.2 min/session4.3h (each reader - avg)	8 min session	10 min/session - 20 min/day	13.2 min/session
CHANGES IN OPINIONS / WAYS OF	Topics where opinion change is expected to happen	Number of topics where opinion change is expected to happen	3 [1, 3, 4]	7	5 [1, 2, 3, 4, 6]

[21] A significative aid to research activities has been envisioned with Pisa Vision Lab (http://www.pisavisionlab.org/), a research team of CNR dealing with a specific setup to diagnose dyslexia at early stage: the team will use data from RR to check the everyday behaviour of the readers involved in their campaign of tests.
[22] http://www.pewinternet.org/2014/09/10/younger-americans-and-public-libraries/

THINKING		Detailed description of topic and subtopics	1 - Kids should practice by themselves (even oversighted); 2- Reading can be enjoyable; 3 - Caregivers are involved as well as kids; 4 - Reading is (not only) a school thing; 5 - Dyslexia is not (just) a matter of medics; 6 - Reading practice as a matter of single exercises vs reading as a whole thing; 7 - "Rehab" aids are very specific, boring and expensive

3.2.15 SchulePLUS

An innovative matching platform for schools and their external partners. It allows stakeholders like foundations, universities, companies, individual experts, NGOs or cultural institutions to post their cooperation offers for schools. On the other side, teachers are able to find the offers for their needs very easily due to a tagging and matching algorithm. SchulePLUS builds the basis for an overarching infrastructure and network, which schools are currently missing and do not have the resources to build themselves. The SchulePLUS Mobile Application not only enhances the network's scope and relevance. By employing modern technology it helps to facilitate cooperation between schools and external partners by enabling both sides to arrange new cooperations while being flexible in their working schedule.

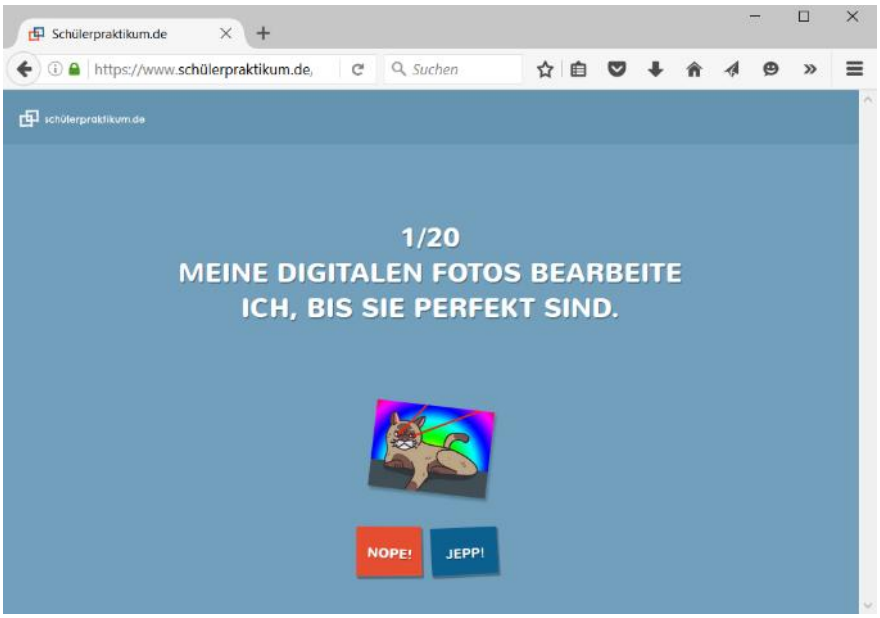


Figure 34: Picture of the SchulePLUS solution

Table 53: Snapshot of project "SchulePLUS"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To build a product that helps students identify their own strengths and choose a company to intern with accordingly, by developing a mobile web-app that provides the user with a range of scenarios, and the ability within the app to take a	The project has accomplished its main goals and milestones: ○ Created initial and detailed concepts plus wireframes. ○ Created designs for mobile app interface and undertook the required front-end and back-end development. ○ Produced a marketing concept paper and started	○ Organisation website and dedicated project website for the BETA version: https://www.schule-plus.de/ and https://www.xn--schlerpraktikum-1vb.de/profilcheck/start ○ Organisation/project social media: Facebook (8,604 likes) and Twitter (2,381 followers) ○ Print article in "Süddeutsche Zeitung" ○ Featured in a radio programme on

test of their interests and skills and be redirected to an organisation that fits their skills accordingly.	testing the beta version. ○ Evaluated user-feedback to determine the necessary changes for the web application ahead of final release. The project successfully delivered 10 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	SWR2. ○ Finalist in the Google Impact Challenge, which was also promoted on the CHEST website: ○ http://www.chest-project.eu/schuleplus-in-the-google-impact-challenge-germany-final/ ○ News article about the project's progress on the CHEST website: http://www.chest-project.eu/schuleplus-innovative-matching-education/ ○ 242 interactions in the project's section on the CHEST Community Forum.

In a quickly evolving society our schools face the enormous challenge to keep pace with new developments and integrate them into their curriculum. To shoulder this task, schools need outside help. Who is the best partner to teach kids about electronically-driven engines? An engineer! Who can authentically explain social media? An online-marketing-expert! But how can schools find these specialists? How do they communicate effectively and design a partnership?

This is where SchulePLUS comes in. We help schools open up to their environment and to outside expertise through technology. We have spoken to many teachers and defined the most important aspects of finding cooperation partners: it has to work quickly, there have to be uncomplicated ways of communication and information has to be accessible in a simple manner.

Two target groups are directly affected by our social impact: the (1) students and the (2) teachers. Students profit from exciting classroom activities because they will be facing hands-on approaches inside and outside the classroom. Through workshops, presentations and practical trainings outside partners create learning situations that actually matter to a student's every day life.

We expect the following social impact for students:

1) Students improve in using digital means to find interesting organisations, programs and internships through our app. They are encouraged to take school matters into their own hands – instead of leaning back and letting their teachers run the show all the time. This will strengthen their self-awareness.
2) Through the activities agreed upon through our app, students will have a much clearer view on the realities of the job-market. They are able to make informed decisions about their future – which will lead to a lower dropout-number in the vocational sector.

But it is not only the students who will profit. Teachers are amongs the most critical professional group when it comes to burnout syndromes. One main reason is that teachers are overwhelmed by the speed that technology and the subsequent societal changes progress. This tendency has rapidly gained speed in the last years. Teachers are struggling to integrate those changes into their curriculum. This dissatisfaction can be greatly decreased by offering teachers a simple source of help: society itself. We expect the following social impact for teachers:

- We will help to lower the burnout-rate amongst teachers (which is at an incredibly high 60%-risk of burnout for each teacher) through encouraging external partners to help out schools with their knowledge. That will lift the burden of constantly having to keep up with the extraordinary pace certain (technological) developments take place.

Furthermore, we also expect the following social impact for companies:

- Companies will gain a deepened understanding about how public schools work. They will therefore be able to adjust much better and make offers that can actually help schools in significant ways.

We expect the following overall impact:

- School lessons will be more connected to the every-day life of students. We are hoping for students to indicate that they had fun while learning and that they could apply their learnings in their every-day life or their steps toward a (vocational) job.

Table 54 provides a selection of Key Performance Indicators reported by the project for their primary (information) and secondary (ways of thinking, values and behaviours) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 54: Selected impact indicators for the project "SchulePLUS"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of users involved in co-design process	/	80	75
		Ratio between men and women involved	50/50	50/50	50/50
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	fb: 3427 tw: 899	fb: 10300 tw: 2000	fb: 7721, tw: 2272
ACCESS TO INFORMATION	Typology of information- data available on the platform Typology of information- data available on the platform	Typology of information- data available on the platform - selection from a list including: • Articles/long post/structured content • Short post/status updated • Images • Other contents (listings)	/ / / /	4 2 20 15.000	3 2 20 14.307

3.2.16 SHOP&DROP

The Shop&Drop app will offer a personal service for citizens that makes waste separation simple and effective. It gives the users some personal advice on where to separate their waste and offers insight in the value of reusable products and waste. Users can add information, help other users and complement each other for doing good. For every drop the user makes at the right location he will get drop-points, which will start the competition between her or him and her or his friends.

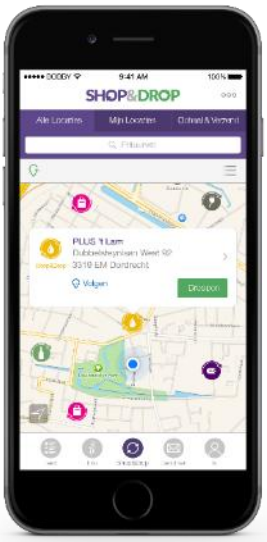


Figure 35: Picture of the Shop&Drop mobile app

Table 55: Snapshot of project "Shop&Drop"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To develop a service using web and mobile apps that makes it as easy and valuable as possible for European citizens to participate in waste separation, by interlinking 'separation behaviour' to their 'shopping behaviour' – every time a citizen goes 'out' to shop (whether in store or online) they will think of what waste/old products to drop AND will do that in the same routine.	The project has accomplished its main goals and milestones: ○ Collected user feedback to optimise the application ○ Used feedback to aid development of new software architecture and smartphone app, as well as an optimised rewards system. ○ Conducted research on the main challenges in EU countries, particularly the waste separation issue. ○ Established and maintained relationships with key stakeholders, including key commercial partners. ○ Produced a detailed business plan and financial model, as well as delivering an extensive sales and marketing strategy to attract more customers. The project successfully delivered 12 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	○ Organisation/project website: http://www.shopendrop.nl/ ○ Organisation/project social media: Twitter (492 followers) and Facebook (344 likes) ○ Weekly blog as part of online promotional strategy (that was underpinned by social media): http://www.shopendrop.nl/blog/ ○ Attended 8 events to deliver presentations/pitches and take part in workshops, including the Circular Economy Booster Masterclass and a guest lecture at Rotterdam University. ○ Featured in 11 regional/national publications for print/online magazines and online blogs. ○ News article about the project's progress on the CHEST website: http://www.chest-project.eu/shopdrop-love-shop-care-drop/ ○ 195 interactions in the project's section on the CHEST Community Forum.

The Shop&Drop offline and online service helps to increase the amount of waste materials and disused products collected from European households, by intensifying the commitment of both customers (citizens) and consumer brands (retailers and manufacturers) to separate and collect these products and materials on a regular basis. The Shop&Drop achieves this social impact by making valuable information better accessible for customers/citizens and by giving both customers

and consumer brands a personal resp. commercial motivation to take part. By making use of existing consumer patterns (going out to do your shopping) and commercial services (delivering online purchases), we can limit the extra costs that are needed to increase the amount of collected waste materials and disused products. Below this social impact is made more specific per target group:

Citizens/Consumers/Users

The main impact on this target group is that EU citizens separate more household waste with more ease and feel rewarded for doing good. This impact will be due to the fact that citizens interact with the Shop&Drop application and through that get more knowledge about what products belong in what waste category, where the locations for each category are located or what services are their to come and pick it up from their homes. The additional service to give your waste back to the delivery guy that brings your online purchase increases that feeling of 'separation is easy'. Citizens also get more motivated to separate their waste because they see what other users do and can compliment each other for doing good, and they receive shopping rewards. This user interaction and rewards have as a result that users will separate their waste on a more regular basis. Instead of a burden, waste separating becomes a little bit more fun and worth the effort.

Consumer brands (retailers and manufacturers)

As a societal change the impact on this group will be that more consumer brands take an active part in collecting (waste from) the products they have once sold to their customer's and have now reached the 'end of life' stage (at least, with that customer). The main impact for individual brands will be increased customer loyalty and sales and better CSR results. Consumer brands will learn to what extent their customers value the fact that their favorite brands care for the environment and support them as customers in doing good for the environment as well. Through the data collection of the S&D service consumer brands learn what their customers do with their products at the end of use and can act on that. Either by doing the right sales offer to their customer (as a replacement for that product) or by designing circular business model that increase the lifetime value of their products.

Waste collecting organizations

The main impact on this target group is a bit different per type of waste collector. For municipalities the main impact will be that they are able to optimize their waste logistics, due to increased knowledge. Because they learn better (because of our data collection) what facilities are used most often and with what waste streams citizens have the most difficulties, they can optimize the facilities they offer and through that better serve their citizens and collect more waste separately.
For the waste management companies the main impact will come from the online service. By giving consumers the opportunity to give waste to their delivery guy, waste management companies that are a partner of S&D can collect more waste and cleaner waste streams. To explain that in more detail: by having users 'drop' their waste in a box that is collected by the delivery guy, there is a smaller chance that the waste will be polluted and will become unrecyclable (for example paper becoming wet). Something that often happens in the larger public recycle containers.

Table 56 provides a selection of Key Performance Indicators reported by the project for their primary (ways of thinking, values and behaviours) and secondary (information) social impact areas as well as for its economic impact area (economic value generated). For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 56: Selected impact indicators for the project "Shop&Drop"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value

ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of users involved in co-design process	10	50	60
		Ratio between men and women involved	50/50	10/90	23/77
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	Weekly FB posts and Tweets	Tweets: 304 FB posts: 40	Tweets: 1.044 FB posts: 70
ACCESS TO INFORMATION	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	2	12	15
CHANGES IN OPINIONS / WAYS OF THINKING	Typology of information-data available on the platform	Info pages within smartphone application	10	50	48
BUSINESS MODELS	Number of business collaborations	Value = no. of partner categories	0	3	2

3.2.17 SourceIT - Mapping Resources to Increase Recycling

A GIS (geographic information system) mapping tool to support existing and new enterprises, both social and commercial, which have a specific focus on the reuse and recycling of materials, in locating unwanted resources/waste materials which are essential to the existence of such enterprises. SourceIT would provide a tool for organisations such as local authorities, civic amenity sites, waste companies, private companies etc., to upload data on quantities and types of materials that they may have available, which both social and commercial enterprises are seeking for reuse and recycling, and would then allow for that data to be geographically mapped. SourceIT would also enable more efficient, co-ordinated and environmentally friendly transport systems for such resources/waste materials by allowing existing and new enterprises to track volumes and quantities by location.

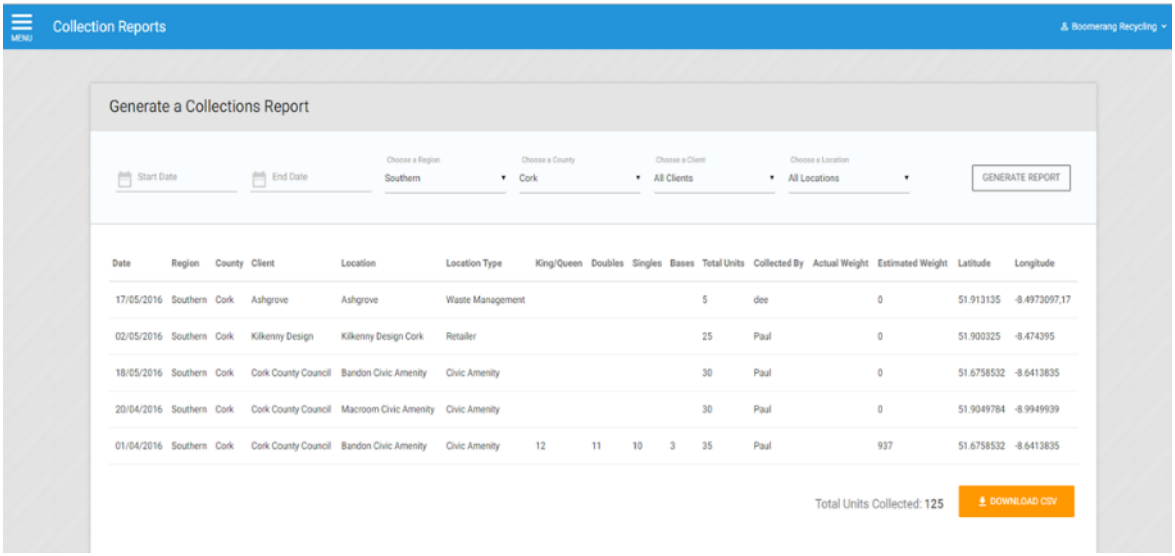


Figure 36: Picture of the SourceIT prototype (collection report)

Table 57: Snapshot of project "SourceIT"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
SourceIT aims to increase levels of reuse and recycling of materials/waste by supporting social and commercial enterprises with an innovative digital solution incorporating GIS tools to allow them to geographically locate materials/waste, to share data and to collaborate, which is likely to speed up the process of identifying solutions for reuse and recycling, so that in the short and long term they can become more sustainable.	The project has accomplished its main goals and milestones: ○ Undertook research on existing solutions, discussed software requirements with key stakeholders and appointed an advisory group. ○ Wrote software specification and tendered for lead software developer. ○ Developed the software in collaboration with the appointed developer to produce an MVP. ○ Tested prototype with stakeholders to identify issues for refinement. ○ Developed bespoke branding and made preparations for a national launch in Autumn 2016. The project successfully delivered 10 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	○ Dedicated project website: http://www.sourceit.ie/ ○ Organisation/project social media: Twitter (144 followers) and Facebook (28 likes) ○ Created project promotional materials: brochure and pop-up stand. ○ Project presented to regional and national audience at a seminar: "Sustaining Business through the Green Agenda" ○ Agreement with PR firm to distribute a press release for the project's national launch (in Autumn 2016) ○ News article about the project's progress on the CHEST website: http://www.chest-project.eu/sourceit-increasing-reuse-recycling-materials-mapping-software/ ○ 328 interactions in the project's section on the CHEST Community Forum.

By providing the SourceIT solution to the Social Enterprises, Commercial Enterprises and Public Sector target groups, it is anticipated that the following impacts will result and be applicable across every target group:

Environmental: the software will offer a solution to the issue of waste unnecessarily going to landfill. SourceIT encourages waste to be treated as a resource, in this instance, mattresses. Not only will the mattresses be redirected away from landfill, but the mattress parts themselves will be reused to provide other resources i.e. Material is made reusable as a refuse derived fuel (RDF), the wood becomes kindling which will be sold, and the metal springs will be recycled for a variety of other purposes. This will have a clear impact on the environment and economically also, by contributing to sustaining social enterprises like Boomerang.

Economical: there are operational and logistical benefits that the software offers, which will result in a reduction of costs. For example, by optimising the number of mattresses being collected at the same time in the same location, this will yield more efficient business processes, specifically; time spent outside of HQ, mileage costs and more informed, efficient routes chosen. These significant behavioural changes, based on the information provided by the software, will result in cost savings for the enterprise which can be redirected elsewhere e.g. replacement tools for deconstructing mattresses.

Social: The setting up of social enterprises, like Boomerang Enterprises, provides opportunities for the long-term unemployed. Those who undertake both the manual labour of stripping the beds as well as those who work in the administration of the enterprise are provided with opportunities to

reintegrate themselves into the working environment, as well as upskill and generally enhance their personal development. By working with retailers, local authorities, civic amenity sites etc.…this creates a further need for social enterprises like Boomerang Enterprises and sustainable employment for those who are appointed to the team. Ensuring that key stakeholders and the general public understand the importance and benefits of diverting mattresses away from landfill helps to support a sustainable business model for social enterprises; the more mattresses recycled, the more employees needed, the more the environment benefits, and so on.

Knowledge Sharing: Once the software is launched the social enterprise will be in a position to share their knowledge about the software, the benefits of it and how it is improving their overall business processes with relevant stakeholders and other social and commercial enterprises. This ability to share knowledge about SourceIT with a range of parties, including retailers and hotels also, will offer promotion of the software to relevant stakeholders and encourage participation to the software. The SourceIT technology fills this gap between a desire to change and actually implementing change, and word-of-mouth about the software will provide a platform for reaching many varied audiences. This will be further enhanced through dissemination of press releases, maintenance of SourceIT social media channels, promotional material, and the national launch of the software in Autumn 2016.

Behavioural Change: the implementation of SourceIT as a pro-environmental solution to waste, and the promotion of same on a local and societal level, offers the provision of information to relevant stakeholders. Through this, it is expected that behaviour change in favour of treating of waste as a resource, will result through awareness and participation with the software. For example, retailers who previously were providing mattresses will now have a full record of their stock and how many have been provided to Boomerang Enterprises. This yields an opportunity for retailers to use this as a promotional tool, or to set targets between its stores, for example, encouraging further pro-environmental behaviours and, consequently, the overall result of less waste being directed to landfill. Similarly, once behaviour and attitudes change towards one waste type i.e. mattresses, it may be that these new behaviours and attitudes could also be extended and applied to other waste streams in the future.

Table 58provides a selection of Key Performance Indicators reported by the project for their primary (environment) and secondary (information) social impact areas as well as for its economic impact area (economic value generated). For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 58: Selected impact indicators for the project "SourceIT"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE CONSUMPTION ISSUE	No. of contacts added to the project database to share information on SourceIT and its benefits, as well as encouraging sign-ups	No. of contacts on the SourceIT project database	0	50	98
ACCESS TO INFORMATION	Typology of information-data available on the platform	Typology of information- data available on the platform - selection from a list including: • Resource Availability • Data Mapping • Resource Types	0	6	6

		• Resource Locations • Resource Reports • Resource Collection			
	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment	0	6	6
COMPETITIVENESS	Number of persons involved with the marketing of SourceIT and its competitive edge	Number of persons involved with the marketing of SourceIT and its competitive edge	0	3	3

3.2.18 TenderIT

Tender-IT has recognized the lack of performance from either high-level portals or fragmented initiatives in procuring commodities by Local, regional, national and EU government. Tender IT wants to develop a digital market place (a knowledge co-creation multi-sided platform) that processes and unifies existing European tender sources, making the market transparent for all organizations and especially small SMEs and self-employed professionals. The envisaged solution is a portal to publish tenders that are Accessible, without (local) borders. The platform will have a partnering mechanism based on competences, sector etc. in which these smaller firms can join forces by forming consortia and enable collaboration (co-creation).

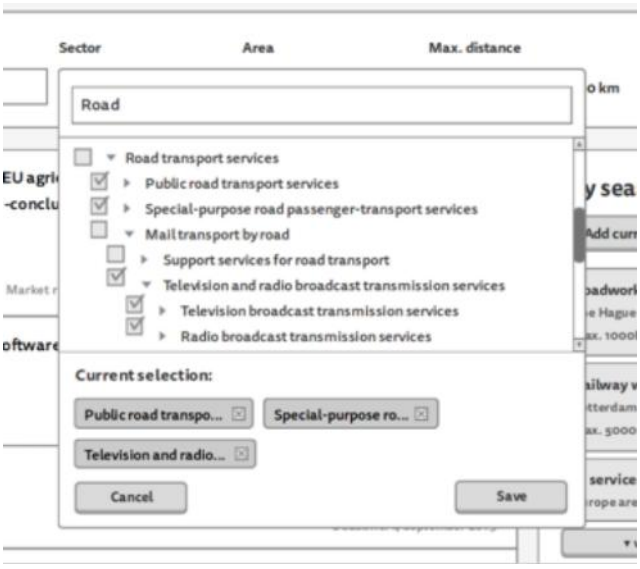


Figure 37: Screenshot of TenderIT prototype

Table 59: Snapshot of project "TenderIT"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To develop the Tender-It platform, which will increase transparency of tenders: collecting all tenders providing better and automated search results, more complete information by creating a tender management dashboard. This platform will combine smart search and matching techniques in order to connect 'Seekers' and 'Solvers' of tenders in a more effective way and have an online environment to manage, track and monitor public tenders – a first ever online tender management dashboard.	The project has accomplished its main goals and milestones: ○ Successfully imported tenders from TED EU FTP and inspected the data. ○ Set up a search engine to efficiently search the database for tenders. ○ Enabled smart matching of given search terms and filtering of search terms by area and/or sector. ○ Developed interactive search engine filters, a tender import script and learning and semantic text analysis. ○ Deployed successfully in cloud hosted environment. ○ Developed payment engine and subscription system. ○ Created user interface, email engine and website, as well as designing wireframes for customer/user flow. The project successfully delivered 10 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	○ Dedicated project website: http://www.tender-it.com/ ○ Held a number of focus groups with stakeholders/potential end-users, including 2 international companies. ○ News article about the project's progress on the CHEST website: http://www.chest-project.eu/tender-making-online-tendering-easy-intuitive-effortless/ ○ 200 interactions in the project's section on the CHEST Community Forum.

TenderIT targets the following societal challenges:

1. Civic empowerment & community engagement
2. Economic empowerment & prosperity

European societies are represented by their governments to act on their behalf to procure commodities. On EU-level, tendering is seen as the most transparent method to perform procurement between government and contractors. Tenders however are hard to find because there are numerous databases in different languages and the tender criteria are often very complex. This results in smaller companies not even visiting current tender-platforms while only large companies have dedicated specialists, who search the current supply manually. This is a real economic problem because research from the European forum of independent professionals predicts a strong growth of small SMEs and independent professionals in the EU.

Objectives of this project are:

- Challenge this threshold by creating a filter/search module that improves the matching quality between seekers and solvers of tenders and thus increase the information provisioning for every European entrepreneur, regardless of company size, education-level or geolocation. A true European level playing field will be created resulting in economic empowerment and prosperity.

- Create the possibility that especially small SMEs and independent professionals can partner up by matching competences. This community engagement should lead to high quality partnerships that can effectively win tender bids and could lead to new enterprises.

The project will result in a prototype that parses tenders from existing portals to a uniform, complete supply. This will be performed by A) direct access to these databases or a scraping bot. The resulting fragmented supply will be processed by B) translation of the original text to uniform English, taking the syntax into account. Then the module C) parses every tender-format into a uniform data-sheet.

Any visitor of the portal, regardless of connection speed or browser type, will be enabled to select their favoured supply of tenders. The state-of-the-art database of processed tenders will be produced to contractors via a robust, comprehensive, low-tech client side. Therefore, the project will provide back-end solutions to search and filter the total supply, by implementing an open-source Elasticsearch engine. This contextual search method enables users to specify their interests in a semantic manner, while the system itself produces results that match their description, by filtering criteria like product and service type, industry, country/location, etc. This increases the chance on appropriate matches enormously, since large numbers of "solvers" can easily access a tender, thus creating an efficient and effective EU-wide marketplace for contracting. This, in combination with registration tools and partner search options, will also be the framework that enables partner search for solvers to team up.

The Tender-It portal is aiming to change the behavior of all target groups:

- Increased cooperation between Small-Entrepreneurs, providing new solutions towards Tendered cases.
- Increased transparency of usage of taxes is expected to help governments to overcome lack of trust by general public.
- Increase of use of the transparent and democratic portal will provide more value for money and helps to prevent corruption

The increase of statistics on tendering & public spending will help researchers and policy makers to learn from best practices and ultimately will help to democratise public spending.

Table 60 provides a selection of Key Performance Indicators reported by the project for their primary (information) and secondary (users' economic empowerment) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 60: Selected impact indicators for the project "TenderIT"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	3	3
OPENING TENDERING SOURCES INCREASE TRANSPARENCY OF TENDERS	Sources connected to Tender-it platform Governments connected to Tender-it platform	Number of tendering sources connected	0	2	1
		Number of governmental bodies connected to the Tender-it platform	0	100	100
EXPOSURE OF TENDER-IT PLATFORM	Users visited the Tender-it platform	Number of users visited Tender-it.com	0	100	10.000
TRAINING PROVIDED BY THE PROJECT	Tools for education/training developed by the project	Number of tools for education/training developed by the project	0	2	2

3.2.19 Transformap

TransforMap is a timely effort to bring together a wealth of scattered resources to advance transformative social innovation. To the challenges posed by the current mapping environments and barriers preventing the sharing of data and knowledge, TransforMap proposes a savvy solution by integrating current existing open source mapping technologies into an innovative collaborative effort. Get Active and Ecobytes take enabling roles to create collaborative momentum, propulsing a commons-oriented and open multidisciplinary collective of engaged contributors to create an ecosystem of exchange, learning, producing and co-developing infrastructure for collaborative open source mapping, map-aggregation and interoperability for mapping social innovation.

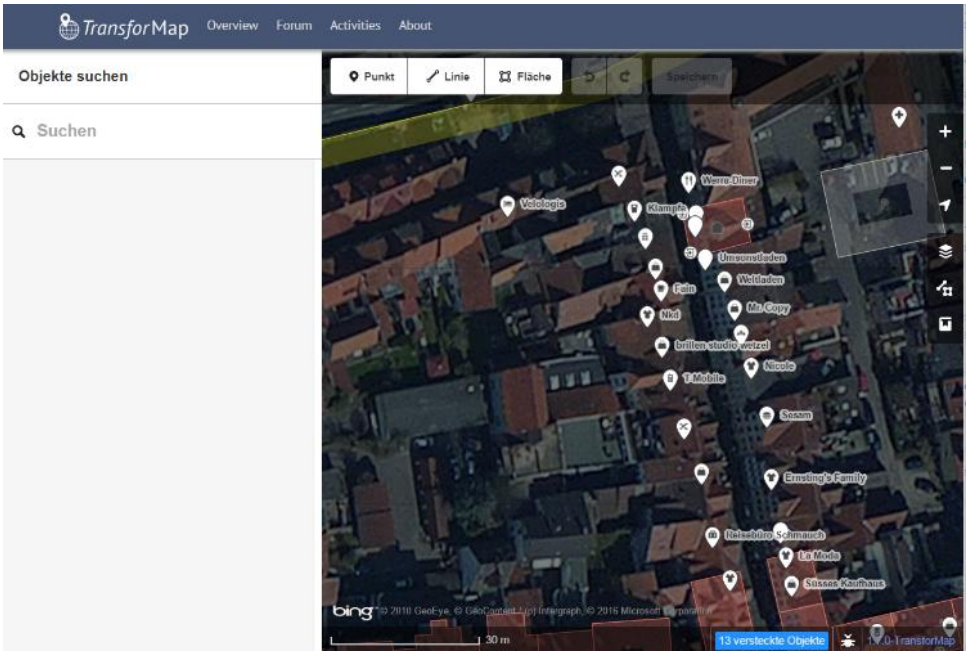


Figure 38: Screenshot of Transformap prototype (editor)

Table 61: Snapshot of project "Transformap"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
TransforMap is a collaborative answer to the challenges of mapping social innovation. It aims to co-develop with users, a set of tools and standards for free and open crowd mapping, that allows for aggregating all those mapping initiatives in the field of social innovation in one map, which can be easily navigated by anyone.	The project has accomplished its main goals and milestones: ○ Specified ecosystem requirements and started alignment process with ESS global ○ Created v1 of Sustainability Initiatives Taxonomy, with over 140 items completed. ○ Database and web-API written, map interface and Taxonomy server setup, ETL Hub specified. ○ First prototype constructed and tested. ○ Conducted alpha test mapping process with partners in 9 countries to gain feedback. ○ Engaged with SSEDAS project (over 20 partners in over 20 countries) for taxonomy and map interface	○ Dedicated project website: http://transformap.co/ ○ Project social media: Twitter (362 followers) ○ Dedicated Transformap community forum: https://discourse.transformap.co/ ○ Transformap featured in a chapter of a book: “Patterns of communing” ○ Monthly event: “Mapping the Commons” at Wikimedia (Berlin) ○ Workshops held in Graz: https://discourse.transformap.co/t/austria-graz/253 ○ Workshops at a number of other events, including Open Source Circular Economy Days/Make City Festival 2015, Ouishare Fest 2015, Solikon 2015 (mentioned in keynote

	development. The project successfully delivered 13 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	speech), World Social Forum 2016 and Degrowth Conference 2016. ○ 106 interactions in the project's section on the CHEST Community Forum.

Connecting maps has not only the potential to build a meaningful data-resource but also spark new synergies between distinct communities, and initiating a far-reaching (however slow) socio-plitical process of discourse alignment around the definition of transformative social innovation and the New Economy. Thus, TransforMap contributes to network the networks who are striving to define an alternative economic paradigm. The process of collaboratively mapping assets and initiatives make communities smarter and more self-confident by showing what is "already there"

Eventually, we believe that with TransforMap, we are creating a a user friendly linked data resource for transformative social innovation, which is going to be in the words of Tim Berners-Lee, the inventor of the World Wide Web, "used in ways we are incapable of even imagining at the moment".

TransforMap delivers the data-infrastructural bases for the development of applications for alternative economic fulfilment of personal needs. As the data-stack created is meaningful enough to invest time and energy in excellent end-user applications, in a similar collaborative fashion, excellent apps are created, that enable the target group of actively engaged conscious citizens can even engage Lohas (Lifestyle of Health and Sustainability) to enter the field of alternative economic activities, that would otherwise not be aware of the possibilities and respective lifestyle.

Through this applications, ecologically and social aware users (actively engaged conscious citizens) get another perspective for their options to fulfil their needs. With the engaging of more people in the field, the possibilities to generate new social and environmental aware offers and services, and multiply / scale existing services grow.

Ecological, Social and Solidarity economic initiatives get more attention and members / customers / prosumers. Environmental and social stress is reduced, as the patterns of consumption of the respective target group adapt towards the options represented.

Table 70 provides a selection of Key Performance Indicators reported by the project for their primary (information) and secondary (environment) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 62: Selected impact indicators for the project "Transformap"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of users involved in co-design process	30	40	40
ACCESS TO INFORMATION	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	3	15	9
	Typology of information data available on the platform	Forum users	100	200	204
		Forum entries	1.800	4.500	4.480

KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	Twitter: 150 Discourse: 100	Twitter: 300 Discourse: 200	Twitter: 353 Discourse: 204
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	Tweets 250	Tweets: 480	Tweets: 711
CHANGES IN OPINIONS / WAYS OF THINKING	Number of people participating in the activities	Number of people participating in the activities	150	450	360

3.2.20 User Centric Energy Management for Social Housing (BMSHome)

This project will deliver a proof of concept user centric collaborative demonstrator, which will allow social housing residents to express their energy management preferences through the use of digital devices in the home. These real time preferences will be captured and transmitted to a cloud based computer analysis system. This system will use the data to calculate the optimum energy use time plan (heating) and the comfort level (temperature) preferences for each dwelling. It will also calculate the optimum energy consumption load balancing for the building as a whole, leading to energy savings.

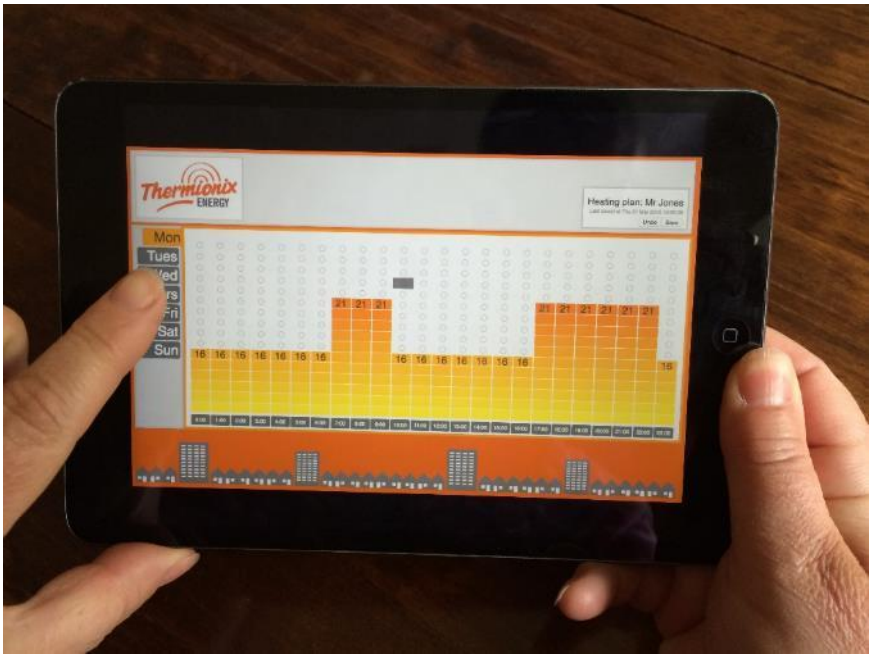


Figure 39: Screenshot of BMSHome prototype(interactive heating plan)

Table 63: Snapshot of project "BMSHome"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
The BMS Home system uses adaptive software to predict forward energy demand and control energy storage and release for	The project has accomplished its main goals and milestones: ○ Developed a user interface device prototype, conducted a user evaluation to collect feedback used to revise and finalise the	○ Project page on the organisation's website: http://www.thermionix.com/chest-project ○ Engaging users for field

optimum efficiency/cost and user comfort/convenience. The objective is to employ digital user engagement to augment the current demonstrator. With the data gathered from the system users, the system would provide a user heating plan, temperature control, and collective energy demand balancing, which could overcome the practical issues surrounding the system latency and allow users to save costs and increase comfort.	design. ○ Manufactured finalised prototype design, equipped users with them to collect required information. ○ Developed prototype heating plan and temperature plan facilities. ○ Conducted testing with an office-based test rig. ○ Refined algorithm ○ Developed SMS and web interfaces. ○ Deployed to live test sites for system testing and feedback via user interface devices. ○ Developed a business model and exploitation plan. The project successfully delivered 13 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	testing by face-to-face presentation, posters on a central notice board, meeting with resident's association and word-of-mouth (as the target group is not a frequent user of social media, etc.) ○ 42 interactions in the project's section on the CHEST Community Forum.

This "User Centric Energy Management for Social Housing" project was designed to address social issues through the use of Digital Social Innovation. In particular, this project aims to address strong social needs, namely:

(i) The reduction of fuel poverty

(ii) The reduction in energy consumption and its associated emissions

(iii) The empowerment of the elderly and vulnerable to manage their environment.

The expected social impacts for each of the target groups are:

All Target Groups

The reduction in energy consumption would have environmental benefits in the reduction of greenhouse gases.

The use of smart tariffs and the use of electric storage heating to balance nighttime demand would help to deal with the side effects of using technologies such as wind power where the pattern of generation and demand are not in balance. (e. g. wind energy being generated at night when demand is low).

Social Housing Residents - Elderly and Infirm

This target group will be empowered to manage their heating systems efficiently to save money, keep them safe and warm, and reduce fuel poverty. Their behaviour will become changed through interaction with the system and with the social interaction with other users of the system.

The system will give them access to enhanced social alarm capabilities, acting as a safety net for elderly and vulnerable residents who need support to live independently.

The financial savings that the system will generate will help to tackle fuel poverty and help to prevent residents from choosing to under heat their properties for fear of the costs.

If the system is successful, its wider implementation would achieve societal changes by making it the norm to allow residents in social housing to have the degree of control and safety that the system provides.

Social Housing Residents - Health and Social issues

This target group will benefit from the social alarm features of the system that will identify residents at risk of under heating, or over heating their homes.

The raising of an alarm condition will allow social landlords to assess the needs of these residents and refer them to other support resources where applicable.

The reductions in energy use will help to tackle fuel poverty and encourage users to adopt heating habits which help to keep them well.

The changes in heating habits should also have an impact on the cost of health provision, reducing hospital admissions, and helping residents to remain independent for longer.

Social Housing Residents - Low Income Families

This target group will benefit mainly from the ease of heating system control, and the financial savings that the system can produce.

Residents may choose to reinvest these savings into additional heating, which may for example allow an additional room to be heated. Eg a child's bedroom, which may allow homework to be completed in a quiet environment, leading to better education and improved social outcomes.

Social Landlords

This target group would benefit from the improved condition of housing stock that is properly heated, and the cost savings from the associated maintenance and repair, which can be reinvested in new and improved housing stock.

Social landlords would reduce their maintenance call out costs and get early warning of failing equipment.

The economic savings from the system would reflect in reduced energy bills for communal areas.

Table 64 provides a selection of Key Performance Indicators reported by the project for their primary (ways of thinking, values and behaviours) and secondary (environment) social impact areas as well as for its economic impact area (economic value generated). For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 64: Selected impact indicators for the project "BMSHome"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
CHANGES IN OPINIONS / WAYS OF THINKING	Number of people participating in the activities	Number of people participating in the activities	0	40	37
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE CONSUMPTION ISSUE	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project (perception of the project vs. users questionnaire)	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project according to the project	0	4	4
BUSINESS MODELS	New market opportunities for partners	New market opportunities for partners	0	4	8
	Number of business collaborations	Number of business collaborations	0	3	3
COMPETITIVENESS AND EXPLOITATION	Number of persons able to be dedicated to exploitation and innovation transfer	Number of persons able to be dedicated to exploitation and innovation transfer	0	1	1

3.2.21 W4P - Crowdsourcing local social innovation

W4P wants to tackle the problem of giving citizens with great ideas the resources, knowledge or network to develop and extend these ideas, by providing a platform to support the leveraging of funding, coaching, materials, volunteers and other resources for their projects. The platform will be built under an Open Source license, with extra services such as technical support and coaching.

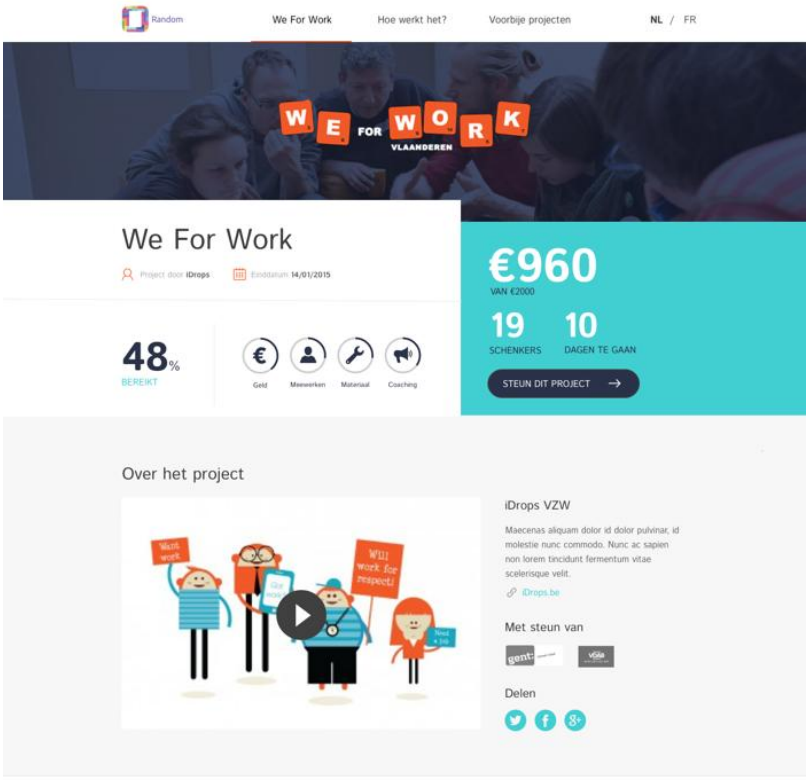


Figure 40: Screenshots of the W4P prototype

Table 65: Snapshot of project "W4P"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To develop social crowdsourcing platform that is open source and will give anyone access to a one-project-a-time platform to ask for funding, volunteers, coaches and/or materials, which advances on traditional crowdfunding channels by considering the non-financial contributions in addition to the funding itself.	The project has accomplished its main goals and milestones: ○ Undertook market and technical research, established a legal framework and conducted user surveys on crowdsourcing adoption and readiness. ○ Determined the technical features, source code location, license and data model. ○ Created mock-ups and first designs. ○ Built the open source template and integrated everything into the prototype. ○ Identified appropriate test cases and used the finished prototype to test these, retrieve data, hotfix bugs, and collect feedback to write extra	○ Dedicated project website: http://w4p.be/ ○ Social media of project partners – OKF Belgium. Pie,ter-Jan Pauwels and iDrops: combined total of over 4,200 followers on Twitter. ○ Created infographic based on crowdsourcing data: https://magic.piktochart.com/output/10999207-crowdfunding-in-minimal-theme ○ Pilot 1 featured in 3 newspaper articles. ○ Pilot 2 featured in a TV programme, a blog and a promotional video from project partner iDrops: https://vimeo.com/158152057 ○ Launch event dissemination: https://storify.com/PJPauwels/w4p-launch-23-06-ghent ○ Participated at NetFutures with a presentation in the CHEST session of the CAPS Concertation Meeting, which was

	features. The project successfully delivered 11 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	advertised on CHEST's website: http://www.chest-project.eu/caps-netfutures-chest-presentations/ ○ News article about the project on the CHEST website: http://www.chest-project.eu/w4p-purpose-people/ ○ 309 interactions in the project's section on the CHEST Community Forum.

We believe that, based on the societal change we are aiming to achieve, the change of the target group's behaviour and knowledge regarding crowdfunding have already been incubating in cities and foundations for a few years now, but we feel there is a chasm between those objectives and changing the life of the target group and society as a whole. To be able to change the organisations and the whole of society, you need to have the (technical) tools that enable and instigate such behavioural change and use the web for good. This is not easy as it requires not only a shift in thought, but technical skills and tools to reach a certain audience, eg. by providing a crowdfunding/sourcing platform fit for social change rather than commercial acceleration.

Bigger cities with Smart City budgets and established foundations can hire external developers to build expensive custom platforms, but for smaller cities and organisations, generating such technology is not easily achievable. That is something we try to overcome with W4P. In the context of social impact we feel that the output of our activity will indirectly impact social change for a broader group of people. We facilitate target groups who are already on the verge of creating societal change by providing a lightweight solution to reach a broad audience for social innovation projects. And engage them to build on top of this, by then, existing platform, instead of creating expensive custom and closed source solutions to achieve the same goals.

And even if they do not implement W4P into their system, by inviting them to see it working and explaining the use cases, this will give cities, organisations and foundations alike something to think about, with a positive signal that the tools to startup a platform are there, non-proprietary for them to use.

The project itself is following the Digital Development Principles[23] and pushing for Principle 6: Use Open Data, Open Standards, Open Source and Open Innovation. The project aims to adopt and expand existing open standards. The open functionalities will be exposed, documented and used by a larger community. That way, the investment in software is like a public good.

So, the developed open source software and the codes will be made available in public repositories and supported through developer communities. We believe this will increase the impact enormously. Different target groups, in different area's will be able to customize the software to their communities or according to their needs. The main outcome will be (extra) support to specific projects.

Table 66 provides a selection of Key Performance Indicators reported by the project for their primary (information) and secondary (civic and political participation) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 66: Selected impact indicators for the project "W4P"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test	Number of target groups involved in co-design process	3	3	4

[23] http://digitalprinciples.org

	usage	Number of users involved in co-design process	10	25	15
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	200	153
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	15	30	227
ECONOMIC RESULTS	Cost saving related to resource pooling Cost saving related to resource pooling	Cost-saving related to resource pooling	5% of total budget	10% of total budget	6,8% of total budget

3.2.22 YouSense - Citizens for monitoring/sharing air pollution data

The objective of YouSense is to allow all citizens from Europe to self-monitor the air pollution in their daily life and direct environment, and to share this data, through the development of affordable devices with a linked portal and smart phone app. The aim of the project is to develop such a tool with the citizens and for the citizens. It will include a basic open source device, and further crowd-sourced developments.

Figure 41: Screenshots of the YouSense app

Table 67: Snapshot of project "YouSense"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
A social and collaborative innovation, to allow citizens to monitor air pollution (starting with PM10) and to share this data, based on digital technologies – portal, app and connected devices – with open source developments.	The project has accomplished its main goals and milestones: ○ Collection, analysis and formalizing of the YouSense platform's technical requirements. ○ Implementation of a user study collecting additional requirements. ○ Development of 3 versions of the hardware prototype and 3 versions of the firmware prototype.	○ Dedicated project website: http://www.yousense.eu/ ○ Meetings for integration of the YouSense device in Naples. ○ Participation in Professional Mobile Radio Expo, Mobile World Congress and CEBIT, including B2B meetings. ○ Participation at NetFutures, including presentation at CHEST

	○ Development of 2 prototypes of smartphone apps (for Apple and Android OS). ○ Implementation of the YouSense web portal. ○ Testing of the hardware and software of the YouSense platform. ○ Implementation of a network of 30 devices, between 4 user communities, to test air quality. ○ Collection of feedback to facilitate the evolution of YouSense. The project successfully delivered 6 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved.	workshop (held in the CAPS Concertation Meeting) – potential collaborations discussed. ○ Participation at CAPS workshop (Berlin), including meeting with the HackAir project. ○ Publication of a paper for the ECSA Conference. ○ YouSense social media accounts: Twitter and Facebook. ○ News article on the CHEST website: http://www.chest-project.eu/yousense-smart-monitoring-and-sharing-of-air-pollution-data/ ○ 110 interactions in the project's section on the CHEST Community Forum.

The overall targeted social impact of YouSense is to raise awareness and empower citizens in the context of the air pollution. Citizens should, with the use of the developments of the project, (i) better know the situation of air pollution continuously and precisely, both globally and in their direct environment, (ii) take related informed decisions in their daily life (where to live, best route to go to work to avoid pollution, …), (iii) start discussions on the topic on the basis of the monitoring data, meaning that they should then be able to (iv) influence political decisions in their countries and in Europe.

Thus the benefits for users will be firstly to be better informed about air pollution, secondly to have a greater capacity to take informed decisions, and thirdly better health (both by taking decisions and by influencing political decisions). These benefits will have positive impacts on health and environment (for example: citizens can take decisions in their daily life to avoid polluted areas, and they can start collective actions to influence political decisions that will allow reducing air pollution thus with a positive impact on both the environment and health), but also on social aspects (increasing the links between citizens and their participation in city life) and economic aspects (decreasing exposure to air pollution, and the air pollution itself, will decrease the costs of related health problems). The positive impacts of the YouSense project on the citizens can be detailed as follows:

Social:

- Improved quality of life through better control and monitoring of the air pollution
- Reduction in deaths due to particulate matter emissions
- Empower citizens to regain control of their environment

Environment:

- Reduced Particulate matter emissions through the continuous application of best practices and norms

Economic:

- Reduction of health care costs due to respiratory diseases

The project demonstrates also a good impact on the common indicators for all CHEST projects, regarding community building, access to information, and knowledge sharing. Indeed these dimensions are pre-requisite of the project and of all CHEST projects.

Table 70 provides a selection of Key Performance Indicators reported by the project for their primary (information) and secondary (civic and political participation) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 68: Selected impact indicators for the project "YouSense"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	2	4
		Number of users involved in co-design process	0	30	28
ACCESS TO INFORMATION	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	4	4 Audience among the public, Data sharing on social media, Scientific paper, Web site development
	Typology of information- data available on the platform: number of sites where the air pollution is available during the trial	Number of sites	0	30	30
	Quantity of information available: number of days of measured data	Number of days	0	30	60

3.2.23 Yubu / BeInvolved - Serious Gaming for Study and Career Orientation

Yubu (former name: BeInvolved) develops a prototype for a web based serious game platform providing support to high school students in Study and Career Orientation (SCO). The web based digital learning platform consists of an online library with serious games and an adaptive platform. The platform will guide students through SCO from the start of the first year up to the final exams in the last year of secondary school. Students will play serious games to identify their mastery, discover their interests and talents.

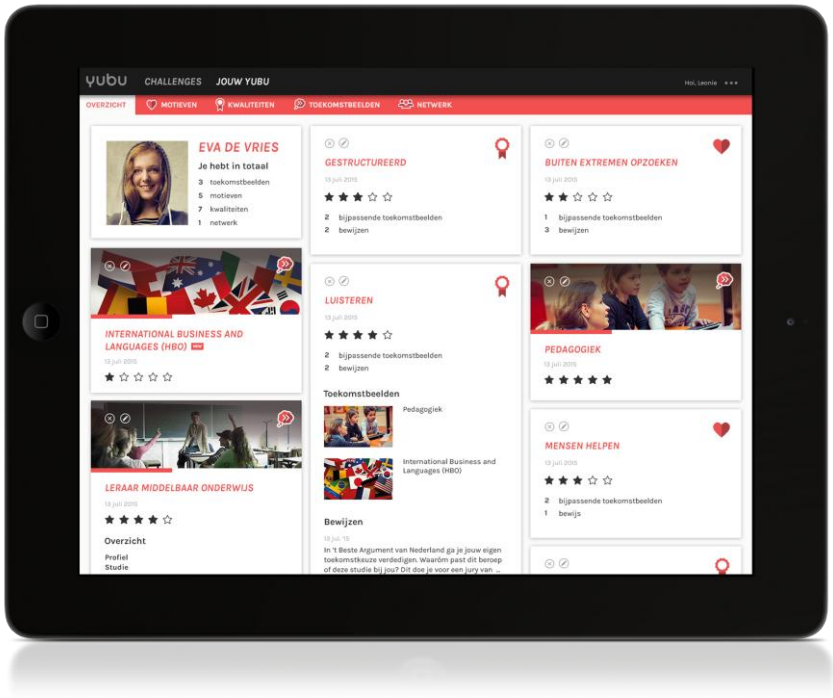


Figure 42: Screenshot of Yubu prototype

Table 69: Snapshot of project "Yubu"

Main project goal	Project progress and main achievements	Highlights of dissemination activities
To increase and improve students' Study and Career Orientation (SCO), so that they can make better study and career choices, by developing a serious gaming platform that has a 3-stage approach: engage, motivate, activate.	The project has accomplished its main goals and milestones: ○ 20 SCO games successfully evaluated by teachers and students. ○ List of platform requirements created from teacher and student feedback. ○ Wireframe design of Yubu v1.0 ○ Development of a working prototype with sections for teachers and students (September 2015). ○ Yubu piloted in 20 schools with 4,500 students. ○ Feedback from pilots facilitated creation of a new version of Yubu (February 2016). The project successfully delivered 8 internal deliverables and 3 CHEST reports (Social Impact Plan, Interim Report, Final Report), all approved	○ Dedicated project website: https://www.yubu.co/ ○ Regional product presentations to schools to over 40 schools ○ Guest lectures/workshops at 2 conferences ○ Monthly newsletter with 1,160 subscribers. ○ Be Involved social media accounts: Facebook (238 likes) and Twitter (143 followers). ○ News article on CHEST website: http://www.chest-project.eu/yubu-serious-gaming-for-study-and-career-orientation-sco/ ○ 202 interactions in the project's section on the CHEST Community Forum.

Yubu's expected impact is to improve student-study matches. This will result in less student dropouts which will save society money since a wrong study choice costs around €9.000 euro. Furthermore it is expected to increase study success since students make their decision more conscious. They are aware what have chosen and what is expected from them enabling them to finish their studies quicker and with higher quality.

1. Students

Yubu activates students for SCO. With Yubu, students will spend more time on SCO during secondary education and grow a better image of themselves and their future possibilities. This will result in students who are more prepared for making their study choice and lead to more conscious choices. The number of study switchers during the first year of tertiary education will be reduced. This will save costs for society and the students and will have a positive effect on the study time.

2. Schools

Yubu activates SCO teachers (mentors) for SCO. Using Yubu teachers have more detailed insight in student progression which makes providing student support is easier and more targeted. Next to this the Yubu games will have a positive effect on the motivation of the teachers. It is expected that using Yubu students will receive more and better quality SCO guidance from their teachers. This will positively affect the SCO process of students and will contribute to more conscious choices made by students.

3. Parents

The expected impact for parents is similar to that of schools.

Table 70 provides a selection of Key Performance Indicators reported by the project for their primary (community building and empowerment) and secondary (ways of thinking, values and behaviours) social impact areas. For a full overview of all of the project's indicators, please refer to the annex as well as to D3.8.

Table 70: Selected impact indicators for the project "Yubu"

Dimensions	Indicators	Variables	Baseline	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	3	3
		Number of users involved in co-design process	0 (schools) 0 (students) 0 (teachers)	30 (schools) 10.000 (students) 600 (teachers)	24 (schools) 5.789 (students) 401 (teachers)
	Change in time spent on the platform by users	Time spent by the users, on average	0	300 min	80 min
KNOWLEDGE SHARING	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	250	236
TRAINING PROVIDED BY THE PROJECT	Tools for education/training developed by the project	Number of tools for education/training developed by the project	0	2	2

3.3 Observations from the monitoring process

As outlined in section 2.3, the CHEST monitoring process aimed to ensure the advancement of each project's development consisting on the one hand of internal measure assessing the progress of each beneficiaries and on the other hand, involving key users from the CHEST community

3.3.1 Main insights from the CHEST internal monitoring

All projects funded under CHEST call 2 have managed to reach their goals within time and budget. Table 71 provides an overview of each projects' main objectives (as given in their initial CHEST

project application) and shows means by which the targets are reached at the end of the CHEST funding period.

Table 71: Overview of project objectives of CHEST call 2 beneficiaries

Project	Goal	Reached?	Explanation
Onodo	Develop an open platform to create, analyze and visualize relations.	☑	Alpha and beta versions of Onodo platform released and tested
	Facilitate re-use and replication in other languages and contexts.	☑	Project website in English and Spanish established, Onodo platform provides multi-language support
	Promote citizens' and other stakeholders' participation.	☑	79 users involved in co-design activities, community size of 106 key users even before final release
AyeMind	Create an interactive Digital Portal providing a comprehensive suite of resources that will support the mental health and wellbeing of young people	☑	AyeMind platform online, "Support Squared" developed with target group and released
	Raise awareness among youth-related workers and capacitate professionals to connect with the digital resources to connect with young people	☑	Co-designed and -produced a communication and engagement toolkit for youth-related workers, 200 hours of training to 40 professional users
Magenta TrafficFlow	Develop a low-cost participatory traffic monitoring system reducing costs related to multi-monitor control centres	☑	Traffic Flow sensor ("RaspiFlow"), the web data collection and browsing component, integration interfaces and the open data portal of the municipality of Florence, cost per sensor: € 100,- compared to € 10.000 for a traditional sensor
	Improve intervention time required to solve road problems (e.g. accidents, road damage, etc.)	☑	Integrated in Florence's open data portal, the TrafficFlow data reveals traffic-related incidents (accidents, weather conditions, etc.) within minutes
Computer Reuse	Improve technology to assist in the certification of the reusability potential of digital devices	☑	3 eReuse tools (Device Diagnostic and Inventory, Device Hub and APP) developed and open source published
	Develop a prototype of distributed traceability system to adequately account for the amount of reused equipment and ensure final recycling	☑	2 eReuse tools (Traceability system, Transfer Hub) developed and open source published
	Promote citizens' and other stakeholders' participation.	☑	eReuse provided 1.070 hours of training to 135 professional

			users; involved 1.524 users in co-design activities (on- and offline)
GreenApes	Provide tangible benefits and wider accessibility for citizens to engage in sustainable lifestyles.	☑	GreenApes platform released in 3 languages (English, Italian and German), Android version of the app developed and released
	Increase the levels sustainability engagement in key European municipalities	☑	The GreenApes platform launched in both pilot cities: Florence and Essen, over 4.300 citizens have shared green actions, with over 200 rewards redeemed at over 40 reward scheme partners.

The fact that all projects have managed to reach their objectives demonstrates the strong dedication of all partners and also the suitability of the CHEST funding scheme and its specifically designed monitoring process, which helped to keep track of each project's progress and development. This monitoring took place on the base of specific work packages that each project had to define and report on as well as on a set of individual reports and internal deliverables. As we have seen, this process has been adequate as all projects have delivered all defined reports and project results within the given timeframe and reached their respective goals. Naturally, the monitoring of several projects with a high number of stakeholders entails logistic challenges but these were overcome successfully by CHEST without substantial delays on behalf of the consortium. Also not surprisingly for projects of such size and scope, project progress cannot be planned in a fixed manner with a 100 % accuracy. Rather, as new insights about the target groups' requirements or unforeseen technological challenges evolve, project management need to ensure enough flexibility in adapting to such new circumstances. Thus, Table 72 provides an overview of the internal deliverables defined by each project and monitored by the CHEST consortium. It shows that most of the internal deliverables have been completed on schedule. Furthermore, it becomes evident that for the vast majority where internal milestones or deliverables needed to be re-scheduled, these changes have become necessary after gaining new insights from the projects' target users and the resulting adaption to the users' needs. Irrespective of any delay, all internal deliverables have been approved.

Table 72: Overview of internal deliverables of CHEST call 2 beneficiaries

Project	Number of internal deliverables	On schedule	Delayed	Approved	Main reasons for delays
Onodo	7	1	6	7	• End-user involvement revealed a necessary change of project scope and interface, causing postponement of all depending deliverables (see below)
AyeMind	14	11	3	14	• End-user involvement led to significant redesign of the engagement toolkit causing delay in the 3 related internal deliverables
Magenta TrafficFlow	9	7	2	9	• End-user involvement revealed need for additional pilot site possibilities causing minor delay pilot phase plan

					• Exchange of software component necessary
Computer Reuse	15	14	1	15	• Instability of 3rd-party software component caused a change in development plan
GreenApes	17	13	4	17	• End-user involvement in early tests revealed necessary re-design of platform components • Technological challenges in stabilizing components took longer than expected

The continuous involvement of end-users in the solution design and implementation is a core element of Digital Social Innovation and has thus been requested from all projects by the CHEST consortium right from the start. The importance of this end-user involvement cannot be under-estimated given the fact that is has been the major reason for "productive delays" in the projects' development cycle: It led to a much deeper understanding of the reality of people affected by the societal challenge addressed and of the suitability of the proposed solutions. This success has been enabled by the high to very high numbers of target groups and users addressed and involved in the co-design process of each project (see Table 73).

Table 73: End-user involvement of CHEST call 2 projects

Variables	Onodo	AyeMind	TrafficFlow	Computer Reuse	GreenApes
Number of target groups involved in co-design process	7	3	3	7	6
Number of users involved in co-design process	79 offline	200	200	1524	84

And whereas most of the beneficiaries were able to reach the majority of their internal milestones in time or with only a slight delay, Onodo had to undertake a significant change of direction for their project. In the course of one of their early end-user workshops requested by CHEST, they found out that end-user requirements differ from their initial concept idea: the co-design process revealed a strong need of a narrative layer as most of the users would not have enough technical knowledge to make use of the platform's potential. Obviously, this change of concept caused a major delay in the completion of one of Onodo's basic work packages. After consultation with the CHEST consortium, it was agreed to postpone the deadline for two months in order to give Onodo enough time to redesign its concept and implement the solution. Naturally, this delay had an impact on the subsequent project schedule and consequently on the schedule for the depending deliverables. However, as this change of direction was driven by end- user needs, it significantly contributes to improving Onodo's Social Impact by making its solution more user-centered. In the end, what started as a major obstacle has even proven to be rather positive for the project progress and the flexibility in dealing with the situation on behalf of CHEST has helped Onodo to reach its goals. A similar yet less significant issue arose in the course of GreenApes iterative co-design and co-development process during which they decided to compromise the complexity of the features with the actual needs of the community. After designing and testing mockup for a complex language detection

system, the project found out that users prefer being aggregated for geographical proximity and enjoy communicating in a common language (English) to facilitate cross-country sharing.

Another timeline issue encountered by AyeMind was the under-estimation of the time and effort levels required for drafting and testing of their communication and engagement toolkit. This caused a minor delay of two weeks in the submission of the respective report but did not have any significant impact on the overall project schedule. Such minor deviations from the project plan reflect the reality of almost any project and it is recommended to integrate certain time buffers in the planning process. Some projects also encountered obstacles caused by external tools or technologies used. Magenta TrafficFlow, for instance, after extensive research of the panorama of open-source software for smart cities, started working with the city SDK, but after a while discovered that the project is not maintained to a sufficient level of quality for a long-term initiative like Magenta. They then switched to the FIWARE platform (http://www.fiware.org/), a catalogue of software components supported by the European Commission, that can be used for a variety of tasks related to data browsing, retrieval, and processing. For Computer Reuse, the delayed release of a major update of their underlying platform (Drupal) caused a delay in the finalization of one of their tools. Computer Reuse could not speed up this process and after consultation with the CHEST consortium decided to switch their development priorities by implementing another part of the solution first, so that the postponing of one of the deliverables did not cause a significant delay in the overall project plan.

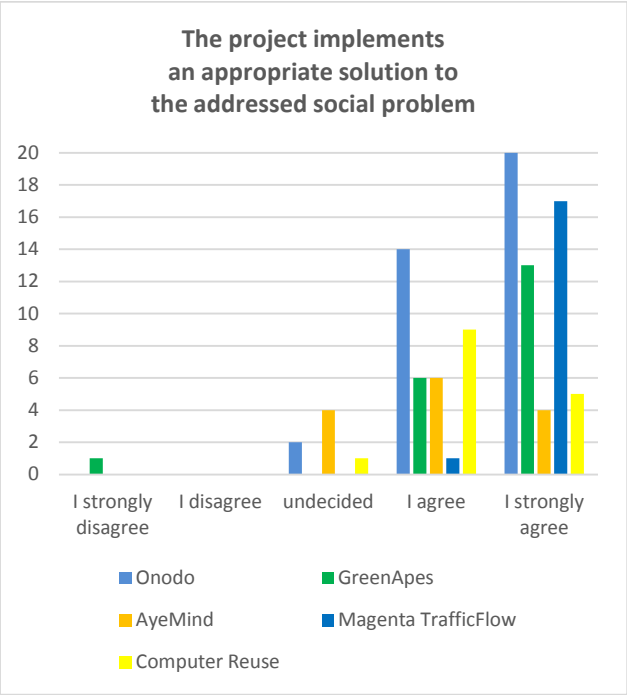
For the beneficiary projects of CHEST call 3, the delays related to the administrative changes and obstacles caused by the European Commission have made not only the projects' development but also the internal monitoring additionally difficult. Due to the very nature of CHEST, call 3 beneficiaries being small organisations, grassroots initiatives and SMEs, they were not able to continue their work before the administrative process of their integration and payment was completed. Consequently, most of the projects had to delay parts of their work or even pause the project implementation completely. Therefore, most internal milestones and deliverables could not be completed as they had been planned when the projects started their work under the CHEST funding. Staying abreast of these administrative changes, the CHEST consortium allowed each project to individually re-schedule their implementation process with the constraint that the work planned in the applications had to be carried out by the end of CHEST in M36 and that each project had to deliver their final report in the same month.

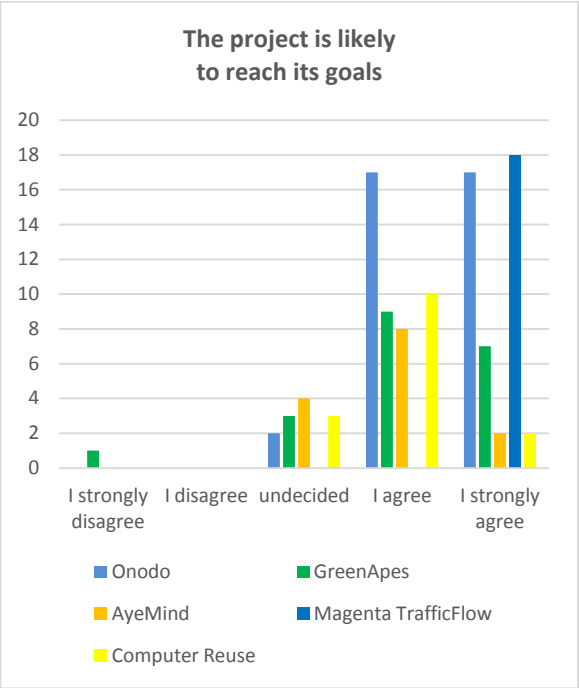
In summary, the successful completion of all projects shows that the monitoring process of CHEST worked well. The procedure of agreeing on deviations from the initial where necessary is a necessary measure to implement in any similar initiative in order to remain flexibility while not compromising the overall projects' success. The strong focus on end-user involvement right from the projects' start has caused some delays in the initial planning but led to significant improvements in the solutions and increased Social Impact.

3.3.2 CHEST CrowdMonitor results

CHEST has successfully elicited and collected structured project-related feedback from the online community. At the time of writing, 92 different users had given 103 ratings for the three questions on the CHEST CrowdMonitor for the five projects funded under Call 2 (repeated rating was allowed with an interval of five days after the prior rating) and 400 users delivered 429 assessments for Call 3 projects.

Overall, such level of participation shows that the CHEST CrowdMonitor has been accepted by the community even though we had hoped for a somewhat larger number of participants in the evaluation of Call 2 projects. The received feedback of the online crowd has been largely positive for both Call 2 and Call3 projects as Figure 43 and Figure 44 show.





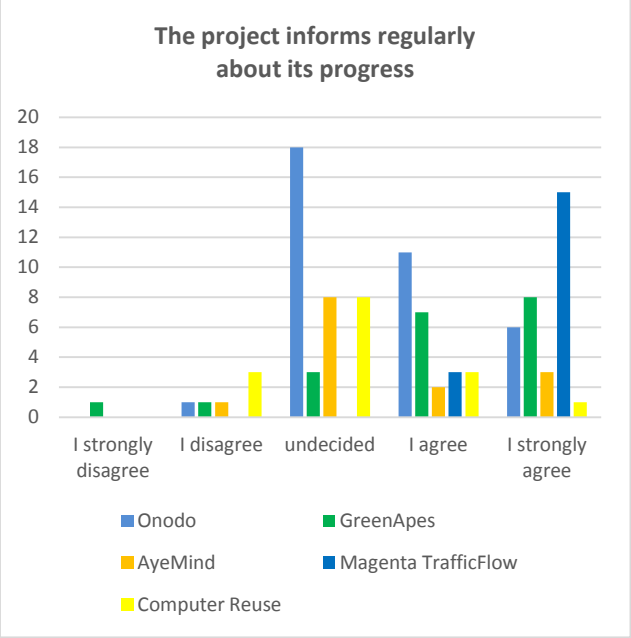
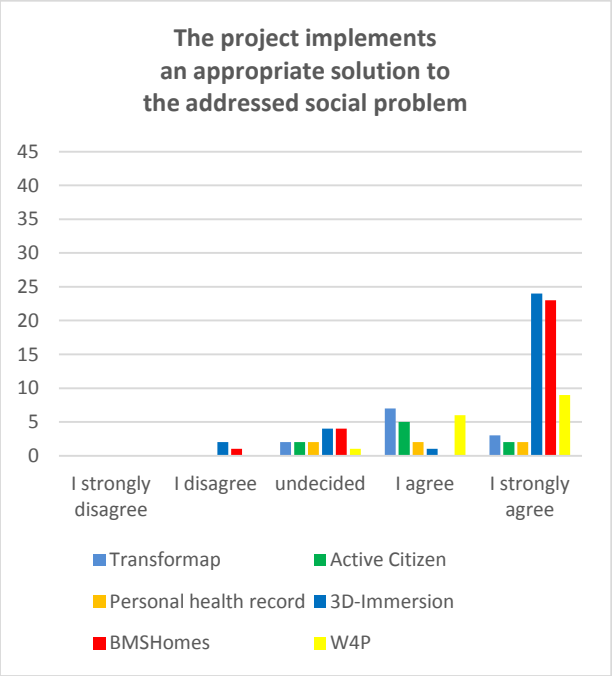


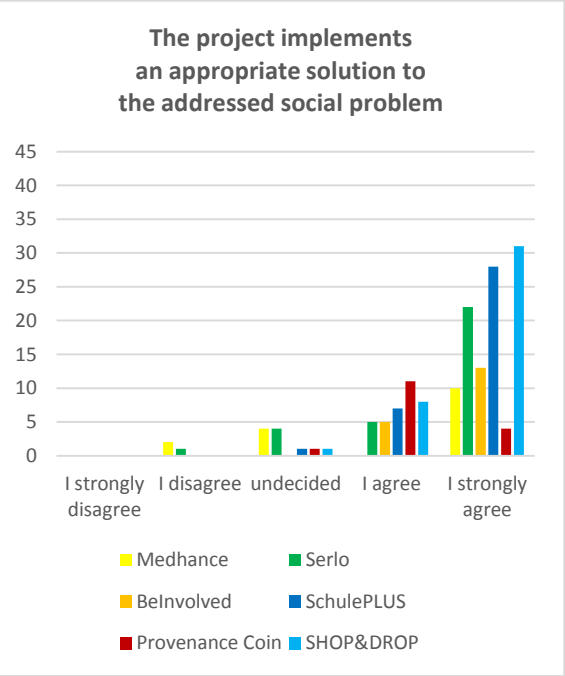
Figure 43: Results of the CrowdMonitor assessment of CHEST Call 2 projects

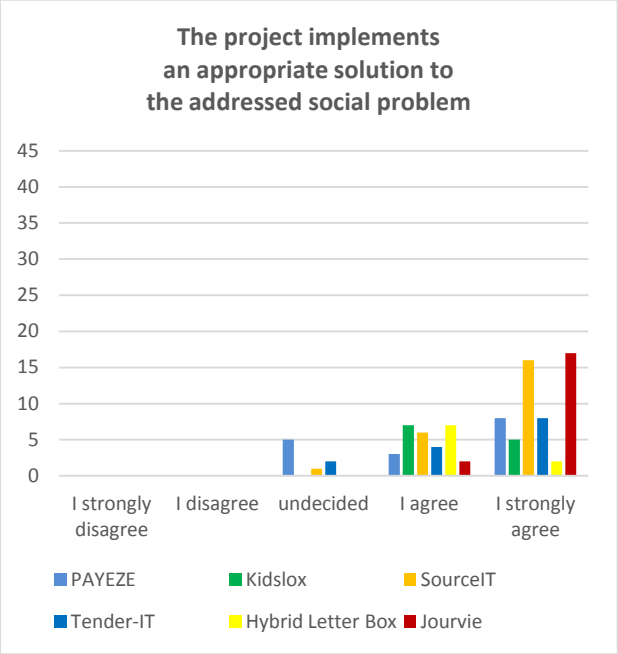
Among Call2 projects, most ratings were given for Onodo (36), followed by GreenApes (20), Magenta (18) Computer Reuse (15) and AyeMind (14). A large majority of the participants gave a positive ("I agree") to very positive ("I strongly agree") assessment of the overall quality and approach of the project ("The project implements an appropriate solution to the addressed social problem"). Equally positive to very positive has been the crowd's perception of the project progress at the point of evaluation ("The project is likely to reach its goals"). Slightly less decisive but still mainly positive was the perception about the efforts undertaken by each project to document its progress ("The project informs regularly about its progress"). Here a larger share of the users remained undecided in the case of Onodo (18 users), Computer Reuse and AyeMind (10 users each). Three people disagreed that Computer Reuse did inform regularly about its progress and one each for AyeMind, Onodo and

GreenApes. This also likely reflects the effect of dedicated work on project implementation on the frequency of progress reporting, since all these projects were rated very positively with respect to reaching their goals and also had achieved very good communication impact results as demonstrated by their Social Impact Report communication KPIs (Chapter 3.2). Only rare outliers could be observed: one user gave very negative responses to all three questions for GreenApes. Given the fact of the positive assessment by almost all other users, it is not unlikely that it is the result of a mere confusion of the answering options.

The following figures provide the CrowdMonitor results of the 23 projects funded under CHEST Call 3. In total, 400 different users gave 429 votes to the projects. Overall, the voting reflects a general perception similar to the assessment of Call 2: A large majority of the participants gave a positive or very positive assessment of the overall quality and approach of the projects. Again, the crowd perceived the progress the projects have been making so far as mostly positive to very positive. Mainly positive was also the perception about the efforts undertaken by each project to document its progress (with some difference only in a very few individual cases).






The project implements an appropriate solution to the addressed social problem
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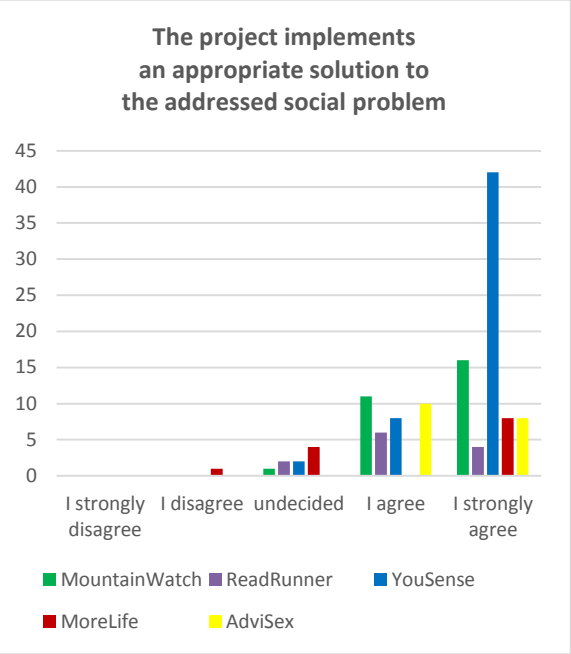
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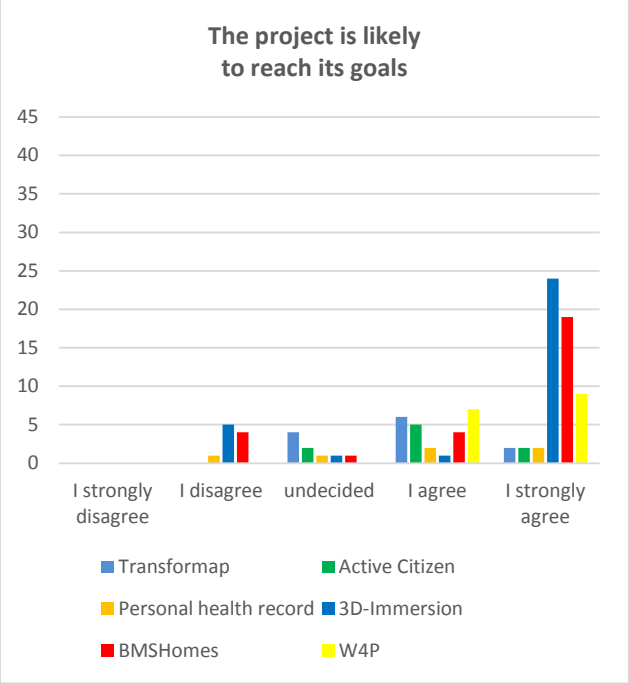
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Personal health record
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BMSHomes
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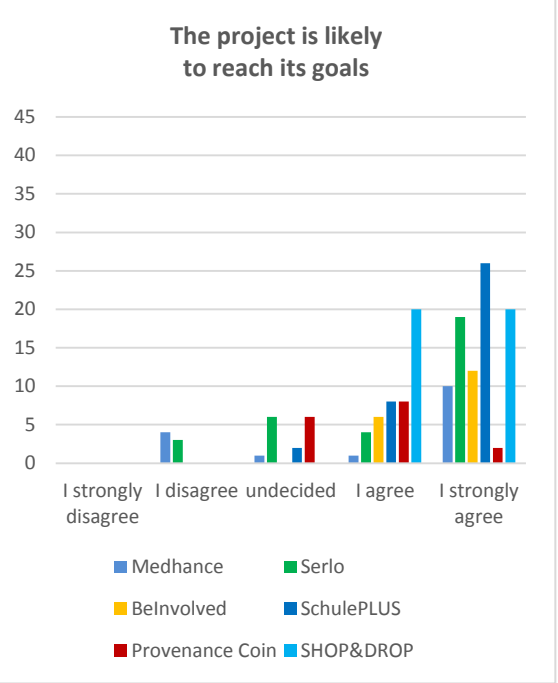
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Provenance Coin
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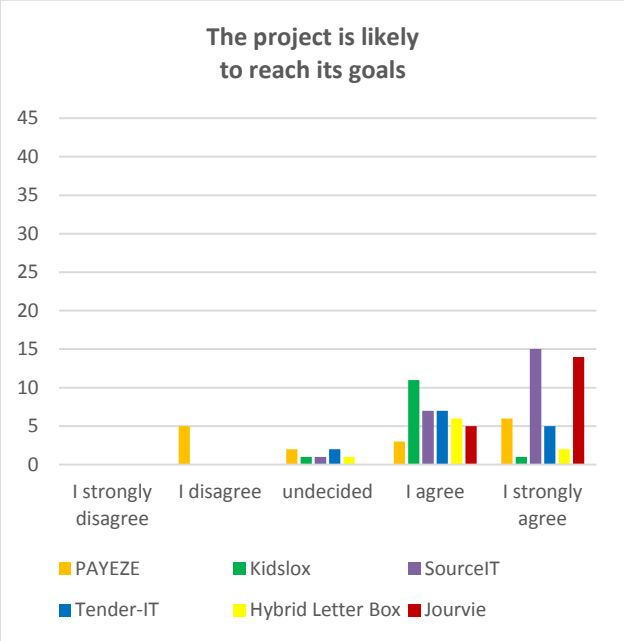
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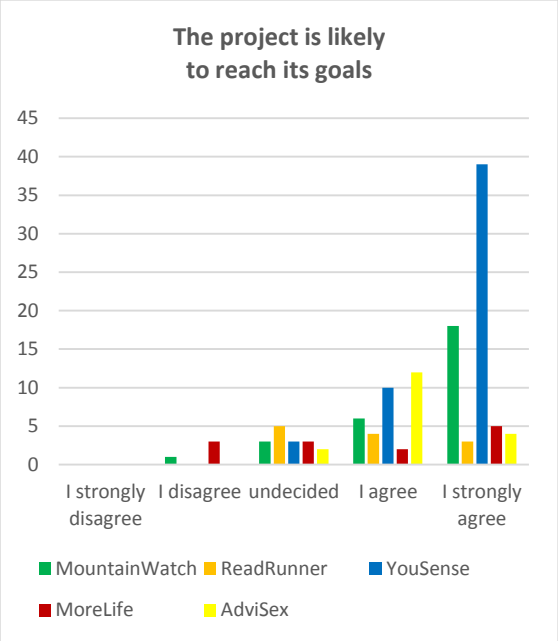
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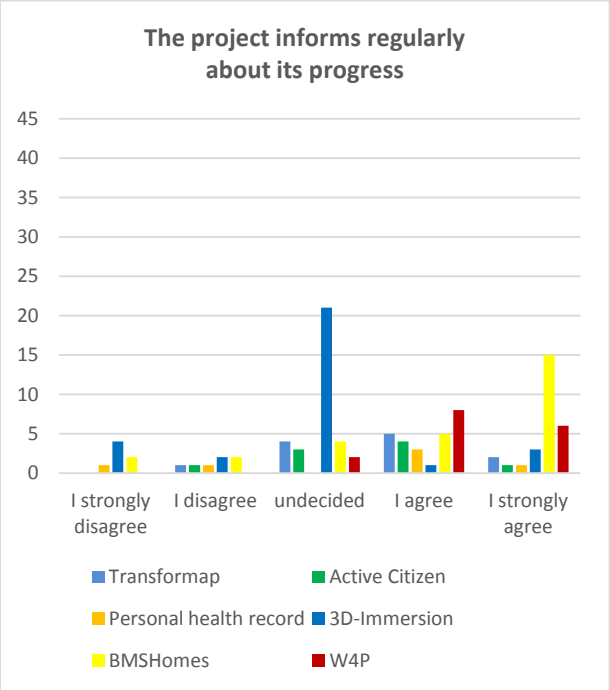
The project informs regularly about its progress
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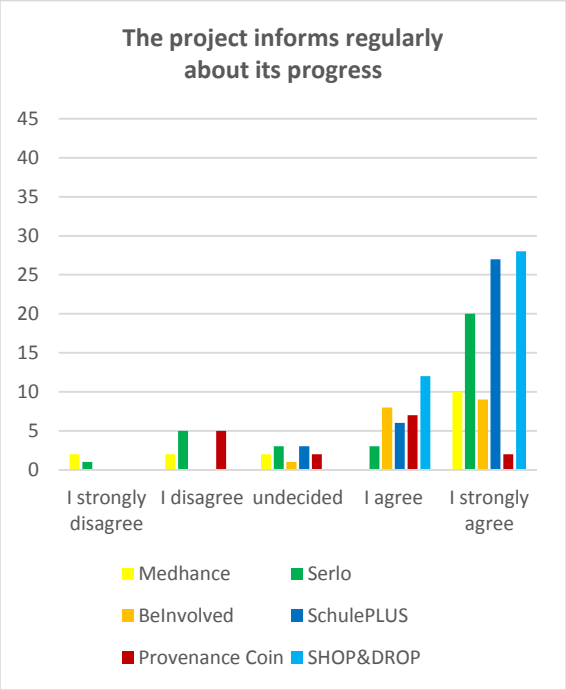
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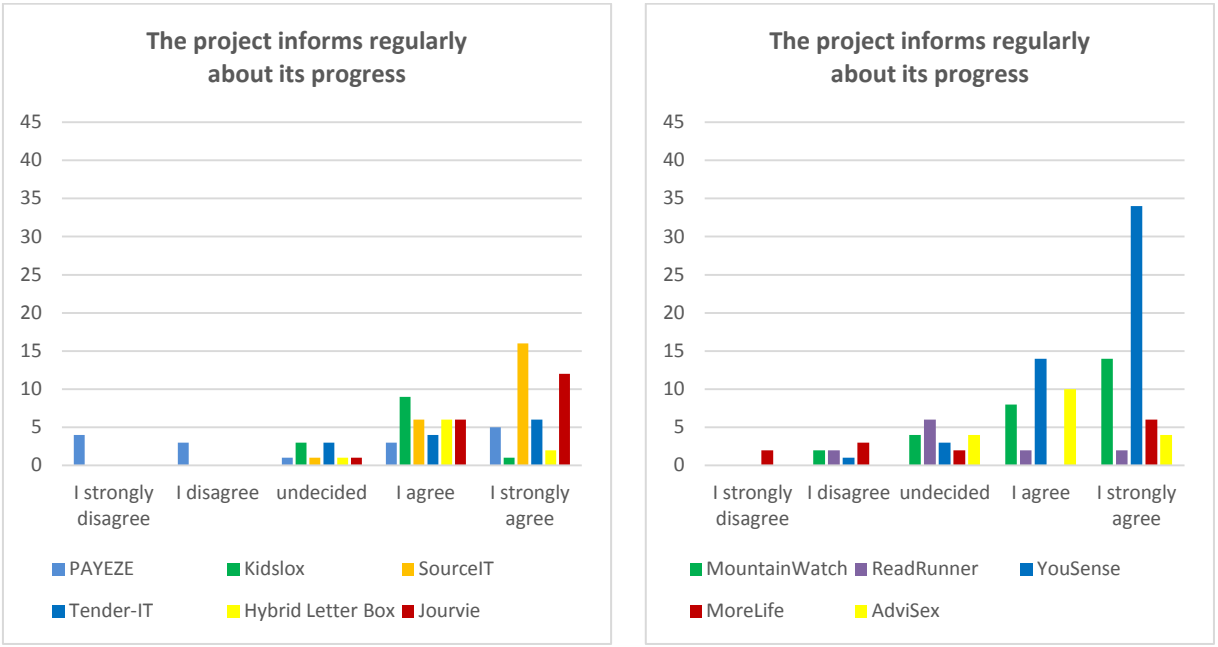

Figure 44: Results of the CrowdMonitor assessment of CHEST Call 3 projects

Overall, the assessment through the CHEST CrowdMonitor shows that almost all crowd evaluators highly valued the approaches of the beneficiary projects as appropriate for the societal challenges at hand as well as each project's progress. The relatively high number of undecided votes about the documentation of project progress indicates that there is a strong desire of the community for more regularity of information on individual steps in project implementation – in addition to otherwise successful communication and dissemination of project results (see communication KPIs in the projects' Social Impact reports in Chapter 3.2). The beneficiaries could leverage this interest in the project progress by even more intensively involving such users in the projects'. This shows potential for further improving the already very successful user involvement in co-design activities and community building of the beneficiary projects (see Social Impact reports of the beneficiary projects in Chapter 3.2 and Annex).

3.4 The Social Impact of CHEST in relation to other CAPS projects

Using the IA4SI self-assessment toolkit (SAT) in evaluating and putting into perspective its impact, CHEST selected Economic, Social and Environmental areas of impact assessment covering results from CHEST itself as well as the cumulative achievements from the beneficiary projects of CHEST The results of its self-assessment were significantly above average in all three areas. Figure 45 shows in bold the areas of impact that have been selected as significant by the project. The next paragraphs will describe the actual results obtained in the different areas of impact.

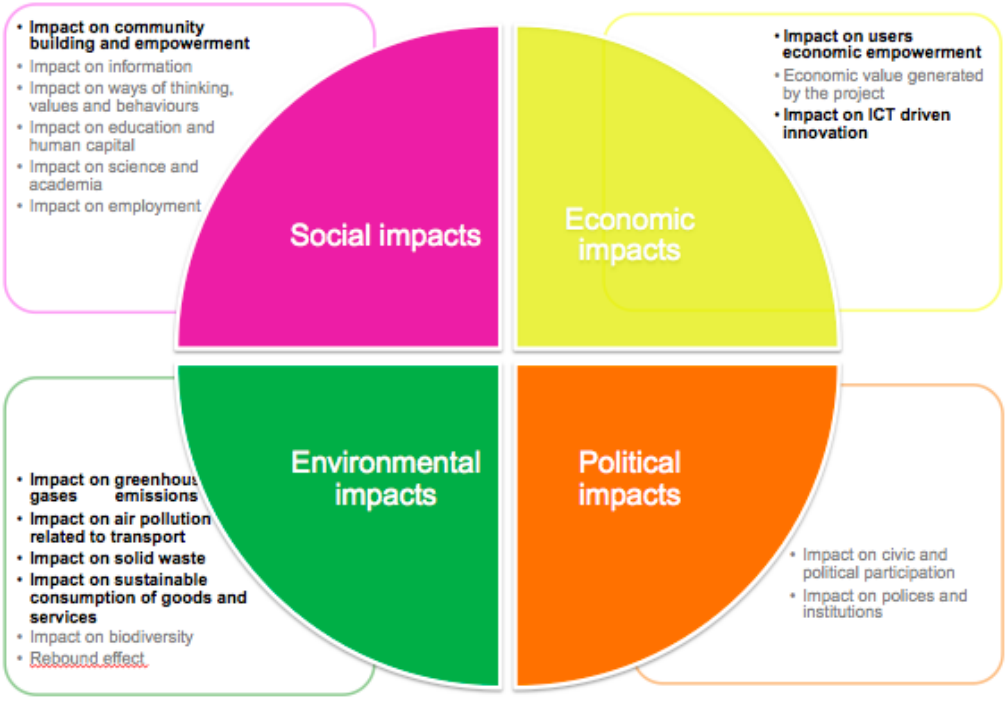

Figure 45: CHEST areas of impact

Overall, CHEST scored well above the average of all CAPS projects participating in the IA4SI evaluation with a total of 683 points (CAPS average: 470).

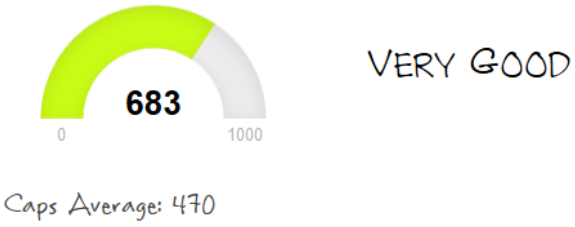

Figure 46: CHEST overall IA4SI impact rating

3.4.1 Social Impact

CHEST scored very well on social impact (661 upon the CAPS average of 527). The project scored especially well about the impact on information (808 on an average of 629) and community building and empowerment (642 on 458), less so about ways of thinking (261 on 318). CHEST achieved the highest score of all CAPS projects in the dimension of education and human capital and education (933 on 644).

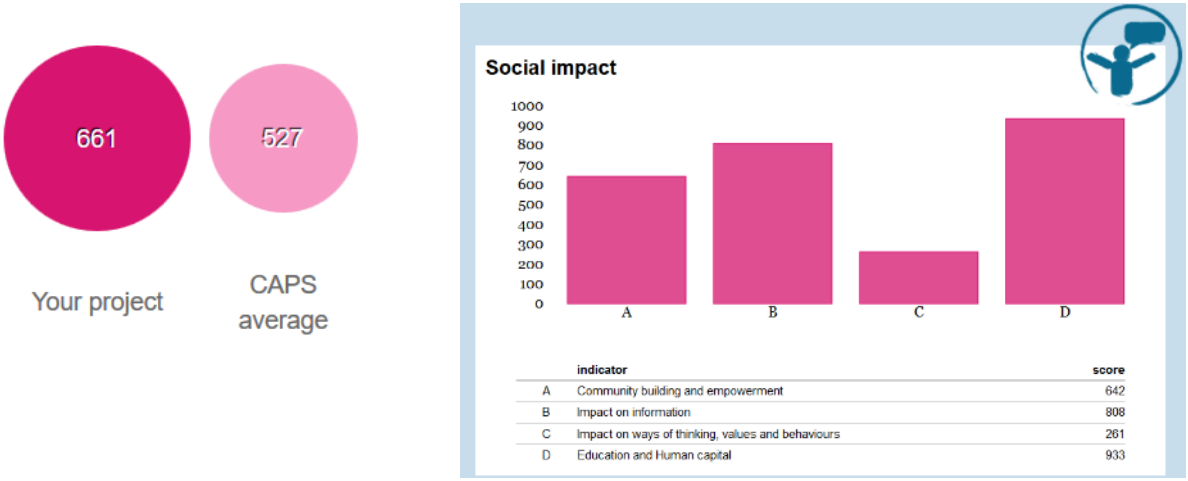

Figure 47: CHEST score of social impact

The following paragraph presents a detailed overview of how the project performed in this area of impact.

IMPACT ON COMMUNITY BUILDING AND EMPOWERMENT

CHEST has a strong impact on community building as it has set a strong focus on end-user involvement for all its beneficiaries right from the start. One of CHEST's main success is the high number of users that have been reached and involved in the co-design activities: 3.903 people from 27 different target groups among the 5 projects funded under CHEST Call 2 and 28.997 users from 67 different target groups involved in the development process of the 23 prototype projects of Call 3. This success is also based on the collective awareness platform developed to support social entrepreneurs and innovators. Moreover, for the CHEST Call for Ideas, the project developed Idea Management system to organise and assess large amounts of input (ideas). Those inputs are in the format of textual content describing innovation for products or services. The platform enables the online discussion and the rating of the ideas submitted by the CHEST online crowd. In a second phase, the CHEST platform also facilitates the collaboration and knowledge exchange among the beneficiary projects.

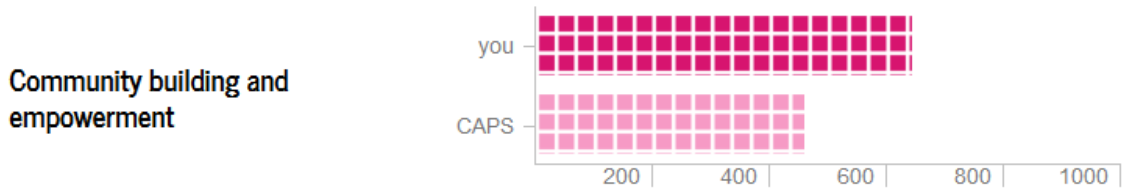

Figure 48: CHEST score – Community building and empowerment

The platform makes available the following features: Conversations (a way of talking to other people through the system), used by 50% of the users; Groups (a way of forming communities of interest), by 20%; Reputation (a way of knowing the status of other people in the system; no share available); and Idea Voting, by 30%. The platform provides features to support users in effectively managing their data and privacy and data related to the users and the contents' flows (average time spent on the platform, network density, replies to the posts, number of groups or circles created by users) have been analysed in collaboration with CATALYST, even if the access to the report is restricted due

to data privacy. Data concerning gender balance (women among users, gender equality activities) indicate a reasonably even distribution of male and female users.

CHEST estimates that its activities positively influence the trust among platform users to a certain extent (4 on the Likert scale) and that they tackle the issue of power asymmetries through the three Open Calls funding Digital Social Innovations. It fosters the creation and enlargement of local communities and provides them two instruments to better organise themselves (6 on the Likert scale). The project also organised two events addressing local communities with an overall number of 60 participants, and it substantially influences the trust among local communities members (5 on the Likert scale) and contributes to make local communities more inclusive (6 on the Likert scale).

The project collaborates with 4 CAPS: IA4SI, as it is using its methodological framework as a base for social impact assessment; CATALYST, which is implementing a tool-testing (Edgesense) on the CHEST online crowd; CAP2020, about dissemination; and DSI, to cross-connect their communities and knowledge sharing. Further collaborations with actors within the SI domain include Digital Social Innovation: Crowdmapping actors and networks, Ashoka, Phineo gAG, Enterpreneurship Foundation. Moreover, the project developed three activities (the three calls) to bring together innovative public administrations, foundations, social investors and social finance intermediaries with social innovation initiatives, civil society and the third sector.

IMPACT ON INFORMATION

The good performance achieved by the project in this area is mainly due to its contribution on terms of improvement of users' access to sources of information and the reduction in asymmetries with this respect (both 6 on the Likert scale). Also, CHEST encourages the use of open access and open standards.

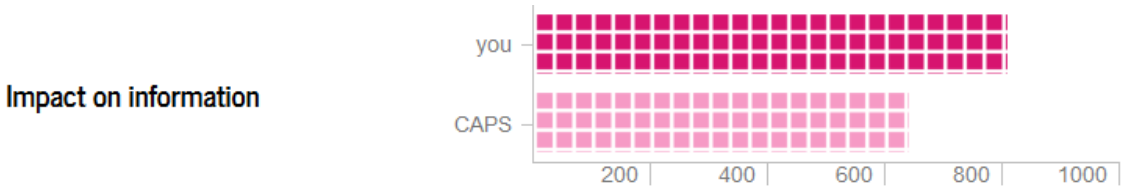

Figure 49 CHEST score – Information

IMPACT ON WAYS OF THINKING, VALUES AND BEHAVIOURS

CHEST, due to the diversity of societal challenges addressed by its beneficiaries, engages with a high number of topics where it can possibly deliver a change in users opinions and behaviours: environment, participatory democracy, production and consumption, finance, health, employment. Thus, CHEST is very likely to have a strong impact on ways of thinking. The fact that its score is below the CAPS average in this area is caused by the circumstance that only one of the CHEST call 2 beneficiaries (GreenApes) has explicitly chosen and reported its impact on ways of thinking, values and behaviours.

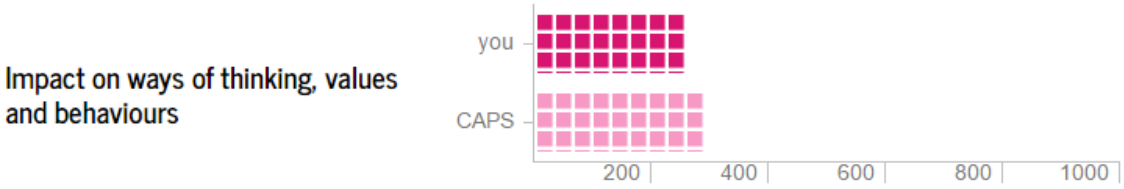

Figure 50 CHEST score – Ways of Thinking, Values and Behaviours

IMPACT ON EDUCATION AND HUMAN CAPITAL

Even though CHEST does not have a strong focus on educational activities and goals, the achieved results are very good. It provided training to 84 people for a total of 706 hours, and developed two training tools: eReuse, a system that records information and traceability data (geographical places it has been donated/recycled) and AyeMind, a guide to help young people continue develop gifs as a way to engage the conversation around mental health. CHEST, unlike all other CAPS projects, through its beneficiaries does actively address the digital divide issue and provides extensive training activities reaching out to a high number of persons being trained.

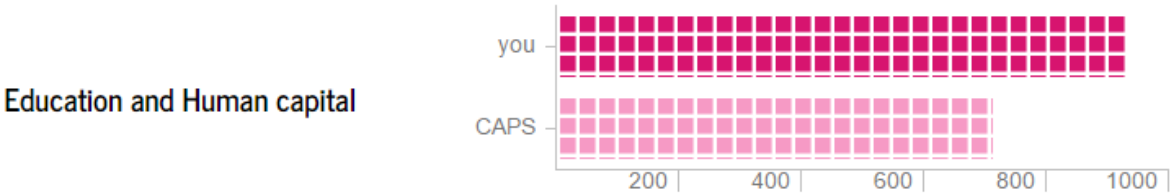

Figure 51 CHEST score – Education

3.4.2 Economic Impact

One central goal of the CHEST project has been the economic empowerment of Social Innovators through its innovative funding scheme and knowledge support. The assessment through the IA4SI self-assessment toolkit shows that this goal has been accomplished. CHEST has achieved a very positive economic impact and is significantly above the average, with a score of 812 on a CAPS average of 617, as shown in Figure 52. CHEST has selected to have an Economic impact on the following three subcategories: “Users economic empowerment”, “Economic value generated” and “ICT driven innovation”. The picture below represents the score and the impact of CHEST in these Economic subcategories.

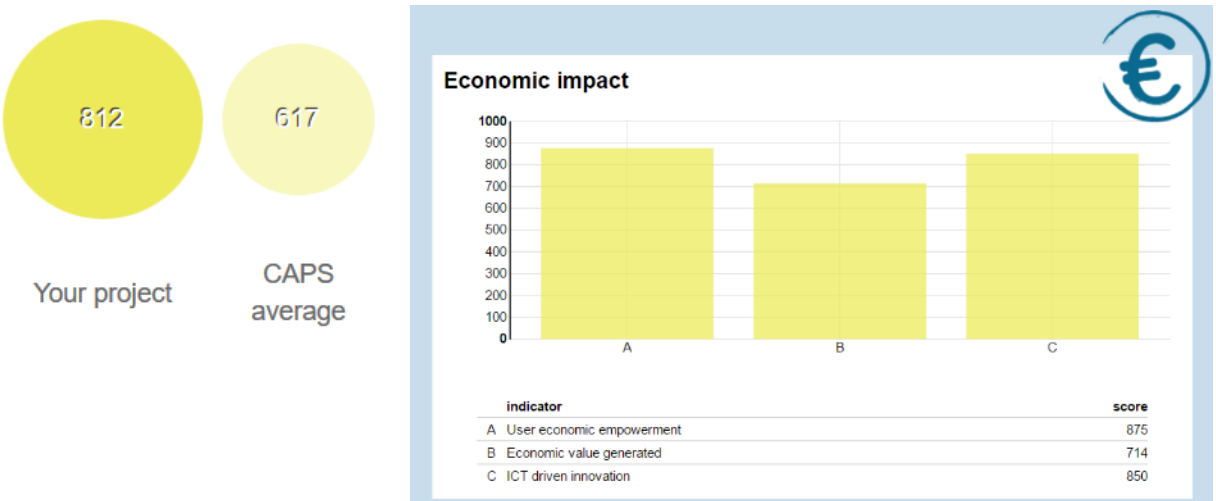

Figure 52 CHEST score of economic impact

Indeed, on User economic empowerment, the CHEST project has the best impact on this subcategory. The project score is 875 and is highly above the CAPS average of 536. On ICT driven innovation, CHEST has achieved a project score of 850 on a CAPS average of 784. Similarly, on the "Economic value generated" sub-category of the project did also achieve an impressive result, as a score is 714 out of a 502 CAPS average.

IMPACT ON THE ECONOMIC VALUE GENERATED BY THE PROJECT

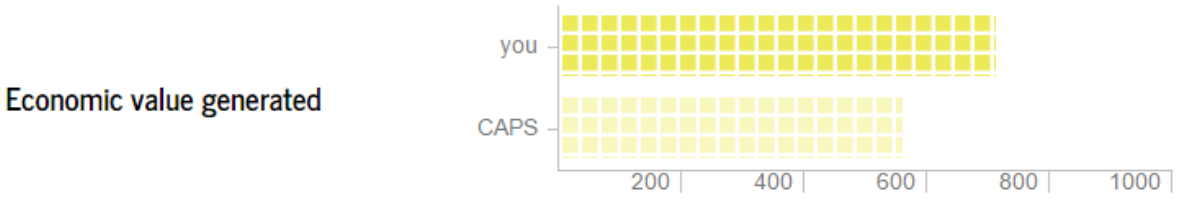

Figure 53 CHEST score – Value generated by the project

CHEST has achieved a very high result in this sub-category due to the substantial support and funding for its beneficiaries, but even more so through the economic value generated by the Call 2 projects. All beneficiaries have been able to develop new business models for their projects, successfully establishing their solutions in a competitive market

USERS ECONOMIC EMPOWERMENT

The CHEST project increases the access to finance of its users by providing 2.499.280€ through 3 calls for ideas and projects proposals. Indeed, the CHEST budget is devoted to Open Calls supporting idea generators and social innovators for about 85% of the project total funding, thus highly contributing to reduce the need of its users to access to emergency finance.

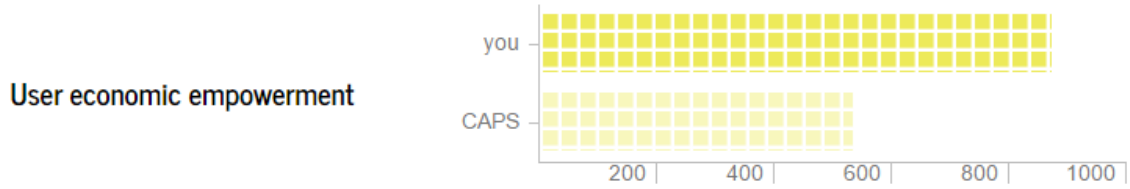

Figure 54 CHEST score – User economic empowerment

CHEST also supports the creation of entrepreneurial initiatives and the project users have developed 64 new business ideas. CHEST is also highly and actively supporting its users and the broader Social Innovation community to increase their incomes, to diversify their resources and to increase their resilience to cope with crises.

ICT DRIVEN INNOVATION

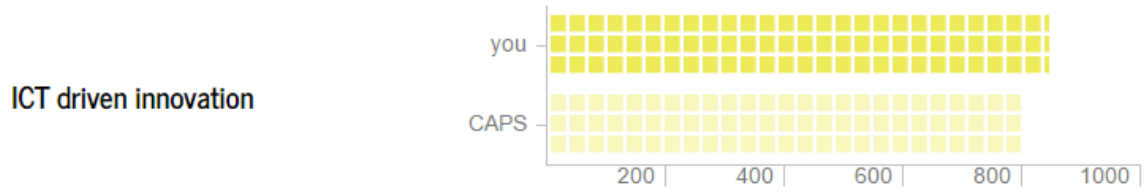

Figure 55 CHEST score –ICT driven innovation

In terms of impact on ICT driven innovation, the CHEST project has declared to have a relevant impact on process and on organisational innovation. Indeed, CHEST works with specific management strategies in enabling its users to develop new or improved service offerings, especially with reference to Social Impact Assessment and Co-Design/Co-Development. The project also implements new concepts for the structuring of activities for its users and improves the working practices of CAPS users. Finally, CHEST increases the access to spaces for allowing its users to work together.

3.4.3 Environmental Impact

Relatively to CAPS overall performance, CHEST scored very well about this area of impact, 621 upon the CAPS average of 308. In particular, the project got the highest score regarding the Air Pollution indicator (1000 upon 350), and it also performed very well on the Greenhouse gases emissions (760 upon 341). It performed very well also on Waste (658 upon 458).

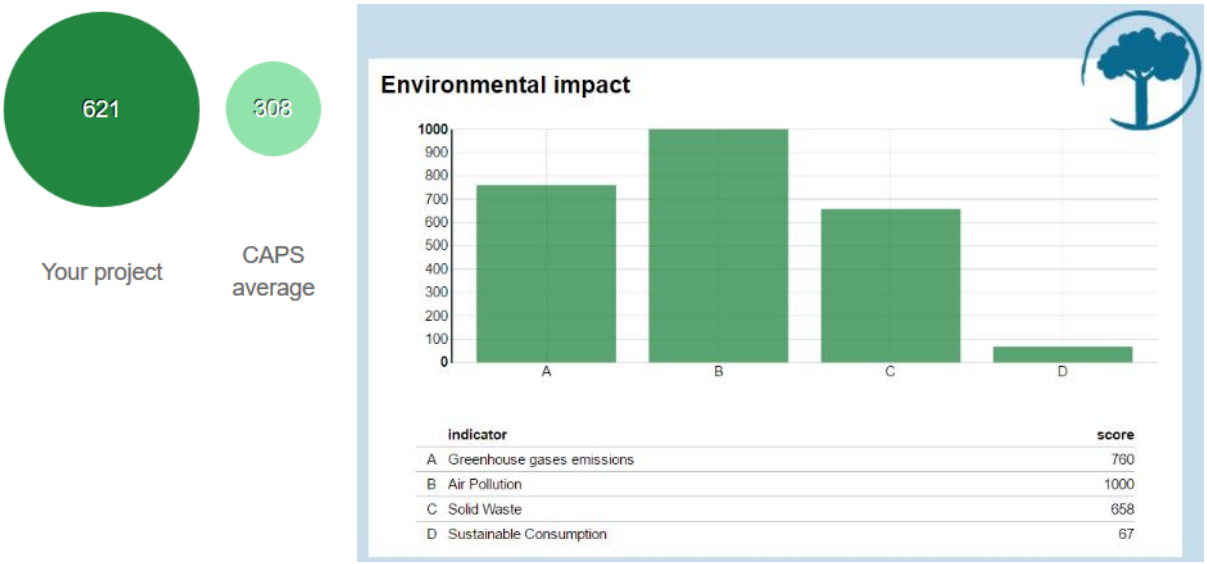

Figure 56: CHEST score of environmental impact

IMPACT ON GREENHOUSE GASES EMISSIONS

The good result achieved regarding this area of impact is mainly due to the fact that CHEST has one of the lowest number of travels by far among all the CAPS projects: to implement its activities, it only did 30 travels by plane within Europe and the Mediterranean region, 4 travels by train and no travels outside Europe and the Mediterranean region. This makes the project highly sustainable from the point of view of the logistics management, despite the fact that it did not perform any compensation activities.

Other variables associated with users' activities and behaviours in relation with this topic are not relevant for the project.

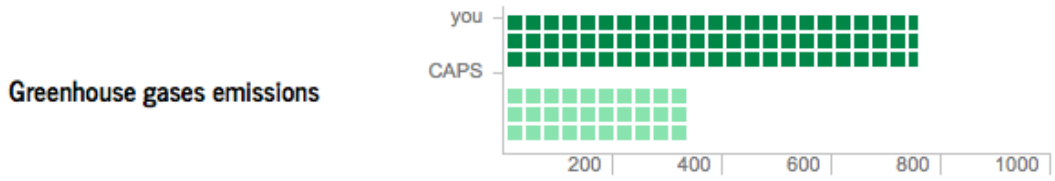

Figure 57 CHEST score – Greenhouse gases emissions

IMPACT ON AIR POLLUTION RELATED TO TRANSPORT

As demonstrated by the paragraphs above, the consortium relies as much as possible on virtual meetings and equally project's partners are encouraged to demonstrate their sensitivity towards the air pollution related to transport issue (5 on the Likert scale, only an other CAPS indicated this level of sensitivity towards the topic).

The project does not aim to influence users with respect to this issue. Consequently, other variables are not applicable to the end of evaluating its impacts.

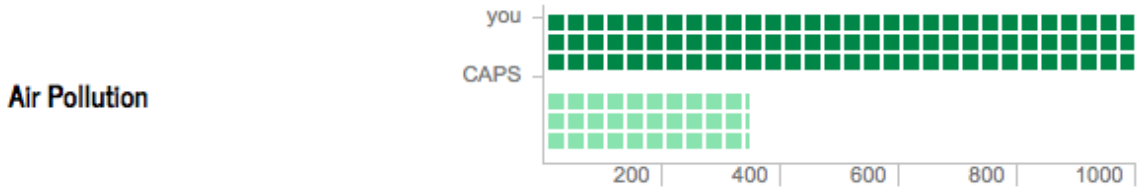

Figure 58 CHEST score – Air Pollution

IMPACT ON SOLID WASTE

CHEST performance on this area of impact is characterised by few items produced hence the good score. In fact, the project produced only brochures (1000) and it did not produce publications, books or gadgets. For CHEST, there was no need to implement practices for recycling as all materials produced were successfully distributed. Considering that the project's core topics and activities are not related to waste and environment, other variables concerning the users are not part of the evaluation.

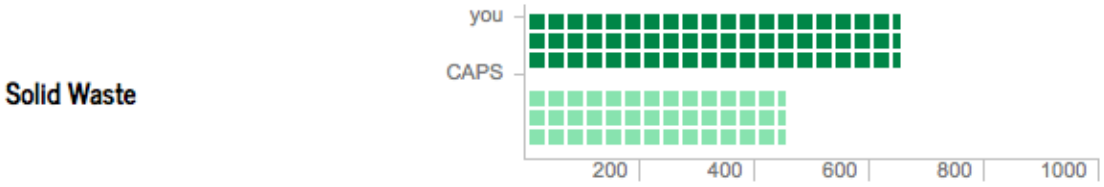

Figure 59 CHEST score – Solid Waste

3.4.4 Efficiency, effectiveness, sustainability and fairness

CHEST has achieved a positive impact on efficiency (504 out of CAPS average 482): in terms of economic impact, this score is derived from the capability of the project to highly support the creation of entrepreneurial initiatives and business ideas of its users. CHEST also contributes to increase the efficiency and the quality of pre-existing technologies. CHEST achieved a positive score on effectiveness, (563 out of CAPS average 507) and the best result regarding the impact on sustainability (756 out of CAPS average 383). This very positive result is related to the fact that the project increases the access to finance of its users, since it distributed € 2.499.280 to them. Moreover, the project reduces the need of its users to access emergency finance and it supports the creation of entrepreneurial initiatives. Furthermore, CHEST also helps its users to diversify income resources and increase their resilience to cope with crises. CHEST has gained a very positive result on Fairness which score is 700 out of average 474. This is one of the best result in this domain among all

the CAPS projects. This result was obtained due to the capabilities of the project of providing a great number of tools/instruments provided with the aim of reducing power asymmetries in local communities on the platform, also by creating tools/activities developed for influencing information asymmetries.

4 Summary

The analysis presented in this report has demonstrated that CHEST and its beneficiary projects have succeeded in achieving substantial Social Impact. The report has laid out the concept of Social Impact, discussed different approaches to measuring it and considered how these approaches can be used by a project like CHEST. It has presented the specific approach and the various measures developed and implemented by CHEST to evaluate the Social Impact of its beneficiaries as well as to monitor their progress with regard to project development and dissemination. The collected data on the results achieved by these measures have been presented and analysed.

The various achievements of CHEST and its 28 beneficiaries of call 2 and call 3 have been demonstrated in manifold ways. First of all, the CHEST Social Impact reporting scheme – itself being a major outcome of the project – has proven to be suitable for all beneficiaries and the results of their impact reporting are highly impressive. This holds true both for the Key Performance Indicators (KPIs) common for all projects in the dimensions of community building, access to information and knowledge sharing as well as in the individual sets of KPIs specific to each project. The reports show that the CHEST beneficiaries have been highly successful in the progress they achieved both with regard to overall project development and in achieving or even over-achieving the target values set for most of their KPIs (see chapter 3 as well the annexes for each project). Such positive results are also reflected in the assessment of the beneficiary projects by the CHEST online community, where a great majority of the participants gave a positive to very positive evaluation of the overall quality and approach of the beneficiary projects and their progress.

Finally, the report put the impact achieved by CHEST into perspective by comparing its results to those of other CAPS projects by applying the IA4SI self-assessment toolkit (with the assessment process overseen by the IA4SI team). CHEST scored very well on social impact (633 upon the CAPS average of 530), it achieved very positive economic impact with a score of 812 (CAPS average of 619) and on the environment with a score of 621 (CAPS average of 314). CHEST has also achieved very positive results on the transversal indices of the IA4SI methodology: it scored 504 points on efficiency (CAPS average 482), 563 on effectiveness, (CAPS average 507) and reached the best result regarding the impact on sustainability (756 out of CAPS average 383). Such results, including the manifold achievements of CHEST and its 28 main beneficiaries highlighted in chapter three, suggest that CHEST is one of the projects with the best social impact results within the CAPS program.

The course of the CHEST project has shown that the scheme to monitor the beneficiaries' progress and Social Impact developed by CHEST was suitable and effective. As a light-weight and easy-to-use approach it succeeded in meeting both the beneficiaries need for brevity as well as CHEST's need for soundness while remaining also manageable in monitoring all the beneficiaries' projects.

5 References

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KUR13	Kurz, B.; Kubek, D. (2013): Kursbuch Wirkung. Das Praxishandbuch für alle, die Gutes noch besser tun wollen. Phineo gAG. Available from: http://www.phineo.org/downloads/PHINEO_KURSBUCH_WIRKUNG.pdf
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VAN03	Vanclay, F. (2003): International Principles for Social Impact Assessment. Impact Assessment & Project Appraisal 21(1), 5-11. http://dx.doi.org/10.3152/147154603781766491
YOU21	The Young Foundation (2012): Social Innovation Overview. A deliverable of the project: "The theoretical, empirical and policy foundations for building social innovation in Europe" (TEPSIE), European Commission – 7th Framework Programme, Brussels: European Commission, DG Research.
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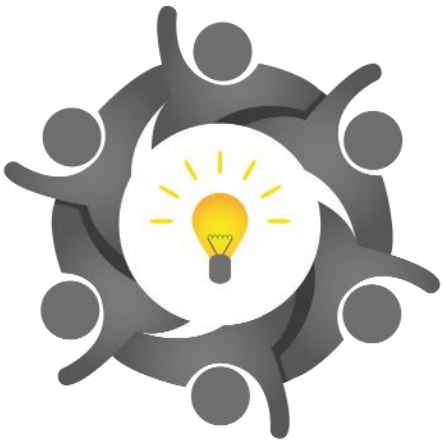
6 Annexes

Annex I: Template for feasibility study (call 1 winners only)

Call for ideas reporting template



CHEST

Beneficiary name: *[...]*

Idea title: *[...]*

Idea ID: *[...]*

Valid for Call 1 'Call for Ideas' of the CHEST project, which is supported by the **Seventh Framework programme of the European Commission**

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0. Purpose of this report

Congratulations! Your idea has been ranked highly in Call 1 of the CHEST Challenge giving you the chance to receive up to € 6.000. The award will be split into two separate installments. The first € 2.000 you will receive without further conditions, the second payment of € 4.000 upon completion of this report and its approval by the CHEST consortium.

As you are aware, CHEST Call 1 will support projects that seek to explore the technical feasibility, social impact potential or commercial viability of a novel idea. Activities could include market research or desk based investigation regarding the need and potential of an idea, competitor analysis, and even initial planning to take the project to a prototype stage, including potential costs and timescales.

This report (to be completed by all Call 1 winners) asks you to summarize the results of your investigation, detailing the viability of your idea and serving as a basis for an application for Call 3– See http://www.chest-project.eu/calls-for-proposals/. Please note that you will still be required to complete the required application form for Call 3 (deadline 30th September)

The structure of this report is partly based on the format suggested by the Social Reporting Standard SRS (http://www.social-reporting-standard.de/en) standardizing the regular work documentation of organisations run by social entrepreneurs, non-profit organisations, and other organisations with a social purpose (such as social businesses) – for funders, investors, partner organisations, and the public. Throughout the report we ask you to be brief and to stick to the recommended lengths indicated for each section.

In the first section you should describe the planned organizational structure necessary to implement your idea. The central question to answer here is: “What organizational structure is the right one for your project?”

Section 2 will take a closer look at your “market” by researching in depth the societal problem you’re addressing and outlining explicitly how your solution is aiming to solve it. The reader should be able to understand the problems you have identified, what you assume to be their causes and how you intend to address these causes. The identification of the actual or imminent problem which is to be remedied represents a key aspect of impact-oriented reporting. For this purpose, it is important to describe the social problem at hand (“children in Germany do not exercise sufficiently”), rather than stating a social concern or demand (“children in Germany should exercise more”).

Section 3 will then assess the concrete planning to implement your idea – including the financial projections. Note that especially the financial projections are directly based on your analysis of the societal challenge at hand, in which you estimated its scale. If you didn’t do that part of the report thoroughly, you won’t be able to do the financial analysis adequately. In addition, you should give an outline of the next steps towards implementation and also assess the potential risks you might be facing in the course of the project.

Finally, in section 4, you should give a clear statement whether the proposed idea is a sound project. This is the “bottom line” for the proposed idea. Given the analyses carried out in the previous sections: will your idea really solve the problem at hand? Will it be scalable and transferable in order to reach a substantial social impact? Will your project be sustainable and also financially viable? Will it break even, lose money or make a profit? Is there anything you can do to improve the bottom line?

In case you conclude that your idea can be turned into a sound project with substantial social impact we expect you to apply in CHEST Call 3 (http://www.chest-project.eu/calls-for-proposals/) in order to get the implementation of a first prototype funded with € 60.000.

This report is to be completed and sent to info@chest-project.eu until September 15th. Failure to do so will result in losing the right to receive the second payment of € 4.000. In case of problems or questions please contact info@chest-project.eu.

1. Your contact details and organizational structure

This section aims to provide a brief description of any individual or organisation involved in providing your activity. Please designate your full contact details. If applicable, please briefly describe your organisational structure, the state of organisational development, and key personnel as well as partnerships, cooperation, and networks (existing or planned).

[Recommendation: maximum of 2000 characters]

[...]

2. The societal problem and your approach to solving it

Please describe the context of the problem you intend to solve and your specific approach to solving the problem. The reader should be able to understand the problems you have identified, what you assume to be their causes and how you intend to address these causes. The identification of the actual or imminent problem which is to be remedied represents a key aspect of impact-oriented reporting.

2.1 The societal problem

2.1.1 Description of the problem

Please answer the following questions: Which specific problem is to be solved? Who is affected by the problem and how so? What are the underlying causes of the problem?
[Recommendation: maximum of 1000 characters]
[…]

2.1.2 Scale of the problem

Please answer the following questions: How can the problem be quantified (e. g. how many people are affected by it)? What social consequences have already occurred, and what costs have been incurred by society as a result? What do you expect to be the consequences and costs if the problem remains unsolved? Any information should be as specific as possible and quantified where possible. Please list any sources used.
[Recommendation: maximum of 1000 characters]
[…]

2.1.3 Previous approaches to solving the problem

It is likely that other attempts have already been made to solve the social problem. Please describe how and with what success others have previously attempted to solve the problem.

[Recommendation: maximum of 1000 characters]

[…]

2.2 Your approach to solving the problem

2.2.1 Vision – what do you intend to achieve?

[Recommendation: maximum of 500 characters]

[...]

2.2.2 Strategy – where do you start?

Please provide a brief description of your fundamental approach. In section 2.1.1 you have explained the causes of the problem. This section asks you to detail which point in the causal chain leading to the problem your idea addresses – and what in general you intend to achieve.
[Recommendation: maximum of 1000 characters]

[…]

2.2.3 Target groups

Please describe who you intend to reach with your activity. Your direct target group comprises those individuals your proposed solution addresses directly (such as the participants of a workshop). In addition, there may be individuals who benefit indirectly from your activity such as the children of parents who take part in a parenting program. Your target group may also include influencers and intermediaries such as journalists or teachers you approach in order to ensure that your idea is spread and your objectives are met. Please focus on those groups of individuals that are particularly important.
[Recommendation: maximum of 1500 characters]

[…]

2.2.4 Your proposed solution and expected outcome

Please describe in detail the solution your project will seek to deliver in order to implement your strategy and outline how exactly the project will address the specific Societal Challenge(s) detailed above. Which specific activities do you offer to the respective target groups? If applicable, what products and/or services do you offer? What technical approach will you use? Do you charge a fee for your activities, products, or services? If so, please specify the amount charged. What social impact do you anticipate for the individual target groups as a result of your activity?

[Recommendation: maximum of 1500 characters]

[...]

2.2.5 Innovation

Explain the novelty of your project in comparison to previous approaches to solving the problem (as described in 2.2.3). If applicable, outline in which ways you plan to integrate your target group(s) into the innovation process (e.g. through participatory processes like Co-Design, Crowdsourcing, new social practices etc.)
Describe the evidence you have to substantiate your belief that the intended work is innovative. This should not be based on your opinion alone. Evidence could include the results of patent searches,

competitor analyses, literature reviews etc. If applicable, you should also briefly outline your own background IPR as related to the project.
[Recommendation: maximum of 2000 characters]
[...]

3. Financial projections, schedule and risks

In this section you describe your objectives for the future and your perspective on the further development of your activity.

3.1 Route to market

Outline the next steps required to implement and deploy your proposed product, process or service into an operational environment or market after the funding period and the successful development of the prototype. For example testing, evaluation, attainment of any accreditation, identification of an early adopter etc. and please include details of any steps necessary or planned for community building or user involvement. Please provide the following information:

- *Estimate the total financial resources necessary to implement your solution.*
- *Define an initial plan for the sustainability of the project results, i.e. own commercialization, licensing or other sources of funding? If applicable, please include revenue projections.*
- *Provide a high level plan for implementation of your proposed solution (no detailed schedule or project plan). This may include some targeted milestones and timeframes for completion as a guideline only. Please also provide an approximate time for first implementation.*

[Recommendation: maximum of 2000 characters]

[…]

3.2 Risks

External changes may have a negative impact on your success. In this section of your report, please describe any risks that threaten the success of your activity. Risks include those external factors relevant for your success which you can only influence to a limited extent or not at all. Please rate each risk with regard to its relevance for meeting your objectives and the probability that it will materialise. Please specify any measures implemented or planned to prevent the stated risks from materialising as well as your plans for offsetting any consequences.

[Recommendation: maximum of 1000 characters]

[…]

4. Findings

Please summarize the findings of this report and explain why this course of action is or is not recommended. This section may include a description of pros and cons for the initiative being considered. This section should be brief since most of the detail is included elsewhere in the document. Additionally, it should capture the likelihood of success for the proposed solution.

[Recommendation: maximum of 1000 characters]
[…]

Annex II: Template for social impact plan (call 2 winners only)

Call for Prototypes
Social Impact Plan

CHEST

Beneficiary name: [...]

Project title: [...]

Valid for Call 3 'Call for Prototypes' of the CHEST project, which is supported by the
Seventh Framework programme of the European Commission

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0. Purpose of this report

The structure of this report is partly based on the format suggested by the Social Reporting Standard SRS (http://www.social-reporting-standard.de/en) standardizing the regular work documentation of organisations run by social entrepreneurs, non-profit organisations, and other organisations with a social purpose (such as social businesses) – for funders, investors, partner organisations, and the public. Throughout the report we ask you to be brief and to stick to the recommended lengths indicated for each section.

Ch. 1	**Implementation of organizational structure**	In the first section you should describe a brief description of the organisational structure of your project, namely the organisations, individuals, and cooperation partners involved in carrying out your project.
Ch. 2	**Implementation of your solution approach**	Section 2 will take a closer look at your "market" by researching in depth the societal problem you're addressing and outlining explicitly how your solution is aiming to solve it. The reader should be able to • understand the problems you have identified, • what you assume to be their causes and • how you intend to address these causes. The identification of the actual or imminent problem which is to be remedied represents a key aspect of impact-oriented reporting. For this purpose, it is important to describe the social problem at hand. In this part you should also develop a plan for the sustainability of your project for the time after the CHEST funding period and assess potential risks you might encounter.

1. Implementation of organizational structure

This section aims to provide a brief description of how you implement your project. You should describe the maturity of your project, its organizational structure as well as the individuals, and cooperation partners involved in implementing your prototype.

1.1 Maturity of your project

It is helpful for the reader to understand the current state of your prototype development, e.g. by referring to the following phases.

- *Idea/seed phase: No solution has been implemented yet.*
- *Pilot phase: Phase in which various proposed solutions are tested.*

Recommendation: Stay between 100 and 200 characters.

[…]

1.2 Organizational structure

In this section, please describe the structure of how you implement your project, which tasks are fulfilled by which unit as part of the overall activity. Please specify how many individuals are involved in the activity and indicate whether they are permanent employees, freelancers, or volunteers.

Recommendation: Stay between 500 and 1000 characters.

[…]

1.3 Key personnel

The purpose of this section is to provide the reader with an overview of the key individuals involved. Please decide freely which and how many individuals are relevant. In addition to providing biographical details, please consider the following aspects:

- *Motivation*
- *Relevant experience and skills, for instance in relation to initiating activities or establishing companies/organisations*
- *Leadership experience*
- *Expert knowledge of the particular subject area, experience with regard to the target groups*
- *Specific qualifications relevant to the approach*

Recommendation: Stay between 1000 and 3000 characters for each person.

[…]

1.4 Partnerships, cooperations, and networks

The partnerships and cooperations in which your project is involved are key parts of your positioning and effectiveness. Please provide details on the following aspects:

- *Partners (individuals, organisations, other CHEST projects / other Digital Social Innovation initiatives, public authorities, memberships in networks, government and EU workgroups, and professional associations, etc.)*
- *Subject and goal of the partnership*
- *Contractual basis of the partnership (e.g. contractual agreement, memorandum of understanding, verbal agreement)*
- *Strategic significance of the partnership*

Please also report details concerning relevant changes which have taken place during the reporting period.

Recommendation: Stay between 500 and 2000 characters for each partnership.

[...]

2. Implementation of your solution approach

Please describe the context of the problem you intended to solve and your specific approach to solving the problem. The reader should be able to ***understand the problems you have identified, what you assume to be their causes and how you intend to address these causes****. The identification of the actual or imminent problem which is to be remedied represents a key aspect of impact-oriented reporting. For this purpose, it is important to describe the societal problem at hand ("children in Germany do not exercise sufficiently"), rather than stating a social concern or demand ("children in Germany should exercise more").*

We define a "societal problem" as any social need that you intend to address and for which you have created an activity, programme, project or product. Social problems include ecological and environmental problems.

In any of the following sections a dedicated focus lies on ***the new insights you have gained during the reporting period****. Please describe in which ways your understanding of the problem has changed during this project. Wherever possible, please highlight your lessons learned over time.*

2.1 The societal problem

2.1.1 Description of the problem

In order to be able to understand the specific solution proposed, the reader must be aware of your understanding of the social problem, its context, and the underlying causes. Please elaborate on the following points:

1. *Which specific problem did you intent to solve? The social problem should be described as specifically as possible. If several problems can be identified, they should be prioritized based on importance.*
2. *Who is affected by the problem? Please describe in detail who is affected by the problem and how so.*
3. *How has your perception of the problem changed during the reporting period (lessons learned?*

4. *How has the social problem itself evolved over time? What is the current situation? How will the problem develop in the future if no action is taken?*
5. *What are the underlying causes of the problem? Please describe interdependencies of different causes.*

Describing interdependencies between different causes is crucial. Only with this knowledge will readers understand your specific approach to solving the problem.

Recommendation: Stay between 2000 and 5000 characters.

[…]

2.1.2 Scale of the problem

Readers can more easily assess the relevance of the problem and the effectiveness of your proposed solution if you provide information regarding the problem's scale:

1. *How many people are affected by the problem? Please describe the European dimension of the problem. Depending on the type of problem you are dealing with, it may be useful to provide additional information concerning the scale of the problem (e.g. size of the area, percentage or number of people affected in the case of environmental protection activities).*
2. *Has the scale of the problem changed during the reporting period? If possible, please also provide estimates for the likely future development.*
3. *What social consequences have already occurred, and what costs have been incurred by society as a result? What do you expect to be the consequences and costs if the problem remains unsolved?*

Any information should be as specific as possible and quantified where possible. Please list any sources used.

Recommendation: Stay between 2000 and 5000 characters.

[…]

2.1.3 Previous approaches to solving the problem

It is likely that other attempts have already been made to solve the social problem. Please describe how and with what success others have previously attempted to solve the problem. This helps the reader to understand and assess your proposed solution. You can also explain why and in what respect these previous approaches have not been sufficient for solving the problem. If there have not been any previous attempts to solve the problem, it can be useful to explain why this might be the case.

Recommendation: Stay between 500 and 2000 characters.

[…]

2.2 Your approach to solving the problem

2.2.1 Solution approach – what do you intend to achieve and where do you start?

Please describe the ideal state of the situation that you aim to achieve: What is your long-term objective which provides the central motivation for your activity? Has this objective changed during the reporting period?

Please also provide a brief description of your fundamental approach. In section 2.1.1 you have explained the causes of the problem. This section asks you to detail which point in the causal chain leading to the problem your project addresses – and what in general you intend to achieve. What is the added value you offer to the respective target groups and in which form (products, services, tools, etc.)? This brief description of your impact chain enables the reader to understand how your project contributes to solving the problem.

Recommendation: Stay between 2000 and 5000 characters.

[…]

2.2.2 Target groups

Here you describe who you intended to reach with your activity. Your direct target group comprises those individuals your proposed solution addresses directly such as the participants of a workshop. In addition, there may be individuals who benefit indirectly from your activity such as the children of parents who take part in a parenting programme. Your target group may also include influencers and intermediaries such as journalists or teachers you approach in order to ensure that your idea is spread and your objectives are met.

There may be several different groups of individuals or institutions on all three levels. Please focus on those groups of individuals that are particularly important.

Please provide the following information for your target groups:

1. *Who belongs to the respective target group?*
2. *How large is the respective target group?*
3. *What are the concerns and goals of the members of the respective target group? Which of these concerns or goals can be realized or attained by way of your activity?*
4. *If possible, please highlight new insights you gained with regard to your target groups during the report period: Did you identify new target groups in the past 5 months? Did your target groups change in some ways?*
5. *How are you planning to reach your target groups?*

Recommendation: Stay between 500 and 1000 characters for each target group.

[…]

2.3 Sustainability of your solution

Outline the next steps required to implement and deploy your proposed product, process or service into an operational environment or market after the funding period and the successful development of the prototype. For example testing, evaluation, attainment of any accreditation, identification of an early adopter etc. and please include details of any steps necessary or planned for community building or user involvement. The central questions you should answer here are:

- *How you intent to take your prototype to the next level of maturity after the CHEST funding period?*
- *Define an initial plan for the sustainability of the project results, i.e. own commercialization, licensing or other sources of funding? If applicable, please include revenue projections.*
- *Which other sources of financing are you going to use?*

Recommendation: Stay between 2000 and 5000 characters.

[…]

2.4 Risks

External changes may have a negative impact on your success. In this section of your report, please describe any risks that threaten the success of your activity. Risks include those external factors relevant for your success which you can only influence to a limited extent or not at all. Please rate each risk with regard to its relevance for meeting your objectives and the probability that it will materialise. Please specify any measures implemented or planned to prevent the stated risks from materialising as well as your plans for offsetting any consequences.

[Recommendation: maximum of 1000 characters]

[…]

Annex III: Social Impact report template (call 2 and call 3 winners)

Call for Prototypes
Social impact reporting template
Final report

CHEST

Beneficiary name: *[...]*

Project title: *[...]*

Reporting period: *From [dd/mm/yyyy] to [dd/mm/yyyy]*

Valid for Call 3 'Call for Prototypes' of the CHEST project, which is supported by the
Seventh Framework programme of the European Commission

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0. Purpose of this report

The structure of this report is partly based on the format suggested by the Social Reporting Standard SRS (http://www.social-reporting-standard.de/en) standardizing the regular work documentation of organisations run by social entrepreneurs, non-profit organisations, and other organisations with a social purpose (such as social businesses) – for funders, investors, partner organisations, and the public. The catalogue of Key Performance Indicators assessing the social impact ia based on the methodological framework of the IA4SI project[24]. Throughout the report we ask you to be brief and to stick to the recommended lengths indicated for each section.

Ch. 1	**Implementation of organizational structure**	In the first section you should describe a brief description of the organisational structure of your project, namely the organisations, individuals, and cooperation partners involved in carrying out your project.
Ch. 2	**Implementation of your solution approach**	Section 2 will take a closer look at your "market" by researching in depth the societal problem you're addressing and outlining explicitly how your solution is aiming to solve it. The reader should be able to • understand the problems you have identified, • what you assume to be their causes and • how you intend to address these causes. The identification of the actual or imminent problem which is to be remedied represents a key aspect of impact-oriented reporting. For this purpose, it is important to describe the social problem at hand. In this part you should also describe your specific activities during the last 5 months of the funding period and develop an initial plan to scale your prototype.
Ch. 3	**Measuring your Social Impact**	Section 3 focuses on the social impact you aim to achieve. You should describe the social changes for the individual target groups which can be observed as a consequence of your activity. As measuring social impact can be challenging, this section of the report will guide you to define a set of key performance indicators (KPIs) for your project. First, you'll find a pre-defined list of indicators which apply for all CHEST beneficiaries. These indicators cover 3 different dimensions: • Online community building • Access to information • Knowledge sharing Second, you will be guided in the process of defining your project's specific set of additional indicators that meet your individual needs. These KPIs should be selected to cover your main impact area(s): 1. Social impact areas (including ecological impacts) 1.1 Impact on community building and empowerment 1.2 Impact on information 1.3 Impact on ways of thinking, values and behaviours 1.4 Impact on education and human capital 1.5 Impact on employment

[24] IA4SI – Impact Assessment for Social Impact (www.ia4si.eu) is a research project supported by the Seventh Framework programme of the European Commission.
The IA4SI methodological framework is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License.

		1.6 Impact on environment 1.7 Impact on civic and political participation 1.8 Impact on policies and institutions 2. Economic impact areas 2.1 Users' economic empowerment 2.2 The economic value generated by the project For each indicator you should then set realistic target values. In order to facilitate the involvement of your target users in co-designing your prototype and to assess a sub-set of your KPIs, we finally ask you to carry out an early stage test of your envisioned prototype / concept with your target group(s).

1. Implementation of organizational structure

This section aims to provide a brief description of how you implement your project. You should describe the maturity of your project, its organizational structure as well as the individuals, and cooperation partners involved in implementing your prototype.

1.1 Maturity of your project

It is helpful for the reader to understand the current state of your prototype development, e.g. by referring to the following phases.

- *Idea/seed phase: No solution has been implemented yet.*
- *Pilot phase: Phase in which various proposed solutions are tested.*

Recommendation: Stay between 100 and 200 characters.

[…]

1.2 Organizational structure

In this section, please describe the structure of how you implement your project, which tasks are fulfilled by which unit as part of the overall activity. Please specify how many individuals are involved in the activity and indicate whether they are permanent employees, freelancers, or volunteers.

Recommendation: Stay between 500 and 1000 characters.

[…]

1.3 Key personnel

The purpose of this section is to provide the reader with an overview of the key individuals involved. Please decide freely which and how many individuals are relevant. In addition to providing biographical details, please consider the following aspects:

- *Motivation*
- *Relevant experience and skills, for instance in relation to initiating activities or establishing companies/organisations*
- *Leadership experience*
- *Expert knowledge of the particular subject area, experience with regard to the target groups*
- *Specific qualifications relevant to the approach*

Recommendation: Stay between 1000 and 3000 characters for each person.

[…]

1.4 Partnerships, cooperations, and networks

The partnerships and cooperations in which your project is involved are key parts of your positioning and effectiveness. Please provide details on the following aspects:

- *Partners (individuals, organisations, other CHEST projects / other Digital Social Innovation initiatives, public authorities, memberships in networks, government and EU workgroups, and professional associations, etc.)*
- *Subject and goal of the partnership*
- *Contractual basis of the partnership (e.g. contractual agreement, memorandum of understanding, verbal agreement)*
- *Strategic significance of the partnership*

Please also report details concerning relevant changes which have taken place during the reporting period.

Recommendation: Stay between 500 and 2000 characters for each partnership.

[...]

2. Implementation of your solution approach

Please describe the context of the problem you intended to solve and your specific approach to solving the problem. The reader should be able to ***understand the problems you have identified, what you assume to be their causes and how you intend to address these causes****. The identification of the actual or imminent problem which is to be remedied represents a key aspect of impact-oriented reporting. For this purpose, it is important to describe the societal problem at hand ("children in Germany do not exercise sufficiently"), rather than stating a social concern or demand ("children in Germany should exercise more").*

We define a "societal problem" as any social need that you intend to address and for which you have created an activity, programme, project or product. Social problems include ecological and environmental problems.

In any of the following sections a dedicated focus lies on ***the new insights you have gained during the reporting period****. Please describe in which ways your understanding of the problem has changed during this project. Wherever possible, please highlight your lessons learned over time.*

2.1 The societal problem

2.1.1 Description of the problem

In order to be able to understand the specific solution proposed, the reader must be aware of your understanding of the social problem, its context, and the underlying causes. Please elaborate on the following points:

6. *Which specific problem did you intent to solve? The social problem should be described as specifically as possible. If several problems can be identified, they should be prioritized based on importance.*
7. *Who is affected by the problem? Please describe in detail who is affected by the problem and how so.*
8. *How has your perception of the problem changed during the reporting period (lessons learned?*

9. *How has the social problem itself evolved over time? What is the current situation? How will the problem develop in the future if no action is taken?*
10. *What are the underlying causes of the problem? Please describe interdependencies of different causes.*

Describing interdependencies between different causes is crucial. Only with this knowledge will readers understand your specific approach to solving the problem.

Recommendation: Stay between 2000 and 5000 characters.

[…]

2.1.2 Scale of the problem

Readers can more easily assess the relevance of the problem and the effectiveness of your proposed solution if you provide information regarding the problem's scale:

4. *How many people are affected by the problem? Please describe the European dimension of the problem. Depending on the type of problem you are dealing with, it may be useful to provide additional information concerning the scale of the problem (e.g. size of the area, percentage or number of people affected in the case of environmental protection activities).*
5. *Has the scale of the problem changed during the reporting period? If possible, please also provide estimates for the likely future development.*
6. *What social consequences have already occurred, and what costs have been incurred by society as a result? What do you expect to be the consequences and costs if the problem remains unsolved?*

Any information should be as specific as possible and quantified where possible. Please list any sources used.

Recommendation: Stay between 2000 and 5000 characters.

[…]

2.1.3 Previous approaches to solving the problem

It is likely that other attempts have already been made to solve the social problem. Please describe how and with what success others have previously attempted to solve the problem. This helps the reader to understand and assess your proposed solution. You can also explain why and in what respect these previous approaches have not been sufficient for solving the problem. If there have not been any previous attempts to solve the problem, it can be useful to explain why this might be the case.

Recommendation: Stay between 500 and 2000 characters.

[…]

2.2 Your approach to solving the problem

2.2.1 Solution approach – what do you intend to achieve and where do you start?

Please describe the ideal state of the situation that you aim to achieve: What is your long-term objective which provides the central motivation for your activity? Has this objective changed during the reporting period?

Please also provide a brief description of your fundamental approach. In section 2.1.1 you have explained the causes of the problem. This section asks you to detail which point in the causal chain leading to the problem your project addresses – and what in general you intend to achieve. What is the added value you offer to the respective target groups and in which form (products, services, tools, etc.)? This brief description of your impact chain enables the reader to understand how your project contributes to solving the problem.

Recommendation: Stay between 2000 and 5000 characters.

[…]

2.2.2 Target groups

Here you describe who you intended to reach with your activity. Your direct target group comprises those individuals your proposed solution addresses directly such as the participants of a workshop. In addition, there may be individuals who benefit indirectly from your activity such as the children of parents who take part in a parenting programme. Your target group may also include influencers and intermediaries such as journalists or teachers you approach in order to ensure that your idea is spread and your objectives are met.
There may be several different groups of individuals or institutions on all three levels. Please focus on those groups of individuals that are particularly important.
Please provide the following information for your target groups:

6. *Who belongs to the respective target group?*
7. *How large is the respective target group?*
8. *What are the concerns and goals of the members of the respective target group? Which of these concerns or goals can be realized or attained by way of your activity?*
9. *If possible, please highlight new insights you gained with regard to your target groups during the report period: Did you identify new target groups in the past 5 months? Did your target groups change in some ways?*

Recommendation: Stay between 500 and 1000 characters for each target group.

[…]

2.2.4 Activities and work performed

In appendix 1 of this document you'll find a set of templates to describe your specific activities during the last 5 months of the funding period (comprising the resources employed and the work performed by your team and partners). Please use these templates to provide the following information:

- *A concise description of the work performed for each work package (if you don't have defined work packages, please put all work descriptions in one WP table)*
- *Describe any management concerns and activities to recover the situation*
- *Detail any publications, publicity or other dissemination activity.*
- *Summarise the project progress against deliverables, noting any discrepancies against the Project Plan and action to recover situation if necessary*

Recommendation: The length of this section largely depends on the structure of your work so a specific recommendation is not suitable. You should stick to brief, but concise descriptions mentioning all important aspects of your work.

[...]

2.3 Sustainability of your solution

Outline the next steps required to implement and deploy your proposed product, process or service into an operational environment or market after the funding period and the successful development of the prototype. For example testing, evaluation, attainment of any accreditation, identification of an early adopter etc. and please include details of any steps necessary or planned for community building or user involvement. The central questions you should answer here are:

- *How you intent to take your prototype to the next level of maturity after the CHEST funding period?*
- *Define an initial plan for the sustainability of the project results, i.e. own commercialization, licensing or other sources of funding? If applicable, please include revenue projections.*
- *Which other sources of financing are you going to use?*

Recommendation: Stay between 2000 and 5000 characters.

[…]

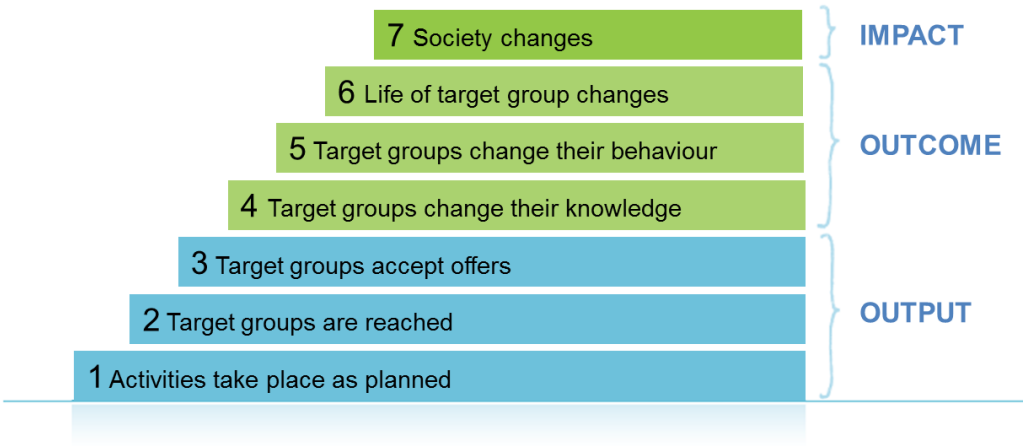
2.4 Risks

External changes may have a negative impact on your success. In this section of your report, please describe any risks that threaten the success of your activity. Risks include those external factors relevant for your success which you can only influence to a limited extent or not at all. Please rate each risk with regard to its relevance for meeting your objectives and the probability that it will materialise. Please specify any measures implemented or planned to prevent the stated risks from materialising as well as your plans for offsetting any consequences.

[Recommendation: maximum of 1000 characters]
[…]

3. Measuring your Social Impact

In chapter 2 you have described the societal problem you are addressing. In this section we ask you to report on the social impact you anticipate for the individual target groups as a result of your solution – and the extent to which you succeed in realizing your objectives. To understand the concept of social impact, the distinction between resources used, work performed, and impact has proven useful:



Adopted from Kursbuch Wirkung, Phineo gAG

3.1 Your expected social impact

Impacts are defined as the social changes which can be observed as a consequence of the output of your activity. Ecological impacts are also considered as social impacts in this context. Impact can affect the individuals directly addressed. For instance, changes in the behaviour of parents attending parental training. Changes (impacts) may also affect some groups indirectly such as the children of parents who have participated in parental training. In certain cases, it is also possible to specify results on the level of society. For instance, it may be possible to quantify a re-socialisation programme's cost savings for the whole economy due to a particularly low relapse rate or the carbon dioxide savings that result from an energy-saving campaign.

Please describe the social impact you anticipate for the individual target groups as a result of your activity!

Recommendation: Stay between 2000 and 5000 characters.

[…]

Based on this description you should derive a set of useful indicators (Key Performance Indicators, KPIs) which help you to measure your social impact, set realistic goals for these indicators you aim to achieve and measure their value at the time of writing of this report. In many cases, it will be difficult to directly measure the impact of your activity. However, appropriate indicators that are known to be closely connected with your intended effects will allow you to make statements about the effectiveness of your activities – even if you are not able to ultimately prove causality, it will be helpful to explain why you derive the effectiveness of your activity from certain indicators. In order to facilitate this process we have pre-defined a list of common indicators which each CHEST beneficiary should report:

Table 74: Common indicators for all CHEST projects (see also appendix 2)

Dimensions	Indicators	Variables	Baseline value[25]	Target value[26]	Measured value[27]
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process			
		Number of users involved in co-design process			
		Ratio between men and women involved			
		Ratio between young, adult and old people involved			
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)[28]			
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries			
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST forum[29]			
		Number of comments / replies on project blog entries on CHEST forum			
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)			
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)			

[25] Baseline is the value you started with (for CHEST, this would be September 2015)
[26] Your target value should be one you aim to reach by the end of the CHEST funding period in June 2016
[27] The value measured at the time of writing/end of May 2016
[28] To what extent do you agree with the following sentence: "Our project reduces information asymmetries experienced by the users". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"
[29] Your project-specific section of the CHEST forum is available at: http://mog.eng.it/chestcommunity/viewforum.php?f=13&sid=fb32a27667b75b7b45b3fd8815f9c800

In addition to this list of indicators common for all CHEST beneficiaries we ask you to define those indicators that best suit your project (from the catalogue of additional indicators, appendix 3). In order to do so, you should first choose your primary and your secondary social impact area and then identify at least 3 different indicators for each impact area that are most suitable for your project. If suitable, you can in addition also choose an economic impact area and similarly identify at least 3 different indicators for that area. The social and economic impact areas are listed below:

3. *Social impact areas (including ecological impacts)*
   - *1.1 Impact on community building and empowerment*
   - *1.2 Impact on information*
   - *1.3 Impact on ways of thinking, values and behaviours*
   - *1.4 Impact on education and human capital*
   - *1.5 Impact on employment*
   - *1.6 Impact on environment*
   - *1.7 Impact on civic and political participation*
   - *1.8 Impact on policies and institutions*
4. *Economic impact areas*
   - *2.1 Users' economic empowerment*
   - *2.2 The economic value generated by the project*

In appendix 3, you will find an extensive catalogue of potential indicators for each impact area. If none of them or not enough of the indicators listed in appendix 3, you can also define your own indicator(s) according to your needs.

For each indicator, please provide your baseline value (your starting point) and define your baseline, a target value you aim to achieve at the end of the 10-month funding period as well as the measured value at the time of writing and fill the following table with your set of indicators for each impact area!

Impact area: […]

Dimensions	**Indicators**	**Variables**	**Baseline value**[30]	**Target value**[31]	**Measured value**[32]
[…]	[…]	[…]	[…]	[…]	[…]
		[…]	[…]	[…]	[…]

[30] Baseline is the value you started with (for CHEST, this would be September 2015)
[31] Your target value should be one you aim to reach by the end of the CHEST funding period in June 2016
[32] The value measured at the time of writing/end of May 2016

3.2 User-based evaluation of your concept

While some indicators will be only quantifiable once your prototype is finished, others can be assessed already during the development phase. One way to allocate their values is an early concept or prototype test / evaluation. One key prerequisite to achieve a high impact in developing Digital Social Innovations is the user-centred design involving your target users right from the project start (co-design). Following an iterative development cycle, we ask you to carry out a second round of such a concept test / prototype evaluation involving your target users (similar to the one you have done for your interim report). There are many different and easy to use techniques available to carry out such early-stage evaluations (user analysis, concept test, etc.) taking place even before a running system is available (using click-demos, mockups or paper) – for example:

- *Scenario-based testing (http://www.cs.pomona.edu/classes/cs181f/supp/scenariotest.html)*
- *Wizzard-of-Oz prototyping (http://www.ucc.ie/hfrg/projects/respect/urmethods/wizard.htm)*
- *Paper prototyping (http://www.paperprototyping.com/what.html)*
- *Video Prototyping (http://www.ucc.ie/hfrg/projects/respect/urmethods/video.htm)*

Choose an applicable methodology (for possible methods other than the few stated above please take a look at http://www.ucc.ie/hfrg/projects/respect/urmethods/methods.htm) and carry out an evaluation/test of your envisioned prototype/concept testing a suitable sub-set of your indicators (selecting some but not all indicators identified for your project under section 3.2) – you should at least provide following information (Dimension: Online Community Building, Indicator: User involvement in prototype evaluation / test usage):

- *Number of target groups involved in co-design process*
- *Number of users involved in co-design process*
- *Ratio between men and women involved*
- *Ratio between young, adult and old people involved*

Please provide a brief summary of the evaluation results and describe those areas (indicators) for which the prototype will be well suited – and the week spots you found where further improvements in the requirements or early design will be necessary. The goal here is not to show that your idea is already perfect. On the contrary: As your project is new and innovative, it is very likely that in interacting with your target groups by testing your idea with them you will encounter unforeseen critical issues. Please describe these issues and provide your ideas to address them. In order to help you solve these problems we will involve the experts of our CHEST community providing you with feedback and ideas so please be brief but clear in your description.

Recommendation: In addition to assessing the values of the KPIs you measured, please stay between 3000 and 5000 characters in the description of your evaluation.

[…]

Annex IV: Onodo: Key Performance Indicators[33]

Table 75: Mandatory KPIs for Onodo

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number and description of target groups involved in co-design process	N/A	7 target groups (Journalists/Media; University/Academia/Researchers; Network analysts; Public Administration; Civil Society; Developers; Information consumers/citizens)	7 target groups (Journalists/Media; University/Academia/Researchers; Network analysts; Public Administration; Civil Society; Developers; Information consumers/citizens)
		Number of users involved in co-design process	N/A	60 offline, 120 online	79 offline
		Ratio between men and women involved	N/A	50/50	65% men and 35% women during the user requirements collection and alpha testing
		Ratio between young, adult and old people involved	N/A	10% / 80% / 10%	0% young; 89,5% adult; 10,5% old during the user requirements collection and alpha testing
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	N/A	1 (the project addresses 100% information asymmetries): 5 Pilot investigations with media partners Number of areas of knowledge addressed by Onodo is the first two months after launch.	5: In the first two months after Onodo's release, over 18 organizations have used the platform to effectively communicate complex information. Among them, Corrective! (an investigative news organization from Germany), LAB. RTVE (Spain's National Public TV Innovation Lab), eldiario.es and Cinco Días (a digital news site and a legacy economic newspaper), BBVA Data Insights, University of Granada (Spain), University College of Dublin Humanities Institute and organizations such as Reporteros del Barrio (Mexico), Agrocomposta (Spain), the organizers of the 1sr Online Cultural Management Congress (Spain and LatAm) or School of Data (a digital capacity buiding organization).

[33] N.B.: For Onodo, the KPIs presented in this document are an update of the ones provided in D3.3 as the project has achieved significant advancements between month 33 and month 36 of CHEST.

					Among the specific areas of knowledge where Onodo has been applied are: Candidates to election in Brazil; political candidates in Ecuador; entities involves in a fraud judiciary case in Spain (Fundación AFAL); EU decision making processes; letters (240) in 19th and early 20th century novels from Ireland and Britain; USAID organization structure; Greenpeace reports on private interests influencing Coastal Law Reform in Spain; political relations and influences in Brazil's new government; Network of Media Corporations in Mexico; mapping Twitter conversations, Mapping fiction characters on TV series and movies; to represent endangered animal species; relation among board members of the 35 most important public companies; mapping the most common names variations; Spanish politicians currently working for public companies; and several others
	Number of tools / activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	N/A	1 Tool/Platform (Onodo) 3 Workshops 5 Tutorials	1 Tool/Platform 5 Workshops 1 Training to a news outlet 2 Tutorials (English and Spanish) 4 video tutorials (English and Spanish) >10 problem-solving interactions with organizations and media about how to effectively use Onodo.
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	5	6
		Number of comments / replies on project blog entries on CHEST website	0	10	14
	Sharing through social media channels	Number and description of communication channels addressed	N/A	4 - Blog; Social networks: Twitter Newsletter; Press Release	2 mailing lists opened 9 Newsletters sent referencing Onodo 3 announcements published in Civio's webpage 1 press release 1 Twitter account recently opened (@onodo_).
		Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook	N/A	Twitter followers: > 2000 followers Subscribers to the mailing list	421 subscribers to Onodo's newsletter 313 followers on Twitter with a high level of interaction

		friends, etc.)		during the first year: >1000	
	Sharing through social media channels	Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	N/A	12 newsletters Twitter:1000 tweets; 20 blog posts	5 newsletters sent to Onodo's susbribers (421), with an open rate of 42,4% 1 newsletter sent to Civio's general subscribers (8.944) with information about the development of Onodo. An open rate of 27,9%. 1 newsletter sent to Civio's donors (444) with information about the development of Onodo. An open rate of 51%. 111 tweets published on Twitter, registering 61.200 impressions Blog: not yet started

Table 76: KPIs for impact on community building and empowerment (Onodo's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target Value	Measured Value
ONLINE COMMUNITY BUILDING	Community Size	Number of registered users	N/A	300	744 (To be updated)
ONLINE COMMUNITY EMPOWERMENT	Number of resources created collaboratively	Number of times two or more users combine their data to produce new repositories or visualizations	N/A	25	Although the collaborative mode is not yet available, one community (Grupo Auditoría de la Deuda de la Sanidad, Madrid) is already using the tool to explain and visualize difficult and complex information for the entire community. (i.e. Health industry lobbies)
	Project capability to influence trust among users	Percentage of data repositories highly scored by the users for the quality of its information	N/A	20%	The scoring functionality is not yet available. To be measured after project release
	Project capability to reach the audience beyond the original community	Number of visualizations and stories shared	N/A	300	17 visualizations embedded in third-party websites, most of them news sites
		Number of readers of embedded content	N/A	30000	>45K readers have interacted with Onodo visualizations embedded in third-party websites. That is 66% of the total traffic registered in the platform

LOCAL COMMUNITY EMPOWERMENT	Number of events organised by the project addressing local communities	Number of participants to events organised by the project addressing local communities	N/A	200	21 participants related to local issues during the pre-launching phase. The first Onodo workshop after release was hosted on October 4th in MediaLab-Prado (Madrid)

Table 77: KPIs for impact on information (Onodo's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target Value	Measured Value
ACCESS TO INFORMATION	Typology of information-data available on the platform	Typology of information- data available on the platform - selection from a list including: •Articles/long post/structured content •Short post/status updated •Forum discussions •Forum entries • Images • Videos • Other	• Datasets • Pictures	• Datasets • Visualization • Stories • Comments • Pictures • Videos	Total visualizations created: 774 Total visualizations published: 132 Total demo tours by Onodo users: 3.033
	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment	• 1 Dataset • 100 Pictures	• 100 Datasets • 150 Visualizations; • 100 Stories; • 150 Comments • 80 Pictures uploaded with the "create your story" feature • 40 Videos embedded with the "create your story" feature	Users: 744 Total Datasets upload to the platform: >700 Stories created (in draft): 14 Visualizations created (in draft): 774 Visualizations published: 132 Node pictures: >60 Story pictures: 4
QUALITY OF INFORMATION	Instruments provided by the project allowing users to verify the quality of the information he/she access	Number of instruments provided allowing users to verify the quality of the information he/she access to	1: Links to original and official data sources	3: • Rating system for repositories / quality-karma score • Discussion entries • Links to original and official data sources	The rating system and the discussion features are still to be implemented

Table 78: KPIs for impact on economic value generated by the project (Onodo's economic impact area)

DIMENSION	Indicators	Variables	Baseline	Target Value	Measured Value
COMPETITIVENESS AND EXPLOITATION	Project competitors	Data Market Expansion – Project Competitors	N/A, not open to new users	5 Project Competitors to be on the market by the time ONODO will be fully operative	Linkurious, Kumu, Infogram, etc..
	Project self-evaluation of its impact on the capability of the project team to keep pace with competitors	Development pace of the tool	2: Poor	5: Very Good	4: Good
	Number of persons able to be dedicated to exploitation and innovation transfer	Market Strategy - Market fluctuations	One person dedicated 30%	3 People dedicated at 50% of their time to the project	3 People dedicated at 50% of their time to the project

Annex V: AyeMind: Key Performance Indicators

Table 79: Mandatory KPIs for AyeMind

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number and description of target groups involved in co-design process	0	3 (young people; youth-related workers; managers and policy makers)	3
		Number of users involved in co-design process	0	120	200
		Ratio between men and women involved	N/A	50/50	55/45
		Ratio between *young, adult* and old people involved	0	70/30	30/70[34]
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	0	4	4
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	50	150+[35]
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	5	4
		Number of comments / replies on project blog entries on CHEST website	0	5	7
	Sharing through social media channels	Number & description of communication channels addressed	1	5. (Twitter, Facebook, email, Instagram, Snapchat)	
		Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	50	Aye Mind has 500+ followers but has been mainly using its partners' social media networks to maximise impact totaling 50,000 twitter followers	
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	1. Project tweets: 150 2. Twitter Reach: 100,000 3. eNewsletter and mailing list features: 20	1. 507 tweets 2. Twitter impressions: 288,000 3. 25

[34] The ratio 'in favour' of adults reflects the huge response we've had from adults who work with young people for the type of support that Aye Mind offers. We couldn't turn them away simply to maintain the original ratio.

[35] This KPI has exceeded expectations. For each activity, created multiple approaches: high tech with proprietary software (Photoshop), free apps, no tech or wifi (paper-based activities). Each chapter of the toolkit includes 'active learning' activities to help translate learning into practice.

Table 80: KPIs for impact on information (AyeMind's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target Value	Measured Value
ACCESS TO INFORMATION	Typology of information- data available on the platform	Typology of information- data available on the platform - selection from a list including:	1	6 forms of content: pages, blogs, curated sign-posting, videos, photos, wildcard (form determined by young people)	8. the wildcards that emerged during the project were the GIFs and wellbeing stories
	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment	5 pages	6 forms of content: - 40 pages - 40 blogs - 50 curated sign-posting - 4 videos - 200 photos - wildcard.	40 pages 40 blog posts 57 curated sign-posting 6- videos 400 photos 150+ memes & gifs 10 mental wellbeing stories
QUALITY OF INFORMATION	Instruments provided by the project allowing users to verify the quality of the information he/she access	Number of instruments provided allowing users to verify the quality of the information he/she access to	0	2 – includes material relating to quality control dimensions of digital asset use	2: the service map sign-posts users in the direction of 'credible' resources and the toolkit contains a section on how to evaluate the quality of online resources

Table 81: KPIs for impact on education and human capital (AyeMind's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target Value	Measured Value
TRAINING PROVIDED BY THE PROJECT	Training efficiency	Hours of training provided by the project	0	120 hours	200 hours
		Number of persons trained	0	27	40
		Topics covered by training activities	0	3 – Mental Health First Aid, gif creation, digital platform use	3
		Budget allocated to training	0	€8,000	€8,000

	Tools for education/training developed by the project	Number of tools for education/training developed by the project	0	3	5
		Description of tools for education/training developed by the project			Guides to develop gifs, update the website, talk about Mental health, support peers, social media diagnostic tool
IMPACT ON HUMAN CAPITAL	Impact on users eSkills	Number of activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide	0	20	20
		Number of participants to activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide	0	120	200
	Project self-evaluation of its capability to support the personal development of its users	Project self-evaluation of its capability to support the personal development of its users	0	5	5
		Description of project's support to the personal development of its users	0	The toolkit helps workers better understand how young people use the Internet, and how they can engage them more effectively. It's one world, with digital in it, not a separate world.	

Table 82: KPIs for impact on the economic value generated by the project (AyeMind's economic impact area)

Dimensions	Indicators	Variables	Baseline value	Target Value	Measured Value
ECONOMIC RESULSTS	Monetary value of shared resources	Monetary value of shared resources	0	0	Based on initial market scoping we have assigned a notional unit value of the toolkit resource of €150[36]; the toolkit was ready later than anticipated so the dissemination will continue past the funding period to reach a target is for 1000 youth-related workers

[36] Note we are likely to share the resource using a creative commons licence approach. The market value is estimated by comparing with a range of allied specialist resources available in the wider field (though there is no directly comparable resource available). We are developing a range of metrics of engagement with the project's various resources

Annex VI: Magenta TrafficFlow: Key Performance Indicators

Table 83: Mandatory KPIs for Magenta TrafficFlow

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number and description of target groups involved in co-design process	0	3	3
		Number of users involved in co-design process	0	15	Approx. 200 (initial workshops, camplab, caffèscienza, survey)
		Ratio between men and women involved	n.a	70/30	60/40
		Ratio between young, adult and old people involved	n.a	30/70/0	15/85/10
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.) [37]	0	5	5
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	2	3
KNOWLEDGE SHARING	Sharing through social media channels	Number and description of communication channels addressed	0	4	5 (1-Project web blog, 2-Facebook page, 3-Twitter, 4-Youtube, 5-Survey)
		Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	200 followers 10000 users reached	**FB page followers: 194. FB engaged users: about 11000. FB reached users: about 45000.**

[37] To what extent do you agree with the following sentence: "Our project reduces information asymmetries experienced by the users". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

					Twitter followers (multiple profiles): 250.
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	100 items	About 100 items: 23 blog posts 40 Tweets 40 FB posts 2 Linkedin groups announcements, 3 Youtube videos
	Sharing through CHEST website	Number of entries in project blog on CHEST forum	0	5	6
		Number of comments / replies on project blog entries on CHEST forum	0	5	16

Table 84: KPIs for impact on information (Magenta's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ACCESS TO INFORMATION	Typology of information- data available on the platform	Number of monitoring points	0	40	46
ACCESS TO INFORMATION	Quantity of information available	Hours of mobility data collected	0	100	Exceeding 50000[38]
ACCESS TO INFORMATION	*Open data*	*Mobility data sets data made available for public reuse through open data channels*	*0*	*3*	11

[38] This huge over achievement was possible thanks to the wide variety of use cases we found for our sensors, which is actually higher than expected. We thought at the beginning that we could be able to install the sensors only for limited periods, while in fact most of them are already operative since months now, with 24/7 uninterrupted activity. On May 30, 2016 the database was approaching 3 millions of documents, where each document refer to a minute of traffic data (that is, more than 50000 hours of data).

Table 85: KPIs for impact on civic and political participation (Magenta's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
IMPACT ON CITIZENS/USERS CIVIC PARTICIPATION	Instruments developed by the project offering new channels/way for civic participation	Number of instruments developed by the project offering new channels/way for civic participation	0	2	3
IMPACT ON CITIZENS/USERS CIVIC PARTICIPATION	Project self evaluation of its capability to increase the number of citizens participating to civic-society organisation	Project self evaluation of its capability to increase the number of citizens participating to civic-society organization	0	4	5
IMPACT ON CITIZENS/USERS CIVIC PARTICIPATION	Project self evaluation of its capability to increase the time spent by citizens in participating to civic-society organisation	Project self evaluation of its capability to increase the number of citizens participating to civic-society organisation	0	4n/a	5

Table 86: KPIs for impact on the economic value generated by the project (Magenta's economic impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
BUSINESS MODELS	Business Models	Business Models	NO	YES	YES
	Project self-evaluation of being able to generate a new business model	Project self-evaluation of being able to generate a new business model	0	4	6
	New market opportunities for partners	New market opportunities for partners	0	4	6
	Number of business collaborations	Number of business collaborations	0	3	8
COMPETITIVENESS AND EXPLOITATION	Project competitors	Project competitors	NO	YES	YES

Annex VII: ComputerReuse: Key Performance Indicators

Table 87: Mandatory KPIs for ComputerReuse

Dimensions	Indicators	Variables	Baseline	Target value	Measured value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number and description of target groups involved in co-design process	4: Citizens voting Receivers Donors Initiatives on incubia	7: Citizens voting Receivers Donors Professionals Volunteers Alumni certified Initiatives on incubia	7: Citizens voting Receivers Donors Professionals Volunteers Alumni certified Initiatives on incubia
		Number of users involved in co-design process	1243: Citizens voting 342 Receivers 895 Donors 4 DeviceTag.io 1	2600: Citizens voting 1524 Receivers 910 Donors 24 Professionals 9 Volunteers 10 Alumni certified 100 DeviceTag.io 6	1524: Citizens voting 717 Receivers 912 Donors 12 Professionals 11 Volunteers 20 Alumni certified 135 DeviceTag.io 11
		Ratio between men and women involved	n.a	60/40	n.a
		Ratio between young, adult and old people involved	n.a	60/30/10	n.a
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	1/6: 1. Professionals can select those devices with more potential to reuse	5/6: (1) Professionals can select those devices with more potential to reuse Donors can realize if their devices are (2) reused, (3) traced and (4) social and environmental impact of their donations, (5) users can know product durability from (8000 digital devices) on traceability systems.	3/6: 1,2,3: Ok 4,5: Fail
	Number of tools/activities developed by the	Number of activities/tools developed by the project for influencing information	2: 1. An open source tools to extract device hardware info	11: 1. An open source tools to extract device hardware info (Serial numbers).	8: 1,2,3,4,5,6,8,10 7,9,11

	project for influencing information asymmetries	asymmetries	(Serial numbers). 2. Certified device reuse potential(to receivers)	2. Certified device reuse potential(to receivers) 3. Certified data erasure (to donors). 4. Certified device reuse (to donors) 5. A system to store data about traceability 6. Certified device traceability (to donors). 7. Certified reuse social impact (to donors). 8. APP to track devices localization and final recycling. 9. Open data about traceability (at least 8 mil devices), 10. Authorized recycling collection points on the system (at least 50), 11. A tool to discover product durability	
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	10	7
		Number of comments / replies on project blog entries on CHEST website	0	10	11
	Sharing through social media channels	Number and description of communication channels addressed	4: Project Web (reutilitza.cat), Twitter (Reutilitza.cat), Facebook (Reutilitza.cat), Vimeo	7: Project web (reutilitza.cat, eReuse.org) Twitter (Reutilitza.cat, eReuseOrg), Facebook (Reutilitza.cat), Vimeo , Github	7:
		Quantified measure of followers and fans	243	705	534 Twitter: 243 FB: 291
		Quantified measure of Tweets / Retweets / Posts	43 Posts on Fb Reutilitza.cat	402 321 Tw/RT 81 FB Posts 60 Downloads on Github	604 290 Tw/RT 82 FB Posts 93 Downloads on Github 103 Fav on Tw 36 Listed on Tw
		Vimeo video impressions of all services and tools Twitter impressions	5.831 0	16.505 30.000	17.300 56.000
		Downloads of tools on GitHub	0	60	93

Table 88: KPIs for impact on environment (Computer Reuse's primary social impact area)

Dimensions	Indicators	Variables	Baseline	Target value	Measured value
Project impact on environmental behaviors related to the greenhouse gas issue	N. of compensation activities performed by the users since their engagement with the project.	N. tons of Co2 prevented to be created by reusing a device from Reutilitza.cat Platform	3525	3600	3689,5
Project impact on environmental behaviors related to the waste issue	N. of waste reduction activities performed by the users since their engagement with the project	Prevention of tons of eWaste generation (by DeviceTag.io service)	2.09	3.15	4.21
Project impact on environmental behaviors related to the sustainable consumption issue	N. of green labels or certifications for products or services promoted by the initiative	N. of digital devices on eReuse traceability system	0	8022	9913

Table 89: KPIs for impact on education and human capital (Computer Reuse's secondary social impact area)

Dimensions	Indicators	Variables	Baseline	Target value	Measured value
Training provided by the project	Training efficiency	Hours of training provided by the project	0	1000	1070
		Number of persons trained	0	100	135
		Topics covered by training activities		measure reuse potential of digital devices, certify (reuse, deletion of data, test of components, capture internal serial numbers, traceability), trace devices, extract and analyze traceability data, offer/demand services/devices, networking with actors	ok
		Budget allocated to training	0	6000	6000
	Tools for education/training developed by the project	Number of tools for education/training developed by the project	1	5	5
		Description of tools for education/training developed by the project	1) A set of tools to assist preparation for reuse	1) A set of tools to assist preparation for reuse 2) A system that records information and traceability data (geographical places it has been donated/recycled)	1,2,3,4,5 4 (payment system)

				3) It Asset Management System focused on efficiently managing the circular life-cycle of devices. 4) A social platform based on a distributed ecosystem to capture offer (donations) and demand (social projects), to trade with reuse professional services providers (preparation, installation, maintenance), a donation service (legal advice), a payment system, a social support crowdfunding and a recommendation system. 5). An Android OS application that helps traceability of digital devices stored on a Device Hub	
Impact on human capital	Impact on user skills	Estimated N. of million hours performing activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide	21.5	22.48	22.51
		Number of participants to activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide	1500	1668	1705

Table 90: KPIs for impact on the economic value generated by the project (Computer Reuse's economic impact area)

Dimensions	Indicators	Variables	Baseline	Target value	Measured value
Economic results	Cost saving related to resource pooling	Cost savings on subsidies of governments related to resource pooling between donors and social receivers.	120.000 €	125.440 €	125.600 €
Business Models	New market opportunities for partners	New market opportunities for partners		Professionals have access to sufficient good-quality used devices (offer), capture demand (local or international, social), resell 40% of the devices they prepare for reuse, exchange of a percentage of prepared devices, offer professional services to donors and if they are an authorized reuse center can collect those need to be repaired, or refurbished. Start	OK
	Business Models	Reutilitza.cat (local, not for profit / cooperative of consumers)		Reutilitza.cat is an instantiation of a eReuse.org Platform. It is a charity program for reusing digital devices on Catalonia. Consists of capturing offer (donors) and demand (social recipients) and offer donation services. The value	OK

				proposition consists on allowing donors to: make direct donations, guarantee of reuse and recycle, communicate their donation and measure the social and environmental impact of their reused devices. Allowing professionals: to capture high quality of digital devices, to offer services such as preparation, installation and maintenance, and if they are an authorized reuse center, to collect those devices that need to be repaired, or refurbished. Offer to social receivers digital devices at fixed and reduced cost (30% of second-hand market prices).	
		eReuse.org (not for profit, federation or foundation)	N/A	The eReuse.org goal is to bootstrap the reuse process, generate local efficiencies, educate and empower third parties to use a platform themselves to guarantee final recycling and ensure traceability. eReuse.org offers tools and licenses for certification of traceability processes and devices. The federated members contribute financially to standardize certification and improve the tools. eReuse.org offers data to local waste agencies, researchers, citizens, brands and governments open data repositories with aggregated details about traceability and social impact of electronic reuse.	OK eReuse.org offers data to local waste agencies, researchers, citizens, brands and governments open data repositories with aggregated details about traceability and social impact of electronic reuse
		eReuse Services (for profit, spinoff)	N/A	eReuse Services offers platform hosting services for reuse initiatives and charity programs for reusing digital devices (Reutilitza.cat). eReuse Services extract value when users use additional services that are: 1) donors in platforms also want to do internal reuse (within an organization) looking for users for other departments that want to reuse and suppliers that perform preparation for re-use, installation and maintenance (with guarantee). 2) providers that want to extend the functionality of the platform (internal use, ecommerce, plugins, etc.). 3) waste managers (that receive devices from recipients) select and prepare those with highest re-sale potential, 4) in general offering hosting services, consulting, development to meet the environmental regulations and optimize the reuse process.	OK

Annex VIII: GreenApes: Key Performance Indicators

Table 91: Mandatory KPIs for GreenApes

Dimensions	Indicators	Variables	Baseline	Target value	Measured value
ONLINE COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number and description of target groups involved in co-design process	-	4 user groups iOS, Android & web app users Venue owners	6 iOS, Android and web app users, Venue owners: we talked with more than 5 venue owners NGOs: we talked and engaged with several local NGOs to better understand their needs Municipalities: over the months we have been in touch with new municipalities, helping us to shape a service which would maximise value for them as well
		Number of users involved in co-design process	-	20 iOS 20 Android 20 Web 10 Venue Owners	The following numbers refer to the number of users involved before the launch. After the launch (as explained above we engaged way more users and groups). 30+ iOS 30 Android 10 Web 10 Venue Owners and possible commercial customers 4 from NGOs
		Ratio between men and women involved	-	50:50	42% male 58% female
		Ratio between young, adult and old people involved	-	The project focuses on adult citizens, mainly in the 18-40 range.	6% : 18- 16% : 19-24 31% : 25-31 26% : 32-40 15% : 41-50 6% : 51+
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information	Project self-evaluation of its capability to influence information asymmetries	-	4 on greenApes users can learn from each other how to lead a more sustainable	4 the expectations are fully met. The main content generation is not done by our team

	asymmetries	(e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)		lifestyle. Giving prominence to best practices that rarely are visible on dominant media. At the same time it allows citizens to find small venues and producers, which offer sustainable products and services. Such small “eco- players” typically cannot compete with the marketing budget of “traditional” players	(with the exception of the scientific dissemination around environmental facts, which we provide in some sections of the app), but by the users themselves, who share sustainable ideas, tips & inspiring behaviors.
	Number of tools/activities developed by the project for influencing information asymmetries	Number of activities/tools developed by the project for influencing information asymmetries	2 iOS app, Facebook page	5 iOS App, Web app Android App, Facebook Page, Blog	4 iOS App, Web app Android App, Facebook Page
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST forum	0	5	5
		Number of comments / replies on project blog entries on CHEST forum	0	10	8
	Sharing through social media channels	Number and description of communication channels addressed	2 Facebook, Twitter	Facebook Page Twitter Blog We envisioned these as the main channels of communication of the project. We wanted to engage on mainstream social media and create a dedicated blog, to showcase the best practices and most outstanding citizens on greenApes	Facebook Page, Twitter, Instagram (test), Blog preparation We have 2 Facebook pages (one global + Essen and one dedicated to the Florence community). Instagram appears to be a more relevant channel for our project rather than Twitter, and although we have been experimenting on both we have been focusing efforts mainly on Facebook which was more functional to our operations. We still have to kick off the blog and are now in the process of hiring writers.
		Quantified measure of followers on selected social	Facebook: 1’800	Facebook: 50’000 followers	Facebook: 7’200 followers

		media channels (e. g. twitter followers, facebook friends, etc.)	Twitter: 315	Twitter: 3'000 followers Blog: 1000 readers	(118'000 people reached and 4'700 engaged per month) Twitter: 694 Blog: not started yet
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	n.a. (the tracking indicates posts that were posted since the project started)	gA staff: Facebook: 100 posts Twitter :100 tweets Blog: 24 articles Users: 1000 green actions shared from greenApes to facebook	Facebook: 150+ posts (till February) Twitter: 50+ posts (till February) Blog: 0 articles Users: 459 greenApes actions shared to facebook (till february) we passed actions 1000 shared on Facebook in May 2016

Table 92: KPIs for impact on ways of thinking, values and behaviours (GreenApes' primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
CHANGES IN OPINIONS / WAYS OF THINKING	Activities performed by the project in order to achieve the expected change in users opinions, values and behaviors	Activities performed by the project in order to achieve the expected changes in users opinions, values and behaviors	0 cities 0 workshops	Launching the platform in 2 cities 10 workshops on sustainable practices (urban gardening, bike repair, meat-free cousine, recycling ...)	2launches (Florence, Essen - European Green Capital) 4 workshops (will take place after launch) + several meet-ups
	Number of people participating in the activities	Number of people participating in the activities	n.a. Measures started with the project (e.g. Android and Web platforms were not available)	15'000 users landing on platform 5'000 unique citizens sharing green actions 200 participants in workshops	4,317 installs (till February) 4,103 unique citizens sharing green actions 4 workshops, approximately 80 participants
CHANGES IN BEHAVIOUR	Topics where changes in behaviors are expected to happen	Topics where changes in behaviors are expected to happen	-	Eating, mobility, purchasing, waste management	Eating, mobility, purchasing, waste management

Table 93: KPIs for impact on environment (GreenApes' secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
PROJECT IMPACT ON BEHAVIOURS RELATED TO SUSTAINABLE TRANSPORT	Project self evaluation of contribution to the increase in users' sensitivity towards the issue of sustainable transport	Project self evaluation of contribution to the increase in users' sensitivity towards the issue of sustainable transport	-	4 greenApes is built to encourage users to adopt more sustainable modes of transport, thanks to rewarding dynamics and the social norms created within the community.	5 users have regularly shared sustainable mobility actions, and do mention that greenApes is encouraging them to perform them more often. We also created special challenges to encourage users to share stories about the advantages of sustainable mobility. Thanks to the frontierCities funding (FIWARE program) we also built special dedicated activities and features to automatically reward green mobility. Although this is an impact related to that project it worth mentioning as a development of the platform
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE WASTE ISSUE	Project self evaluation of the increase in users' sensitivity towards the waste issue (e.g. participation to community-based reusing/recycling initiatives, etc.)	Project self evaluation of the increase in users' sensitivity towards the waste issue (e.g. participation to community-based reusing/recycling initiatives, etc.)	-	4 greenApes, on top of the points described in the previous item, is also a good arena to share creative ideas, for example when it comes to recycling and waste reduction. We created a sub-community dedicated to the sharing of creative recycling ideas	5 users are responding very well to new recycling ideas and are also sharing best practices to avoid packaging consumption. We also kicked off a cooperation with Quadrifoglio (the waste management company in Florence, rewarding citizens with bonus points for taking special waste to the recycling

					stations)
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE CONSUMPTION ISSUE	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project according to the project	n.a. Measures started with the project	3000 actions promoting sustainable consumption (purchase of certified, 2nd hand or recycled goods, as well as non-consumption alternatives: repairing, renting..) This is a backend measure	1042 Backend measure

Table 94: KPIs for impact on the economic value generated by the project (GreenApes economic impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
BUSINESS MODELS	Project self-evaluation of being able to generate a new business model	Project self-evaluation of being able to generate a new business model	-	5	5 we are successfully creating a business model in which venues and B2C companies invest to gain visibility among a targeted audience, which is being rewarded for sustainable behaviors
	Number of business collaborations	Number of business collaborations	0	20 per city	39 venues and organizations have been participating to the scheme with rewards in these months

Annex IX: 3D-Immersion Platform with Low-literacy course: Key Performance Indicators

Table 95: Mandatory KPIs for 3D-Immersion Platform

Dimensions	Indicators	Variables	Baseline	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	1	3	3
		Number of users involved in co-design process	5	10	21
		Ratio between men and women involved	40/60	50/50	50/50
		Ratio between young, adult and old people involved	Adult	Adult	Adult
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)[39]	1	5	5
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	1	1
KNOWLEDGE SHARING COMMUNITY BUILDING	Sharing through CHEST website	Number of entries in project blog on CHEST forum	0	1	1
		Number of comments / replies on project blog entries on CHEST forum	0	4	4
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	100 new followers within current communities of the Dutch Reading and Writing Association	130 new followers
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	200 retweets within current communities of the Dutch Reading and Writing Association	20

[39] To what extent do you agree with the following sentence: “Our project reduces information asymmetries experienced by the users”. Please attribute a value from 1 to 6 where 1 is “totally disagree” and 6 is “totally agree”

Table 96: KPIs for impact on education and human capital (3D-Immersion Platform primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
TRAINING PROVIDED BY THE PROJECT	Tools for education/training developed by the project	Number of tools for education/training developed by the project	0	1	1
IMPACT ON HUMAN CAPITAL	Project self-evaluation of its capability to support the personal development of its users	Project self-evaluation of its capability to support the personal development of its users	None	Increased societal participation	increased societal participation as low literacy is put back on the agenda
CHANGE IN TRAINING CURRICULA, EDUCATIONAL POLICIES AND PERSONAL INVESTMENTS IN EDUCATION	Project self-evaluation of its capability to influence its users investment in education	Project self-evaluation of its capability to influence its users investment in education[40]	0	6	8

Table 97: KPIs for impact on ways of thinking, values and behaviours (3D-Immersion Platform secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
CHANGES IN OPINIONS / WAYS OF THINKING	Topics where opinion change is expected to happen	Topics where opinion change is expected to happen	Low literacy stems from bad education.	Low literacy is a condition that needs special guidance, not just education.	Low literacy needs more attention as it is more complicated then assumed.
CHANGES IN OPINIONS / WAYS OF THINKING	Number of people participating in the activities	Number of people participating in the activities	0	100	80
CHANGE IN BEHAVIOURS	Topics where changes in behaviours are expected to happen	Topics where changes in behaviours are expected to happen	No confidence in social interactions due to fear and shame.	Confidence in social interactions due to fear and shame.	Confidence in social interactions pertaining to the performed actions in the course.

[40] To what extent do you agree with the following sentence: “Our project will have a positive impact on users investment in education (i.e. Number of hours per week spent on self study or homework and instruction time per year)”. Please attribute a value from 1 to 6 where 1 is “totally disagree” and 6 is “totally agree”

Annex X: Active Citizen: Key Performance Indicators

Table 98: Mandatory KPIs for Active Citizen

Dimensions	Indicators	Variables	Baseline	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	3	3
		Number of users involved in co-design process	0	2000	1100
		Ratio between men and women involved	na	na	na
		Ratio between young, adult and old people involved	na	na	na
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)[41]	0	5	5
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	1	1
KNOWLEDGE SHARING COMMUNITY BUILDING	Sharing through CHEST website	Number of entries in project blog on CHEST forum	0	10	1
		Number of comments / replies on project blog entries on CHEST forum	0	100	3
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	500	450
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	1000	600

[41] To what extent do you agree with the following sentence: “Our project reduces information asymmetries experienced by the users”. Please attribute a value from 1 to 6 where 1 is “totally disagree” and 6 is “totally agree”

Table 99: KPIs for impact on Community building and empowerment (Active Citizen's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	Change in time spent on the platform by users	Time spent by the users, on average	3.18	5.18	3.56[42]
		Change in time spent on the platform by users	0	+2m	+38 seconds
COMMUNITY EMPOWERMENT	Number of groups spontaneously created by the users	Number of groups spontaneously created by the users	0	2	1
LOCAL COMMUNITY BUILDING	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups	0	5	5

Table 100: KPIs for impact on ways of thinking, values and behaviours (Active Citizen's secondary social impact area)

Dimensions	**Indicators**	**Variables**	**Baseline value**	**Target value**	**Measured value**
IMPACT ON CITIZENS/USERS POLITICAL AWARENESS	Project self evaluation of changes in the time spent by users in getting informed about local, national and international political issues	Project self evaluation of changes in the time spent by users in getting informed about local, national and international political issues	0	5	4
		Project self assessment of changes in the time spent by users in persuading friends, relatives or fellow workers about social/political issues[43]	0	5	2
IMPACT ON CITIZENS/USERS CIVIC PARTICIPATION	Project self-evaluation of its capacity to increase citizens/users participation in: signature campaigns, boycotts and manifestations	Project self-evaluation of its capacity to increase citizens/users participation in: signature campaigns, boycotts and manifestations	0	4	4

[42] The new Your Priorities app is a lot faster to use so people can do much more in shorter time, they still spent more time but less than we had anticipated.

[43] To what extent do you agree with the following sentence: "Our project increases the time spent by users in persuading friends, relatives or fellow workers about social/political issues". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

IMPACT ON CITIZENS/USERS CIVIC PARTICIPATION	Project self evaluation of its capability to increase the number of bottom-up/grassroots actions	Project self evaluation of its capability to increase the number of bottom-up/grassroots actions	0	5	4

Annex XI: AdviSex: Key Performance Indicators

Table 101: Mandatory KPIs for AdviSex

Dimensions	Indicators	Variables	Baseline	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process.	1	3	3
		Number of users involved in co-design process.	2	8	8
		Ratio between men and women involved	50%	50%	50%
		Ratio between young, adult and old people involved. Young people ratio: Adult people ratio: Old people ratio:	 0% 50% 50%	 29% 42% 29%	 29% 42% 29%
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)[44]	0	5	4
	Number of tools/activities developed by the project for influencing information asymmetries	With the aim of supporting the user in increasing his level of information through the simple access to the Advisex platform, different tools and functionalities were developed in order to make that process effective and easy to use: Users activities: 1. Chat function 2. Video Chat function 3. Private messages function 4. Search information tool bar into the website 5. Search sexual specialist from specialists' list 6. Newsletter 7. Feedback mechanism 8. Sexual health blog 9. Sexual disease test 10. Specialist consultation booking 11. Personalized recommendations	0	15	15

[44] To what extent do you agree with the following sentence: "Our project reduces information asymmetries experienced by the users". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

		12. Community interaction Specialist activities (useful to arrange specialist consultations): 13. Specialist calendar 14. Specialist control panel Statistics and analytics			
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	5	5
		Number of comments / replies on project blog entries on CHEST website	0	10	2
	Sharing through social media channels	Quantified measure of followers on selected social media channels (beMINT media channel) Facebook Twitter	 0 0	 50 30	 50 30
		Quantified measure of communications on selected social media channels (beMINT media channel) Facebook posts Tweets	 0 0	 10 10	 10 10

Table 102: KPIs for impact on ways of thinking, values and behaviours (AdviSex' primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
CHANGES IN OPINIONS / WAYS OF THINKING	Topics where opinion change is expected to happen	Topics where opinion change is expected to happen Detailed description of topic and subtopics AdviSex aims at spreading greater awareness and change user opinions on several issues regarding sexual health: 1. Prevention – contrary to what one may think or practice, prevention in sexual health is not useful to merely avoid diseases, but also to mantain sexual activity satisfying 2. Menopause – it represents a crucial moment to a woman's life, during which sexual activity evolves 3. Sexual orientation – it does not characterizes individuals in an absolute way, but represents a continuum in which absolute characteristics are the extremes	0	7	7

		4. Pregnancy – contradictory stereotypes contribute to generate confusion about sexual intercourse during pregnancy: it will be clarified what scientific studies suggest 5. Aging – sexual activity is not just a young's sphere. In fact, it evolves with age, and characterizes individuals during the whole life 6. Sex and new technologies – the wide distribution and use of pornographic content has negative impacts on sexual life 7. The relationship between psychological wellbeing and sexual dysfunctions – sexual issues often depend on individual and couple sex			
	Activities performed by the project in order to achieve the expected change in users opinions, values and behaviours:	Activities performed by the project in order to achieve the expected changes in users opinions, values and behaviours. Some of the functionalities used to increase information need are useful to impact on opinion, values and behaviours as a result of a wider knowledge of topics reached. In particular, the expected impacts are: A. Impact in prevention behaviour B. Impact on sexual lifestyle opinions in menopause situations C. Impact on changing behaviour about sexual orientation taboo D. Impact on sexuality opinions in pregnancy E. Impact on sexuality opinions in elderly people F. Impact on sexuality opinions in menopause status G. Impact on behaviour and education about spreading of new technologies in sexual habits H. Impact on behaviour and opinion about psychological well-being and sexual dysfunction The activities and the functionalities directly addressed to influence behaviours, values and opinions are: 1. Chat function for specialist consultation 2. Video Chat function for specialist consultation 3. Private messages function for specialist consultation 4. Sexual health blog 5. Sexual disease test	0	7	7

		6. Personalized recommendations 7. Community interaction All activities designed produce interactions between users and increase information level, for these reasons all these activities are able to address all impacts that the project aims to produce, as described previously (impacts from A to H).			
	Number of people participating in the activities	Number of people participating in the activities Specialists (for content development) Final Users	0 2	30 8	30 8

Table 103: KPIs for impact on information (AdviSex' secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ACCESS TO INFORMATION	Typology of information- data available on the platform	Typology of information- data available on the platform - including: 1. Blog posts drafted by project team 2. Project news drafted by project team 3. Blog posts drafted by specialists 4. Customized suggestions drafted by specialists 5. Sexological tests validated scientifically 6. Community posts drafted by final users 7. Service Terms and conditions 8. Data treatment and privacy policies	0	8	8
	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment 1. Blog posts 2. Project news 3. Specialists' posts 4. Customized suggestions 5. Tests	 0 0 0 0 0	 5 5 12 108 5 0	 5 5 12 108 5 0

		6. Community posts 7. Terms and Conditions 8. Data policy	0 0	1 1	1 1
	Number of communication channels spreading information	1. Company web site 2. Company social media 3. Chest blog 4. Facebook page 5. Twitter account 6. Workshop	0	6	6

Annex XII: Hybrid Letterbox: Key Performance Indicators

Table 104: Mandatory KPIs for Hybrid Letterbox

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	2	5	4
		Number of users involved in co-design process	10	25	20
		Ratio between men and women involved	50/50	50/50	50/50
		Ratio between young, adult and old people involved	0/10/90	20/30/50	5/20/75
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)[45]	4	5	2
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	1	5	2
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	1	5	4
		Number of comments / replies on project blog entries on CHEST website	0		1
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	2900	3500	4500
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	600	1100	800

[45] To what extent do you agree with the following sentence: “Our project reduces information asymmetries experienced by the users”. Please attribute a value from 1 to 6 where 1 is “totally disagree” and 6 is “totally agree”

Table 105: KPIs for impact on community building and empowerment (Hybrid Letterbox' primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
LOCAL COMMUNITY BUILDING	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups	2	5	3
	Project capacity to provide to local communities/groups instruments for better organise themselves	Project capacity to provide to local communities/groups instruments for better organise themselves	3	6	3
LOCAL COMMUNITY EMPOWERMENT	Number of events organised by the the project addressing local communities	Number of participants to events organised by the project addressing local communities	0	70/6	100/8

Table 106: KPIs for impact on civic and political participation (Hybrid Letterbox' secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
IMPACT ON CITIZENS/USERS POLITICAL AWARENESS	Project self evaluation of changes in the time spent by users in getting informed about local, national and international political issues	Project self evaluation of changes in the time spent by users in getting informed about local, national and international political issues[46]	4	5	3
IMPACT ON CITIZENS/USERS CIVIC PARTICIPATION	Instruments developed by the project offering new channels/way for civic participation	Number of instruments developed by the project offering new channels/way for civic participation	1	6	2
IMPACT ON CITIZENS/USERS POLITICAL PARTICIPATION	Project self-evaluation of its capacity to increase citizens/users participation in: signature campaigns, boycotts and manifestations	Project self-evaluation of its capacity to increase citizens/users participation in signature campaigns, boycotts and manifestations[47]	3	5	3

[46] To what extent do you agree with the following sentence: "Our project increases the time spent by users in getting informed about local, national and international political issues". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[47] To what extent do you agree with the following sentence: "Our project increase citizens/users participation in the following forms of political idea manifestations: signature campaigns, boycotts, manifestations, other". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

Annex XIII: Jourvie: Key Performance Indicators

Table 107: Mandatory KPIs for Jourvie

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	3	3	3
		Number of users involved in co-design process	14 people in workshop	38 people in workshops, interviews and usability testing with 47 people, 102 questionnaire responses by therapists, 180 beta-testers	38 people in workshops, interviews and usability testing with 43 people, questionnaire responses from 103 therapists, 944 beta-testers
		Ratio between men and women involved	20%:80%	11%:89%[48]	10%:90%
		Ratio between young, adult and old people involved	0%:90%:10%	50%:40%:10%[49]	60%:30%:10%
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	4	6	5
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	3	2	1
KNOWLEDGE	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	12	5

[48] Since 89% of those affected are female, this is the value we are aiming to reach.

[49] Since eating disorders are common mostly among people in young age and partly among adults, we are adjusting the targeted ratio respectively.

SHARING		Number of comments / replies on project blog entries on CHEST website	0	18	10
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	483 FB-friends, 151 Twitter-Followers, 0 blog followers	680 FB- friends, 210 Twitter-Followers, 3 blog followers	741 FB-friends, 243 Twitter-Followers, 4 blog-followers
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0 Tweets, 2 FB-Posts, 0 Retweets, 0 blog entries, 0 newsletters	100 Tweets, 78 FB-Posts, 35 Retweets, 1 blog entry, 3 newsletters	122 Tweets, 134 FB-Posts, 36 Retweets, 1 blog entry, 2 newsletters

Table 108: KPIs for impact on community building and empowerment (Jourvie's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	Change in time spent on the platform by users	Time spent by the users, on average	0min	2min per app session	4:30min
COMMUNITY EMPOWERMENT	Change in Facebook-Community Engagement	Shares and comments of users to FB-posts	0 comments, 2 shares	45 comments; 45 shares	73 comments, 48 shares
	Project capability to influence trust amongst users	Self-assessment on project capability to influence trust in Jourvie amongst users[50]	2	6	6
		Self-assessment on project capability to influence trust in e-Health solutions amongst users.[51]	3	5	5
	Project capacity of empowering users by providing features/tools for data management/privacy	Presence of features/tools allowing data management/privacy management[52]	1	6	6

[50] To what extent do you agree with the following sentence: "Our organisation fosters trust and confidence to users". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[51] To what extent do you agree with the following sentence: "Our project fosters the acceptance and dissemination of e-Health services and products". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

	management				
COMMUNITY BUILDING	Project self-assessment of its capacity to foster the enlargement of its community	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups[53]	2	6	6
		Number of mentions (#Jourvie) in social media channels.	0	10 on FB, 15 press release, 100 on	11 on FB, 24 in press releases, 98 mentions on twitter
IMPACT ON SI AND CAPS COMMUNITY	Number of new partners (partners not collaborating before the project writing)	Number of new partners (partners not collaborating before the project writing)	0	4	4

Table 109: KPIs for impact on ways of thinking, values and behaviours (Jourvie's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
CHANGES IN OPINIONS / WAYS OF THINKING	Topics where opinion change is expected to happen	Topics where opinion change is expected to happen	1	5	2
		Detailed description of topic and subtopics	1. Patients: recovery	1. Patients: recovery; 2. Therapists: digital health support tools; 3. Family members of those affected: support for their loves ones; 4. Society: perception of eating disorders; perception of digital health solutions; 5. Media: representation of	1. Patients: recovery; 2. Therapists: digital health support tools

[52] To what extent do you agree with the following sentence: "Our project supports the confidential management of private data to users". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[53] To what extent do you agree with the following sentence: "Our project fosters the creation and enlargement of local communities/groups". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

				eating disorders *see below for a more detailed description	
	Activities performed by the project in order to achieve the expected change in users opinions, values and behaviours	Number of workshops, surveys and interview sessions	1	6	3 workshops, 1 interview session, 1 surveys
		Number of congress presentations	0	5	11
CHANGE IN BEHAVIOURS	Topics where changes in behaviours are expected to happen	Topics where changes in behaviours are expected to happen	-	1. Patients: therapy compliance; 2. Therapists: digital health support tools; 3. Family members; 4. Society; 5. Media	1. Patients: therapy compliance; 2. Therapists: digital health support tools; 3. Family members; 4. Society; 5. Media

Annex XIV: Kidslox: Key Performance Indicators

Table 110: Mandatory KPIs for Kidslox

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	2	8	4
		Number of users involved in co-design process	525	5.000	20.053[54]
		Ratio between men and women involved	50:50	50:50	50:50* we don't measure this
		Ratio between young, adult and old people involved	2:1:0	2:1:0	Our survey results suggest 2 children per adult
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	1	1	1
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	n/a	n/a	n/a
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	10	2
		Number of comments / replies on project blog entries on CHEST website	0	100	5
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	300	1000	571 twitter + 262 FB = 833
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	2 a week	3 a day	625 tweets @kidslox 306 Facebook likes.
		Number of comments / replies on our own kidslox #crowdparenting blog	0	100 a week	45

[54] Note that the Measured Value for "number of users involved in co-design process" is 20,053, which is far higher than we anticipated. This means that we managed to get this many registered accounts (users) actively using Kidslox over the period of the project. All of these users are active participants in the co-design process, because from them we get the following feedback: (a) users who have problems or don't like the Kidslox solution show this by 1. Bad reviews 2. Support Requests and 3. By stopping to use the system, which we can see. In all cases we can then gather feedback, which we did by engaging with the users over email and at times over the phone. We also get (b) positive feedback by users who give 1. Positive reviews 2. Positive feedback using support channels and 3. Active users of the solution who don't give any formal feedback. All this is important, because to simply rely on negative feedback, when a large majority of users are happily using the system, would give a false impression.

Table 111: KPIs for impact on Community building and empowerment (Kidslox' primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	Number of People Engaged	Number of people engaged	~2000	10000	19524
		Number of Schedules in Kidslox	~20000	100000	125830
		Number of Support Tickets	~300	2000	1457

Table 112: KPIs for impact on ways of thinking, values and behaviours (Kidslox' secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
CHANGE IN BEHAVIOURS	Amount of Screen Time	Hours Per child per week	21	14	18
	Active Users	Unique Active Users each 14 day period	~50	5000	7643 (June 2016)

Annex XV: Medhance: Key Performance Indicators

Table 113: Mandatory KPIs for Medhance

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	1	2	2
		Number of users involved in co-design process	30	50	50
		Ratio between men and women involved	(M):(F)- 1:2	(M):(F)- 1:2	(M):(F)- 1:2
		Ratio between young, adult and old people involved	All adult	All adult	All adult
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	3	4	5
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	1 website (www.medhance.com), 1 twitter account,	1 website, 1 twitter account, 1 facebook account	1 website, 1 twitter, (still awating facebook – this will be achieved then the marketing pan is executed)
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	1	1
		Number of comments / replies on project blog entries on CHEST website	0	1	1
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	98 followers on twitter, 0 facebook friends	200+ twitter followers (target value to be completed by September 2016), 200 Facebook likes (you can't friend a company)	1,013 twitter followers, 169 Facebook friends / likes
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	73 tweets	100 tweets, 150 likes on Facebook	178 tweets, 169 likes on Facebook

Table 114: KPIs for impact on information (Medhance's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value

ACCESS TO INFORMATION	Typology of information- data available on the platform	Typology of information- data available on the platform - selection from a list including:
		• Articles/long post/structured content
		• Short post/status updated
		• Forum discussions
		  • Forum entries
		  • Images
		• Videos
			No content or information available on the platform.	Videos, photographs, written content, checklist, voice over	Videos, photographs, written content, checklist, voice over

	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment	0	○ Video x 10 ○ Photos x 100+ - dependent on stepwise process for each device, for 10 devices ○ Voice overs x 10 ○ Checklist x10 ○ Written instructions x 10	○ Video x 10 ○ Photos x 100+ - dependent on stepwise process for each device, for 10 devices ○ Voice overs x 10 ○ Checklist x10 ○ Written instructions x 10
QUALITY OF INFORMATION	Healthcare professionals that have given feedback of the content for the platform	Number of healthcare professionals that have given feedback of the content for the platform	0	11	10 – awaiting final GP feedback – due at the end of June as per the Project Plan

Table 115: KPIs for education and human capital (Medhance's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
TRAINING PROVIDED BY THE PROJECT	Tools for education / training developed by the project	Number of tools for education developed by the project	0	1 tool – an iOS application	1 tool – an iOS application
CHANGE IN PERSONAL INVESTMENT IN PATIENT EDUCATION	Project self evaluation of its capability to influence its users investment in their medical education regarding to their medical device	Project self-evaluation of its capability to influence its users investment in education[55]	3	4	5
	Project self evaluation of time saved by healthcare professionals by signposting the patient towards the platform rather than explaining the device technique themselves.	Project self-evaluation of its time saving effects for healthcare professionals when giving patient education regarding their medical device. [13]	3	4	5

[55] To what extent do you agree with the following sentence: "Our project will have a positive impact on users investment in medical education and device technique (i.e. number of times they use the device correctly after engaging with the platform) Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[13] To what extent do you agree with the following sentence: "Our project will have a positive impact on healthcare professionals time with regards to educating patients on their medical device (i.e. hours saved by healthcare professional by not having to explain it themselves and directing the patient to the application). Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

Annex XVI: MoreLife online: Key Performance Indicators

Table 116: Mandatory KPIs for MoreLife Online

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation	Number of target groups involved in co-design	0	9	8
		Number of users involved in co-design (research groups, market research groups and platform testing)	0	3250	1850
		Ratio between men and women involved	0	60W/40M	55W/45M
		Ratio between young, adult and old people involved	0	30/40/30	20/40/40
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries	3	5	4
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	1	5	5
KNOWLEDGE SHARING	Sharing through CHEST Website	Number of entries in project blog on CHEST website	0	3	0
		Number of comments on project blog entries on CHEST website	0	10	0
	Sharing through social media channels (MoreLife Camp)	MoreLife Camp Twitter followers	0	150	165
		MoreLife Camp Facebook likes	0	250	398
		MoreLife Camp Instagram followers	0	100	76
	Sharing through social media channels (OneLife Suffolk)	OneLife Suffolk Twitter followers	0	200	205
		OneLife Suffolk Facebook likes	0	250	205
		Measure of communications about the project on company website	0	3	1
		Measure of communications about the Project on Twitter	0	10	2

Table 117: KPIs for impact on Community building and empowerment (MoreLife Online's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING AND EMPOWERMENT	Change in time spent on the platform	Time spent by users, on average (MoreLife Camp website)	0 (as new site)	3 minutes	2:13
		Time spent by users, on average (OneLife Suffolk website)	0 (as new site)	3 minutes 30 seconds	2:44
		Change in time spent on the platform by users	May – June 02:56	Increase of 30 seconds	July – Aug 02:29
		Change in time spent on the platform by users	May – June 02:11	Increase of 45 seconds	02:22
LOCAL COMMUNITY EMPOWERMENT	Number of events organised by the project addressing local communities	OneLife Suffolk community events	0 (as new programme)	25	69
		Percentage of community events in lower income areas	0 (as new programme)	35%	42%
		Number of events in partnership with other organisations/	0 (as new programme)	5	12

Table 118: KPIs for impact on employment (Kidslox' secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
IMPACT ON JOB DEVELOPMENT	Job creation	Number of people recruited to work on the project	n/a	n/a	1
	Number of job places generated (or expected to be generated) by the project outputs	Number of job places generated (or expected to be generated) by the project outputs	n/a	0.5	1 A full-time job has been created for someone to monitor the social media outputs and keep the front-end websites up to date

Annex XVII: Mountain Watch: Key Performance Indicators

Table 119: Mandatory KPIs for MountainWatch

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	10	5 University students, environmental scientists, PA operators (ARPA), friend mountaineers, business advisor
		Number of users involved in co-design process	0	100	~40
		Ratio between men and women involved	50%	50%	50%
		Ratio between young, adult and old people involved	N/A	50-40-10	75-25-0
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	5/6 = strongly agree. Publication of open data set of objective environment (174k automatically classified mountain user-generated photographs, 30M images from public webcams framing mountain slopes) information usable by researchers and people to assess impact of climate change on mountain environment (e.g., presence of snow, status of glaciers) over long time series (2 years) and with full coverage of the Alpine region		
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	1	1	1 (Web site with open data set)
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	NA	2	3
		Number of comments / replies on project blog entries on CHEST website	NA	10	11
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, etc.)	0	500	300
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	100 tweets with x 10 retweets	70 tweets with x 10 retweets

Table 120: KPIs for impact on information (MountainWatch's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ACCESS TO INFORMATION	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment	Millions of image	Ten of millions of images	30 M images
	Instruments provided by the project allowing users to verify the quality of the information he/she access	Number of instruments provided allowing users to verify the quality of the information he/she access to	1	1	1 (tool for image alignment quality assessment, already published in the web portal)
KNOWLEDGE SHARING	Sharing through scientific publications	Number of submitted scientific publications	NA	4	6
		Number of accepted scientific publications	NA	2	5
		Number of organized international scientific Workshops	0	1	1 1st International Workshop on the Social Web for Environmental and Ecological Monitoring (SWEEM 2016)

Table 121: KPIs for impact on environment (MountainWatch' secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE USE OF MOUNTAIN RESOURCES	Utility of collected information for improving the quality of environmental models	N. of environmental projects where user generated information has proved useful for analysis, management, and prediction	0	1	1 (Como Lake predictive regulation with virtual snow indexes)
		Improvement in performance of policy based on virtual snow indexes wrt to baseline non predictive policy	5%	15%	11,6%
		Improvement in performance of predictive policy based on virtual snow indexes and official snow data (from ARPA Lombardia Agency)	5%	15%	15,2%

	N. of promotion of mountain awareness activities performed by the users since their engagement with the project (perception of the project vs. users questionnaire)	N. of promotion of mountain awareness performed by the users since their engagement with the project according to the project	0	1 (collection of images related to a specific image / environmental objective)	Campaign activity not started yet, requires app deployment in PlayStore

Annex XVIII: Serlo: Key Performance Indicators

Table 122: Mandatory KPIs for Serlo

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	4	2
		Number of users involved in co-design process	0	25	25
		Ratio between men and women involved	n/a	1:1	13:12
		Ratio between young, adult and old people involved	n/a	3:4:1	3:17:1
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	5	5	5
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	1	1
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	3	0
		Number of comments / replies on project blog entries on CHEST website	0	20	0
	Sharing through social media channels	Followers on Twitter & Likes on Facebook	620	773	1500
		Posts on Facebook regarding CHEST and associated development	2	2	4

Table 123: KPIs for impact on education and human capital (Serlo's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
TRAINING PROVIDED BY	Training efficiency	Number of teachers endorsing and recommending the use of the platform	0	5	5
	Tools for education/ training	Topics/Exercise types covered by training activities	0	15	13

THE PROJECT	developed by the project	Number of tools for education/ training developed by the project	0	1	1
		Number of institutions using the tools	0	3	0
IMPACT ON HUMAN CAPITAL	Impact on users eSkills	Number of activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide	0	1	1
		Number of users who would say their digital competences have increased	0	5	0
		Rise in hours of digital media usage / new tools used by the user	0	0	0

Table 124: KPIs for impact on ways of thinking, values and behaviours (Kidslox' secondary social impact area)[56]

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
CHANGES IN OPINIONS / WAYS OF THINKING	Activities performed by the project in order to achieve the expected change in users opinions, values and behaviours	Number of learners who would say they had more fun learning than before	0	15	0[57]
		Number of learners who have experienced self-efficacy by the use of the product	0	15	0
	Number of people participating in the activities	Number of edits and contributions by external Users	0	0	0
CHANGE IN LEARNERS BEHAVIOURS	Topics where changes in behaviours are expected to happen	Users who claim to use other digital learning-technologies after the use of the product	n/a	2 (5% or more of questioned users)	n/a
		Users who report Increased participation in online communities after the use of the product	n/a	3 (10% or more of questioned users)	n/a
		Users who claim exchange with native-speakers became more frequent after the use of the product	n/a	5 (20% or more of questioned users)	n/a

[56] Unfortunately, these indicators largely seek to measure impacts that will materialise only after the realisation of the project (continued use of the programme) and can therefore not be expected to have been measured at the current stage

[57] While this variable could have been tested within our user testing frameworks we have lacked translators to pose this specific question and relate the answer back to us for measurable results. From overall reactions, we do believe we met this target.

Annex XIX: Payeze: Key Performance Indicators

Table 125: Mandatory KPIs for Payeze

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	3	3
		Number of users involved in co-design process	20	100	50
		Ratio between men and women involved	1:1	1:1	1:1
		Ratio between young, adult and old people involved	2:1:1	2:1:1	2:1:1
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	3	6	4
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	5	4
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST forum	0	5	2
		Number of comments / replies on project blog entries on CHEST forum	0	10	5
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	200	1136 (twitter)
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	50	135 (tweets)

Table 126: KPIs for impact on community building and empowerment (Payeze's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
LOCAL COMMUNITY BUILDING	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups	0	6	5
	Project capacity to provide to local communities/groups instruments for better organise themselves	Project self-assessment of its capacity to provide to local communities/groups instruments for better organise themself	0	6	5

Table 127: KPIs for impact on the economic value generated by the project (Payeze's economic impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
BUSINESS MODELS	Business Models	Business Models	0	2	2
	Project self-evaluation of being able to generate a new business model	Project self-evaluation of being able to generate a new business model	0	6	6
	New market opportunities for partners	New market opportunities for partners	0	3	3
	Number of business collaborations	Number of business collaborations	0	10	10

Annex XVI: Personal Health Record for Self-Management Elderly: Key Performance Indicators

Table 128: Mandatory KPIs for Personal Health Record for Self-Management Elderly

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	2	2	2
		Number of users involved in co-design process	12	12	12
		Ratio between men and women involved	50/50	50/50	50/50
		Ratio between young, adult and old people involved	0/0/1	0/0/1	0/0/1
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	2	4	2
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	1	3	0
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST forum	-	-	3
		Number of comments / replies on project blog entries on CHEST forum	-	-	-
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	-	-	10
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	0	4

Table 129: KPIs for impact on information (Personal Health Record for Self-Management Elderly' primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ACCESS TO INFORMATION	Typology of information data available on the platform	Self Assesment Score (Complexity, Vulnerability and Wellbeing) i.e. - Intermed - GFI - Wellbeing Indicator	2	5	2
		Personal Health Record (Status updates)	0	6	2
		Communications (Personal)	0	1	0
		Communications (Closed Forum - Moderated)	0	1	0
QUALITY OF INFORMATION	Instruments provided by the project allowing users to verify the quality of the information he/she access	Dashboards (GUI) Advance/progress bar	-	-	-
		Cognitive Computing Technology (IBM Watson)	0	2	1

Table 130: KPIs for impact on ways of thinking, values and behaviours (Personal Health Record for Self-Management Elderly' secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
CHANGES IN OPINIONS/WAYS OF THINKING	Activities performed by the project in order to achieve the expected change in user opinions, values and behaviours	Interchange of data between multiple information systems and the Personal Health Record for Self Management.	0	2	1
	Number of People (Groups) participating in the activities	Groups: - Medical Professionals (GP's) - Social Workers (professional caregivers) - Informal caregivers - Elderly customer/client	2	4	2
CHANGES IN BEHAVIOUR	Topics where changes in behaviours are expected to happen	- Information sharing - - Online Communication	1	2	1

Annex XVII: Provenance coin: Key Performance Indicators

Table 131: Mandatory KPIs for Personal Health Record for Self-Management Elderly

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	3	5	4
		Number of users involved in co-design process	150	200	200
		Ratio between men and women involved	50-50	50-50	50-50
		Ratio between young, adult and old people involved	0-100-0	0-100-0	0-100-0
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	3	5	4
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	4	10	10
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	4	2
		Number of comments / replies on project blog entries on CHEST website	0	6	0
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	3000	10000	7000
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	50	200	150

Table 132: KPIs for impact on information (Provenance Coin's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ACCESS TO INFORMATION	Typology of information -data available on the platform	Images Certifications Supply chain data Product journey (locations) Environmental data Social impact data	6 0 3 6 4 4	10 10 10 10 10 10	10 9 9 10 6 9
QUANTITY OF INFORMATION AVAILABLE	Number of information for each typology selected in the previous question at the time of the assessment	Images Certifications Supply chain data Product journey (locations) Environmental data Social impact data	6 0 3 6 4 4	10 10 10 10 10 10	10 10 9 10 6 8
QUALITY OF INFORMATION	Instruments provided by the project allowing users to verify the quality of the information he/she access	Certifications Images Maps Links to certifications Data verified before to be published (legally proven) User knows data is verified	4 6 6 0 5 5	10 10 10 10 10 10	10 10 10 10 9 7

Table 133: KPIs for impact on environment (Provenance Coin's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE CONSUMPTION ISSUES	Increase of green / local / ethical products (sectors) who can access to a transparency on supply chain tool	Increase of green / local / ethical products that can be part of Provenance to trace their supply chain	0	3 (food, fashion, jewellery)	3
	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project (number of stories at Provenance)	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project according to the project (how many products engaged with Provenance and finished a full story to share)	10	45	45
	N. of green labels or certifications for products promoted by Provenance	N. of green labels or certifications for products or services promoted by Provenance	5	25	25

Annex XVIII: ReadRunner: Key Performance Indicators

Table 134: Mandatory KPIs for ReadRunner

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	2	7	6
		Number of users involved in co-design process	21	60	60
		Ratio between men and women involved	1/3	3/5	3/5
		Ratio between young, adult and old people involved	1/2/0	1/2/0	1/2/0
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	3	4	4
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	3	2
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST forum	0	4	2
		Number of comments / replies on project blog entries on CHEST forum	0	0	0
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0 fb 0 tw	442 fb 170 tw	405 fb 160 tw
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	average coverage on fb: 600 tw: 72 mentions / notifications: >400RT	average coverage on fb: 150 Tw: 54 mentions / notifications: >180 RT

Table 135: KPIs for impact on community building and empowerment (ReadRunner's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	Change in time spent on the platformby users	Time spent by the users, on average13.2 min/session4.3h (each reader - avg)	8 min session	10 min/session - 20 min/day	13.2 min/session
COMMUNITY EMPOWERMENT	Project capability to influence trust among users	Self-assessment on project capability to influence trust among users	4	6	6
		Followers, coverage, mentions on social media channels	0	Facebook: 442 fw, average coverage (jul-sep) 600,; Twitter: 173 fwr, 72 (mentions) - >400 RT	Facebook: 380 fw, average coverage (dec15-jun) 150,; Twitter: 154 fwr, 54 (mentions) - >180 RT
LOCAL COMMUNITY BUILDING	Project self-assessment of its capacity to foster the	Project self-assessment of its capacity to foster the creations and the enlargement	3	5	4
	Project capacity to provide to local	Project self-assessment of its capacity to provide to local communities/groups	3	6	5
LOCAL COMMUNITY EMPOWERMENT	Events organised by the the project addressing local communities	Number of events organised by the the project addressing local communities	1	5	2
		Number of participants to events organised by the project addressing local communities	30	300	120
	Project capability to influence local communities in terms of social inclusion and non-discrimination	Project self-evaluation of its capability to make local communities more inclusive	3	5	4

Table 136: KPIs for impact on ways of thinking, values and behaviours (ReadRunner's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
CHANGES IN OPINIONS / WAYS OF THINKING	Topics where opinion change is expected to happen	Number of topics where opinion change is expected to happen	3 [1, 3, 4]	7	5 [1, 2, 3, 4, 6]
		Detailed description of topic and subtopics	1 - Kids should practice by themselves (even oversighted); 2- Reading can be enjoyable; 3 - Caregivers are involved as well as kids; 4 - Reading is (not only) a school thing; 5 - Dyslexia is not (just) a matter of medics; 6 - Reading practice as a matter of single exercises vs reading as a whole thing; 7 - "Rehab" aids are very specific, boring and expensive		
	Activities performed by the project in order to achieve the expected change in users opinions, values and behaviours	workshops and presentations in schools and universities to engage parents and caregivers; media; social media campaigns	0	7 [5 wks; communication on media; Communication on Social Media + Blog] wks: Lucera nov 2015; Milano UniBocconi oct 2015; Trento (UniTN + FBK) mar 2016: Genova sep 2016. media coverage (see appendix). Social media + Blog (www.lbog.thereadrunner.com)	4 [2 wks; communication on media; Communication on Social Media] wks: Lucera nov 2015; Milano UniBocconi oct 2015. media coverage (see appendix). Social media]
	Number of people participating in the activities	Number of people participating in the activities	21	>250 (live audience in wks and seminars), 60 active participants (parents, teachers, therapists)	120 (live audience), 48 participants (parents, teachers, therapists)
CHANGE IN BEHAVIOURS	Topics where changes in behaviours are expected to happen	Topics where changes in behaviours are expected to happen	Enjoy of reading through reading performances - Social acceptance/inclusion	Self esteem of the reader Social inclusion since the school age Reduction of bullying episodes Reduction of school abandons Awareness of learning capabilities Active involvement of the caregivers	Self esteem of the reader Social inclusion Awareness of learning capabilities Active involvement of the caregivers

Annex XIX: SchulePLUS: Key Performance Indicators

Table 137: Mandatory KPIs for SchulePLUS

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	/	3	3
		Number of users involved in co-design process	/	80	75
		Ratio between men and women involved	/	50/50	Students: 44,5% (m) 55,5% (f), teacher: 30% (m) 70 (f)
		Ratio between young, adult and old people involved	/		60 – 33,7 – 7,3 %
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	/	5	4
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	/	4	4
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST forum	/	8	6
		Number of comments / replies on project blog entries on CHEST forum	/	8	6
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	fb: 3427, 1008 tw: 899	fb: 10300, 3700 tw: 2000	fb: 7721, 2546 tw: 2272
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	1 1 1	6 6 6	4 4 4

Table 138: KPIs for impact on information (SchulePlus' primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ACCESS TO INFORMATION	Typology of information- data available on the platform Typology of information- data available on the platform	Typology of information- data available on the platform - selection from a list including: • Articles/long post/structured content • Short post/status updated • Images • Other contents (listings)	/ / / /	4 2 20 15.000	3 2 20 14307
QUALITY OF INFORMATION	Instruments provided by the project allowing users to verify the quality of the information he/she access	Number of instruments provided allowing users to verify the quality of the information he/she access to	/	3	3

Table 139: KPIs for impact on ways of thinking, values and behaviours (Personal Health Record for Self-Management Elderly' secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
TRAINING PROVIDED BY THE PROJECT	Tools for education/training developed by the project	Number of tools for education/training developed by the project	/	1	1
		Description of tools for education/training developed by the project	Online search for suitable partners in and outside class for different subjects		
IMPACT ON HUMAN CAPITAL	Impact on users eSkills	Number of activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide	/	2	2
		Number of participants to activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide	/	6000	4.868
	Project self-evaluation of its capability to support the personal development of its users	Project self-evaluation of its capability to support the personal development of its users	/	5	5
		Description of project's support to the personal development of its users	Because of the results of the evaluation we concentrated on a second new target group. We put students in the position to learn what initiative means and how it can help to reach a target.		

Annex XX: Shop&Drop: Key Performance Indicators

Table 140: Mandatory KPIs for Shop&Drop

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	2	3	3
		Number of users involved in co-design process	10	50	60
		Ratio between men and women involved	50/50	10/90	23/77
		Ratio between young, adult and old people involved	0/100/0	0/100/0	0/100/0
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	2	5	4
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	2	12	15
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	8	5
		Number of comments / replies on project blog entries on CHEST website	0	5	8
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	221	1500	856
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	Weekly FB posts and Tweets	Twitter tweets: 304 FB posts: 40	Twitter tweets: 1044 FB posts: 70

Table 141: KPIs for impact on ways of thinking, values and behaviours (Schop&Drop's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
CHANGES IN OPINIONS / WAYS OF THINKING	Typology / quantity of information-data available on the platform	Weekly blogs on project website	0	32	32
		Blogs and articles on external websites/community platforms	1	8	8
		Info pages within smartphone application	10	50	48
		Events & Workshops	2	10	10
		Twitter posts	10	80	1044
QUALITY OF INFORMATION	Typology of information- data available on the platform	Websites (with news articles, forums, in depth info, etc.)	4	12	30
		Pdf files	0	4	2
		Social media discussions	0	5	8
		Legislation	0	6	6
		Video presentations	0	2	3

Table 142: KPIs for impact on economic values generated by the project (Shop&Drop's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
BUSINESS MODELS	Business models – value = number of new business models	Instead of municipalities rewarding citizens for separating their waste with a discount on taxes, retailers motivate their customers in waste separation by offering them discounts on a new purchase	0	2	0
	Project self-evaluation of being able to generate a new business model	The business model is completely thought through and modelled, now we will test its long term value	2	6	2
	New market opportunities for partners – value = amount of opportunities	For our logistics partner to generate a new income by transporting waste streams from consumers and attracting new webshops and want to offer that service to their customers	0	2	1
		Waste management companies collect more and 'cleaner' waste streams directly from the consumer	0	1	1
	Number of business collaborations – value = partner categories	Number of business collaborations – value = partner categories	0	3	2

Annex XXI: SourceIT: Key Performance Indicators

Table 143: Mandatory KPIs for SourceIT

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	3	3
		Number of users involved in co-design process	0	4	4
		Ratio between men and women involved	0	6:4	6:4
		Ratio between young, adult and old people involved	0	0:1:0	0:1:0
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	0	6	6
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	3	**2** (Website near completion)
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	1	4
		Number of comments / replies on project blog entries on CHEST website	0	3	0
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, Facebook friends, etc.)	0	250	129
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	200	152

Table 144: KPIs for impact on environment (SourceIT's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE WASTE ISSUE	Project self assessment of its capability to provide easier access to waste management technologies	Project self assessment of its capability to provide easier access to waste management technologies	0	6	6
	N. of waste reduction activities performed by the users since their engagement with the project	N. of waste reduction activities performed by the users since their engagement with the project according to the project	0	1	n/a
	Project self evaluation of the increase in users' sensitivity towards the waste issue (e.g. participation to community-based reusing/recycling initiatives, etc.)	Project self evaluation of the increase in users' sensitivity towards the waste issue (e.g. participation to community-based reusing/recycling initiatives, etc.)	0	6	6
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE CONSUMPTION ISSUE	Project impact on understanding of importance of redirecting mattresses from landfills to be recycled instead – The project contributes to the understanding that is important for mattresses to be recycled	Project impact on understanding of importance of redirecting mattresses from landfills to be recycled instead	0	6	6
	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project (perception of the project vs. users questionnaire)	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project according to the project	0	3	n/a
	No. of contacts added to the project database to share information on SourceIT and its benefits, as well as encouraging sign-ups	No. of contacts on the SourceIT project database	0	50	98
PROJECT IMPACT ON BUSINESS PROCESSES OF RECYCLING MATTRESSES IN BOOMERANG ENTERPRISES	Reduction in the amount of time spent on administration duties i.e. reduction in use of spread sheets, paper based recording of data, filing of paperwork	As a %, the reduction in the amount of time spent on administrative duties	0	50%	n/a (software not finalised)
	Reduction in time spent driving to collect mattresses for Boomerang Enterprises given more efficient business processes e.g. informed routes chosen when collecting mattresse – birdseye view of location of mattresses	% reduction in time spent driving to collect mattresses	0	15%	n/a (software not finalised)
	Increase in time redirected to spend on other elements of enterprise (promotion, stripping of mattresses) e.g. generating report through software versus creating report using raw data from spreadsheets	% increase in time saved due to usage of SourceIT software	0	50%	n/a (software not finalised)

Table 145: KPIs for impact on information (SourceIT's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ACCESS TO INFORMATION	Typology of information-data available on the platform	Typology of information- data available on the platform - selection from a list including: • Resource Availability • Data Mapping • Resource Types • Resource Locations • Resource Reports • Resource Collection	0	6	6
	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment	0	6	6
QUALITY OF INFORMATION	Instruments available by the project allowing users to verify the quality of the information he/she access	Number of instruments available allowing users to verify the quality of the information he/she access to	0	1	1
AVAILABILITY OF INFORMATION	Availability of information provided by the platform	Number of areas that information is widely available i.e. time, location/geographically, online/offline	0	3	2 (Website near completion)

Table 146: KPIs for the economic value generated by SourceIT

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ECONOMIC RESULTS	Project self-evaluation of increasing the resource pooling of the users	Project self-evaluation of increasing the resource pooling of the users	0	6	6
	Cost saving related to resource pooling	Cost-saving related to resource pooling	0	6	6
BUSINESS MODELS	Business Models	Level of improvement to business model and	0	6	6

		processes			
	Project self-evaluation of being able to generate a new business model	Project self-evaluation of being able to generate a new business model	0	6	6
	New market opportunities for partners	Availability of market opportunities for partners involved	0	1	1
COMPETITIVENESS	Project competitors	Project competitors	0	0	0
	Project self-evaluation of its impact on the capability of the project team to keep pace with competitors	Project self-evaluation of its impact on the capability of the project team to keep pace with competitors	0	6	6
	Number of persons involved with the marketing of SourceIT and its competitive edge	Number of persons involved with the marketing of SourceIT and its competitive edge	0	3	3

Annex XXII: TenderIT: Key Performance Indicators

Table 147: Mandatory KPIs for TenderIT

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	3	3
		Number of users involved in co-design process	0	5	7
		Ratio between men and women involved	0	6:3	6:1[58]
		Ratio between young, adult and old people involved	0	0:3:3	0:3:3[59]
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	0	6	3 (in Q3/Q4 2016 this will be increased to 4-6 dependable on connecting additional sources).
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	2	1 (open tenders initiative will start after connecting additional sources)
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST forum	0	5	4
		Number of comments / replies on project blog entries on CHEST forum	0	5	0
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	1000 (twitter, paper.li & Linkedin)	57
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	100	1

[58] *Tender-It values equality between woman and men. Regardless of religion, age, background or educational level, Tender-It will provide it services to all target groups. In case of any form of discrimination, Tender-It will suspense it's services, and will warn the respective authorities to prevent future discrimination.*

[59] *Tender-It values equality between woman and men. Regardless of religion, age, background or educational level, Tender-It will provide it services to all target groups. In case of any form of discrimination, Tender-It will suspense it's services, and will warn the respective authorities to prevent future discrimination.*

Table 148: KPIs for impact on information (TenderIT's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
Opening tendering sources Increase transparency of tenders	Sources connected to Tender-it platform	Number of tendering sources connected	0	2	1
	Governments connected to Tender-it platform	Number of governmental bodies connected to the Tender-it platform	0	100	100
Cover as many tender subjects areas as possible	Subject areas covered on the Tender-it platform	Number of subject areas covered on the Tender-it platform	0	50	Unlimited, as much as Tendered topics occur.

Table 149: KPIs for impact on users' economic empowerment (TenderIT's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
Exposure of Tender-it platform	Users visited the Tender-it platform	Number of users visited Tender-it.com	0	100	10.000
Ensuring returning users	Users of the Tender-it platform	Number of returning users of the Tender-it platform	0	10	8 (at focus group testing # will be 10).
Increase usage of users	Creation of user accounts	Number of user accounts created	0	10	4 (at focus group testing # will be 10).

Annex XXIII: Transformap: Key Performance Indicators

Table 150: Mandatory KPIs for Transformap

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	2	3	3
		Number of users involved in co-design process	30	40	40
		Ratio between men and women involved	Women : Men 30 : 70	50:50	Development – Team 90% Men | Taxonomy contributions 70% Women
		Ratio between young, adult and old people involved	Age-Span from 23 – 60	20 – 60, strong especially around 25 - 40.	Currently 30 – 55, especially strong around 30 and 50
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	1	6	3
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	3	15	9
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST forum	0	1	1
		Number of comments / replies on project blog entries on CHEST forum	-	-	-
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	Twitter: 150 Discourse: 100	Twitter: 300 Discourse: 200	Twitter: 353 Discourse: 204
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	Tweets 250	Tweets: 480	Tweets: 711

Table 151: KPIs for impact on information (Transformap's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ACCESS TO INFORMATION	Typology of information data available on the platform	Forum users	100	200	204
		Forum entries	1.800	4.500	4.480
QUALITY OF INFORMATION	Instruments provided by the project allowing users to verify the quality of the information he/she access	Online mapping Editor	2	1	2
		Map visualization	1	1	1
		Map integration into partner-website	1	4	2

Table 152: KPIs for impact on environment (Transformap's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE CONSUMPTION ISSUE	Increase of green / local / ethical products purchased or obtained by alternative economic activities by users in relation to start of the project- in percentage	Awareness of possibilities to consume / presume / DIY / participate socially and environmentally fair increased by %	0	50 %	10 %
		N. of solidarity and sustainability economic activities contributed to the map by individuals and partners	150	2.000	780 (aggregated not yet counted)
CHANGES IN OPINIONS / WAYS OF THINKING	Number of people participating in the activities	Number of people participating in the activities	150	450	360

Annex XXIV: User centric energy management (BMSHome): Key Performance Indicators

Table 153: Mandatory KPIs for BMSHome

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	1	1
		Number of users involved in co-design process	0	20	8
		Ratio between men and women involved	0	M: 45% F: 55%	M:12,5% F: 87.5%
		Ratio between young, adult and old people involved	Y: 0% A: 0% O: 0%	Y:0% A:0% O:100%	Y:0% A:0% O:100%
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	0	1	1
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	1	1
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	8	8
		Number of comments / replies on project blog entries on CHEST website	0	16	0
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	100	27
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	20	5

Table 154: KPIs for impact on ways of thinking, values and behaviours (BMSHome's primary social impact area)

Dimensions	Indicators	Variables	Baseline	Target	Measured
CHANGES IN OPINIONS / WAYS OF THINKING	Topics where opinion change is expected to happen	Topics where opinion change is expected to happen	0	1	1
		Detailed description of topic and subtopics	Improved energy consumption, comfort, safety and cost, through the understanding and use of innovative control approaches for electric storage heating.		
	Activities performed by the project in order to achieve the expected change in users opinions, values and behaviours	Activities performed by the project in order to achieve the expected changes in users opinions, values and behaviours	0	1	1
	Number of people participating in the activities	Number of people participating in the activities	0	40	37
CHANGE IN BEHAVIOURS	Topics where changes in behaviours are expected to happen	Topics where changes in behaviours are expected to happen	0	1	1

Table 155: KPIs for impact on environment (BMSHome's secondary social impact area)

Dimensions	Indicators	Variables	Baseline	Target	Measured
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE GREENHOUSE GASES ISSUE	Project self-assessment of its capability to provide easier access to innovative solutions for low carbon technologies	Project self-assessment of its capability to provide easier access to innovative solutions for low carbon technologies	0	6	4
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE CONSUMPTION ISSUE	Increase of green / local / ethical products purchased by users in relation to start of the project- in percentage	Increase of green / local / ethical products purchased by users in relation to start of the project- in percentage	0	1	1
	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project (perception of the project vs. users questionnaire)	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project according to the project	0	4	4
	N. of green labels or certifications for products or services promoted by the initiative	N. of green labels or certifications for products or services promoted by the initiative	0	1	0

Table 156: KPIs for economic value generated by the project (BMSHome's economic impact area)

DIMENSION	INDICATOR	VARIABLE	Baseline	Target	Measured
BUSINESS MODELS	Business Models	Business Models	0	2	2
	Project self-evaluation of being able to generate a new business model	Project self-evaluation of being able to generate a new business model	0	6	6
	New market opportunities for partners	New market opportunities for partners	0	4	8
	Number of business collaborations	Number of business collaborations	0	3	3
COMPETITIVENESS AND EXPLOITATION	Project self-evaluation of its impact on the capability of the project team to keep pace with competitors	Project self-evaluation of its impact on the capability of the project team to keep pace with competitors	0	6	6
	Number of persons able to be dedicated to exploitation and innovation transfer	Number of persons able to be dedicated to exploitation and innovation transfer	0	1	1
	Number of activities for the transfer of each project output	Number of activities for the transfer of each project output	0	4	2

Annex XXV: W4P: Key Performance Indicators

Table 157: Mandatory KPIs for W4P

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	3	3	4
		Number of users involved in co-design process	10	25	15
		Ratio between men and women involved	1/2	1/2	10/4
		Ratio between young, adult and old people involved	3/5/2	3/5/2	3/7/0
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	0	0	0
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	1	1	1
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	4	3
		Number of comments / replies on project blog entries on CHEST website	0	2	10
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	200	153
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	15	30	227

Table 158: KPIs for impact on community building and empowerment (W4P's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY EMPOWERMENT	Project capability to influence trust among users	Self-assessment on project capability to influence trust among users	4	5	4
LOCAL COMMUNITY BUILDING	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups	2	4	4
	Project capacity to provide to local communities/groups instruments for better organise themselves	Project self-assessment of its capacity to provide to local communities/groups instruments for better organise themself	2	5	4

Table 159: KPIs for impact on civic and political participation (W4P's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
IMPACT ON CITIZENS/USERS CIVIC PARTICIPATION	Instruments developed by the project offering new channels/way for civic participation	Number of instruments developed by the project offering new channels/way for civic participation	3	3	1[60]
	Project self evaluation of its capability to increase the number of citizens participating to civic-society organisation	Project self evaluation of its capability to increase the number of citizens participating to civic-society organisation	3	5	5
	Project self evaluation of its capability to increase the number of bottom-up/grassroots actions	Project self evaluation of its capability to increase the number of bottom-up/grassroots actions	4	5	5

[60] If we consider W4P to be one instruments then it is one, if W4P is offering projects a way to ask for funding, materials, coaching and volunteers, than it is 4.

Table 160: KPIs for the economic value generated (W4P's economic impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ECONOMIC RESULTS	Project self-evaluation of increasing the resource pooling of the users	Project self-evaluation of increasing the resource pooling of the users[61]	6	6	6
	Cost saving related to resource pooling	Cost-saving related to resource pooling	5% of total budget	10% of total budget	6,8% of total budget

[61] To what extent do you agree with the following sentence: "Our project will increase the resource pooling for our users". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is " totally agree"

Annex XXVI: YouSense - Citizens for monitoring/sharing air pollution data: Key Performance Indicators

Table 161: Mandatory KPIs for YouSense

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	2	4
		Number of users involved in co-design process	0	30	28
		Ratio between men and women involved	-	50%	40%
		Ratio between young, adult and old people involved	-	50%	40%
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	2	4	4 aAmudoinegn cteh e sphuabrliinc,g D oant a sSociceianlt imfice dia, spiatep er, Web development
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	5	5
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	6	0
		Number of comments / replies on project blog entries on CHEST website	0	10	0
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	50	0
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	100	0

Table 162: KPIs for impact on community building and empowerment (YouSense's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
ACCESS TO INFORMATION	Typology of information- data available on the platform: number of sites where the air pollution is available during the trial	Number of sites	0	30	30
	Quantity of information available: number of days of measured data	Number of days	0	30	60
	Typology of information- data available on the platform	Air pollution data: Latitude, Longitude, Altitude, PM10 Temperature, Humidity, TimeStamp	0	7	7
	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment	0	1000	2745

Table 163: KPIs for impact on civic and political participation (YouSense's secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
IMPACT ON CITIZENS/USERS CIVIC PARTICIPATION	Project self evaluation of its capability to increase the number of bottom-up/grassroots actions	Project self evaluation of its capability to increase the number of bottom-up/grassroots actions	3	5	5
IMPACT ON CITIZENS/USERS CIVIC PARTICIPATION	Project self-evaluation of its capacity to increase citizens/users participation in: signature campaigns, boycotts and manifestations	Project self-evaluation of its capacity to increase citizens/users participation in signature campaigns, boycotts and manifestations	3	5	5

Annex XXVII: Yubu – BeInvolved : Key Performance Indicators

Table 164: Mandatory KPIs for Personal Health Record for Self-Management Elderly

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	User involvement in prototype evaluation / test usage	Number of target groups involved in co-design process	0	3	3
		Number of users involved in co-design process	0 (schools) 0 (students) 0 (teachers)	30 (schools) 10.000 (students) 600 (teachers)	24 (schools) 5.789 (students) 401 (teachers)
		Ratio between men and women involved	50-50%	50-50%	50-50%
		Ratio between young, adult and old people involved	Young 0% Adult 0% Old 0%	Young 90% Adult 10% Old 0%	Young 93% Adult 6,7,% Old 0%
ACCESS TO INFORMATION	Project self-evaluation of its capability to influence information asymmetries	Project self-evaluation of its capability to influence information asymmetries (e.g. access to sources of information that represent a range of political and social viewpoints, access to media outlets or websites that express independent, balanced views, etc.)	1	3	3
	Number of tools/activities developed by the project for influencing information asymmetries	Number of tools/activities developed by the project for influencing information asymmetries	0	4	4
KNOWLEDGE SHARING	Sharing through CHEST website	Number of entries in project blog on CHEST website	0	4	4
		Number of comments / replies on project blog entries on CHEST website	0	5	4
	Sharing through social media channels	Quantified measure of followers on selected social media channels (e. g. twitter followers, facebook friends, etc.)	0	250	236
		Quantified measure of communications on selected social media channels (e. g. number of project tweets and re-tweets, etc.)	0	20	15

Table 165: KPIs for impact on community building and empowerment (Yubu's primary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
COMMUNITY BUILDING	Change in time spent on the platform by users	Time spent by the users, on average	[0]	[300 min]	[80 min]
COMMUNITY EMPOWERMENT	Number of output spontaneously created by the users	Number of output (future idea's, qualities and motives) which is saved on Yubu per user.	[0]	[5]	[5]
	Project capability to influence trust among users	Self-assessment on project capability to influence trust among users	[0]	[4]	[4]

Table 166: KPIs for impact on ways of thinking, values and behaviours (Personal Health Record for Self-Management Elderly' secondary social impact area)

Dimensions	Indicators	Variables	Baseline value	Target value	Measured value
TRAINING PROVIDED BY THE PROJECT	Tools for education/training developed by the project	Number of tools for education/training developed by the project	[0]	[2]	[2]
		Description of tools for education/training developed by the project	[0]	[1. Yubu implementation workshop 2. Introduction workshop Serious Gaming for teachers 3. Introduction workshop Gamification for teachers]	[1. Yubu implementation workshop 2. Introduction workshop Serious Gaming for teachers 3. Introduction workshop Gamification for teachers]
IMPACT ON HUMAN CAPITAL	Project self-evaluation of its capability to support the personal development of its users	Project self-evaluation of its capability to support the personal development of its users	[1]	[5]	[3]
		Description of project's support to the personal development of its users	[-]	[1. Yubu's interactive content activates students in self-reflection. The outcomes of self-reflection can be saved in the students portfolio. 2. Yubu provides it's users with a training centre. In the training centre students can train themselves in competences related to the decision making process. Students can train themselves in making choices.]	[1. Yubu's interactive content activates students in self-reflection. The outcomes of self-reflection can be saved in the students portfolio.]

CHANGE IN TRAINING CURRICULA, EDUCATIONAL POLICIES AND PERSONAL INVESTMENTS IN EDUCATION	Project self-evaluation of its capability to influence changes in training curriculum of secondary and higher education	Project self-evaluation of its capability to influence changes in training curricula of secondary and higher education62	[1]	[6]	[4]

62 To what extent do you agree with the following sentence: “Our project influence changes in the training curricula of secondary and higher education”. Please attribute a value from 1 to 6 where 1 is “totally disagree” and 6 is “totally agree”

Annex IX: Catalogue of Key Performance Indicators

1. Social impact areas (including ecological and political impacts)

1.1 Impact on community building and empowerment (additional indicators)

Dimensions	Indicators	Variables
COMMUNITY BUILDING	Change in time spent on the platform by users	Time spent by the users, on average
		Change in time spent on the platform by users
COMMUNITY EMPOWERMENT	Number of groups spontaneously created by the users	Number of groups spontaneously created by the users
	Project capability to influence trust among users	Self-assessment on project capability to influence trust among users
		Sharing of personal data among users
LOCAL COMMUNITY BUILDING	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups	Project self-assessment of its capacity to foster the creations and the enlargement of local communities/groups[63]
	Project capacity to provide to local communities/groups instruments for better organise themselves	Project self-assessment of its capacity to provide to local communities/groups instruments for better organise themself[64]
LOCAL COMMUNITY EMPOWERMENT	Number of events organised by the the project addressing local communities	Number of participants to events organised by the project addressing local communities
	Project capability to influence local communities in terms of social inclusion and non-discrimination	Project self-evaluation of its capability to make local communities more inclusive[65]
		Number of project activities/outputs dedicated to fostering social inclusion and non-discrimination in local communities

[63] To what extent do you agree with the following sentence: "Our project fosters the creation and enlargement of local communities/groups". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[64] To what extent do you agree with the following sentence: "Our project provides to local communities/groups instruments for better organise themself ". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[65] To what extent do you agree with the following sentence: "Our project and its outputs will contribute to make local communities more inclusive". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

1.2 Impact on information (additional indicators)

Dimensions	Indicators	Variables
ACCESS TO INFORMATION	Typology of information- data available on the platform	Typology of information- data available on the platform - selection from a list including: • Articles/long post/structured content • Short post/status updated • Forum discussions • Forum entries • Images • Videos • Other contents
	Quantity of information available	Number of information for each typology selected in the previous question at the time of the assessment
QUALITY OF INFORMATION	Instruments provided by the project allowing users to verify the quality of the information he/she access	Number of instruments provided allowing users to verify the quality of the information he/she access to

1.3 Impact on ways of thinking, values and behaviours (additional indicators)

Dimensions	Indicators	Variables
CHANGES IN OPINIONS / WAYS OF THINKING	Topics where opinion change is expected to happen	Topics where opinion change is expected to happen
		Detailed description of topic and subtopics
	Activities performed by the project in order to achieve the expected change in users opinions, values and behaviours	Activities performed by the project in order to achieve the expected changes in users opinions, values and behaviours
	Number of people participating in the activities	Number of people participating in the activities
CHANGE IN BEHAVIOURS	Topics where changes in behaviours are expected to happen	Topics where changes in behaviours are expected to happen

1.4 Impact on education and human capital (additional indicators)

Dimensions	Indicators	Variables
TRAINING PROVIDED BY THE PROJECT	Training efficiency	Hours of training provided by the project
		Number of persons trained
		Topics covered by training activities
		Budget allocated to training
	Tools for education/training developed by the project	Number of tools for education/training developed by the project
		Description of tools for education/training developed by the project
IMPACT ON HUMAN CAPITAL	Impact on users eSkills	Number of activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide
		Number of participants to activities supporting the acquisition of digital competences, digital literacies competences, eSkills and the reduction of digital divide
	Project self-evaluation of its capability to support the personal development of its users	Project self-evaluation of its capability to support the personal development of its users[66]
		Description of project's support to the personal development of its users
CHANGE IN TRAINING CURRICULA, EDUCATIONAL POLICIES AND	Project self-evaluation of its capability to influence changes in training curriculum of secondary and higher education	Project self-evaluation of its capability to influence changes in training curricula of secondary and higher education[67]
	Project self-evaluation of its capability to influence	Project self-evaluation of its capability to influence changes in educational policies[68]

[66] To what extent do you agree with the following sentence: "our project supports the personal development of users, i. e. character development, critical thinking and creative problem-solving". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[67] To what extent do you agree with the following sentence: "Our project influence changes in the training curricula of secondary and higher education". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[68] To what extent do you agree with the following sentence: "Our project influence educational polices". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

PERSONAL INVESTMENTS IN EDUCATION	changes in educational policies	Description of project influence on educational policies
	Project self-evaluation of its capability to influence its users investment in education	Project self-evaluation of its capability to influence its users investment in education[69]
		Description of project influence on users investments in education

1.5 Impact on employment (additional indicators)

Dimensions	Indicators	Variables
IMPACT ON JOB CREATION (DIRECTLY DEVELOPED BY THE PROJECT)	New job places generated	Number of persons recruited specifically for the project
	Number of persons recruited specifically for the project that will continue to work after the end of the project	Number of persons recruited specifically for the project that will continue to work after the end of the project
	Impact on woman employment	Rate of woman in the project
	Number of new job places generated (or expected to be generated) by the project outputs	Number of new job places generated (or expected to be generated) by the project outputs
	Number of spin-off/start-ups developed as a result of the project	Number of spin-off/start-ups developed as a result of the project

1.6 Impact on environment (additional indicators)

Dimensions	Indicators	Variables
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE GREENHOUSE GASES ISSUE	Project self-assessment of its capability to provide easier access to innovative solutions for low carbon technologies	Project self-assessment of its capability to provide easier access to innovative solutions for low carbon technologies[70]
	N. of compensation activities performed by the users since their engagement with the project (perception of the project vs. users questionnaire)	N. of compensation activities performed by the users since their engagement with the project according to the project

[69] To what extent do you agree with the following sentence: “Our project will have a positive impact on users investment in education (i.e. Number of hours per week spent on self study or homework and instruction time per year)”. Please attribute a value from 1 to 6 where 1 is “totally disagree” and 6 is “totally agree”

[70] To what extent do you agree with the following sentence: "The project contributes to provide easier access to low carbon technologies" Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is " totally agree"

PROJECT IMPACT ON BEHAVIOURS RELATED TO AIR POLLUTION RELATED TO TRANSPORT ISSUE	Project self evaluation of contribution to the increase in users' sensitivity towards the issue of air pollution related to local, everyday transport	Project self evaluation of contribution to the increase in users' sensitivity towards the issue of air pollution related to local, everyday transport[71]
	Project self-assessment of its capability to provide easier access to innovative solutions for a sustainable transport choices	Project self-assessment of its capability to provide easier access to innovative solutions for a sustainable transport choices[72]
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE WASTE ISSUE	Project self assessment of its capability to provide easier access to waste management technologies	Project self assessment of its capability to provide easier access to waste management technologies[73]
	N. of waste reduction activities performed by the users since their engagement with the project	N. of waste reduction activities performed by the users since their engagement with the project according to the project
	Project self evaluation of the increase in users' sensitivity towards the waste issue (e.g. participation to community-based reusing/recycling initiatives, etc.)	Project self evaluation of the increase in users' sensitivity towards the waste issue (e.g. participation to community-based reusing/recycling initiatives, etc.)[74]
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE SUSTAINABLE CONSUMPTION ISSUE	Increase of green / local / ethical products purchased by users in relation to start of the project- in percentage	Increase of green / local / ethical products purchased by users in relation to start of the project- in percentage
	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project (perception of the project vs. users questionnaire)	N. of promotion of sustainable consumption activities performed by the users since their engagement with the project according to the project
	N. of green labels or certifications for products or services promoted by the initiative	N. of green labels or certifications for products or services promoted by the initiative
PROJECT IMPACT ON ENVIRONMENTAL BEHAVIOURS RELATED TO THE	N. of biodiversity conservation initiatives supported by the users	N. of biodiversity conservation initiatives supported by the users
	Project self-assessment of its capability to provide easier access to biodiversity conservation technologies / methodologies	Project self-assessment of its capability to provide easier access to biodiversity conservation technologies / methodologies[75]

[71] To what extent do you agree with the following sentence: "Project's users are encouraged to demonstrate their sensitivity towards the issue of air pollution related to local, everyday transport"Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is " totally agree"

[72] To what extent do you agree with the following sentence: "The project contributes to provide easier access to innovative solutions for sustainable transport choices." Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[73] To what extent do you agree with the following sentence: "The project contributes to provide easier access to waste management technologies" Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is " totally agree"

[74] To what extent do you agree with the following sentence: "Project's partners are encouraged to demonstrate their sensitivity towards the waste issue." Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is " totally agree"

BIODIVERSITY ISSUE		

1.7 Impact on civic and political participation (additional indicators)

Dimensions	Indicators	Variables
IMPACT ON CITIZENS/USERS POLITICAL AWARENESS	Project self evaluation of changes in the time spent by users in getting informed about local, national and international political issues	Project self evaluation of changes in the time spent by users in getting informed about local, national and international political issues[76]
	Project self assessment of changes in the time spent by users in persuading friends, relatives or fellow workers about social/political issues	Project self assessment of changes in the time spent by users in persuading friends, relatives or fellow workers about social/political issues[77]
	Changes in the social/political topics addressed by users	Changes in the social/political topics addressed by users
IMPACT ON CITIZENS/USERS CIVIC PARTICIPATION	Instruments developed by the project offering new channels/way for civic participation	Number of instruments developed by the project offering new channels/way for civic participation
	Project self evaluation of its capability to increase the number of citizens participating to civic-society organisation	Project self evaluation of its capability to increase the number of citizens participating to civic-society organisation[78]
	Project self evaluation of its capability to increase the time spent by citizens in participating to civic-society organisation	Project self evaluation of its capability to increase the time spent by citizens in participating to civic-society organisation[79]
	Project self evaluation of its capability to increase the number of	Project self evaluation of its capability to increase the number of bottom-

[75] To what extent do you agree with the following sentence: "The project contributes to provide easier access to biodiversity conservation technologies / methodologies." Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is " totally agree"

[76] To what extent do you agree with the following sentence: “Our project increases the time spent by users in getting informed about local, national and international political issues”. Please attribute a value from 1 to 6 where 1 is “totally disagree” and 6 is “totally agree”

[77] To what extent do you agree with the following sentence: “Our project increases the time spent by users in persuading friends, relatives or fellow workers about social/political issues”. Please attribute a value from 1 to 6 where 1 is “totally disagree” and 6 is “totally agree”

[78] To what extent do you agree with the following sentence: “Our project improves the civic participation of citizens belonging to group at risk of social exclusion and/or discrimination”. Please attribute a value from 1 to 6 where 1 is “totally disagree” and 6 is “totally agree”

[79] To what extent do you agree with the following sentence: “Our project produces an increment in the time spent by citizens in participating to civic-society organisation”. Please attribute a value from 1 to 6 where 1 is “totally disagree” and 6 is “totally agree”

	bottom-up/grassroots actions	up/grassroots actions[80]
IMPACT ON CITIZENS/USERS POLITICAL PARTICIPATION	Instruments developed by the project offering new channels/way of political participation	Number of instruments developed by the project offering new channels/way of political participation
	Project self-evaluation of its capacity to increase citizens/users participation to national and local election	Project self-evaluation of its capacity to increase citizens/users participation to national and local election[81]
	Project self-evaluation of its capacity to increase citizens/users participation in: signature campaigns, boycotts and manifestations	Project self-evaluation of its capacity to increase citizens/users participation in signature campaigns, boycotts and manifestations[82]
	Project capability to improve political participation of citizens belonging to group at risk of discrimination	Project self evaluation of its capability to improve political participation of citizens belonging to group at risk of discrimination[83]

1.8 Impact on policies and institutions (additional indicators)

Dimensions	Indicators	Variables
PROJECT CAPABILITY TO INFLUENCE POLICIES AND INSTITUTIONS	Number of policy recommendations produced by the project	Number of policy recommendations produced by the project
	Number of policy makers and institutions representatives aware of the policy recommendations	Number of policy makers and institutions representatives aware of the policy recommendations
	Meetings/conferences organised/attended for influencing policy-makers	Number of meetings/conferences organised/attended for influencing policy-makers
		Number of policy makers/institutions represented in the meeting
	Project self-evaluation of its capability to influence institutions/governments transparency	Project self-evaluation of its capability to influence institutions/governments transparency[84]
	Project capability to influence parties/democratic processes	Project capability to influence parties/democratic processes transparency[85]

[80] To what extent do you agree with the following sentence: "Our project produces and increment in the number of bottom-up/grassroots actions". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[81] To what extent do you agree with the following sentence: "Our project increases citizens/users participation to national and local election". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[82] To what extent do you agree with the following sentence: "Our project increase citizens/users participation in the following forms of political idea manifestations: signature campaigns, boycotts, manifestations, other". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[83] To what extent do you agree with the following sentence: "Our project improves political participation of citizens belonging to group at risk of social exclusion and/or discrimination". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[84] To what extent do you agree with the following sentence: "Our project positive influences institutions/governments transparency". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree". Please describe how.

[85] To what extent do you agree with the following sentence: "Our project positive influences parties/democratic processes transparency". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree". Please describe how.

	transparency	
	Policies/regulations/laws changed or updated by the project	Number of policies/regulations/laws changed or updated by the project
	Number of institutions created or changed by the project	Number of institutions created or changed by the project
USERS IMPACT ON POLICIES AND INSTITUTIONS	Project self-evaluation of its capability to influence the capability of citizens/users and civic society organisations of influencing policies	Project self-evaluation of its capability to influence the capability of citizens/users and civic society organisations of influencing policies[86]
	Number of policy recommendations/documents/petitions produced by users	Number of policy recommendations/documents/petitions produced by users thanks to the use of the project outputs
	Project evaluation of users capability to influence institutions/governments transparency	Project evaluation of users capability to influence institutions/governments transparency[87]
	Project evaluation of users capability to influence parties/democratic processes transparency	Project evaluation of users capability to influence parties/democratic processes transparency[88]
	Number of policies/regulations/laws changed or updated by project users	Number of policies/regulations/laws changed or updated by project users
	Number of institutions created or changed by project users	Number of institutions created or changed by project users

2. Economic impact areas

2.1 Users' economic empowerment (additional indicators)

DIMENSION	INDICATOR	VARIABLE
IMPACT ON ACCESS TO FINANCE	Project self-evaluation of its capability to increase the access to finance of its users	Project self-evaluation of its capability to increase the access to finance of its users[89]
		Total Funding distributed
		Type and description of instruments for increasing access to finance
	Impact through crowdfunding	Money attracted by the project through crowdfunding

[86] To what extent do you agree with the following sentence: "Our project positive influences the capability of citizens/users and civic society organisations of influencing policies". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[87] To what extent do you agree with the following sentence: "Thanks to our project, citizens/users are more capable to influence institutions/governments transparency". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[88] To what extent do you agree with the following sentence: "Thanks to our project, citizens/users are more capable to influence partiers/democratic processes". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

[89] To what extent do you agree with the following sentence: "Our project will increase the access to finance of our users". Please attribute a value from 1 to 6 where 1 is totally disagree" and 6 is " totally agree"

		Project self-evaluation of improving investment risk diversification opportunities for the users of the project through crowdfunding[90]
IMPACT ON ENTREPRENEURSHIP AND INCOME GENERATION FOR THE USERS	Project self-evaluation of its capability to support the creation of entrepreneurial initiatives by users	Project self-evaluation of its capability to support the creation of entrepreneurial initiatives of its users[91]
	Number of enterprises or business ideas developed by the project users	Number of enterprises or business ideas developed by the project users
		Instruments stimulating entrepreneurial activities
	Number of test beds provided by the project supporting the users for testing business ideas	Number of test beds provided by the project supporting the users for testing business ideas
	Project self-evaluation of its capability of improving the support to users for diversifying income resources	Project self-evaluation of its capability to improve user support in diversifying income resources[92]
	Project self-evaluation of its capability of increasing the incomes of the users	Project self-evaluation of its capability of increasing the incomes of the users[93]
	Project self-evaluation of its capability of increasing the resilience of its users to cope with crises	Project self-evaluation of its capability of increasing the resilience of its users to cope with crises[94]

2.2 The economic value generated by the project (additional indicators)

DIMENSION	INDICATOR	VARIABLE

[90] To what extent do you agree with the following sentence: "Our project will improve investment risk diversification opportunities of our users through crowdfunding". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is " totally agree"

[91] To what extent do you agree with the following sentence: "Our project will support the creation of entrepreneurial initiatives". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is " totally agree"

[92] To what extent do you agree with the following sentence: "Our project will help our users to diversify income resources". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is " totally agree"

[93] To what extent do you agree with the following sentence: "Our project will increase the income of our users". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is " totally agree". Please describe how

[94] To what extent do you agree with the following sentence: "Our project will increase the resilience of our users to cope with crises". Please attribute a value from 1 to 6 where 1 is "totally disagree" and 6 is "totally agree"

ECONOMIC RESULTS	Project self-evaluation of increasing the resource pooling of the users	Project self-evaluation of increasing the resource pooling of the users[95]
	Cost saving related to resource pooling	Cost-saving related to resource pooling
	Percentage of use of shared resources	Percentage of use of shared resources
	Monetary value of shared resources	Monetary value of shared resources
BUSINESS MODELS	Business Models	Business Models
	Project self-evaluation of being able to generate a new business model	Project self-evaluation of being able to generate a new business model[96]
	New market opportunities for partners	New market opportunities for partners
	Number of business collaborations	Number of business collaborations
COMPETITIVENESS AND EXPLOITATION	Project competitors	Project competitors
	Project self-evaluation of its impact on the capability of the project team to keep pace with competitors	Project self-evaluation of its impact on the capability of the project team to keep pace with competitors[97]
	Number of persons able to be dedicated to exploitation and innovation transfer	Number of persons able to be dedicated to exploitation and innovation transfer
	Number of activities for the transfer of each project output	Number of activities for the transfer of each project output

[95] To what extent do you agree with the following sentence: "Our project will increase the resource pooling for our users". Please attribute a value from 1 to 6 where 1 is “totally disagree" and 6 is " totally agree"

[96] To what extent do you agree with the following sentence: "The business model developed is innovative". Please attribute a value from 1 to 6 where 1 is totally disagree" and 6 is " totally agree"

[97] To what extent do you agree with the following sentence: Participation in our project helped the team to keep pace with competitors? Please attribute a value from 1 to 6 where 1 is “totally disagree" and 6 is " totally agree"