

## FPI Results Framework - Indicator Methodology Note

1. Indicator Name and Code
<p style="text-align: center;"><b>Number of a) individuals reached by awareness or media campaigns</b></p> <p><u>OPSYS Code:</u> 10068789</p>
2. Technical Details
<p><u>Unit of measure:</u> Number of individuals.</p> <p><u>Type of indicator:</u> Quantitative; Actual (ex-post); Cumulative (not annual).</p> <p><u>Level of measurement:</u> This is an <b>Output</b> indicator. It is typically associated with results such as “Increased awareness on X theme/s among targeted populations” or “Improved availability of public information on X topics/values”.</p> <p><u>Disaggregation:</u> Disaggregation can be mandatory (i.e. always) and optional (i.e. where relevant / possible):</p> <p>Mandatory:</p> <ul style="list-style-type: none"> <li>• <b>By Channel for dissemination of communication product:</b> Radio; TV; Print media; Online press; Discussion group (e.g. WhatsApp); Social media; Mobile telephony; Others.</li> <li>• <b>By Sex:</b> Female; Male; Intersex.</li> </ul> <p>Optional:</p> <p><b>By Content of communication product:</b> Conflict management; Mediation; Reconciliation; Peacebuilding; Combating dis/misinformation; Security-related; Countering terrorism and violent extremism/radicalisation; Human Rights including GBV-related; Climate Change and Environment; Promotion of EU Values; Electoral information; Others; De-mining.</p>
3. Description
<p>This indicator captures the scale and scope of communication and outreach activities supported by EU/FPI interventions. It reflects how many individuals have been exposed to information or messaging through various media or awareness efforts aiming to inform, sensitise or influence public understanding on key thematic priorities such as peace, human rights, security, climate, or shared values. It is particularly relevant in contexts where access to accurate information and public engagement are critical for behaviour change, social cohesion, or institutional trust.</p>
4. Calculation of Values and Example
<p>The value of this indicator is calculated by counting the number of unique individuals reached through communication products or campaign activities supported by the concerned EU/FPI intervention. This includes audiences reached through traditional or digital media channels, as well as direct dissemination methods (e.g. messaging groups or mobile alerts).</p> <p><u>Technical definitions:</u></p> <p><b>Awareness campaigns:</b> Refer to communication efforts designed to <u>inform or sensitise</u> the public on a specific issue, often involving targeted outreach, community mobilisation or direct engagement (e.g. events, public talks, posters, leaflets, local discussions).</p> <p><b>Media campaigns:</b> Refer to the dissemination of <u>messages through mass communication channels</u> such as television, radio, print media, online platforms, or social media, typically aiming for broader public visibility and scaled outreach.</p>

#### Counting Guidance:

- **Basic counting rules:** Count each individual only once per reporting cycle, even if they were exposed through several channels or multiple times. If different components of the same intervention contribute to outreach, figures must be consolidated to avoid duplication.
- **Estimated vs actual reach:** In cases where direct headcounts are not possible (e.g. radio broadcasts or public TV), estimations based on audience ratings, media partner data or platform analytics may be used. These must be documented and justified.
- **Attribution:** Only count reach directly linked to the concerned EU/FPI interventions.
- **Online and social media:** Use analytics tools (e.g. unique viewers, impressions, engagement) to estimate individuals reached. Avoid including duplicated metrics such as repeated views by the same person.
- **Group-based messaging (e.g. WhatsApp):** Count the number of distinct group members receiving the content, not the number of messages sent.
- **Avoid double counting:** An individual should be counted only once per intervention, even if they were exposed to multiple messages or channels. Avoid counting the same individual/s in following reporting cycles, unless they are targeted by new communication content or a new campaign.

#### Quality Control Checklist:

1. Has each individual been counted only once per reporting cycle, avoiding duplication across channels?
2. Is the communication activity clearly linked to the concerned EU/FPI intervention?
3. Are estimated reach figures based on verifiable and documented data sources?
4. Has disaggregated data been collected and reported?
5. Have group-based communication figures been calculated using the number of unique recipients, not volume of messages?

#### Example:

In reporting year Y, an EU/FPI-funded intervention in Country X implemented a multi-channel awareness campaign on countering disinformation and promoting social cohesion. The campaign included: National radio broadcasts estimated to reach 350,000 individuals (based on certified audience data); Targeted Facebook and Instagram ads reaching 120,000 unique users (based on platform analytics); WhatsApp discussion groups reaching 1,200 participants with verified message delivery; and SMS alerts sent to 10,000 unique mobile subscribers. After consolidating all data and removing potential overlaps between channels, the total number of individuals reached / to be reported is estimated at 470,000. Disaggregated values are reported by dissemination channel and sex (where available), and optionally by content (e.g. disinformation, peacebuilding).

### **5. Data Sources**

Reported values should derive primarily from the internal monitoring systems of EU-funded interventions. Data must be collected and reported by the implementing partner and verified by the OM. Examples of data sources: Media monitoring reports, analytics dashboards (e.g. Meta Business Suite, Google Analytics, YouTube Studio); Audience measurement data from certified third-party providers; Reports from implementing partners detailing the communication activities and estimated reach; Subscriber or user databases linked to SMS or WhatsApp-based outreach; Independent evaluations or perception surveys.

### **6. Other Uses / Potential Issues**

This indicator is useful for assessing the communication reach and visibility of an EU-funded intervention. It supports analysis of how effectively information campaigns are disseminated across different segments of the population and media channels. It also contributes to understanding whether awareness-raising is aligned with cross-cutting priorities (e.g. human rights, climate, peacebuilding) and how inclusive the outreach has been in terms of sex or geography.

Potential issues: Risk of over-reporting due to duplicated counts across multiple channels or repeated exposure. Inconsistent estimation methods for audience size, particularly in contexts with limited media analytics or unreliable data. Mitigation measures include applying standardised counting rules and avoiding duplication across channels and components; and ensuring that audience estimates are based on verifiable and transparent data sources, with clear documentation.