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Optimal impact: aligning KPIs and Evaluation

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EU GOOD MOVE CAMPAIGN

Information campaign aimed 18-34 on healthy and sustainable food practices linked to daily consumption of fruit and vegetables and physical activity (2024-2026)

Consortium:



CALL: AGRIP-MULTI-2023-IM-FRESH-FV - Topic 4 - Support for multi programmes - Fresh fruit and vegetables

Target Countries: France, Spain, Poland

Duration: 36 months from January 2024 to December 2026

Target Group: Europeans aged 18 to 34

Objectives:

- Increase the level of knowledge on health benefits of fruits and vegetables, their role in supporting well-being and their importance as complement of physical activity.
- **The expected impact** is to improve the competitiveness and consumption of fruits and vegetables, to increase their visibility and increase their market share.

The program combines communication, media, digital, advertising, and events to drive both awareness and behavioral change.



How KPIs are defined and aligned from the start

KPIs defined from the proposal stage

- Proposing organizations expectations are described in the technical specifications of the call for tender
- Clear expectations set upfront: objectives, target groups, evaluation logic
- The participants propose outputs and results aligned with the available budget
- This enables objective comparison of proposals and realistic ambition levels

A structured KPI framework

- Combination of output, result and impact indicators
- KPIs designed to measure relevance, effectiveness and efficiency
- Common KPI framework applied across countries, with a consistent methodology and definitions
- Independent evaluation body challenges and completes indicators and provides data collection methods

Evaluation starts at Day 1

- Baseline (T0) defined jointly with evaluators
- Impact measured over time: T0 and T1 (after the 3 years campaign)
- KPIs directly feed annual evaluation, recommendations and yearly adjustments

How KPIs are monitored and used in practice

Continuous KPI monitoring throughout the project

- KPIs measured and monitored on an ongoing basis
- Consolidated in quarterly follow-up tables
- Shared between proposing organizations, agencies and evaluators

Robust evaluation tools

- Quantitative baseline survey (T0): awareness, perceptions, behaviours
- Follow-up survey (T1) to measure change over time
- Additional evaluation tools to complement figures:
 - Interviews with professionals and stakeholders
 - Consumer online community
 - Event observations and participant feedback
 - Website survey
 - Social media monitoring
 - Press coverage analysis

KPIs as a management tool – not only reporting

- Regular reviews to identify deviations early
- Ability to adapt actions while keeping objectives, WP, target groups unchanged
- KPIs support **learning, corrective actions and optimisation**

How we improve KPIs over time

How KPIs are improved over time

- KPIs are defined and updated collaboratively
- Budget remains a key reference to ensure realism and achievability
- Different KPIs defined per action, adapted to objectives and channels

Learning from evaluation

- Success is measured not only by reaching KPIs, but by their ability to support decision-making
- Evaluation completes the KPI analysis by providing insights on audience profile, quality of activity implantation and delivery, translation of campaign messages into communication actions

Thank you !

