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| NATOhor_RGB_HR | **NATO PUBLIC DIPLOMACY PROGRAMMES****CALL FOR PROPOSALS FOR PUBLIC DIPLOMACY PROJECTS** **PUBLIC DIPLOMACY DIVISION, INTERNATIONAL STAFF, NATO HEADQUARTERS**Blvd. Leopold III, B-1110 Brussels, Belgium |

INITIAL ASSESSMENT Report Form

FY 2021

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# General information

## Goal

Before submitting your Initial Assessment Report, please read the Financial and Reporting Procedures carefully. The aim of this document is to help you have a better understanding of NATO’s financial rules.

## Checklist

Initial Assessment Report to be sent in *Word* format not later than two weeks after the end of your project

* Objectives
* Outputs
* Outcomes
* Final programme
* Final list of participants
* Survey results
* Quality photos/videos/screenshots of social media posts where applicable
* Other information

# Project information

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| --- | --- |
| Non-Profit Organisation: Contact Person(s):  | Name: Address: Telephone: E-mail: Website: Main contact person: Alternative contact person(s):  |
| Title of Project: |  |
| Venue (city and country): |  |
| Date/Time frame of project (start and end date): |  |
| Event format (In-person/ Online/ Hybrid): |  |
| Consortium partner(s) (if applicable): |  |
| NATO Speakers’ attendance(mention name and title): |  |

# Project implementation and assessment

1. **Project Objectives**
2. Provide a short summary of the project/event concluded.

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1. What audience(s) did your project target?

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1. What was the initial goal of the event and the desired outcomes (e.g. impact, perception change or change in behaviour, advocacy, etc.)?

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1. **Project Outputs**

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1. Deliverables. List any tangible products/services/publications developed as a result of the event and attach them to your report
2. Demographics of attendees (fill-in the table accordingly and add rows as necessary)

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| --- | --- | --- | --- | --- | --- |
| **Target audience** | **Age range** | **Occupation**  | **Number pf participants invited/targeted** | **Final number of in-person participants** | **Number of online participants** |
| *e.g. youth* | *e.g. 18- 35* | *e.g. Students* |  |  |  |
|  |  |  |  |  |  |

1. Online viewership and metrics (fill-in the table accordingly and add rows as necessary)

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Channel** | **Number of views** | **Other metrics - comments, shares, engagement rate, etc. (please specify and provide numbers)** |
|  | *e.g: own website, Facebook, YouTube, Zoom, etc.*  |  |  |
|  |  |  |  |

1. Media and digital coverage (give links to named online media outlets; name print publication; name TV/radio channels + potential reach - *if applicable*)

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1. **Project Outcomes**
2. Please describe how the event delivered against the goal of the project and list the actual outcomes measured against the desired outcomes, (e.g. impact, perception change or change in behaviour, advocacy, etc. Provide a comparative perspective with point 1/c.)

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1. Survey results. Make sure the participants fill in the survey provided, reach out to PDD for the survey results and attach them to this report before submitting it.
2. List any other known information or content to help NATO understand the impact of your project/event, such as: key messages used; placements of NATO branding; unanticipated outcomes.

***Please paste here the final list of participants and final programme or attach them as separate documents. Please also provide a couple of quality photos/videos in high resolution, or screenshots of social media posts where applicable.***