**ATTACHMENT 2**

**Performance Monitoring Plan**

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| **Performance Indicator /** | **Detailed Definition of the performance indicator** | **Source, method, frequency, schedule of data collection** | **Staff responsible for collecting data** | **How data will be reviewed, analyzed and reported** | **Target group/audience** |
| ***Example:***  *Number of people reached through public awareness campaign* | ***Example:***  *Number of people reached by materials, messages, or other educational materials, messages and other educational forms of information.*  ***Unit:*** *Number of people (disaggregated by gender, and IDP status)* | ***Example:***  ***Data Source****: National and local media resources which publish thematic shows, interviews, publications etc.; public events and actions attendance sheets, material distribution records, view on social media etc.*  *Frequency – by-monthly* | ***Example:***  *PR Consultant, Regional coordinators* | ***Example:***  *1) Conduct media monitoring.*  *2) Collect attendance sheets;*  *3) List publications (if any)*  *4) Collect number of views on social media*  *5) Responsible staff aggregates information* | ***Example:***  *The entire population of Ukraine, especially in ten pilot regions* |
| ***Example:***  *Number of partners reached through coalition building efforts* | ***Example:***  *Number of partner CSOs, local media, independent experts, local authorities’ representatives joined or directly involved in coalition activities*  ***Unit:*** *Number of partners (disaggregated by type of partners)* | ***Example:***  ***Data Source****: Coalition meetings/ events/ actions attendance sheets, material distribution records; local events records/reports, signatories to joint statements etc.*  *Frequency – after each event* | ***Example:***  *PR Consultant, Regional coordinators* | ***Example:***  *1) Collect attendance sheets, materials distribution records*  *2) Review collected materials and list number of partners*  *and coalition members;*  *3) Media monitoring at national and local level* | ***Example:***  *CSOs, independent experts, local authorities, in ten pilot regions* |
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