

Final Monitoring and Evaluation Report – Communication Plan

MONITORING AND EVALUATION COMMUNICATION PLAN							URBACT	Co-funded by the European Union Interreg
SEMESTER REPORT								
INTERNAL EVENTS		2/2023	1/2024	2/2024	1/2025	2/2025	To the date	Objectives
1	Number of TNM held	1	1	1	2	1	6	6 (1 on 2023, 2 on 2024 and 3 on 2025)
2	Number of people attended the TNM	32	36	36	61	46	211	minimum 20 (an average of 2/partner)
3	Number of webinars held	-	2	-	2	1	5	4 (3 on 2024 and 1 on 2025)
4	Number of people attended the webinars	-	91	-	35	12	138	minimum 10 from our network (an average of 1/partner)
5	Number of shared webinars / study visities	1*	1*	1*	1*	2*	3	3 (2024 - 2025 period)
EXTERNAL EVENTS		2/2023	1/2024	2/2024	1/2025	2/2025	To the date	Objectives
6	Number of external events (conferences, presentations, press conference...) organized by us	1*	0	0	3*	1*	5	2 (1 every year)
7	Number of people attended the external events organized by us	22	0	0	175	11	219	minimum 10 in each
8	Number of external events, not organized by us, in which we have collaborated	1*	5*	2*	3*	6*	17	2 (1 on 2024 and 1 on 2025)
WEBSITE		2/2023	1/2024	2/2024	1/2025	2/2025	To the date	Objectives
9	Number of publications, stories and news on the URBACT website	4	5	3	10	21	43	20 every year (2023-2025)
10	Number of partners' publications on the URBACT website	0	0	0	4	7	11	15
11	Number of LE Network Articles (ad hoc)	1	1	1	3	5	11	3 (1 every year)
12	Number of LP Articles	1	2	0	1	2	6	5 (after every TNM and others)
13	Number of best practices published on the URBACT website	-	-	-	4	8	12	6 (prioritizing the partners experiences)
14	Number of impressions in the publications, stories and news on the URBACT website	257*	441	429				an average of 70 (an increase must be held along the 2 years)
15	Number of users in the URBACT website	119*	196	213				100 (an increase must be held along the 2 years)
SOCIAL MEDIA NETWORKS		2/2023	1/2024	2/2024	1/2024	2/2025	To the date	Objectives
16	Number of publications posted in LinkedIn	11	21	18	16	31	97	1 every month
17	Number of followers in LinkedIn	65	155	210	245	283	283	an increase must be held along the 2 years
18	Number of post's views in LinkedIn	1495	5474	3430	4137	6118	20654	an average of 300 per month
19	Number of publications posted in Twitter	9	21				30	2 every month
20	Number of followers in Twitter	10	25				35	an increase must be held along the 2 years
21	Number of post's views in Twitter	3013	2758				5771	an average of 200 every month
22	Number of publications posted in Facebook			25	17	24	66	2 every month
23	Number of followers in Facebook			19	28	41	41	an increase must be held along the 2 years
24	Number of post's views in Facebook			7690	1413	9905	19008	an average of 200 every month
MEDIA AND OTHERS		2/2023	1/2024	2/2024	1/2025	2/2025	To the date	Objectives
25	Number of publications on the local media	2*	8*	5*	2*	5*	19	1 for every TNM at least
SURVEY		2/2023	1/2024	2/2024	1/2025	2/2025	To the date	Objectives
26	Quality survey to all the partners	1	3	3	3	3	9	1 after every TNM and webinar
27	Number of people responding the survey to all the partners	10	37	40	11	26	124	10 every survey

1. SCOPE AND CONTEXT

During the two-and-a-half-year Beyond the Urban project, the coordination team implemented a communication plan to raise the profile of sustainable urban-rural mobility, strengthen collaboration among network partners and disseminate results to European institutions, networks and stakeholders.

2. EVALUATION METHODOLOGY

A monitoring and evaluation protocol based on 27 SMART KPIs was applied and reviewed every six months until the project closed in December 2025. The main sources were, among others:

- URBACT website analytics
- Social media metrics (LinkedIn, Twitter/X and Facebook)
- Event records
- Post-activity quality surveys

3. RESULTS AND CONCLUSIONS

Overall, the outcome was very positive: almost all the targets were met or exceeded, particularly those relating to the coordination team's responsibilities (webinars, content, social media, surveys, etc.). Upon closer inspection, we can observe the following:

- Exponential growth in communication activity, with a slow start followed by steady growth up to the final stage and peaks of activity, as well as some end-of-project urgency.
- Third-party-dependent KPIs are complex and difficult to achieve, especially those relating to partner contributions and joint actions with other networks. Partners have limited human and financial resources and sometimes struggle to keep up with the pace of the project.
- Replacing Twitter/X with Facebook due to an account closure, the causes of which are still unknown, enabled us to maintain dissemination capacity and traceability of metrics, thereby minimising reputational and operational risk.
- Despite the audience not being mass, social media and website indicators suggest a high-quality community of interest (stakeholders and institutions that are genuinely connected to mobility).

4. RECOMMENDATIONS FOR FUTURE NETWORKS

- Set differentiated and potentially less ambitious targets for local communication. Align expectations with real resources and strengthen support for partners, possibly through increased funding, to improve their communication capacity.

- Systematise and improve collaboration with other networks to reduce organisational friction.
- Maintain six-monthly monitoring as an essential management tool to detect deviations and apply corrective measures. Strong joint involvement and coordination between the lead expert, lead partner and communication manager is essential in this context.