

LOGFRAME MATRIX OF THE PROJECT

The logframe matrix should evolve during the project lifetime: new lines can be added for listing new activities as well as new columns for intermediary targets (milestones) when it is relevant and values will be regularly updated in the column foreseen for reporting purpose (see “current value”).

	Results chain	Indicators	Baseline (incl. reference year)	Current value Reference date	Targets (incl. reference year)	Sources and means of verification	Assumptions
Overall objective: Impact	Raise awareness and critical understanding of European youth in 12 EU member states about climate change as a global threat to achieving the Sustainable Development Goals and inspire their active engagement in concrete actions for safe, inclusive and “climate-smart” communities	<ul style="list-style-type: none"> i. EU citizens’ awareness on SDGs and knowledge about SDGs ii. Awareness on SDGs of EU youths iii. EU citizens’ perception of the priority of protection of the environment and the fight against climate change in the EU action 	<ul style="list-style-type: none"> i. Awareness: 41%, Knowledge: 12% (Eurobarometer 2017) ii. 45% (AIESEC Youths Speak, Global report 2016) iii. 50% (Eurobarometer, 2017) 		<ul style="list-style-type: none"> i. EU citizens’ awareness on SDGs 45% by the end of the project and knowledge about SDGs 14% by the end of the project ii. Awareness of EU youths on SDGs 48% by the end of the project iii. Perception of priority perceived by 53% of the EU citizens 	<ul style="list-style-type: none"> i. ii. iii. Data and statistics on knowledge and awareness on SDGs, produced by OECD, Eurobarometer and AIESEC 	

<p style="text-align: center;">Specific objective(s): Outcome(s)</p>	<p>Foster the active citizenship of European youth to address Agenda 2030, by enhancing the sense of inter-dependency, personal responsibility and solidarity between developed and developing countries for a sustainable future for all</p>	<p>i. No. of actions launched by multipliers (excluding action on the internet)</p> <p>ii. Lessons learnt (on sense of responsibility) shared through the project channels to raise the youths' sense of responsibility from month XII</p> <p>iii. No. of people / multipliers who confirmed that participation has increased their awareness and critical understanding of the topic</p>	<p>i.=0</p> <p>ii.=0</p> <p>iii.=0</p>		<p>i. At least 180 initiatives are proposed by youths by the end of the project</p> <p>ii. At least 24 lessons learnt and good practices are shared and disseminated (through the project web-based channels)</p> <p>iii. At least 70% of the respondents show a significant degree of appreciation on the relevance of activities to promote a change in their lives (of the respondents, 70% are female and 30% male; all below or equal 35</p>	<p>i. Proposals elaborated by youths, google analytics, project monitoring reports</p> <p>ii. Google analytics, pools launched through web-based channels, monitoring reports and final evaluation report</p> <p>iii. Pools and related reports</p>	<p>The agenda 2030 and the fight against climate change are high in the political agenda at the EU level</p> <p>The priority for fighting against climate change is felt as high by youths and EU citizens in general</p>
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Outputs	<p>O1: Enhanced understanding of at least 8 555 000 EU young people in 12 EU MS of the impact of climate change at global level, including the impact on migration, and of the urgency for individual and collective action.</p>	<p>i. No. of people reached during events</p> <p>ii.No. of public events organised to enhance youths' understanding on relevant issue</p> <p>iii. No. of articles written / publications</p>	<p>i.=0</p> <p>ii.=0</p> <p>iii.=0</p>		<p>i. Indicatively 19 million youths are reached in the 12 partner countries by the joint & national campaigns, by the end of the project (indicatively 70% female – age below 35 years)</p> <p>ii. Approx.220 public events (among which races, debates, competitions, exhibitions etc.) are organised in the 12 partner countries, involving directly at least 950.000 youths by the end of the project</p> <p>iii. At least 10 articles are published in</p>	<p>i. Project evidence & reports including, among others, attendance lists, minutes, photo/videos, google analytics, online surveys, press releases etc.)</p> <p>ii. Project evidence & reports including, among others, attendance lists, minutes, photo/videos, google analytics, online surveys, press releases etc.)</p> <p>iii. Press releases, google analytics,</p>	<p>The organisation of simultaneous events by the project is not hampered by the unavailability of youths (and are organised considering their schedules)</p> <p>Journalists, media and local authorities keep their commitment high in supporting youths and inclusive, sustainable lifestyles</p>

		made as consequence of project			each partner country by the end of the project conveying simple messages on complex topics (enhancing youths understanding)	articles published, project monitoring reports	
		iv. Project websites visits	iv.=0		iv. The project landing page provides information on the project activities and links to the partners' websites (for details on activities at partner country level)	iv. Google analytics	
		v. No. of YouTube views of project videos	v = 0			v. YouTube statistics	
		vi. No. of people reached through social media and activity on social media	vi = 0			vi. FB statistics	

		(FB, Instagram, Twitter etc.)					
		vii. No. of people reached through audio-visual media (e.g. TV and radio)	vii. = 0				
		viii. No. of people reached through other campaigns (e.g. poster)	viii. = 0				
	O2. A new generation of 147 940 young leaders in 12 EU MS has been inspired, trained and up-skilled to become agents of change and encourage their peers and decision makers to take action in their daily lives to fight climate change and to strive for structural change	i. No. of people / multipliers who confirmed that participation has increased their awareness and critical understanding of the topic ii. Materials are prepared, disseminated and used in activities mobilising, inspiring and upskilling youths	i.=0 ii.= 0		i. At least 30 events are organised for approx. 150.000 youths and multipliers (below or equal 35 years, indicatively 70% female and 30% male) to be inspired and take action by the end of the project ii. At least 4 kits, 1 educational manual, 4	i. Project reports, attendance lists ii. Kits produced, distribution lists, google	Youths perceive the sense of urgency in fighting climate change and turn it to positive and constructive attitudes and approaches

					factsheets, brochures, booklet, escape games etc. are prepared (hard copies and web-based channels) to involve and expose at least 200.000 youths	analytics and ad hoc pools.	
	O3. At least 26 380 European young people in 12 EU MS have developed concrete ideas and taken action to tackle climate change and its related issues	<p>i. At least 25 actions (in support of youths initiatives) are positively implemented and enhance youths actions to fight climate change</p> <p>ii. Youths sounding boards (with at least 5 members in each partner country) are in place in all partner countries starting from month VII</p> <p>iii. Number of youths mobilised in initiatives taken by youths and/or to promote youths' actions (e.g.</p>	<p>i.=0</p> <p>ii.=0</p> <p>iii. = 0</p>		<p>i. All 25 selected actions complete their initiatives and contribute to the overall project objectives</p> <p>ii. 12 sounding boards, with at least a total of 200 members, are regularly consulted during the project implementation</p> <p>iii. At least 1.500 youths are involved directly in initiatives that mobilises / reach indicatively 50.000 youths,</p>	<p>i. Reports on the actions promoted (from selection to the activity reports)</p> <p>ii. Steering Committee meetings proceedings and internal monitoring reports</p> <p>iii. Project monitoring reports, final evaluation reports, google analytics and <i>ad hoc</i> pools</p>	<p>Enough young people engage actively and are interested to take action</p> <p>Innovative ideas are promoted by youths to attract their peers (and others) to promote further engagement and inspire sense of responsibility and interlinkage on the fight to climate change</p>

		campaigns, exchanges, community initiatives etc.)			by the end of the project		
Activities	<p>A1.1 Create a joint European communication campaign in 12 EU MS in cooperation with an international advertising agency</p> <p>A1.2 Organize and participate in public events involving youth</p> <p>A1.3 Build structured relations with the media for an evidence-based outreach around Europe</p> <p>A1.4 Develop digital devices and tools</p> <p>A1.5 Develop one joint and various national documentary clips/movies to be screened online or TV (with the involvement of youth idols/celebrities/influencers when possible)</p> <p><i>(related to O1)</i></p> <p>A2.1 Develop and disseminate information and education materials for youth (digital and printed)</p> <p>A2.2 Organize climate gatherings (boot camps/summer camps/retreats) for youth gaining access to reliable and evidence-based information on climate change, using social media responsibly and promoting campaigning actions at local level</p>	<p>Means:</p> <p><i>What are the means required to implement these activities, e. g. staff, equipment, training, studies, supplies, operational facilities, etc.</i></p> <p>Costs</p> <p><i>What are the action costs? How are they classified? (Breakdown in the Budget for the Action)</i></p>				<p>The messages conveyed by the joint campaign and the national ones are clear and are fully targeted to the youths</p> <p>Positive messages on the fight against climate change and on safe, inclusive and resilient communities attract the attention of journalists and media</p> <p>There is no other major global events diverting youths attention on the topics dealt by 1Planet4All</p> <p>The environment for the project activities keeps conducive and other stakeholders are interested to join forces</p>	

	<p><i>(related to O2)</i></p> <p>A3.1 Create national relevant youth sounding boards among partner countries to influence activities and messaging of the campaign</p> <p>A3.2 Support youth mobilization and actions in their communities</p> <p><i>(related to O3)</i></p>		<p>Youths and youths organisations keep their interest in engaging in the project and in collaborating actively</p>
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