

Working Groups Round 2: Objectives, indicators and targets, action plan

FARNET Online Seminar:

Better Local Strategies around the Baltic Sea and in Inland Areas



24-26 March 2021



Developing high quality objectives

- The objectives should **define precisely the local outcomes** that they plan to achieve, thus providing a **clear framework** and **guidance for the day-to-day management** and a basis for performance management and accountability

Based on: CoA report on LEADER, 2010

- So your objectives should:
 - ✓ clearly indicate the change you try to achieve
 - ✓ define who/what will benefit
 - ✓ explain how success can be measured





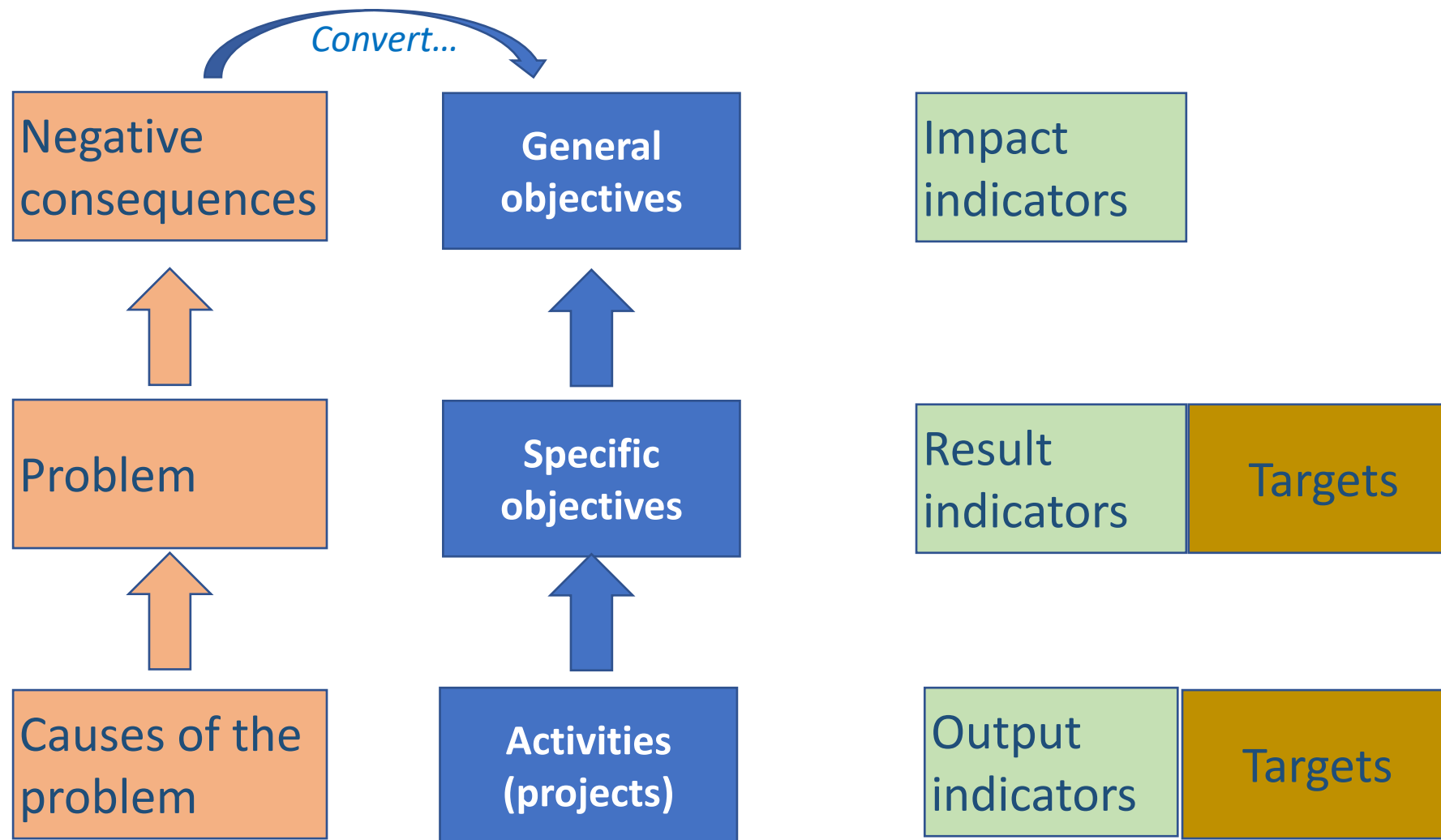
Reminder: SMART objectives:

S	Specific	<ul style="list-style-type: none">• <i>Who, what, where, when, how, why and under which conditions?</i>
M	Measurable	<ul style="list-style-type: none">• <i>How much? How many? How will I know when it is achieved?</i>
A	Achievable	<ul style="list-style-type: none">• <i>Is the objective attainable within the given frame of resources and time?</i>
R	Relevant	<ul style="list-style-type: none">• <i>Is the objective responding to a need or challenge?</i>
T	Time-bound	<ul style="list-style-type: none">• <i>When is the objective to be achieved?</i>

☞ Hierarchy of objectives (specific objectives contribute to general objectives)

Reminder: Link between objectives and indicators

(your intervention logic):

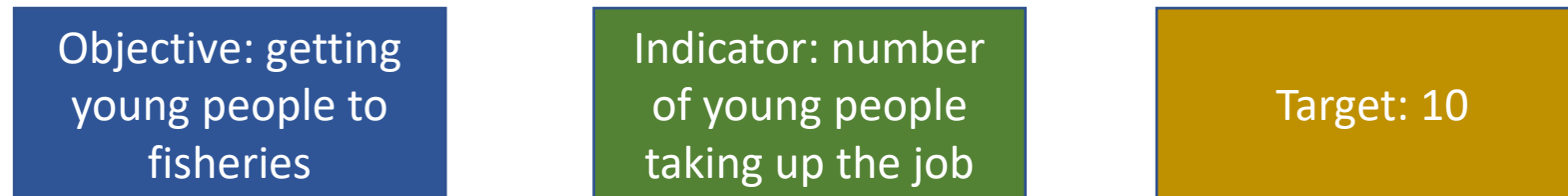


- **Indicators:** variables used to measure the degree of achieving an LDS objective



- **Targets:** specific values you are trying to achieve

Example:



👉 Targets will strongly depend on your specificity (size of area and fishing sector, budget, FLAG activity in the past...)



Action plan

- Defines what the FLAG will do to achieve strategic objectives and reach targets
- Includes such issues as:
 - ✓ project selection criteria and procedures
 - ✓ animation and communication activities
 - ✓ support for project promoters at different stages





Some examples of project selection criteria

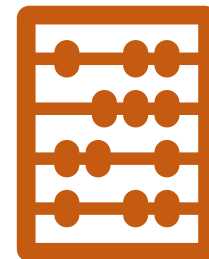
Yes/No criteria:

- Is the beneficiary from fisheries sector?
- Does the project involve cooperation of at least 2 entities?
- Is the beneficiary planning to employ or train young people?...



Scalable criteria:

- Benefit to fisheries community (e.g. score from 1 to 5)
- Valorisation of local resources
- Environmental benefits
- ...





Support to project promoters

Different target groups may need different approaches, e.g.:

- Fishermen
- Entrepreneurs
- Community organisations
- Young people...



Support can be provided at different stages of the project:

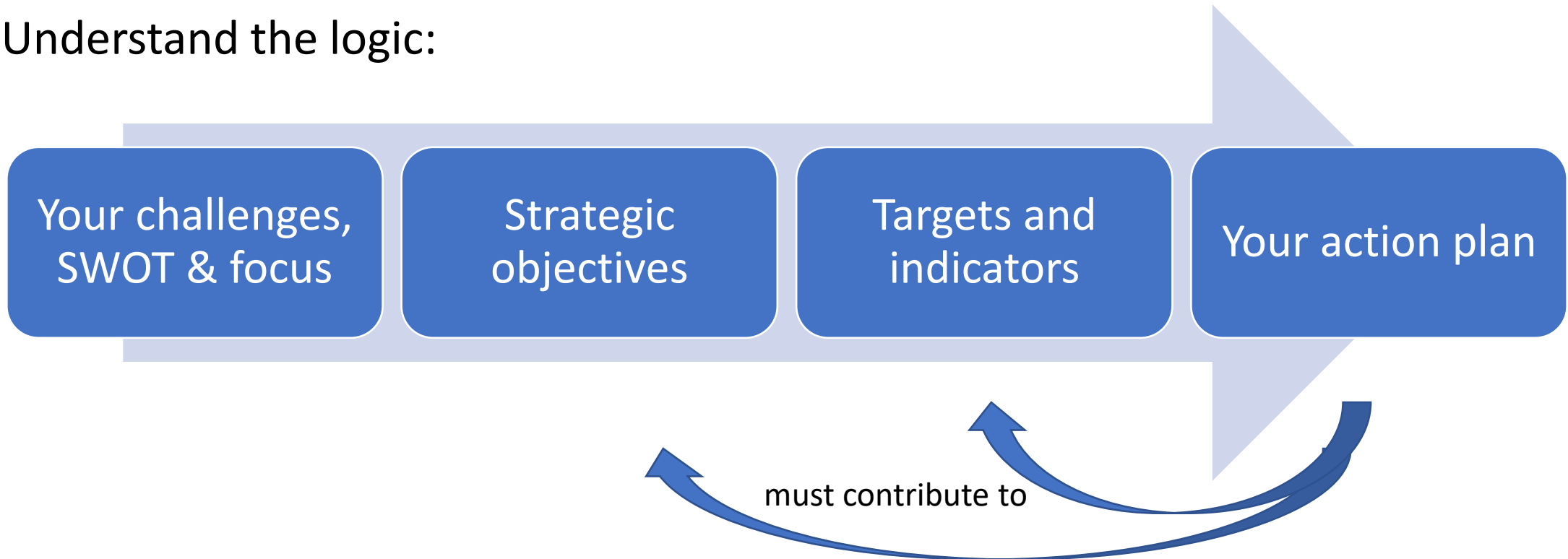
- Encouraging project ideas
- Preparing application
- Finding partners
- Implementation
- Reporting and presenting accounts...





In Working Groups Round 2:

- Understand the logic:



- Have examples of your strategy objectives and project selection criteria at hand!