

Nota bene: The following illustrates the list of indicators that the applicants will have to include, where appropriate, to estimate the project's contribution to the programme's objectives. Applicants should confine the choice of indicators in their operation to the list provided below and add exceptionally some other indicators that could be necessary under their operation.

Thematic priority 8: Competitiveness, business environment and SME development, trade and investment		
Specific objective 1.1: Increased levels of cross-border trade and tourism services		
Code	Description of indicators	Clarifications and additional information
	The indicators described in this column should be used in the logical framework matrices of project proposals or grant contracts, if relevant	This column contains a series of hints for clarification purposes only, that is, they are not intended for use in the logical framework matrices
	<p>Output indicators: short-term effects of implemented activities</p> <p>Outcome indicators: medium-term effects of implemented activities (at the level of specific objective of the project)</p> <p>Impact indicators: long-term effects of implemented activities (at the level of the overall objective of the project)</p>	<p>Common types of organisations are: local government units, regional or canton-level government units, entity-level government units, national government units (ministries, agencies, offices), non-governmental organisations (NGOs, CSOs, associations, particularly women's associations), business (particularly tour operators), regional development agencies, educational institutions, health institutions, cultural institutions, public institutions (particularly public enterprises), public utility companies, public services, national employment agencies, social welfare organisations, local employment offices, tourism organisations, local tourism organisations, regional tourism organisations, national tourism organisations, local communities, chambers of economy, management organisations of protected areas, national (nature) parks, research institutions, protection and rescue (emergency) services, other (please specify)</p> <p>Common vulnerable groups are: people with disabilities, youth, long-term unemployed, ethnic minorities, elderly people, people from rural areas, other (to be specified).</p> <p>Disaggregation by gender: it is necessary to do this kind of disaggregation in every group of participants, intermediary or final beneficiaries, e.g. people with disabilities: x men and y women, etc...</p>
	Output indicators	Clarification
51002	Number of organisations directly involved in the implementation of this type of projects (to be disaggregated by type of organisation)*	Includes all project partners that implement the project, stakeholders involved in project activities and organisations targeted by the project. Does not include those organisations from which individual participants in events come, unless they participated in the event in their capacity as official representative of the organisation.
51003	Number of inter-sectoral (local authorities-CSOs-private sector-public agencies-research and educational institutions) partnerships implementing this type of projects	One inter-sectoral partnership includes several organisations representing different types of sectors (private or public).
51004	Number of information/promotion campaigns implemented	A campaign encompasses a series of activities (organisation of various events, media coverage, distribution of promotion materials) that are systematically organised in order to inform a general or particular audience about one or more topics, or to promote these topics. One project can implement more than 1 campaign, e.g. if several non-related topics are covered independently.
51005	Number of information/promotion events organised (to be disaggregated by type of event: conferences, exhibitions, fairs, other information/promotion events)	Events organised within the promotion campaigns. This indicator is mandatory if the campaign includes the organisation of such events.
51006	Number of participants in information/promotion events (to be disaggregated by type of event and gender)	Disaggregation by vulnerable group and gender is applicable only for events where the participants were registered. For events in which the participation is open, this is not possible; in this case an estimation on the number of participants as well as on the share of men and women should be made.
51007	Number of promotion materials produced and distributed/published/broadcasted (to be disaggregated by type of promotional material)	

51008	Number of people reached by information/promotion campaigns	Attention to the sources and means of verification. This is particularly important for campaigns using mass media (TV, radio) since the number of spectators or listeners is hard to measure.
51009	Number of capacity building events organised (to be disaggregated by type of event: trainings, workshops, seminars, other capacity building events)	This indicator is inter-related with the indicator 51010; if one indicator is selected, the other one needs to be selected too.
51010	Number of participants in capacity building events organised (to be disaggregated by type of event and gender)	This includes participants in all capacity building events organised, including internal capacity building that do not include primary target groups. The number should include project staff as well as trainers, facilitators and/or moderators.
51011	Number of training curricula/courses developed	
51012	Number of studies developed (e.g. baseline, (pre)feasibility, research studies, etc.)	
51013	Number of digital platforms (information systems) developed	This indicator is inter-related with the indicator 51R2; if one indicator is selected, the other one needs to be selected too.
51015	Number of sets of equipment purchased and made available to target groups	What is a "set of equipment"? It may consist of one or several pieces of equipment that combined provide certain functionality. E.g. one fully functional computer (computer tower, monitor, keyboard and mouse), clothes and personal equipment for a mountain rescuer (jacket, shirt, trousers, shoes, belts, buckles, flashlight, knife...), inflatable boat with rows and life-vests for rafting, etc..
51015.01	Number of business start-up packs (equipment and supplies) provided	
51016	Number of cross-border networks/partnerships formed*	In principle, one CBC project can create 1 network/partnership. Only in exceptional cases, the number can be more than 1, but this would mean that these networks/partnerships have nothing in common, except for the CBC project under which they were formed.
51017	Number of organisations participating in cross-border networks/partnerships formed (to be disaggregated by type of organisation)*	This indicator is inter-related with the indicator 51016; if one indicator is selected, the other one needs to be selected too.
51019	Number of plans developed (e.g. strategic, investments, business plans, etc.)	This indicator is inter-related with the indicator 51R03; if one indicator is selected, the other one needs to be selected too.
51020	Number of people with increased capacities (to be disaggregated by gender)	As with any other indicator related to increased capacities, one has to think about sources and means of verification: it is not sufficient that capacity building was provided for a group of people; there has to be a verification that their capacity has actually improved. Note that not all the people that participate in capacity building events succeed to increase their capacities. There are two obvious methods of verification: a) testing the knowledge and skills of those benefiting from capacity building before and after the capacity building delivery OR b) assess the performance of the same target group after benefiting from capacity building.
51021	Number of new services developed/introduced in the programme area	This indicator is inter-related with the indicator 51R04; if one of the indicators is applicable, the other one needs to be selected too.
51022	Number of local markets with improved infrastructure*	
51023	Number of businesses that produce organic products included in tourism supply chains	
51024	Number of study visits organised	This indicator is inter-related with the indicator 51025; if one indicator is selected, the other one needs to be selected too.
51025	Number of participants in study visits (to be disaggregated by gender)	Mandatory if the indicator 51024 is applicable.
51026	Number of foreign trade activities	

51027	Number of businesses/enterprises participating in new foreign trade activities	Mandatory if the indicator 51026 is applicable.
51028	Number of SMEs with new conformity certificates awarded (ISO, HACCP, etc.)	
51029	Number of new markets and trade facilities developed through agreements	
51030	Number of new competitive products introduced to the local and/or international market	If the project is developing new tourism products, a remark should be made to the administrators of the monitoring system, since these products are treated separately from other products. This indicator is related to the indicator 51043.
51031	Number of new e-businesses/e-companies introduced	
51034	Number of cross-border partnerships between trade promotion institutions formalized*	
51035	Number of businesses/enterprises participating at trade fair, exhibitions organised in cross border area and internationally*	
51036	Number of business plans and/or strategies for penetration into new local/international markets prepared	
51039	Number of policy papers developed	This indicator is inter-related with the indicator 51R28; if one indicator is selected, the other one needs to be selected too.
51040	Number of mentoring sessions organised	This indicator is inter-related with the indicator 51071; if one indicator is selected, the other one needs to be selected too.
51043	Number of products promoted	This indicator is related to the indicator 51030.
51044	Number of fairs visited	Domestic or international fairs that are not organised under the project, but by a third party.
51045	Number of participants in fairs visited (to be disaggregated by gender)	Mandatory if the indicator 51044 above was selected. If the registration of participants is not possible or is very difficult, an estimation should be made; it is important to make an estimation on gender distribution in this case too.
310151	Number of new local products with tourism potential developed (organic food, wood products, souvenirs)*	
31027.02.02	Number of tourism facilities/sites with improved infrastructure	
31028	Number of new/improved tourism products developed (to be disaggregated: new or improved)	A tourism product is a unit created with the aim of its commercialisation that cannot be broken-down further without losing its commercial potential (parts either cannot be sold separately, or this would not be logical and/or effective). It is a combination of destinations, sites, facilities and services designed to meet the needs of tourists.
310151	Number of new local products with tourism potential developed (organic food, wood products, souvenirs)	
310155	No of new models for tourism actors/SMEs promoting local products	
310156	Number of local bio/products and services that were branded	
310157	No of local bio/products developed	
	Outcome indicators	

51R01	Number of organisations/institutions with increased capacities/competences (to be disaggregated by type of organisation)*	As with any other indicator related to increased capacities, one has to think about sources and means of verification: it is not sufficient that capacity building was provided for an organisation; there has to be a verification that their capacity has actually improved. There are two obvious methods of verification: a) testing the knowledge and skills of those benefiting from capacity building before and after the capacity building delivery OR b) assess the performance of the same target group after benefiting from capacity building.
51R01.01	Number of institutions and organisations with improved competence on international marketing (to be disaggregated by type of organisation)*	
51R01.02	Number of organisations/ institutions with increased capacities on promotion strategies*	
51R02	Number of users of digital platforms	This indicator is mandatory if digital platforms were developed (indicator 51O13)
51R03	Number of plans implemented	This indicator is mandatory if plans were developed (indicator 51O19)
51R04	Number of new services commercialised/operationalized	This indicator is mandatory if services are developed (indicator 51O21) and is inter-related with the indicator 51I04; if one of the indicators is selected, the other one needs to be selected too.
51R05	Level of satisfaction of users/clients with new services	The level of satisfaction needs to be measured using a standard scale. The recommended scale ranges from 1 to 5, where 1 is the lowest. A questionnaire for users/clients should consist of closed questions with the following choice of replies: 1 (very unsatisfied), 2 (rather unsatisfied), 3 (neither satisfied nor unsatisfied), 4 (rather satisfied), 5 (very satisfied).
51R06	Level of satisfaction of trainees with new training courses	It is strongly recommended to have this indicator if new training courses are developed (indicator 51O11). The level of satisfaction needs to be measured using a standard scale. The recommended scale ranges from 1 to 5, where 1 is the lowest. A questionnaire for users/clients should consist of closed questions with the following choice of replies: 1 (very unsatisfied), 2 (rather unsatisfied), 3 (neither satisfied nor unsatisfied), 4 (rather satisfied), 5 (very satisfied).
51R07	Number of new businesses established as a result of the call (to be disaggregated by gender and type of vulnerable group)*	This indicator is obligatory if the project is targeting potential entrepreneurs, regardless of whether a donation of start-up packs is envisaged or not. It is inter-related with the indicator 51I03; if one of the indicators is selected, the other one needs to be selected too. For projects that include only soft activities with this group (capacity building, networking, mentoring...), i.e. no start-up packs are delivered, it is allowed that the target value of this indicator could be 0.
51R08	Number of organic farms included in CB tourist products	
51R09	Number of businesses that produce organic products included in tourism supply chains	
51R11	Number of training curricula/courses recognised/certified	By a relevant authority in the country(ies) where the project is implemented. Attention to the means of verification. If this indicator is selected, the indicator 51O11 needs to be selected too.
51R13	Increase in turnover of businesses/enterprises supported (in %)	
51R14	Number of new trade links developed	

51R15	Number of new goods and/or services exported	
51R20	Number of new brands recognized by the market*	
51R28	Number of policy measures adopted by national authorities	This indicator is inter-related with the indicator 51O39; if one indicator is selected, the other one needs to be selected too.
51R32	Number of businesses using new digital platforms developed	This indicator is related to the indicator 51O13.
51R39	Number of agro-food products commercialised*	This is related to the products that were improved through project activities in any way (quality, promotion, branding, certification, etc.). These products are considered to be commercialised when they are spontaneously distributed in the market with no direct influence of the project.
31R12	Number of tourism products commercialised*	This indicator is mandatory if new products were developed (indicator 31O28).
31R20	Number of tourists using new/improved tourism products developed	This indicator is mandatory if new/improved tourism products were developed, i.e. if indicator 31O28 was selected.
31R47	Number of local bio/products and services that were placed in the international market	
	Impact indicators	
51I01	Number of direct beneficiaries involved (to be disaggregated by gender and type of vulnerable group)*	"Direct beneficiaries" are to be understood as target groups, or all people that are directly positively addressed by project activities. In practical terms, all participants that are directly involved in any of the project activities should be counted here, including the participants of all of the events organised .
51I02	Number of new jobs resulting from programme activities (disaggregated by the sex and age of the new employees)*	Number of people newly employed by the businesses/companies which were targeted by the project, or in newly established businesses/companies (counted under the indicator 51R07), during the project implementation period.
51I03	Number of businesses still active after two years of their establishment (to be disaggregated by gender of the entrepreneur)*	This indicator is obligatory if the indicator 51R7 is selected. Should the grant beneficiaries not be in the position to report after 2 years (e.g. the organisation cease to exist), it is the JTS's task to validate by contacting the businesses that were established. Therefore, the grant beneficiary needs to provide all contact details of newly established businesses that were counted under the indicator 51R7 .
51I04	Number of new products/services available in the market one year after project ends	This refers to the products counted under the indicator 51O30 and services counted under the indicator 51R4 and is obligatory if any of these two indicators were selected.
51I21	Number of Business Plans to agribusinesses able to absorb alternative financing	

* Programme indicators and/or IPA III strategic indicators, or general indicators. Must be contained in the logical framework matrix if they are relevant to the project.