Attachment 8. Democracy Commission Standard Indicators Sheet

Reference these standard indicators when drafting your Performance Monitoring Plan. Depending on your selected topic and objective, select 3-5 or more below to track and report on during the implementation of your project. You may create additional indicators you find necessary to measure the success of your project. We encourage you to use a combination of output and outcome indicators, but select only outputs if you are concerned about measurement capacity.

TOPIC 1: Support for Independent Media

Output Indicators *(Tracks activities)*	Suggested Data Collection Method
# of non-state news outlets trained or supported	Track number of participants, disaggregate by audience: • Ex. Amateur journalists, bloggers, social media influencers
# of media professionals trained or supported	
# of media professionals and/or news outlets covering issues of public interest/concern after participation in project	Track number of published articles
Outcome Indicators *(Tracks results of your activities)*	**Suggested Data Collection Method**
# of participants reporting increased capacity in journalistic skills	Surveys, interviews with participants, pre/post test, disaggregate by type of training: • Ex. Photojournalism, videography, social media blogging, and other types of visual content creation , small grant-making
# of participants reporting increased professionalism (for example: fact checking ability, content creation, video production, investigative journalism, etc.)	Pre/post tests, surveys, interviews with participants
% increase in stories published by participants of the program covering issues of public interest/relevance	Track number of published articles, media analysis

TOPIC 2: Countering Violent Extremism

Output Indicators *(Tracks activities)*	Suggested Data Collection Method
# of audience reached and/or exposed to awareness campaigns on conflict, extremism, and radicalization	Survey, Track number of participants, disaggregated by audience: • Ex.: young men/women (14-28), students, women, government representatives, journalists,
# of participants trained on diversity and inclusion ideas and efforts	

# of target audience participants trained	religious leaders, educators, in urban and rural areas.
% of participants in initiatives supported or created by the project to prevent and respond to extremist violence	
# of people listening to video and radio programs and/or receiving alternative narratives on preventing violent extremism produced as a result of the project	
# of youth trained as online leaders in countering extremist narratives	Track number of participants, surveys
# of intra-faith dialogues facilitated as a result of the project	
# of new groups or initiatives created, dedicated to resolving the conflict or the drivers of the conflict, created as a result of the program	Track number of new initiatives/groups, polling, interviews, case studies
# of people participating in events, trainings, or activities designed to build mass support for peace and reconciliation	Track number of participants, surveys, disaggregate by audience, location, and type of event: ● Ex.: students, government representatives, women, men, others ● Ex.: schools, universities, religious centers, public events ● Ex. Virtual, in-person, or hybrid
# of visual Tajiki language content focused on combatting violent extremism shared on social media platforms	Track number of published content, media analysis
Outcome Indicators *(Track results of your activities)*	**Suggested Data Collection Method**
% of participants reporting increased satisfaction with life or increased sense of belonging in their community	Pre-/post-program tests, case studies, interviews with participants
% increase in stories published by participants of the program covering conflict resolution, radicalization, and extremism issues	Track number of published articles, media analysis, disaggregated by type of material such as: ● Real stories of victims and survivors ● News stories

	● Social media
	● Analytical articles
% increase of self-reported awareness of the consequences of violent extremism	Representative sample surveys, Pre- and post tests, case studies

TOPIC 3: Women's Empowerment

Output Indicators *(Tracks activities)*	Suggested Data Collection Method
# of participants receiving skills-building training	Track number of participants, disaggregate by type of skills/profession: ● Ex. Tourism, hospitality, photography, art, handicrafts
# of partnerships, either formal or informal, with local business, government, and the media providing either economic or legal support to vulnerable women # of participants trained on understanding their legal rights and/or provided legal advice by experts	Track number of participants, surveys, disaggregate by audience
# of times awareness materials or artwork broadcast, displayed, or published	Track number of articles, social media analysis
# of calls received to a hotline and referral network for people from marginalized communities, who face harassment, discrimination, stigmatization, and violence.	Track number of calls received to hotline
# of new groups, initiatives, or support networks created through the program, dedicated to supporting vulnerable women	Track number of new initiatives/groups, polling, interviews, case studies
Outcome Indicators *(Tracks results of your activities)*	Suggested Data Collection Method
% increase in # of hotline callers over the program period	
% increase of articles focusing on challenges faced by the people from vulnerable women in rural areas	Pre/post tests, surveys, polling, interviews with participants and or hotline callers
% of participants reporting increased understanding of their legal rights	
# of NGOs reporting increased capacity to respond to social needs of people from marginalized communities	
Change in % of in referrals to social support services throughout program period	Surveys, polling, internal tracking

TOPIC 4: Environmental Awareness and Action

Output Indicators *(Tracks activities)*	Suggested Data Collection Method
# of participants and/or media outlets trained on air quality issues	Track number of participants disaggregated by audience: • Ex. Journalists, students, local and/or state government representatives, academics, and others
# of target audience reached and/or exposed to a mass media campaign that provides information about air quality issues	Track number of participants, surveys
# of target audience reached and/or exposed to a mass media campaign that provides information about climate change issues	
# of journalists and/or media outlets trained on covering renewable and sustainable energy resource policies and issues	Track number of participants
# of articles published on climate change challenges and sustainable energy following participation in project	Track number of published articles, disaggregate by type of materials, such as: • News stories • Social media • Academic articles
# of people trained in understanding climate change adaptation, renewable and sustainable energy sources	Track number of participants
Outcome Indicators *(Tracks results of your activities)*	Suggested Data Collection Method
# of people in targeted populations reporting increased understanding and engagement on air quality issues	Case studies, field observations, polling, interviews with participants, disaggregated by audience: • Ex. Journalists, students, government representatives, academics, and others
% of training participants reporting an increase in ability post-training	Track % of participants disaggregated by training type: • Ex. climate change adaptation, renewable and sustainable energy sources , air quality resources, etc.
% increase in content developed by participants of the program covering climate change challenges and promoting renewable energy policy	Track number of published articles, news stories, documentaries, etc., media analysis, disaggregated by type of material such as: • News stories • Social media • Academic articles

% increase in content developed by participants of the program covering climate change challenges and promoting renewable energy policy	Track number of published articles, media analysis
% increase in target population reporting increased understanding on the importance of renewable and sustainable energy	Surveys, polling