

Liite 1. Tuotos- ja tulosindikaattorit.

(Toteutuminen arvioidaan projektin päättyessä)

Pro Luomu toimittaa valitulle toimijalle luotettavat raportit tuotos- ja tulosindikaattorien toteutumisesta (esim. mediaseuranta, verkkosivujen kävijät, mainonnan raportit, osallistujalistat tapahtumista).

Output and results indicators		
WP	Output indicators	Result indicators
Work package 1 - Project coordination	1 report on project coordination / year 1 financial report / year 12 project team meetings / year	n / a
Work package 2 - Public relations	Continuous PR activities / year: <ul style="list-style-type: none"> • 6 press releases • 2 factsheets with media pitching • 1 information package 1 media monitoring report 1 PR event / year	Media exposure / year: <ul style="list-style-type: none"> • Media exposure with 20 media hits in journalistic news media, trade media or magazine with a total 4 million impressions • 50 downloads with information package 20 participants in PR event / year
Work package 3 - Website and social media	1 starting update of the campaign website / year 1, 2 yearly updates / year 2 & 3 14 Contents produced to the website / year: <ul style="list-style-type: none"> • 5 news articles • 4 stories on organic producers/public kitchens • 5 new recipes to the website 1 Google analytics report / year 235 Content produced to the social media / year: <ul style="list-style-type: none"> • 80 posts in Facebook/Instagram • 150 stories in Facebook/Instagram • 5 videos/short videos in YouTube 1 report of social media results / year	Visitors on the website / year: 10,000 Page views on the website / year: 30 000 Organic reach/year on social media: 150 000 Average engagement rate: 3% / year

<p>Work package 4 - Advertising</p>	<p>Radio advertising campaign: 2 weeks radio ad campaign / year</p> <p>Online advertising campaign: 4-5 weeks online ad campaign in social media / year Individual sponsored content in social media as needed</p> <p>Outdoor advertising campaign: 1 week digital ad campaign in shopping centres / year 1 week digital ad campaign in public transports / year 4 weeks ad campaign in bus seat backs / year</p>	<p>Radio advertising campaign: Estimated impressions 1.9 mln / year, estimated reach 800,000 / year</p> <p>Online advertising campaign: Estimated impressions 3 mln / year, estimated reach 1 mln / year</p> <p>Outdoor advertising campaign: Estimated opportunity to contact (OTC) / year: Digital ad campaign in shopping centres: OTC 10 mln Digital ad campaign in public transports: OTC 4 mln Ad campaign in bus seat backs: OTC 900.000</p>
<p>Work package 5 - Communication tools</p>	<p>Promotional merchandise: 1 promotional material package for farmers / year</p> <p>Promotional videos: 1 communication concept including design of materials for advertising and to farmers, professional kitchens and retailers / year 1 5-10 videos for advertising in year 1 and yearly updates for videos in year 2 and 3</p>	<p>Promotional merchandise: 40 distributed material packages to farmers / year</p> <p>Promotional videos: Result indicators are part of the other work packages (WP4, WP5, WP6, WP7)</p>
<p>Work package 6 - Events</p>	<p>Restaurant weeks: 1 Organic Restaurant Week / year 1 feedback survey to the participants / year</p> <p>Workshops: 1 workshop / year 1 feedback survey to the participants / year</p>	<p>Restaurant weeks: 40 public kitchens and restaurants participate in Organic Restaurant Week / year Feedback results of success of the Restaurant Week over 3 on a scale 1 (poor) - 5 (excellent).</p> <p>Workshops: 20 people participating in the workshops / year</p>

		Feedback results of success of the workshop over 3 on a scale 1 (poor) - 5 (excellent).
Work package 7 - POS promotion	<p>Tasting events:</p> <p>10 tasting events / year</p> <p>Promotion in retailers' publications and POS advertising:</p> <p>POS materials: 1 material package created every year for retailers</p> <p>Partnership with retailers (nudging activities): 3 nudging activities / year 2 and 3</p> <p>In store advertising: 2 weeks campaign in K group stores / year; 2 weeks campaign in S group stores / year</p> <p>Promotion in retailers' publication: 1 advertisement / year 2 and 3</p>	<p>Tasting events:</p> <p>Number of tasting samples given: 3500 / year</p> <p>Promotion in retailers' publications and POS advertising:</p> <p>POS materials: 80 participating stores / year</p> <p>Partnership with retailers (nudging activities): 20 % sales increase</p> <p>In store advertising: K Group stores gross contacts 11 mln / year; S Group stores contacts 18 mln / year</p> <p>Promotion in retailers' publication: reach based on the number of readers of the magazine 1,9 mln / year 2 and 3</p>
Work package 9 - Evaluation of results	<p>4 Consumer studies (objective 1, 2), baseline and follow-up studies after each campaign year.</p> <p>4 Nielsen IQ data on sales (objective 3) for years 2025, 2026, 2027, 2028</p> <p>1 Evaluation report / in year 3</p>	<p>n / a</p> <p>(Impact indicators)</p>