LESSON 8
Creating and evaluating projects.

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Evaluation of project objectives

Since the creation of a project, already during the design of the project proposals, is essential to identify the need of an evaluation phase. During this phase, the achievement of the foreseen general and specific objectives of the project must be evaluated. The effective achievement of the objectives indicates the effectivity of the project activities and the capability of the activities of producing the expected results.

Evaluation of project objectives

On these premises, the project objectives have to be concrete and reachable, they have to be reached as consequence of the realisation of project activities.

So, already during the creation of the project, before it exists, the project designer must identify the objectives with specific and evaluable characteristics.
Starting from clear objectives, is possible to create effective projects.

SMART

SMART goals or objectives are those that define objectives and KPIs (Key Performance Indicators) in a precise and easy-to-communicate manner. First mentioned in a publication in 1981 by George T. Doran and later expanded by Professor Robert S. Ruben, **SMART** is an acronym that stands for:

- **Specific**
- **Measurable**
- **Achievable**
- **Realistic**
- **Time-bound**

KPIs

By definition, **KPIs** are performance indicators that make it possible to assess the performance or progress made in a given activity against pre-established objectives. The indicators permit to understand the concrete achievement of an objective.

For example:
- The objective of our project is the involvement of the local community in a sport event on a certain date: the number of the attendees is the indicator of the concrete involvement,
- The indicator and the objective are Specific, Measurable, Achievable, Realistic and Time-bound.

LOGICAL FRAMEWORK

The logical Framework is a scheme that gives the opportunity to identify each part of the project, in connection with the other parts.

Also, through the Logical Framework, for each phase of the project, we can identify the correspondent indicators and the source of verification.
In the following example, is it possible to see that, for each consequential phase of the project, there is the possibility to indicate the indicators and how to verify each indicator.

LOGICAL FRAMEWORK

Matrix componenten	Verifiable indicators	Means of verification	Important assumptions
Goal			
Purpose			
Outputs			
Activities	Inputs		

thank you!