**ANNEX B**

 **Key Performance Indicator (KPIs ) to be achieved**

1. Number of attendees from the relevant target audience.

**Suggestion**: at least 20 stakeholders invited.

1. Showcasing min. 70 artistic productions of the project throughout the activities.

**Suggestion:** Showcase through femme Salons, Film Screenings, storytelling, exhibitions and pop-up activities creative products around different alternative venues in Tirana.

1. Organize a huge closing event with big audience representation (min. 200) and stakeholders (min. 10)
2. 3 representatives from each cycle within the project; 20 cultural actors.
3. Create campaigns and media momentum that outreach to 250,000 audience
4. Grow online presence through the project’s digital fronts, online hub, website and mobile app to boost the project outreach.
5. Post and boost activities on the social media platforms for the outreach of the three months of activities.
6. Media presence in main medias.
7. Involve artists and journalists in the activities.
8. Create two final videos, suggested 5 - 10 minutes each: 1. Showcasing the best experience during the 9 cycles, by also having interviews with the three consortium organizations in each cycle and testimonies of young people and mini grantees; and 2. Create a final video of the closing manifesto.
9. To organize well known artists performances for the three nights.
10. Sign an MOU with the municipality of Tirana.
11. Closing event with stakeholders related to the project, and the needs analysis study.