



PROGRESS OUTLINE 2020



THALIA DISSEMINATION OF RESULTS

Activities
Impact



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EXECUTIVE SUMMARY

To further enhance THALIA visibility and engagement across target audiences, TIF implemented a cross-cutting dissemination strategy using online and offline media. The official website of TIF and its members were utilised to promote THALIA (T6.1.1), while 77 posts were published on social media (T6.1.2). Moreover, quarterly newsletters (T6.1.3) were sent to TIF contacts and subscribers, containing updates and announcements on THALIA activities. To further promote THALIA activities, an article has been prepared for publication by media outlets across Europe (T6.2.1).



INTRODUCTION

About Us

The Thalassaemia International Federation (TIF) is a patient-oriented, non-profit, non-governmental umbrella federation, established in 1986 with Headquarters in Nicosia, Cyprus. Our mission is to promote access to optimal quality care for all patients with thalassaemia worldwide. To-date membership boasts 232 members from 60 countries across the globe. TIF works in official relations with the World Health Organization (WHO) since 1996 and enjoys active consultative status with the United Nations Economic and Social Council (ECOSOC) since 2017. Most remarkably, TIF has been awarded, in the context of the 68th World Health Assembly in May 2015, the 'Dr Lee Jong-wook Memorial Prize' for the Federation's outstanding contribution to public health. More information about the Federation is available at www.thalassaemia.org.cy.

About Haemoglobinopathies

Haemoglobin Disorders, mainly thalassaemia and sickle cell anaemia, are a group of hereditary (genetic) blood disorders. Approximately 7% of the global population is a carrier of an abnormal haemoglobin gene and more than 500,000 children are born each year with these disorders globally, due to the lack of implementation of effective national programmes for their prevention. In Europe, haemoglobin disorders fall within the official EU definition for rare diseases and it is estimated that approximately 44,000 patients with a haemoglobin disorder live in the region. However, the number of patients located in Europe is increasing due to migration flows from high prevalence countries of the Middle East, South East Asia and Africa.

About THALIA

Thalassaemia, a previously fatal childhood genetic disease, can today be effectively prevented and adequately treated, as a result of the medical and scientific advances that took place in the last three decades. However, thalassaemia's prioritisation on national health agendas and the development of national plans for its effective control in the EU has been hampered by the many challenges involved, mainly related to its rarity and migration.

"THALassaemia In Action" (THALIA) focuses on Europe, targeting patients with thalassaemia and other haemoglobinopathies, healthcare professionals and policymakers. THALIA has a special focus on:

- 1) countries that receive most refugees and migrants from countries with high prevalence in thalassaemia; namely France, Germany, Sweden;
- 2) major transit countries for migrants; namely Serbia and Austria.

About the impact of COVID-19

The nature of many of THALIA2020 activities include travel and physical interaction to better assess the community needs and deliver efficient educational and policy-making tools. Therefore, the surgent COVID-19 pandemic required a stringent vigilance throughout 2020 by the Internal Evaluation Committee (IEC) and TIF Board of Directors so as on the one hand to ensure the materialisation of activities, and on the other hand to ensure the safety of involved parties. Close monitoring by the IEC of the evolving epidemiological situation and the measures being taken across EU countries to further inform and revise the mitigation measures for each activity continued through the year, so as to identify new ways to fulfil the objective of the activity (e.g. virtual attendance) or to proceed as planned changing some features (e.g. selecting an alternative venue with the same profile characteristics), aiming to ensure the safety of participants (patients, healthcare professionals, policy-makers, TIF Staff and affiliates) at all times.

MATCHING OBJECTIVES TO ACTIVITIES AND IMPACT

General objective:

- To provide the maximum visibility and public awareness of THALIA's key vision and planned activities by developing and following a sound dissemination and communication strategy.

Category	T6.1: Online Media			T6.2: Traditional Media
Task No	T6.1.1: TIF & TIF Members Websites	T6.1.2: TIF social media	T6.1.3: Newsletters	T6.2.1: Articles in Press
Target Audience	All target audiences (general public, healthcare professionals, patients, policymakers)			
KPI Met	✓	✓	✓	x
Justification	✓	✓	✓	✓

Specific objectives:

- To ensure a strong online presence for TIF using all available online media means (website, social media pages, newsletters, mobile apps);

Activity: T6.1: Online Media

Results: THALIA activities were promoted on TIF website (T6.1.1) and social media pages (T6.1.2), while newsletters (T6.1.3) were sent to TIF's database of contacts.

Impact: The TIF website was visited by a total of 17,980 unique EU-based visitors in 2020 (KPI not met), with an average bounce rate (63.05%) and 2.21 pages visited per session. On social media, THALIA-related posts were shared 778 times, liked by 5,333 people, engaged 16,001 followers (KPI met) and viewed by an audience of 221,357 people from Europe. Newsletters were distributed to 14,231 persons (KPI met). Online dissemination of results was deemed successful.

Impact Management / Mitigation Measures: More concentrated efforts will be made in 2021 to divert visitors to TIF's website.

- To reach people with low digital literacy via traditional means (Press);

Activity: T6.2: Offline Media

Results: One article focused on the impact of COVID-19 on access to care thalassaemia patients who form part of migrant communities in Europe has been prepared and will be published in January 2020.

Impact: N/A

Impact Management / Mitigation Measures: To ensure the relevant impact, which may be affected by late publication, TIF will continue its efforts for publication of the article in early 2021 too.

OVERVIEW OF ACTIVITIES (PILLAR 4 – WP 5)

TASK	<p style="text-align: center;">T6.1: Online Media T6.1.1: TIF & TIF Members websites</p>
RESPONSIBLE STAFF, SUPERVISING STAFF	<p>Responsible Staff: Administration Officer, Rawad Merhi (Leader) Communications Officer, Aikaterini Skari Policy Officer, Eleni Antoniou Office Administration, Stella Eleftheriou</p> <p>Supervising Staff: Operations Manager, Lily Cannon</p>
INDICATORS	Number of visitors from EU countries in 2020: 20,000
CALENDAR OF ACTIVITIES	<ul style="list-style-type: none"> ▪ Updating of THALIA webpage: Jan – Dec 2020 ▪ Uploading activities and results of THALIA2020: Continuous
DESCRIPTION OF THE ACTIVITY	
<p>Seeking to increase visibility and public awareness about THALIA, the dedicated THALIA-webpage was regularly updated with the results and activities of the project. The webpage aims to inform the following target audiences: (1) General Public, (2) Patients, (3) Healthcare Professionals, (4) Policy-makers and (5) EU and International Bodies. The page includes a brief description of THALIA, its goals and objectives, with a separate section of related publications, patients' stories and useful links.</p> <p>The THALIA webpage was developed in 2018 and integrated in TIF's website. It is available in French (spoken by 19.71% of the EU population), Italian (spoken by 14.31% of the EU population), Greek (spoken by 2.43% of the EU population), and Arabic (spoken by 0.9% of the population in European countries), in order to increase accessibility to visitors originating from EU countries. In 2019, the webpage continued to be updated on a regular basis with news relating to THALIA activities and articles relating to migration and thalassaemia in Europe.</p> <p>The webpage can be accessed using the following link: https://thalassaemia.org.cy/thalassaemia-in-action-the-thalia-project/</p> <p>The content of the webpage dedicated to THALIA has been updated to include the Annual Progress Outlines 2019 as well as other news about migration and thalassaemia. A promotional banner leading to the THALIA webpage is permanently available on TIF's website homepage. In addition, a number of news and activities updates falling within the themes of THALIA can also be found in other sections of TIF's website, such as the "News & Events" and the "Education" sections, within which there is an explicit reference in THALIA and its substantial contribution.</p> <p>Indicative examples are provided below:</p>	

<https://thalassaemia.org.cy/news/tif-european-thalassaemia-sickle-cell-disease-symposium-a-3-day-educational-event-for-patients-healthcare-professionals-on-11-13-december/>

<https://thalassaemia.org.cy/what-we-do/education/thaliaapp/>

<https://thalassaemia.org.cy/education/ethaled-webinar-series-iron-monitoring-in-thalassaemia/>

<https://thalassaemia.org.cy/news/tif-thal-e-course-testimonials-from-online-learning-thalassaemia-patients/>

**RESULTS
ACHIEVED**

- Increased visibility of TIF's website and THALIA across EU countries.
- Number of visitors to TIF's website from EU countries in 2020: 17,980
- Increased awareness about thalassaemia in the EU and THALIA.

TASK	T6.1: Online Media T6.1.2: TIF social media		
RESPONSIBLE STAFF, SUPERVISING STAFF	<p>Responsible Staff: Administration Officer, Rawad Merhi (Leader) Communications Officer, Aikaterini Skari Policy Officer, Eleni Antoniou Office Administration, Stella Eleftheriou</p> <p>Supervising Staff: Operations Manager, Lily Cannon</p>		
INDICATORS	<ul style="list-style-type: none"> ▪ Number of Facebook followers: 12,000 ▪ Number of Twitter followers: 3,000 ▪ Total EU followers: 4,000 		
CALENDAR OF ACTIVITIES	N/A		
DESCRIPTION OF THE ACTIVITY			
<p>The social media channels of TIF are instrumental to the dissemination of information regarding THALIA activities and to raising awareness about thalassaemia and migration in Europe.</p> <p>In 2020, TIF intensified its awareness-raising efforts via its social media channels (mainly Facebook and Twitter) and conducted a series of targeted sponsored marketing campaigns in order to spread knowledge and awareness about thalassaemia to both local and migrant population, and expand on its mission to establish efficacious thalassaemia control policies and infrastructures in countries of need across the EU.</p> <p>More specifically, TIF’s social media channels yielded the following in 2020 (MS16):</p> <p><u>Facebook:</u> 13,796 followers globally More than 3,700 followers come from 22 European countries including Greece, Cyprus, Italy, United Kingdom, Germany, France, Romania, Bulgaria, Albania, Netherlands, Sweden, Finland, Spain, Poland, etc (numbers based on estimated, aggregated data)</p> <p><u>Twitter</u> 3,067 followers on Twitter.</p>			
TIF SOCIAL MEDIA OUTREACH IN 2020			
	Jan 2020	Dec 2020	Change
Facebook (Page Likes)	10,623	13,238	↑ 24.6%
Facebook (Followers)	10,735	13,558	↑ 26.3%
Twitter (Followers)	2,154	3,042	↑ 41.2%
YouTube	1,405	1,666	↑ 18.6%

2020 Facebook posts:

No.	DATE (DD/MM/YY)	TOPIC	LINK
1.	03/02/2020	Renzo Galanello 2020	https://www.facebook.com/tif.thalassaemia/posts/2909158085833439
2.	11/02/2020	Thal e-Course	https://www.facebook.com/tif.thalassaemia/posts/2708966245852625
3.	25/02/2020	"Explaining Gene Therapy" Leaflet	https://www.facebook.com/tif.thalassaemia/posts/2954705391278708
4.	04/03/2020	eThalED Course	https://www.facebook.com/tif.thalassaemia/posts/2972106809538566
5.	03/05/2020	'Access to New Therapies – Luspatercept" - eThalED Webinar	https://www.facebook.com/tif.thalassaemia/photos/a.457482921000980/3103341653081747/?type=3&av=430793140336625&eav=AfbyFjGYPksqhvEO5QMb0CUjil4Vrj9WlwLxCeH9S7UL-kldLW8iKjz4-8GHul2PL9k&theater
6.	20/05/2020	TIF Newsletter	https://www.facebook.com/tif.thalassaemia/photos/a.457482921000980/3146066852142560/?type=3&theater
7.	28/05/2020	"Access to New Therapies" - eThalED Webinar	https://www.facebook.com/tif.thalassaemia/photos/a.457482921000980/3164387023643876/?type=3&theater
8.	31/05/2020	TIF Thal e-Course	https://www.facebook.com/tif.thalassaemia/photos/a.457482921000980/3172272172855361/?type=3&theater
9.	04/06/2020	"Prevention of inherited diseases: B-thalassaemia"	https://www.facebook.com/tif.thalassaemia/posts/3179508685465043
10.	09/06/2020	"Explaining Gene Therapy in b-thalassaemia"	https://www.facebook.com/tif.thalassaemia/posts/3195178040564774
11.	24/06/2020	Thal e-Course Video Promotion	https://www.facebook.com/tif.thalassaemia/posts/3213330438749534
12.	20/06/20	World Refugee Day 2020	https://www.facebook.com/tif.thalassaemia/posts/3218691288213449

13.	06/07/2020	Thal e-Course Video Promotion	https://www.facebook.com/tif.thalassaemia/posts/3267477763334801
14.	10/07/2020	TIF International Conference	https://www.facebook.com/tif.thalassaemia/posts/3279291428820101
15.	22/07/2020	eThalED Course Webinar	https://www.facebook.com/tif.thalassaemia/posts/3313936642022246
16.	26/08/2020	eThalED Course Webinar	https://www.facebook.com/tif.thalassaemia/posts/3411091292306780
17.	06/08/2020	eThalED Course Webinar	https://www.facebook.com/tif.thalassaemia/posts/3356392381110005
18.	30/07/2020	eThalED Course Webinar	https://www.facebook.com/tif.thalassaemia/posts/3336906696391907
19.	29/07/2020	eThalED Course Webinar	https://www.facebook.com/tif.thalassaemia/posts/3333421766740400
20.	02/09/2020	eThalED Course Webinar	https://bit.ly/37WtU2D
21.	10/09/2020	eThalED Course Webinar	https://bit.ly/35QeWIP
22.	14/09/2020	Revisiting the Use and Management of Blood in Europe in times of crises and beyond	http://bit.ly/39gKZF6
	18/09/2020	TIF Newsletter - October 2020 edition	https://bit.ly/31YGESJ
23.	21/09/2020	Thal e-Course Webinar	https://bit.ly/3mtlRP4
24.	28/09/2020	"Prevention of inherited diseases: B-thalassaemia"	https://bit.ly/34GwurR
25.	28/09/2020	Thal e-Course Webinar	https://bit.ly/31SLJvO
26.	04/10/2020	Thal e-Course Webinar	https://bit.ly/34Hnx1b
27.	06/10/2020	THALIA Mobile App	https://bit.ly/3eccWyy
28.	08/10/2020	Thal e-Course Webinar	https://bit.ly/2HSsA5S
29.	09/10/2020	eThalED Course Webinar	https://bit.ly/2TCHOP9
30.	14/10/2020	eThalED Course Webinar	https://bit.ly/3jGzTuM
31.	19/10/2020	Thal e-Course Webinar	https://bit.ly/3oHUJqX
32.	22/10/2020	Thal e-Course Webinar)	https://bit.ly/3jHUrmK
33.	24/10/2020	Serbia / NORBS Regional Conference	https://bit.ly/35Rzqto
34.	26/10/2020	Thal e-Course Webinar	https://bit.ly/35Mhk3A
35.	02/11/2020	ThaleCourse & eThalED Webinars	http://bit.ly/3pa9WqI
36.	12/11/2020	Austria / THALSIFO & TIF Meeting	http://bit.ly/3pa9WqI
37.	16/11/2020	TIF Newsletter – October Issue	http://bit.ly/3aqduB4
38.	18/11/2020	THALIA Volunteers	http://bit.ly/3nHA4sl
39.	24/11/2020	TIF European Symposium	http://bit.ly/2KOwa2M
40.	26/11/2020	Austria / THALSIFO & TIF Meeting	http://bit.ly/34wJFLn
41.	27/11/2020	Austria / THALSIFO & TIF Meeting	http://bit.ly/3mxeBkQ
42.	27/11/2020	TIF European Symposium	http://bit.ly/3pdzJ1i
43.	03/12/2020	TIF European Symposium	http://bit.ly/2J9xJI3
44.	02/12/2020	TIF European Symposium	http://bit.ly/2Ww6B96
45.	03/12/2020	TIF European Symposium	http://bit.ly/2WATKTe
46.	09/12/2020	TIF European Symposium	http://bit.ly/3hb3EnR
47.	10/12/2020	TIF European Symposium	http://bit.ly/3mFwf5X

48.	10/12/2020	High-level Meeting with EU Health Commissioner	http://bit.ly/2WC7E7o
49.	11/12/2020	TIF European Symposium 1 st day (1)	http://bit.ly/37AqTVc
50.	11/12/2020	TIF European Symposium 1 st day (2)	http://bit.ly/3mHCMNs
51.	11/12/2020	TIF European Symposium 1 st day (3)	http://bit.ly/3pdTS7q
52.	11/12/2020	TIF European Symposium 1 st day (4)	http://bit.ly/3awv7Py
53.	11/12/2020	TIF European Symposium 1 st day (5)	http://bit.ly/37BeiBa
54.	11/12/2020	TIF European Symposium 1 st day (6)	http://bit.ly/34sQkGr
55.	11/12/2020	TIF European Symposium 1 st day (7)	http://bit.ly/3riPZ2U
56.	11/12/2020	TIF European Symposium 1 st day (8)	http://bit.ly/3mCCUhj
57.	12/12/2020	TIF European Symposium 2 nd day (1)	http://bit.ly/3aseZi9
58.	12/12/2020	TIF European Symposium 2 nd day (2)	http://bit.ly/37CRpgR
59.	12/12/2020	TIF European Symposium 2 nd day (3)	http://bit.ly/3asv1sp
60.	12/12/2020	TIF European Symposium 2 nd day (4)	http://bit.ly/3pcm36K
61.	12/12/2020	TIF European Symposium 2 nd day (5)	http://bit.ly/3h6Z0XX
62.	12/12/2020	TIF European Symposium 2 nd day (6)	http://bit.ly/3h975M4
63.	12/12/2020	TIF European Symposium 2 nd day (7)	http://bit.ly/38sCFac
64.	12/12/2020	TIF European Symposium 2 nd day (8)	http://bit.ly/3hj5QtP
65.	12/12/2020	TIF European Symposium 2 nd day (9)	http://bit.ly/3mE3SoT
66.	12/12/2020	TIF European Symposium 2 nd day (10)	http://bit.ly/3h6XMvP
67.	12/12/2020	TIF European Symposium 2 nd day (11)	http://bit.ly/3axvKZ5
68.	13/12/2020	TIF European Symposium 3 rd day (1)	http://bit.ly/37COaWM
69.	13/12/2020	TIF European Symposium 3 rd day (2)	http://bit.ly/2JcFVHw
70.	13/12/2020	TIF European Symposium 3 rd day (3)	http://bit.ly/3avyqGF
71.	13/12/2020	TIF European Symposium 3 rd day (4)	http://bit.ly/2WxvaSW
72.	13/12/2020	TIF European Symposium 3 rd day (5)	http://bit.ly/3rgyfoO
73.	14/12/2020	TIF Renzo Galanello Fellowship 2020	http://bit.ly/34xauPk
74.	14/12/2020	– TIF European Symposium Thank You Note	http://bit.ly/3h90K3e
75.	16/12/2020	TIF Renzo Galanello Fellowship 2020	http://bit.ly/34xvk1e
76.	18/12/2020	EMA & HMA Strategy on Drugs Accessibility	http://bit.ly/3nHp5iM
77.	18/12/2020	International Migrants Day	http://bit.ly/37D5VFb

**RESULTS
ACHIEVED**

- Steady increase of EU-based followers on TIF social media channels.
- Dissemination of THALIA activities via TIF social media channels.
- Increased awareness amongst EU population about thalassaemia.
- Percentage of EU-based followers on TIF social media channels: 28,02% on Facebook

TASK	T6.1: Online Media T6.1.3: Newsletters
RESPONSIBLE STAFF, SUPERVISING STAFF	<p>Responsible Staff: Administration Officer, Rawad Merhi (Leader) Communications Officer, Aikaterini Skari Policy Officer, Eleni Antoniou Office Administration, Stella Eleftheriou</p> <p>Supervising Staff: Operations Manager, Lily Cannon</p>
INDICATORS	<ul style="list-style-type: none"> ▪ Number of newsletters to be distributed in 2020: 4 ▪ Number of recipients: 14,000 ▪ Number of recipients from EU countries: 600
CALENDAR OF ACTIVITIES	<ul style="list-style-type: none"> ▪ Distribution of quarterly newsletters in May, August, October and December 2020.
DESCRIPTION OF THE ACTIVITY	
<p>The distribution of quarterly newsletters to communicate to Patients, Healthcare Professionals, Policy Makers, and EU and International Bodies from around the world, news about the activities of TIF from THALIA and globally, began in early 2020.</p> <p>The first edition, distributed in May 2020 focused on the educational resources, recommendations and guides developed by TIF to ensure the safety of patients and the continuation of their care in during the COVID-19 pandemic. Furthermore, it contained extensive coverage to the Twinning Programme between more and less experience patient advocates (see WP4) aimed to provide peer-to-peer support during these trying times. The August and October 2020 editions of the Newsletter highlighted THALIA educational activities seeking to increase the engagement and interaction with patients and healthcare professionals alike (v. eThalEd, Thal e-course; see WP2). Furthermore, the THALIA Mobile App (see WP3) was presented, as were the opportunities of TIF to raise awareness about thalassaemia at the Annual Congresses of the European Hematology Association and the European Association of the Study of Liver (see WP5). Wrapping up 2020, the December edition of the Newsletter paid tribute to TIF’s European Symposium on Thalassaemia and Sickle Cell Disease and the Renzo Galanello Fellowship (See WP2) and the High-Level Meeting with EU Commissioner for Health (See WP4).</p> <p>The Newsletters are available at: May - https://thalassaemia.org.cy/newsletter/tif-newsletter-may-2020/ August - https://thalassaemia.org.cy/newsletter/tif-newsletter-august-2020/ October - https://thalassaemia.org.cy/newsletter/tif-newsletter october-2020/ December - https://thalassaemia.org.cy/newsletter/tif-newsletter-december-2020/</p> <p>The Newsletters are received by 14,231 individuals globally, including 3,030 recipients from EU countries.</p>	
RESULTS ACHIEVED	<ul style="list-style-type: none"> ▪ Dissemination of THALIA activities via TIF social media channels. ▪ Increased awareness amongst EU population about thalassaemia.

TASK	T.6.2: Traditional Media T6.2.1: Articles in Press
RESPONSIBLE STAFF, SUPERVISING STAFF	<p>Responsible Staff: Policy Officer, Eleni Antoniou (Leader) Communications Officer, Aikaterini Skari P.A. to the Executive Director, Maria Peletie Office Administration, Stella Eleftheriou</p> <p>Supervising Staff: Executive Director, Dr Androulla Eleftheriou</p>
INDICATORS	<ul style="list-style-type: none"> ▪ Number of articles to be published: 1 article ▪ Readership: a total of 15,000 persons.
CALENDAR OF ACTIVITIES	N/A
DESCRIPTION OF THE ACTIVITY	
<p>In the context of THALIA, an article has been prepared in late 2020, aiming at publication in early 2021.</p> <p>Publication has been delayed due to the overdue selection of topic by TIF's International Advisory Committee. The impact of COVID-19 on access to care for migrants and thalassaemia patients was selected as the theme of the article, in order to draw attention to the disproportionate difficulties faced by these communities (v. migrants and chronic patients), especially in times of health crisis.</p> <p>The article, drafted in English, is expected to be translated to Greek, Italian, German and French in order to contribute to its uptake and easier publication by media outlets in the THALIA priority countries.</p> <p>The article will be diffused and published in distinguished European media outlets and, thus, raise awareness on thalassaemia and the importance of optimal care for patients amongst the public at large, as well as among THALIA target groups at European level who have low social media presence.</p> <p>It will be forwarded to media outlets in 10 European countries, including the Cyprus, Italy, Spain, France, Germany, Sweden, Austria, Greece, Serbia, and Portugal, along with an accompanying text explaining briefly the article's content and purpose to the journalists.</p>	
RESULTS ACHIEVED	<ul style="list-style-type: none"> ▪ 1 article prepared on THALIA, thalassaemia, migration and COVID-19.

IMPACT ASSESSMENT

Methodology (*The Impact Model*)

TIF's Impact Model serves to compile a complete set of questions which, when answered, allows a conclusive and comprehensive impact assessment of the annual activities. Did the activities fulfil the expectation of the THALIA stakeholders? What were the main outputs of THALIA? What effects did THALIA produce, directly and on the long term? These are examples of questions the impact assessment intends to answer. The Impact Model is focusing on the evaluation strand of the Logic Model.

In order to take the whole process of THALIA into account, TIF's Impact Model is structured according to four main stages: (1) inputs, (2) outputs, (3) outcomes and (4) impacts. The first stage (1) consider aspects that can be evaluated before or at the beginning of THALIA, whereas the three others stages (2-4) consider aspects that can be measured conclusively only after the programme has been finished. All have been analysed in the respective THALIA2018 proposal and have been linked to specific indicators. More specifically:

1. Inputs: Inputs include not only financial means but also human resources, equipment, knowledge and ideas.
2. Outputs: Outputs represent the direct results of the activities realised.
3. Outcomes: Outcomes are defined as the effects of the outputs on the target audiences. Outputs may benefit in terms of increased knowledge, improved networking and cooperation skills or access to new markets.
4. Impacts: Impacts are the wider effects of TIF's THALIA activities. These are defined as the benefits for the immediate target audience and users of the outputs. The benefits for the society at large are called relative impacts.

To assess impact, it is important to have a set of basic criteria and compare them against the indicators set in the THALIA annual plan:

	CRITERIA	KEY QUESTIONS
1	RELEVANCE	Are the "general objective" and "specific objectives" still meaningful?
2	EFFECTIVENESS	Has the objective been achieved? How much contribution did the "outputs" make?
3	EFFICIENCY	To what extent have "inputs" been converted to "outputs"?
4	IMPACT	What positive or negative, direct or indirect effects have happened?
5	SUSTAINABILITY	To what extent will TIF be able to maintain the positive results of its activities?

Criteria	Relevance <i>Are the “general objective” and “specific objectives” still meaningful?</i>	Effectiveness <i>Has the objective been achieved? How much contribution did the “outputs” make?</i>	Efficiency <i>To what extent have “inputs” been converted to “outputs”?</i>	Impact <i>What positive or negative, direct or indirect effects have happened?</i>	Sustainability <i>To what extent will TIF be able to maintain the positive results of its activities?</i>
Tasks					
T6.1: Online Activities	Directly relevant to the objectives set.	Indicators overall were largely met and objectives achieved.	The “inputs” required for the implementation of this task were optimally used, namely: staff time, planning time, volunteer hours, knowledge base, technology, partners, contacts.	The impact of activities was overall satisfactory.	THALIA results will continue to be disseminated in the years to come.
T6.2: Offline Activities					

