

# Quarterly evaluation report

Y3Q2: January-March 2014



**open briefing**  
the civil society intelligence agency

## Highlights

- Open Briefing responded to four intelligence requests from civil society organisations during this quarter.
- In February, we passed the significant 2,000 subscribers milestone.
- Our new marketing strategy has successfully reversed the downwards trend in website visitor numbers, and we are now experiencing numbers that are back on target.
- Open Briefing published the results of a major study forecasting insecurity and conflict in Africa in three reports for West, Central and Southern Africa.
- Open Briefing launched a new fortnightly series, *The View from Russia*.
- Progress was made on five out of 10 objectives in the last quarter, and overall we are on target with six of our objectives.

**Table 1.** Summary of progress achieved to date against each stage 2 objective.

Objective	% of target achieved	Progress over last quarter	On target?
Respond to <b>100</b> intelligence requirements from civil society organisations	23%	▲	X
Make <b>six</b> significant interventions in key peace and security debates	33%	-	X
Attain <b>3,000</b> subscribers in total	72%	▲	✓
Attract <b>4,000</b> unique visitors a month to the Open Briefing website	50%	▲	✓
Receive <b>12</b> media mentions	92%	-	✓
Achieve an average online influence score of <b>60/100</b>	85%	-	✓
Publish <b>90</b> Open Briefing publications	68%	▲	✓
Expand the team to <b>35</b> members in total	69%	-	✓
Raise <b>£190,000</b>	32%	▲	X
Generate <b>9.5%</b> of income from sources other than trusts and foundations	20%	▼	X

**Open Briefing**  
27 Old Gloucester Street  
Bloomsbury  
London WC1N 3AX

t 020 7193 9805  
info@openbriefing.org  
www.openbriefing.org

## 1. Respond to **100** intelligence requirements from civil society organisations

Open Briefing has so far responded to **23** intelligence requests from civil society organisations during stage 2 (23% of target). Four of those were during this quarter. It is now thought that this target is too high for a volunteer team given the amount of time and resources that responding to each intelligence request takes. However, we will continue to develop our relationship with a key civil society network and respond to intelligence requests as required.

## 2. Make **six** significant interventions in key peace and security debates

Open Briefing has so far made **two** significant interventions in a key security debate during stage 2 (33% of target). There has been no change in this since last quarter. Open Briefing is not a campaign/advocacy organisation, so it is not surprising that its public interventions are currently limited.

## 3. Attain **3,000** subscribers in total

Open Briefing had a total of **2,169** subscribers to its e-bulletin, social networks, podcast and other outputs at the end of this quarter (72% of target). This is up from 1,775 subscribers at the end of the previous quarter. Our e-bulletin still has the most subscribers (1,053), followed by Twitter (461).

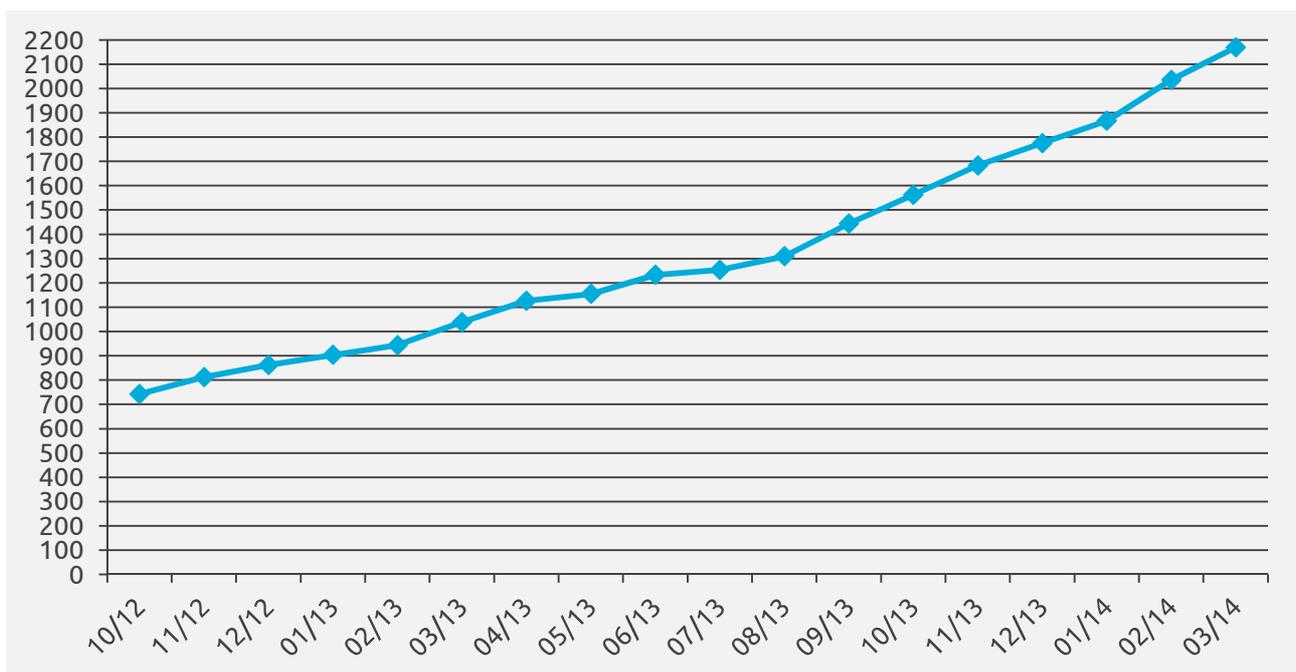


Figure 1. Number of subscribers to the Open Briefing e-bulletin, social networks, podcast and other outputs.

## 4. Attract **4,000** unique visitors a month to the Open Briefing website

There were an average 2,104 unique monthly visitors to the Open Briefing website during this quarter; up again from an average 1,784 visitors during the previous quarter. The average unique monthly visitors over stage 2 so far is **1,993** (50% of target).

It appears that our new marketing strategy has successfully reversed the worrying downwards trend in visitor numbers. We are now experiencing numbers that are back on target, and during March 2014 had the highest number of visitors for 16 months.

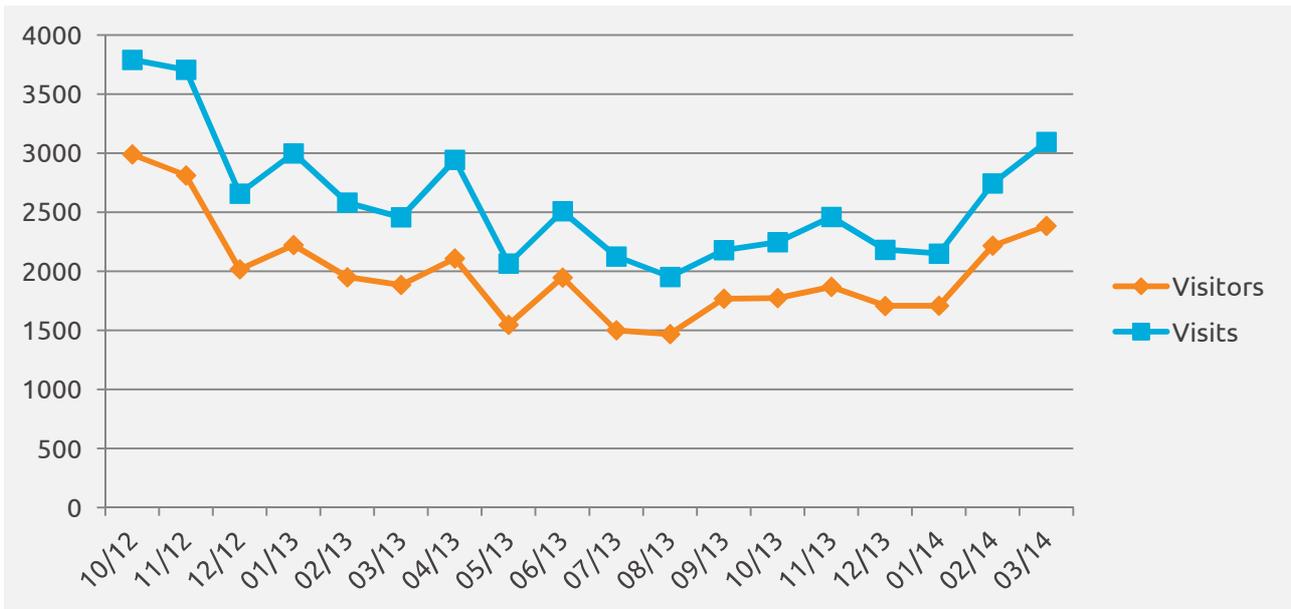


Figure 2. Number of unique visitors and visits to the Open Briefing website.

### 5. Receive 12 media mentions

Open Briefing received no media mentions in this quarter. We have so far received 11 mentions during stage 2 (92% of target).

### 6. Achieve an average online influence score of 60/100

Open Briefing uses a basket of online metrics to measure social media influence and relative website importance. Using these, our average online influence score across this quarter was 50.7/100, including a Google PageRank of 5/10. This was slightly down from 51/100 during the previous quarter. Our current online influence score is 51/100 (85% of target).

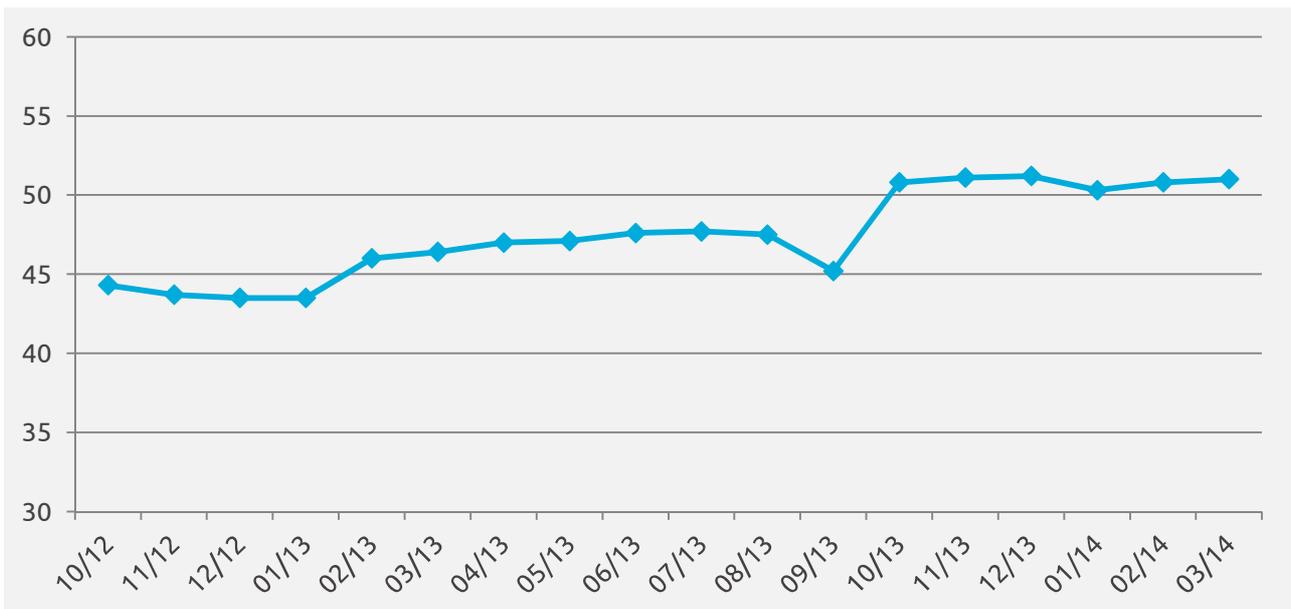


Figure 3. Open Briefing's average online influence score.

## 7. Publish **90** Open Briefing publications

During this quarter, Open Briefing published an intelligence brief on Qatari aid and foreign policy towards Sudan and three reports on the outcomes of our major study forecasting insecurity and conflict in Africa. The intelligence brief was in response to intelligence requests from a civil society network, and has since garnered considerable attention. The reports on West, Central and Southern Africa outlined our forecasts for insecurity and conflict for each region during 2014. This study was a major accomplishment for Open Briefing, as it showcased our unique approach and the abilities of our analysts, while providing civil society, government and businesses with intelligence and forecasting that can inform their decision-making.

In addition, we published a briefing on key international developments for 2014 and articles on how Israel should approach Iran's nuclear programme and on India's jostling for geopolitical control in Afghanistan. We also published nine of our weekly briefings. On 26 February, we launched a new fortnightly series, *The View from Russia*, and published three editions during this quarter. In each edition, Open Briefing's Russian-speaking researcher, Erin Decker, examines the way major events and issues are reported in the Russian media and what this can tell us about the attitudes of both the Kremlin and ordinary Russians.

These 10 publications mean we have now published **61** publications in total during stage 2 (68% of target).

## 8. Expand the team to **35** members in total

There are currently **24** members of the Open Briefing team, including staff, volunteers and advisers (69% of target).

## 9. Raise **£190,000**

Open Briefing secured a grant this quarter of £12,000 from the Network for Social Change and received the second tranche of £10,000 funding from the Polden-Puckham Charitable Foundation. We have so far raised **£61,690** towards our 2012-15 budget (32% of target).

## 10. Generate **9.5%** of income from sources other than trusts and foundations

**1.9%** of our income over stage 2 has so far come from non-grant sources (20% of target). This is a decrease from the 2.1% recorded at the end of the previous quarter, as we received substantial grant funds but no non-grant income, which reduced the percentage share from non-grant sources.

**Chris Abbott, Founder & Executive Director**

15 May 2014