

# Quarterly evaluation report

Y3Q3: April-June 2014



**open briefing**  
the civil society intelligence agency

## Highlights

- We passed the significant milestone of 1,000 subscribers to our e-bulletin.
- An article in *Deutsche Welle* featuring Open Briefing brought our total media mentions in stage 2 to 12, meaning we have now already achieved our target in this area.
- We secured funding from the Remote Control project to launch a new series of monthly intelligence briefings on remote-control warfare.
- Open Briefing completed some consultancy work for KPMG.
- We are currently hitting our target for the percentage of income we generate from non-grant sources.
- 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	80%	▲	✓
Attract <b>4,000</b> unique visitors a month to the Open Briefing website	49%	▼	X
Receive <b>12</b> media mentions	100%	▲	✓
Achieve an average online influence score of <b>60/100</b>	84%	▼	✓
Publish <b>90</b> Open Briefing publications	84%	▲	✓
Expand the team to <b>35</b> members in total	66%	▼	✓
Raise <b>£190,000</b>	43%	▲	X
Generate <b>8%</b> of income from sources other than trusts and foundations	100%	▲	✓

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## 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). None of these were during this quarter.

It is now thought that the 100 intelligence requests target is too high for a volunteer team given the amount of time and resources that responding to each request takes. However, we will continue to respond to intelligence requests as required to the best of our ability. Our capacity to respond will also improve as the team expands.

## 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 campaigning 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 **2,406** subscribers to its e-bulletin, social networks, podcast and other outputs at the end of this quarter (80% of target). This is up from 2,169 subscribers at the end of the previous quarter. Our e-bulletin still has the most subscribers (1,220), followed by Twitter (483). We also passed the significant milestone of 1,000 subscribers to our e-bulletin.

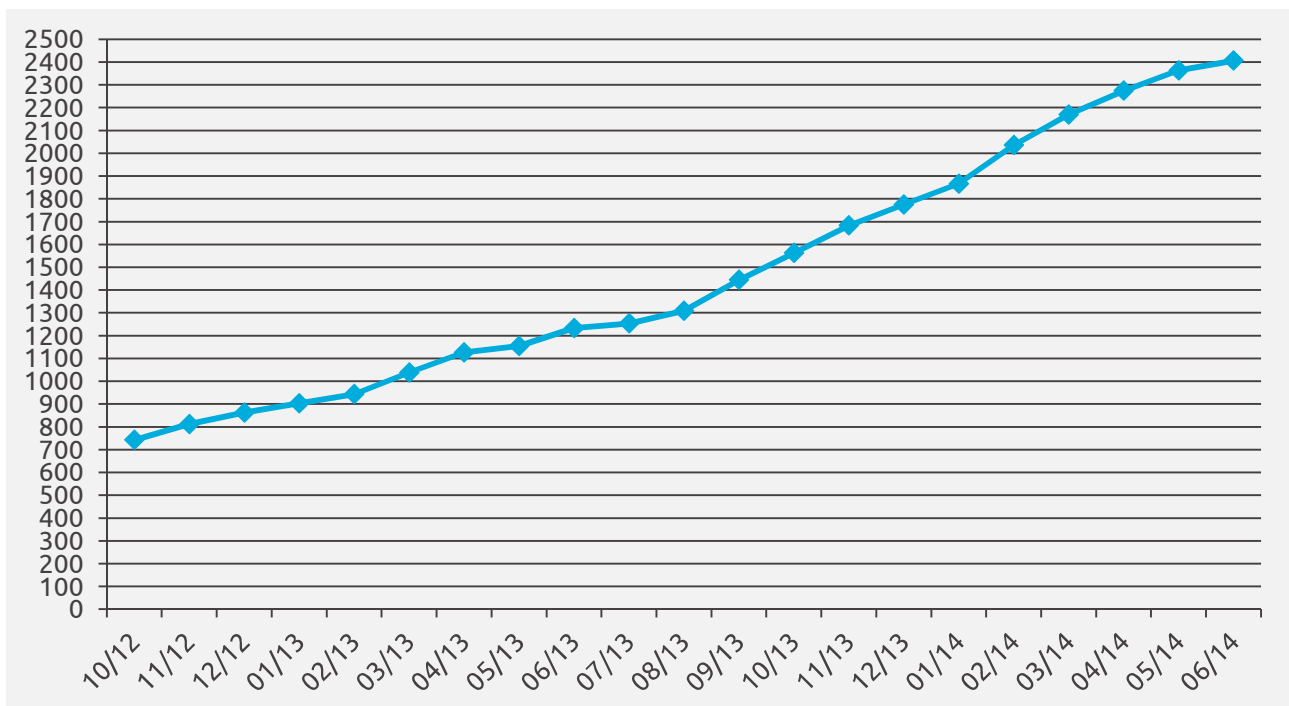


Figure 1. Number of subscribers to the Open Briefing e-bulletin, social networks, podcast and other outputs.

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

There were an average 1,692 unique monthly visitors to the Open Briefing website during this quarter; down from an average 2,104 visitors during the previous quarter. The average unique monthly visitors over stage 2 so far is **1,950** (49% of target).

It had appeared that our new marketing strategy had been successful in reversing the worrying downwards trend in visitor numbers. However, it may have been that the previous quarter was a temporary surge in numbers, though it is hard to tell at this stage. Given that the number of subscribers we have continues to rise month-on-month, and we receive a lot of very positive feedback on our publications,<sup>1</sup> we are now exploring the possibility that it is either our material not being presented in an accessible enough way on our website or that the design of the website itself (either form or function) is putting visitors off.

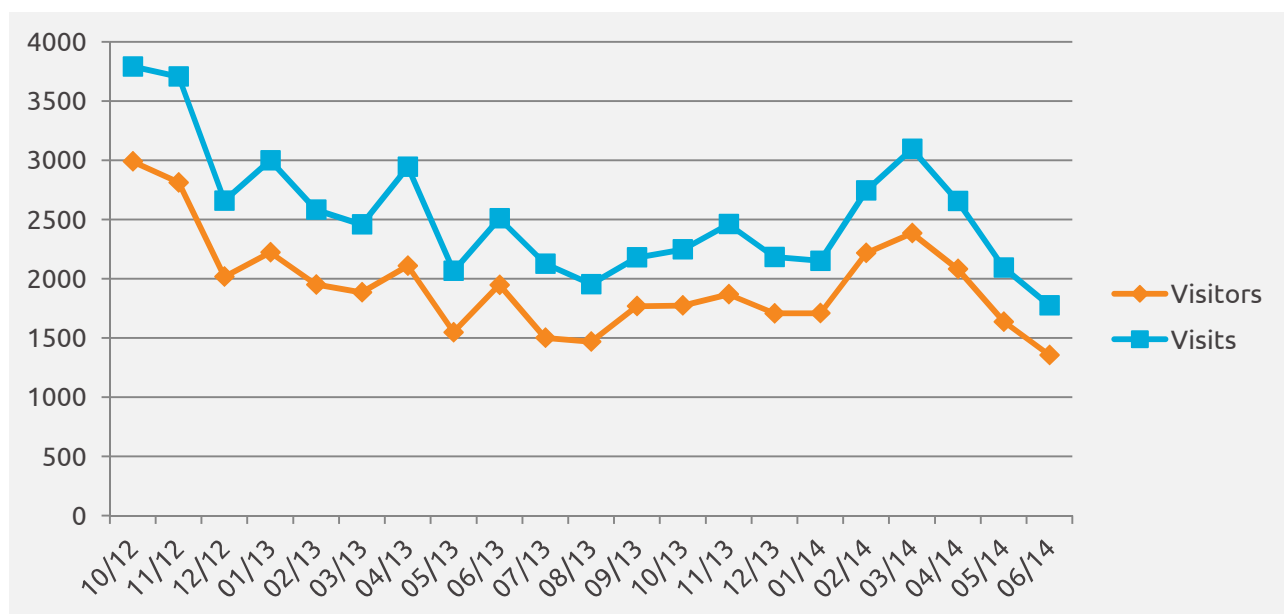


Figure 2. Number of unique visitors and visits to the Open Briefing website.

#### 5. Receive **12** media mentions

Open Briefing received one media mentions in this quarter: an article in *Deutsche Welle* sparked by one of our briefings and featuring an interview with one of our researchers. We have so far received **12** mentions during stage 2, meaning we have achieved our target already (100% 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 51/100, including a Google PageRank of 5/10. This was up from 50.7/100 during the previous quarter. Our current online influence score is **50.5/100** (84% of target).

<sup>1</sup> For example, during this quarter, on 8 April 2014, ISIS Europe selected our article on India's role in Afghanistan as one of its 'articles of the week'. This article was published on openDemocracy and reprinted by the International Relations and Security Network.

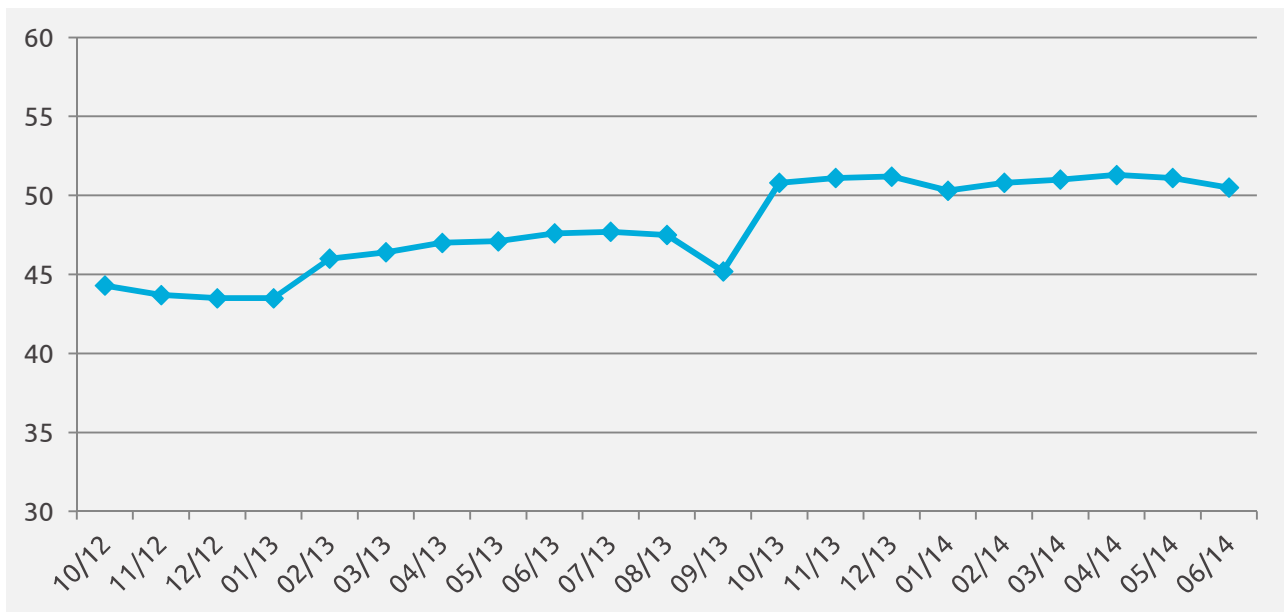


Figure 3. Open Briefing's average online influence score.

## 7. Publish 90 Open Briefing publications

During this quarter, Open Briefing published eight weekly briefings and five *The View from Russia* briefings. We also launched a new series of monthly briefings on developments in remote-control warfare, and published two of these briefings this quarter.

These 15 publications mean we have now published **76** publications in total during stage 2 (84% of target).

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

There are currently **23** members of the Open Briefing team, including staff, volunteers and advisers (66% of target).

## 9. Raise £190,000

Open Briefing secured a grant this quarter of £3,980 from the Remote Control project. We have so far raised **£81,390** towards our 2012-15 budget (43% of target).

## 10. Generate 8% of income from sources other than trusts and foundations

**8%** of our income over stage 2 has so far come from non-grant sources, meaning we are currently hitting our target (100% of target). This includes £6,440 from consultancy work and £470 from donations.<sup>2</sup>

**Chris Abbott, Founder & Executive Director**

17 October 2014

<sup>2</sup> The target until this quarter was 9.5%, but this was lowered once the unrealistic target for venture philanthropy was dropped. We have also started counting consultancy turnover, rather than 'profit', towards this target, as it is a fairer measure.