

# Quarterly evaluation report

Y3Q4: July-September 2014



**open briefing**  
the civil society intelligence agency

## Highlights

- Open Briefing responded to two intelligence requests related to the use of improvised barrel bombs in Syria.
- Progress was made on six out of 10 objectives in the last quarter, and overall we are on target with six of our objectives, two of which we have reached already.

**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	25%	▲	X
Make <b>six</b> significant interventions in key peace and security debates	33%	-	X
Attain <b>3,000</b> subscribers in total	85%	▲	✓
Attract <b>4,000</b> unique visitors a month to the Open Briefing website	48%	▼	X
Receive <b>12</b> media mentions	100%	-	✓
Achieve an average online influence score of <b>60/100</b>	85%	▲	✓
Publish <b>90</b> Open Briefing publications	97%	▲	✓
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	101%	▲	✓

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

Open Briefing has so far responded to **25** intelligence requests from civil society organisations during stage 2 (23% of target). Two of these were during this quarter – both related to the use of improvised barrel bombs in Syria. The resulting briefing was tweeted about by the UK campaigns manager for Amnesty International and the executive director of the Global Centre for the Responsibility to Protect, with their tweets then widely retweeted, including by the Dutch foreign minister's special envoy for UN affairs and the citizen journalist Brown Moses.

## 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 **2,553** subscribers to its e-bulletin, social networks, podcast and other outputs at the end of this quarter (85% of target). This is up from 2,406 subscribers at the end of the previous quarter. Our e-bulletin still has the most subscribers (1,316), followed by Twitter (499).

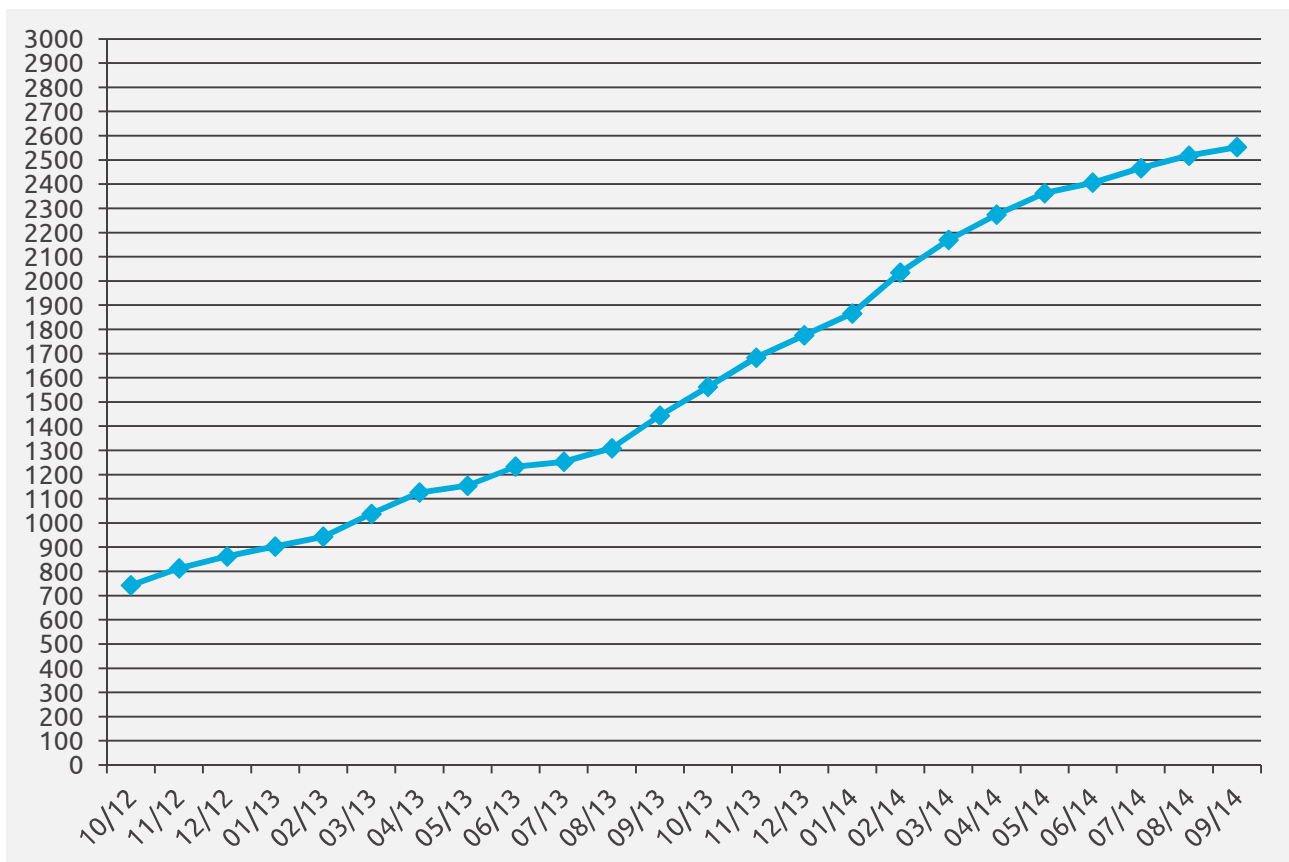


Figure 1. Number of subscribers to the Open Briefing e-bulletin, social networks, podcast and other outputs.

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

There were an average 1,578 unique monthly visitors to the Open Briefing website during this quarter; down again from an average 1,692 visitors during the previous quarter. The average unique monthly visitors over stage 2 so far is **1,904** (48% of target).

It is still unclear whether this decline is due to our material not being presented in an accessible enough way on our website, the design of the website itself (either form or function) is putting visitors off, or some other reason.

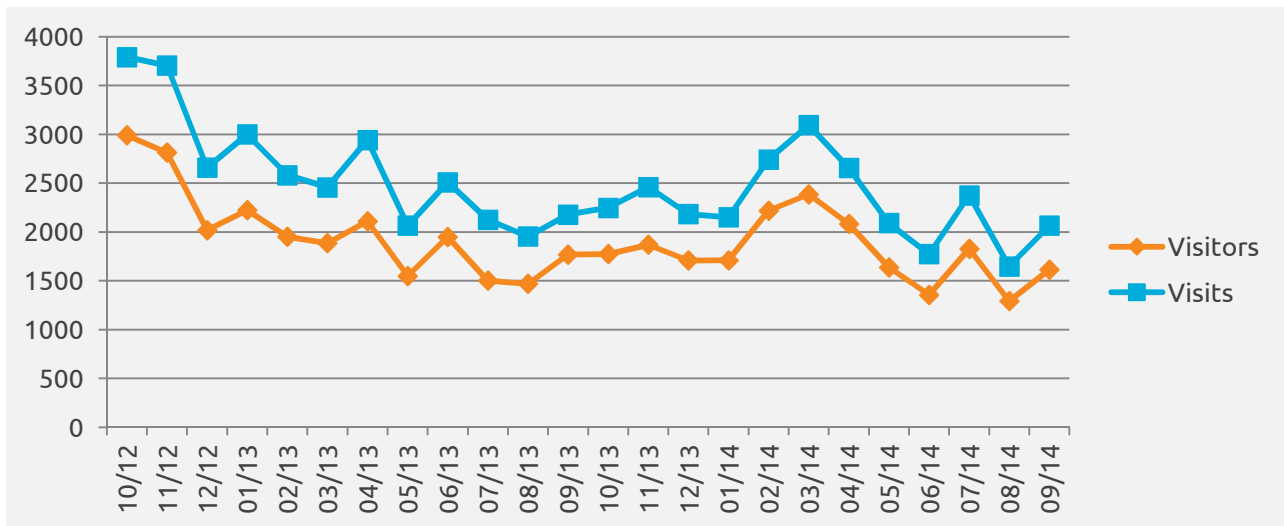


Figure 2. Number of unique visitors and visits to the Open Briefing website.

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

Open Briefing received no media mentions in this quarter. We have so far received **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 50.7/100, including a Google PageRank of 5/10. This was down slightly from 51/100 during the previous quarter. Our current online influence score is **50.8/100** (85% of target).

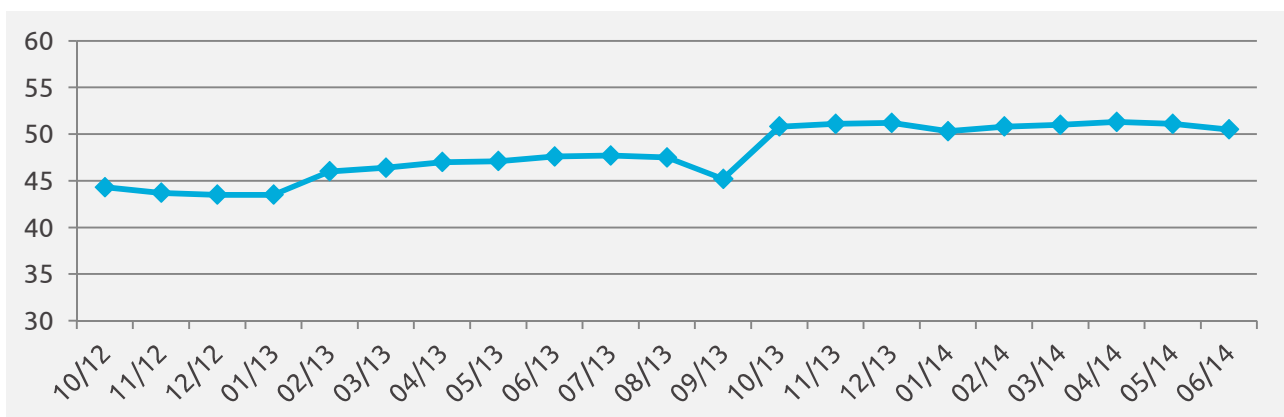


Figure 3. Open Briefing's average online influence score.

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

During this quarter, Open Briefing published an intelligence briefing on Syria, seven weekly briefings and three remote-control warfare monthly briefings.

These 11 publications mean we have now published **87** publications in total during stage 2 (97% 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**

We have so far raised **£81,420** towards our 2012-15 budget (43% of target).

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

**8.5%** of our income over stage 2 has so far come from non-grant sources, meaning we are currently hitting our target (101% of target). This includes £6,440 from consultancy work and £500 from donations.

**Chris Abbott, founder and executive director**

17 October 2014