



**Reward based: supporters will receive a reward (TRANSMIT project gadgets)**

Evaluation:

- 1) Project Objectives reached (main object, planning and detailed info on activities)
- 2) Timeline definition
- 3) Creativity
- 4) Impact
- 5) Communication plan and visibility
- 6) Feasibility

Scores: from 1 to 5

**UNIBO Coordination Team evaluation**

WP Campaign	Project obj. reached	Timeline definition	Creativity	Impact	Communication plan and visibility	Feasibility	TOT
WP1	3	1	1	4.5	3	2	14.5
WP2	5	2	5	5	4	4	25
WP3	5	2	5	5	5	5	27

**WP1.** The proposal is way too generic. The timeline is just loosely sketched and so is the description of the activities to carry out during the campaign. The local association chosen is interesting, but it may be risky in terms of appeal to an international community of donators.

**WP2.** The concept of scientific art is innovative and very appealing. It also shows the engagement of ESRs in first person. The idea of an “inclusive” network of local organisations makes the campaign promising and interesting. Overall, the proposal is well-structured, yet the timeline is not fully developed.

**WP3.** The proposal is sound and well-structured. The organisation chosen has an international appeal, which may boost the campaign all over Europe. The idea of selling the bracelets is not brand new, but it is safe and easy to implement.

**FUV**

WP Campaign	Project obj. reached	Timeline definition	Creativity	Impact	Communication plan and visibility	Feasibility	TOT
WP1	2	1	1	2	2	1	9
WP2	4	1	4	3	3	4	19
WP3	4	1	2	3	3	2	15

**WP1.** The development of the fundraising activity is not clearly defined: they just mention a hypothetical realisation of events without clarifying the type, the target of participants and the modality to implement them (different means and methods are listed in quite a generic way). As far as the involvement of potential donors is concerned, all their activity is envisaged to be held on line via social media, without specifying the concrete dynamic.

Organisation: a local organisation has been chosen, in the case of activities to be held in several countries it may become difficult to promote it and make the cause be perceived as inclusive.

**WP2.** The idea of turning scientific images into art is interesting. The printing of postcards / photos is low cost and could include some initial costs, which may be covered by the researchers themselves or could be alternatively reduced with the print on demand method (the management and warehousing costs are virtually cancelled); moreover, the idea is well-suited to be developed also through digital declinations of materials with no need to print the photos.

Organisations: it is interesting that they have identified more local realities so that the campaign can be promoted in each country involved with the relative organisation. Moreover, they have already envisaged to develop a collaboration plan with the organisations to raise funds (eg participation in their events).

**WP3.** It is a classic fundraising campaign: donation in return of a gadget. All the activity is bound to the creation of a gadget provided for free by a manufacturing company, in the event that no supplier is found, all the fundraising activity is at risk. The costs for an e-commerce activity are high as are the costs for the management of orders and the warehouse, which are not taken into account. On the contrary, the other activities envisaged for fundraising are more interesting and feasible, but they are not fully “exploited” in the proposal.

Organisation: it is the main reality at international level engaged in the fight against childhood cancer, it is crucial to define and describe carefully the local engagement in each of the countries involved in the campaign.

### Dynamo

WP Campaign	Project obj. reached	Timeline definition	Creativity	Impact	Communication plan and visibility	Feasibility	TOT
WP1	2	1	1	3	2	2	11
WP2	5	2	5	5	5	4	26
WP3	5	2	4	5	5	5	26

**La casa di Matteo:** the project is quite weak, the information on needs is not fully specified, neither in quantitative nor in the type of service required (it is not clear wheter the approach is more assistance-oriented or heath-oriented).

The steps of the project timeline are not indicated.

Creativity is low, the approach is quite assistance-oriented.

The impact is not clear, since the starting data are not provided, although we assume that the needs are certainly high.

Neither the communication plan nor its feasibility are explicit, thus compromising the whole strategic .



Too bad because the topic is touching and twice as delicate.

**Scientific art:** a very innovative, interesting and well-structured project, in which the choice to open it to more associations guarantee its visibility and dissemination. The only weak point is the timeline, organised in different stages, maybe it was not understood as a request. The feasibility also depends on the type of artistic objects to offer, but at the base of the proposal there is a good strategic plan.

**Childhood cancer International:** this project is equally well-structured, clear, easily communicable and certainly with a high impact. Less innovative than the previous one, because the idea of the bracelets is already well-known (Amstrong, red bracelets, even Dynamo already produces them). In any case, the project is remarkable and well done.

#### Overall score

WP Campaign	TOT
WP1	34.5
WP2	70
WP3	68