

CHINA Output and results indicators		
WP	Output indicators	Result indicators
Work package 2	3 press releases in China	300.000 professionals reached by published press releases
Work package 3	1 program websites 1 language versions of the website (incl. English) 1 social media accounts opened for the programme 156 organic posts for social media accounts 36 monthly editorial calendar for content on social media accounts 288 hours dedicated to community building and management	3 web & social media reports 6.000 visits to the programme's website 300 of people who subscribed to receive the programme's digital communications 10.000 of followers of social media accounts 50.000 people reached via social media posts 3.000 video views for posts on social media
Work package 4	1 digital media plan 6 online campaigns created and launched including 24 online adds and 30 banners and copies created for ad campaigns	6 online campaigns launched 1 advertising report 400.000 impressions achieved with online ad campaigns 4.000 clicks achieved by online ad campaigns 200.000 professionals/experts/importers reached by advertisements 200.000 consumers reached by advertisements
Work package 5	1 brand guide for the programme including creative identity and key visual 1 videos produced and edited for the programme 2 short video adaptation clips 2.753 merchandise goodies designed and produced	1 brand guide 6.000 total video views 2.753 merchandise products disseminated among target audience
Work package 6	2 B2B meeting events 130 B2B professional invited 1 trade fairs 1 study trips	100 professionals attended in B2B meetings 35.00 people reached via trade fairs 10 professionals attended B2B study trips 1 events report per event
Work package 9	1 awareness level survey	1 reports of awareness level survey

JAPAN Output and results indicators		
WP	Output indicators	Result indicators
Work package 2	6 press releases in Japan	900.000 professionals reached by published press releases

Work package 3	1 program websites 1 language versions of the website (incl. English) 3 social media accounts opened for the programme 156 organic posts for social media accounts 36 monthly editorial calendar for content on social media accounts 288 hours dedicated to community building and management	3 web & social media reports 4.500 visits to the programme's website 350 of people who subscribed to receive the programme's digital communications 1.000 of followers of social media accounts 50.000 people reached via social media posts 3.000 video views for posts on social media
Work package 4	2 digital media plan 12 online campaigns created and launched including 90 online adds and 30 banners and copies created for ad campaigns	2 online campaigns launched 1.600.000 impressions achieved with online ad campaigns 6.000 clicks achieved by online ad campaigns 800.000 professionals/experts/importers reached by advertisements 800.000 consumers reached by advertisements
Work package 5	1 brand guide for the programme including creative identity and key visual 1 videos produced and edited for the programme 4 short video adaptation clips 2.753 merchandise goodies designed and produced	1 brand guide 72.000 total video views 2.753 merchandise products disseminated among target audience
Work package 6	2 B2B meeting events 130 B2B professional invited 1 trade fairs 1 study trips	100 professionals attended in B2B meetings 50.000 people reached via trade fairs 10 professionals attended B2B study trips 1 events report per event
Work package 9	1 awareness level survey	1 reports of awareness level survey

KOREA Output and results indicators		
WP	Output indicators	Result indicators
Work package 2	2 press releases in South Korea	200.000 professionals reached by published press releases
Work package 3	1 program website 1 language versions of the website (incl. English) 3 social media accounts opened for the programme 156 organic posts for social media accounts 36 monthly editorial calendar for content on social media accounts	3 web & social media reports 3.000 visits to the programme's website 350 of people who subscribed to receive the programme's digital communications 1000 of followers of social media accounts 50.000 people reached via social media posts 3.000 video views for posts on social media

	288hours dedicated to community building and management	
Work package 4	1 digital media plan 6 online campaigns created and launched including 45 online adds and 30 banners and copies created for ad campaigns	6 online campaigns launched 1 advertising report 200.000 impressions achieved with online ad campaigns 2.000 clicks achieved by online ad campaigns 100.000 professionals/experts/importers reached by advertisements 100.000 consumers reached by advertisements
Work package 5	1 brand guide for the programme including creative identity and key visual 1 videos produced and edited for the programme 4 short video adaptation clips 2.753 merchandise goodies designed and produced	1 brand guide 9.000 total video views 2.753 merchandise products disseminated among target audience
Work package 6	1 B2B meeting events 65 B2B professional invited 1 trade fairs	50 professionals attended in B2B meetings 25.000 people reached via trade fairs 1 events report per event
Work package 9	1 awareness level survey	1 reports of awareness level survey