

Pocket Project (PP) Objectives & Targets 2020-22

KEY TARGETS		2020	2021	2022			
Objective 1 - INSPIRE							
Reach out to a broad audience to inspire awareness on the global impact of collective trauma and possibilities for Collective Trauma Integration through social media, festivals and online summits.							
		Facebook 2020	Instagram 2020	Twitter 2020			
				English			
				German			
				Spanish			
					Key Performance Indicators		
Target 1	Pocket Project Social Media Outreach	2,605	1,590		4,195	7,000	10,000
Target 2	Thomas Hübl Social Media Outreach (used by PP)	x	9,388		36,236	15,550	
Target 3	Pocket Project Newsletter Outreach				5,400		10,000
Target 4	Thomas Hübl Newsletter Outreach (used by PP)				155,000	4,800	2,300
Target 5	Pocket Project Website Views				132,765	300,000	600,000
Target 6	PP Brand Style Guide in place				No	Yes	Updated
Target 7	PP Communications Guide in place				No	Yes	Updated
Target 8	Collective Trauma Online Summit Participants (Inner Science LLC)				108,000	150,000	200,000
Objective 2 - ENGAGE							
Create opportunities for engagement and collective competence building to both civil society and professionals. Offer public calls to build safe and coherent we-spaces. Offer Scholarships for participants from non-majority backgrounds and the Global South.							
			Online Summit	Healing Training			
Target 9	Number of volunteers engaged with the Pocket Project						
Target 10	Number of volunteer hours donated to the Pocket Project						
Target 11	Amount of Scholarships (in Euro)		20,177 €	19,984 €	40,161 €	50,000 €	60,000 €
Target 12	Number of Participants receiving Scholarships		161	61	222	260	300
Target 13	Number of Community Calls offered (free public calls)				147	10	12
Target 14	Number of Participants to these Community Calls				2,515	3,000	4800
Target 15	Number of Practice Groups				50	50	70
Target 16	Number of Participants to these Practice Groups				500	600	1000
Objective 3 - WITNESS							
Initiate International Labs that convene geographically and thematically specific groups to address collective trauma as part of a restoration process for respective countries or topics. Offer Global Social Witnessing calls to presence current areas of traumatization and listen to muted pain.							
Target 17	Number of Global Social Witnessing Calls				0	10	12
Target 18	Number of Participants to these Global Social Witnessing Calls				0	1000	2400
Target 19	Number of Labs				23	30	40
Target 20	Number of Facilitators				42	54	70
Target 21	Number of Trainees				48	60	80
Target 22	Number of Participants to these Labs				692	900	1200
Objective 4 - LEARN							
Situating all Pocket Project projects and processes within a meta-learning framework. Provide access to outcomes via the Study Room and Knowledge Library. Collaborate with the Academy of Inner Science to build circles of contributing experts, researchers and PP facilitators.							
Target 22	Number of SurveyMonkey - Survey Responses				450	12000	12000
Target 23	Number of SurveyMonkey - Surveys set up and activated				49	55	60
Target 24	Number of Blog Entries on PP website				0	12	24
Target 25	Number of Articles Published on PP website				11	25	50
Target 26	Number of Video's Published on PP website				22	35	50
Objective 5 - APPLY							
Set up Competence Centres for the further refinement and application of knowledge on Collective Trauma integration to specific sectors, like restorative justice, climate change, gender equality and racialised trauma. Collaborate with the Academy of Inner Science to offer trainings and consultancies on Collective Trauma Integration.							
Target 27	Number of Competence Centres				1	6	10
Target 28	PP Education - Trauma-Informed Leadership				No	Yes	Updated
Objective 6 - INTEGRATE							
Set up Collective Trauma Integration Centres for the design and implementation of Collective Trauma Integration Processes for organizations, companies or countries in partnership with leadership circles and governing bodies.							
Target 29	Concept Notes for country specific Collective Trauma Integration Processes				0	3	5
Target 30	Number of public Collective Trauma Integration Processes run				0	2	4
Target 31	Number of Participants to CTIPs				0	400	1000
Objective 7 - COLLABORATE							
Cultivate generative international partnerships with like-minded organizations and prepare for consultative status at the UN.							
Target 32	Number of Partnership Logos on our website				3	6	9
Target 33	Number of Partnership Agreements				1	3	5
Target 34	Number of Presentations offered on the Pocket Project				3	6	9
Pocket Project Organisational Development 2020-22							
Objective - VISION & STRATEGY							
Manifest the vision and mission of the Pocket Project through a strategy, i.e. objectives, key targets and budget, which is flexible enough to adjust to the flow of emergence.							
Target 35	Overview Budget compiled				Yes	Updated	Updated
Target 36	Objectives & Targets outlined				Yes	Updated	Updated
Objective - TEAM DEVELOPMENT							
Develop an organizational structure and team roles that allow for the involvement of a growing number of staff, freelancers and volunteers in the manifestation of the strategy.							
Target 37	Governance (Board Structure, Decisionmaking, Risk Management)				Started	Yes	Updated
Target 38	Organisational Chart in place				No	Yes	Updated
Target 39	Role Descriptions in place for each member of team				Started	Yes	Updated
Objective - FUNDING							
Fundraise resources that allow the Pocket Project to fulfil its mission.							
Target 40	Amount elicited through Donations				134,768 €	150,000 €	170,000 €
Target 41	Amount elicited through funded Projects				0 €	50,000 €	100,000 €
Target 42	Amount elicited through own Projects				0 €	20,000 €	50,000 €