



APPENDIX C - KEY PERFORMANCE INDICATORS

NATIONAL CHESS FEDERATION (NCF): Royal Dutch Chess Federation

CONTINENT: Europe

DEVELOPMENT LEVEL: Marketing/PR of chess activities

PERIOD: June – December 2022

KEY PERFORMANCE INDICATORS (KPIs)¹ are the critical (key) indicators of progress toward an intended result.

The NCF is required to measure the effectiveness of its programmes using the KPIs listed below. At the beginning of the period, the NCF is expected to complete both the **Baseline** and **End of Period-target** values. It is possible that a Federation may not be able to report on a particular KPI and this will be taken into consideration at the end of the reporting period. NCFs can also make use of the '**Comments**' field as required. The NCF is also allowed to include any additional KPIs that it considers to be relevant for reporting purposes. When the NCF is preparing its final report for the end of the reporting period, the **Actual** values of the KPIs need to be completed for each KPI identified.

KPI STRUCTURE

The KPIs' shall be divided into 4 main categories as follows:

Core: These KPIs are related to the technical operations of the federation. It includes number of active players, number of tournaments, average player ratings as well as supporting 'infrastructure' e.g. number of arbiters, trainers ETC. Most of this information can be sourced from by FIDE via its website or from the Elista office. This KPI allows FIDE to ascertain the quality/quantity of the players, technical officials events, etc...

Social/Special: These examine the engagement in additional programmes related to the work of other FIDE Commissions and their priorities. These include: females, kids/chess in education, vulnerable groups (refugees, people with special needs, chess in prisons etc.). Federations are encouraged to engage in at least one such programme. This KPI allows federations to fulfil the horizontal goals of FIDE as chess impacts several aspects of society.

Promotion: This includes the focus on the dissemination and profiling of chess activities of the federation and FIDE support. This should include mainstream and social media. It is important that chess activities are highlighted so persons within the wider communities understand the value of chess and the role of FIDE which can increase the opportunities for support.

Partnerships: This includes sponsors, strategic partners whose objectives are aligned to the federation. Strategic partners can include other government agencies, NGOS, media outlets. This KPI tracks the efforts of federations to engage other partners in the support of their mandate so as to build increased sustainability.

¹ <https://kpi.org/KPI-Basics>



APPENDIX C - KEY PERFORMANCE INDICATORS

- Of course, Federations can also include any other KPIs they see as relevant to their operations. The KPIs are listed in the table below.

Key Performance Indicators (KPIs)	Baseline-2022 ²	End of Period Target	End of Period Actual	Comments
CORE				
Active FIDE-rated players <ul style="list-style-type: none"> • Female • All 	<ul style="list-style-type: none"> • 109 • 2828 	<ul style="list-style-type: none"> • 120 • 3000 	<ul style="list-style-type: none"> • 127 • 3292 	Per February 10 th 2023
Active players on FIDE List <ul style="list-style-type: none"> • Female • All 	<ul style="list-style-type: none"> • 329 • 7033 	<ul style="list-style-type: none"> • 340 • 7100 	<ul style="list-style-type: none"> • 377 • 7758 	
Certified Arbiters-Active <ul style="list-style-type: none"> • Female • All 	<ul style="list-style-type: none"> • 2 • 70 	<ul style="list-style-type: none"> • 3 • 71 	<ul style="list-style-type: none"> • 2 • 80 	
Certified Trainers-Active <ul style="list-style-type: none"> • Female • All 	<ul style="list-style-type: none"> • 5 • 26 	<ul style="list-style-type: none"> • 5 • 28 	<ul style="list-style-type: none"> • 2 • 18 	
Average rating of top 10 players <ul style="list-style-type: none"> • Female • All 	<ul style="list-style-type: none"> • 2304 • 2640 	<ul style="list-style-type: none"> • 2320 • 2650 	<ul style="list-style-type: none"> • 2282 • 2630 	
FIDE-rated tournaments organized <ul style="list-style-type: none"> • Classic • Hybrid • Blitz • Rapid 	<ul style="list-style-type: none"> • 116 • 0 • 1 • 1 	<ul style="list-style-type: none"> • 120 • 0 • 2 • 2 	<ul style="list-style-type: none"> • 113 • 0 • 2 • 0 	The National Rapid Championships (Eindhoven) were postponed to June 2023 due to accommodations / sponsor reasons
Other tournaments-Participation <ul style="list-style-type: none"> • Online/Hybrid events • Local events 	<ul style="list-style-type: none"> • 120 • 320 	<ul style="list-style-type: none"> • 130 • 340 	<ul style="list-style-type: none"> • 129 • 598 	Online tournaments of the Dutch Federation on Chess.com / Tornelo.com. Tournaments organized by clubs and

² NCF to populate these fields with the current values of each KPI as at the beginning of the programme/project period.



APPENDIX C - KEY PERFORMANCE INDICATORS

<ul style="list-style-type: none"> International chess tournaments 	<ul style="list-style-type: none"> 8 	<ul style="list-style-type: none"> 10 	<ul style="list-style-type: none"> 16 	individuals on Lichess are not included.
Affiliated clubs	413 (April 22)	418	401	We welcomed 5 new Clubs in 2022. There are also 3 new chess clubs on Universities with Students but not yet a member of the Federation. We lost some small clubs with less then < 10 members.
SOCIAL/SPECIAL				
Programmes (Females, Education, Prisons, refugees etc...)				
Participants in each programmes				
PROMOTION				
Positive or neutral coverage in: <ul style="list-style-type: none"> Mainstream media Social Media/Websites Other 	Schaakoff.nl Schaken.nl Social Media (Facebook, Instagram, Twitter)	Schaakoff.nl Schaken.nl Social Media (Facebook, Instagram, Twitter)		We used Active Campaign to promote the Schaak-Off on the platform of Sport.nl. Also advertising on socials.
PARTNERSHIPS				
Chess sponsors				
Other Strategic Partners e.g. NOC, Media, government organisations, NGOs	Techonomy	Techonomy FIDE	Techonomy NOC*NSF FIDE Chessable	Techonomy, marketing NOC*NSF, Sport.nl FIDE, FED Funding Chessable, prizes (Pro licenties)
OTHER				
Participants in the program of Chess Off	1200 (pilot)	2500	1307	
Clubs participating in Chess Off	80 (pilot)	160	91	
Members (total)	16.614 (April 22)	17.000	17.399 (Feb 23)	Unique persons



APPENDIX C - KEY PERFORMANCE INDICATORS

On behalf of the FEDERATON

Bianca de Jong – Muhren
President
Royal Dutch Chess Federation

Date: February 10th 2023



APPENDIX D – REPORT ON FUNDING

NATIONAL CHESS FEDERATION (NCF): Royal Dutch Chess Federation

CONTINENT: Europe

DEVELOPMENT LEVEL: 1

Please complete ALL requested fields in this report.

1. Programme/Project Name:

The Chess-Off

2. Programme/Project Dates:

June 2022, start of campaign inviting clubs
Pre liminary rounds September 9th to 26th 2022
Regional Finals November 5 tot 25th 2022
National Final December 3rd 2022

3. Summary of Project Outcomes:

- 91 chess clubs participating (+13 form year before)
- 1.307 players in the tournament (+118 from year before)
- 510 not yet a member of a chess club (+25 form year before)
- 128 direct new memberships (+ 41 form year before)
- a rise of 800 members in total during the project period.

4. Breakdown of Funding Usage (Please provide supporting documents as far as possible):

Results Chess-Off 2022	Budget \$	Result \$
Marketing, communication and promotion	\$6.000	\$5.607
Website (Schaakoff.nl)	\$1.500	\$1.589
Personal mailings new players	\$1.000	\$935
National Final (Location, Prices, Arbiters)	\$1.500	\$1.376
Club and Regional accommodations	\$0	\$0
Chessable prices (Pro licenties), 5x preliminary rounds, 5x finals		\$0
	\$10.000	\$9.507

5. Any funds not yet used? Yes, all the funds are used

If No, please provide reasons and details on how and when the funds will be utilised:



APPENDIX D – REPORT ON FUNDING

6. Lessons Learned/Future Improvements:

With the FIDE Funding of \$ 5.000 we could expend the Chess-Off project in 2022 to another level. We made use of the platform of NOC*NSF Sport.nl as a pilot project. Also Chessable was interested to provide extra prizes for the participants. They got more than 100 extra Pro licensees from the project.

In 2023 we will create a chess version of the platform of sport.nl. In March 2023 Startmet.schaken.nl (Start with Chess.nl) goes live. Chess club will be able to offer also chess lessons and Open Days for target audiences as youth (6-10), (13-16), Adults (20-40) or only woman all year long.

The first edition of the Chess-Off was directly when the clubs were open again after the lockdown. We see that this second edition it is not only the corona effect that new participants are looking for options to play chess. This project shows how you can connect people to new activities as chess.

We have learned also how clubs react on this kind of projects. You have to keep it simple for them, but professionally. You have to listen carefully and you have to give them enough time to organize the local events. Good stories and good practices can help.

In June starts the promotion of the next Chess-Off. In September to December 2023 the third Chess-Off will be organized. On December 2nd we will invite 150 participants in the National Final. 150 to celebrate our 150th birth day.

On behalf of FEDERATION

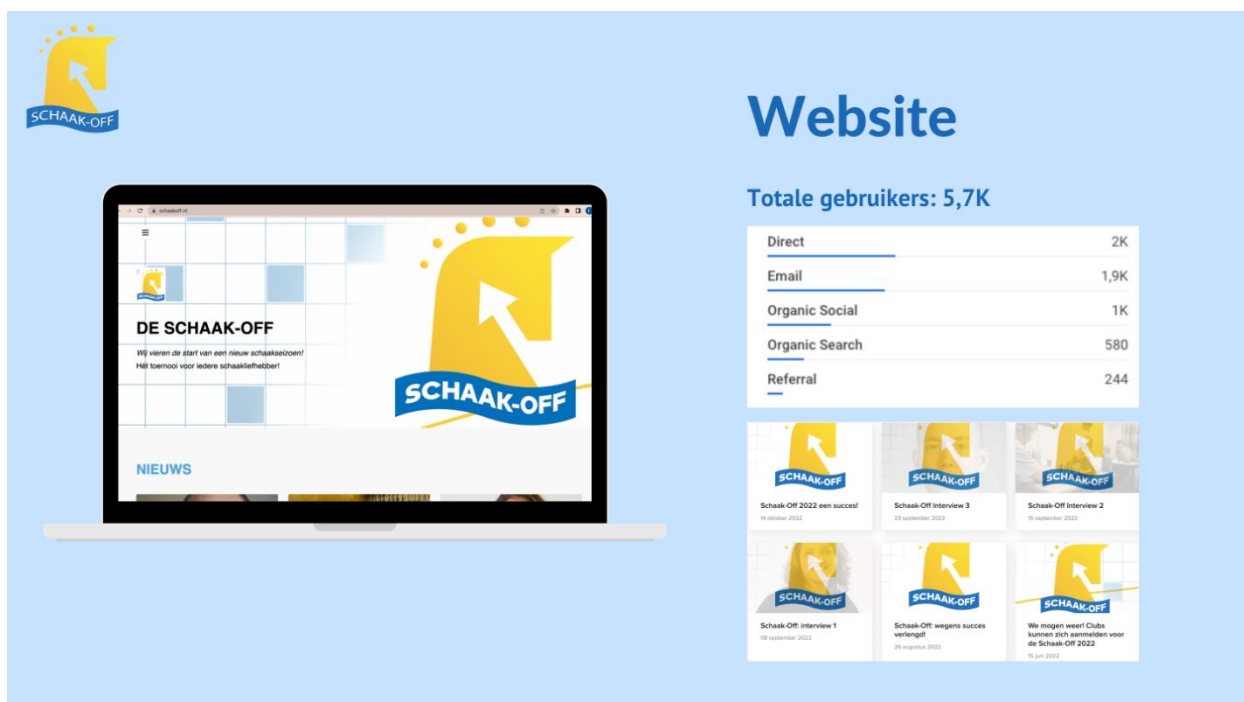
Bianca de Jong – Muhren
President
Royal Dutch Chess Federation

Date: February 10th 2023



APPENDIX D – REPORT ON FUNDING

Attachments:



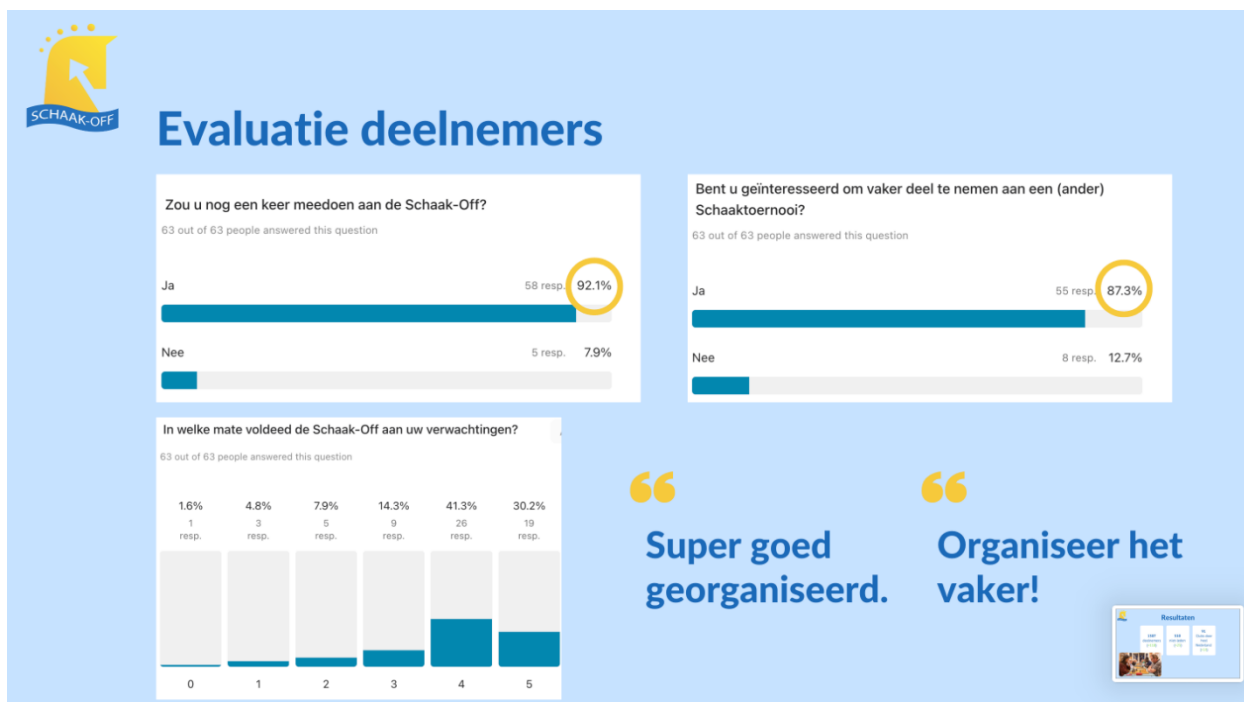
Total unique users of the website 5,7 k



Results 1307 participants, 510 non members, 91 clubs



APPENDIX D – REPORT ON FUNDING



Evaluation participants 92,1% wants to join another time again, 87,3% wants to join chess events more frequently



91,7% of the clubs wants to join next time again, 35,4% of the clubs have got directly new members after the event.



APPENDIX D – REPORT ON FUNDING

DE SCHAAK-OFF

Wij vieren de start van een nieuw schaakseizoen!
Hét toernooi voor iedere schaakliefhebber!

NIEUWS

GESLAAGDE REGIONALE FINALE SCHAAK-OFF
vrijdag 18 november 2022

SCHAAK-OFF 2022 EEN SUCCES!
maandag 24 oktober 2022

SCHAAK-OFF INTERVIEW MET NIET-CLUBLID WILLEM DE KOSTER
vrijdag 23 september 2022

Fysiek schaken op de club en het ontmoeten van schaakvrienden(innen), blijft natuurlijk het allerleukst. Om dit te stimuleren organiseert de Koninklijke Nederlandse Schaakbond, samen met diverse schaakclubs en regionale bonden, een landelijk schaaktoernooi: de Schaak-Off.

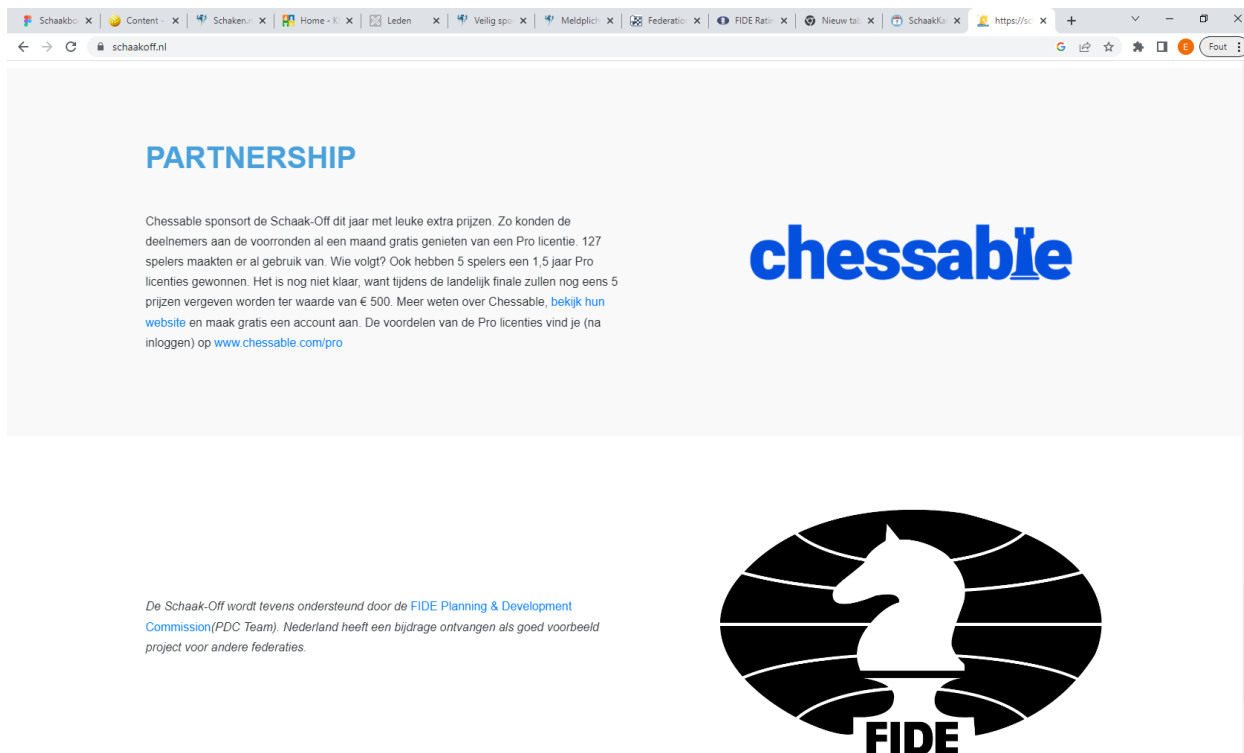
Na het enorme succes van afgelopen jaar, is **de tweede editie van de Schaak-off** gestart! Afgelopen jaar meer dan 1200 deelnemers en 85+ clubs verspreid over heel Nederland. Dit jaar hebben we het kunnen overtreffen met meer dan 1300 deelnemers en 90+ deelnemende clubs.

De Schaak-Off is voor clubleden maar zeker ook voor alle andere schaakliefhebbers. Van jong tot oud, beginner tot gevorderd, *gratis* en voor iedereen! Laten we er samen iets moois van maken!

Screen shots of the website of the Chess-Off: <https://schaakoff.nl/>



APPENDIX D – REPORT ON FUNDING



Screen shot website Chess-Off: <https://schaakoff.nl/>