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Objectives of the third seminar of the service charter project

11-12 September 2006

Objectives, performance indicators and targets

FIRST OBJECTIVE

To finalise the charters

HOW WE MEASURE THE ACHIEVEMENT OF THIS OBJECTIVE (PERFORMANCE INDICATOR)

Conformance of draft charters with agreed criteria for good practice

OUR PERFORMANCE TARGET

80 percent of the second draft of charters drawn up for the seminar should be fit for purpose after the peer review.

100 percent of the charters should be fit for purpose after the final quality check of the trainers.

Objectives, performance indicators and targets

SECOND OBJECTIVE

To prepare the launch of the charters

HOW WE MEASURE THE ACHIEVEMENT OF THIS OBJECTIVE (PERFORMANCE INDICATOR)

Planned marketing strategy must be “fit for purpose”.

OUR PERFORMANCE TARGET

100 percent of the marketing strategies discussed during the seminar should be “fit for purpose” (appropriate for the target group).

Objectives, performance indicators and targets

THIRD OBJECTIVE

To enable you to set up an effective review and monitoring system

HOW WE MEASURE THE ACHIEVEMENT OF THIS OBJECTIVE (PERFORMANCE INDICATOR)

Planned marketing strategy must be “fit for purpose”.

OUR PERFORMANCE TARGET

90 percent of the seminar participants should be able to define challenging but realistic performance targets to measure whether their agency can deliver what it promises

Last but not least, have a look for charters elsewhere

**Example: Charter of the Independent Wine Maker
from Alsace, France**

- ***He respects his terroir.***
- ***He cultivates his vineyard.***
- ***He harvests grapes.***
- ***He vinifies his own vine.***
- ***He bottles his wine in his private cellar.***
- ***He sells his wine.***
- ***He perpetuates his tradition.***
- ***He is happy to welcome you to give you advice about wine tasting and introduce you his production.***