LIFE17 GIE/IT/000562

ANCHOR Life

Advanced Noise Control strategies in HarbOuR

Midterm Report

on the performance indicators of the project (#2)

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Document Review

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Content

1. Executive Summary

This deliverable, on the basis of the Information KPIs Inventory, provides the monitoring and evaluation of the Key Performance Indicators (KPIs) that have been defined to ensure an adequate development of core actions on dissemination and information about noise control best governances, warranting a proper awareness arising and long-lasting sustainability promotion concerning noise pollution impact from ports.

2. Key performance indicators

Given the key role that dissemination and communication activities will play throughout the whole ANCHOR Life project, our objectives to maximize project impact, interaction and engagement with end-users, public bodies and society in general are monitored, based on the target defined in the Information KPIs Inventory as shown below.

2.1 Communication KPIs

The table below provides a quantitative estimation of communication metrics ANCHOR Life will monitor throughout the project. It is important to try and measure interaction, especially on the main social networks instead of the merely number of followers.

Channel	Code	Activity	Suggested Success Criteria
Social Media	SM01	Number of Twitter followers	≥ 50 after year 2
	SM02	Number of Twitter posts	≥ 5 per quarter
	SM03	Twitter Impressions and Retweets	≥ 50 per year
	SM04	Number of Linkedin group members	≥ 50 after year 2 ≥ 100 end of the project
	SM05	Number of Linkedin posts/discussions	≥ 5 per quarter
	SM06	Number of Facebook likes	≥ 50 after year 2 ≥ 100 end of the project
	SM07	Number of Facebook posts	≥ 5 per quarter

Channel	Code	Activity	Suggested success Criteria
Website	WS01	Number of visits	≥ 1000 per year
	WS02	Time spent on website	Average visit ≥ 2 minutes
Promotion	PR01	Number of newsletters	≥ 5 (total)
	PR02	Number of press releases	≥ 3 (total)
	PR03	Number of blog posts	≥ 2 per quarter
	PR04	Number of promotional videos, leaflets, etc.	≥ 5 items (total)
	PR05	Number of referring websites	≥ 5 (total)

2.2 Dissemination KPIs

The following table provides an estimation of the dissemination awareness metrics, identifying the success indicators of the dissemination strategy. Scientific Targets will include conferences, events, publications and papers.

Channel	Code	Activity	Success Criteria
Scientific Targets	ST01	Number of scientific publications	≥ 2 submission per year ≥ 1 submission per year at a target conference
	ST02	Number of other external publications	≥ 1 submission per year
	ST03	Number of project position papers	2 position papers in total (1 mid of project, 1 towards the end of year 3)
	ST04	Number of workshops, presentations, webinars, etc.	≥ 2 per year
Press Echoes	PE01	Press echoes (from all over Europe)	≥ 3 (total)
	PE02	Online magazines and newspapers (worldwide)	≥ 3 (total)
Events	EV01	Dissemination at domain networks	≥ 1 per year
	EV02	Dissemination to citizens	Representative number of users should be reached
	EV03	Number of participated events	≥ 2 per year
	EV04	Number of hosted events	≥ 1 per year

Channel	Code	Activity	Success Criteria
Cooperation	CO01	Number of cooperation with other initiatives	≥ 3 project cooperation
	CO02	Number of work meetings, teleconferences, etc.	≥ 2 per year per cooperation
	CO3	Number of email exchanges with other projects	≥ 3 per year per cooperation

Other KPIs (e.g. number of interviews, number of copies of project leaflet distributed, etc.) could be added after the implementation of the Dissemination Plan.

3. Monitoring and Evaluation

The KPIs listed in the previous chapter will be monitored as stated in the Action Plan and reported below:

- *Progress Report #01, foreseen deadline 31/07/2019*
- Midterm Report #02, foreseen deadline 29/02/2020
- Progress Report #03, foreseen deadline 30/11/2020
- Final Report #04, foreseen deadline 31/08/2021.

The responsible for the action aggregated the outcomes in order to validate them throughout the following classifications, as also should be reported in the Contingency Plan.

Status	Results	General actions and contingency
↓	Immediate action necessary	KPI is significantly below the expected value. Actions to be taken immediately in order to improve activities relevant to the selected KPI.
↘	Further attention needed	KPI is slightly below expectation. Actions to be taken are to be carried out as soon as possible.
√	Good progress	KPI is on track with plan. Measures implemented need to be carried out in a similar way to the end of the project.
↑	Overachievement	KPI exceeds expectation. Possible adjustments of KPI is necessary to account for undervaluation of dissemination efforts or shift of efforts to tasks with lower performance.
□	Not applicable due to change of dissemination plan or measures	KPI cannot be evaluated due to changes in dissemination plans and newly introduced measures. Actions to be carried out need to include adjustment for enabling future tracking of KPI.

The Evaluation Table reported below is filled in with necessary information by Responsible Partner, on the basis of info from each Partner for their own competences:

	KPI	Success Criteria	Status at DATE	Results and comments
SM01	Number of Twitter followers	≥ 50 after year 2	–	Not applicable at the moment
SM02	Number of Twitter posts	≥ 5 per quarter	↘	3 posts at the moment
SM03	Twitter Impressions and Retweets	≥ 50 per year	–	Not applicable at the moment
SM04	Number of Linkedin group members	≥ 50 after year 2 ≥ 100 end of the project	√	48 members at the moment
SM05	Number of Linkedin posts/discussions	≥ 5 per quarter	↘	4 posts at the moment
SM06	Number of Facebook likes	≥ 50 after year 2 ≥ 100 end of the project	↑	285 likes at the moment
SM07	Number of Facebook posts	≥ 5 per quarter	↘	10 posts at the moment
WS01	Number of visits	≥ 1000 per year		Indicare statistiche

WS02	Time spent on website	Average visit ≥ 2 minutes		Indicare statistiche
PR01	Number of newsletters	≥ 5 (total)	↘	Not applicable at the moment
PR02	Number of press releases	≥ 3 (total)	↘	MPA made something for Melilla meeting?
PR03	Number of blog posts	≥ 2 per quarter	↘	Blog is not yet implemented
PR04	Number of promotional videos, leaflets, etc.	≥ 5 items (total)	↘	Not applicable at the moment
PR05	Number of referring websites	≥ 5 (total)	↘	Not applicable at the moment
ST01	Number of scientific publications	≥ 2 submission per year ≥ 1 submission per year at a target conference	↘	Indicare quanti articoli sono stati inviati
ST02	Number of other external publications	≥ 1 submission per year	↘	
ST03	Number of project position papers	2 position papers in total (1 mid of project, 1 towards the end of year 3)	-	Not applicable at the moment
ST04	Number of workshops, presentations, webinars, etc.	≥ 2 per year	√	1st Workshop done in Melilla
PE01	Press echoes (from all over Europe)	≥ 3 (total)	-	Not applicable at the moment
PE02	Online magazines and newspapers (worldwide)	≥ 3 (total)		MPA made something for Melilla meeting?
EV01	Dissemination at domain networks	≥ 1 per year	√	
EV02	Dissemination to citizens	Representative number of users should be reached	-	Not applicable at the moment
EV03	Number of participated events	≥ 2 per year	-	Not applicable at the moment
EV04	Number of hosted events	≥ 1 per year	√	1st Workshop done in Melilla
CO01	Number of cooperation with other initiatives	≥ 3 project cooperations	-	Not applicable at the moment
CO02	Number of work meetings, teleconferences, etc.	≥ 2 per year per cooperation	-	Not applicable at the moment
CO3	Number of email exchanges with other projects	≥ 3 per year per cooperation	-	Not applicable at the moment

Categories

↓	Immediate action necessary
↘	Further attention needed
√	Good progress
↑	Overachievement
□	Not applicable due to change of dissemination plan or measures