



**LIFE17 GIE/IT/000562**

**ANCHOR Life**

**Advanced Noise Control strategies in HarbOuR**

## **Information KPIs Inventory**

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00	25/01/2019	Initial Version of Information KPIs Inv.	SR, INGENIA
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### Document Review

Reviewer	Institution	Date and result of the review
Giorgio Baldinelli	CIRIAF	Fully Accepted

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## 1. Executive Summary

This deliverable provides a definition of a set of 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. In that respect, an Information KPIs set was developed in order to accurately monitor planned dissemination goals as the activities roll out, to enable adjustments in execution as necessary – all with the objective to deliver the expected results.

## 2. Introduction

ANCHOR Life aims to:

- develop rewarding “Figure of Merits” in port noise governance;
- design and install a Smart Port Noise Monitoring System (SPNMS) in the port of Patras;
- prepare a Guideline for the definition of a common approach in port noise monitoring and assessment;
- supply noise data to “disturbing” port companies and “disturbed” citizens in order to made them be more conscious about noise environment and actions to be taken;
- replicate and disseminate this strategy to a platform of “follower” port authorities and stakeholders in order to improve a sustainable environmental development in noise control issue, directly involving them since the beginning of the project as collaborators in activities or as eyewitnesses.

The evaluation of the effectiveness of this dissemination process will be made through set Information Measurement KPIs.

Many KPIs can be identified and used: many of them are quantitative indicators presented numerically, qualitative indicators that cannot be presented with a number, leading indicators to predict the outcome of an activity and lagging indicators to present the activity’s success or failure. However, it is important to select only those that have the higher value in the analysis. To determine whether the performance indicator is suitable enough, the “SMART” checklist could be used and improved:

- Specific: does the indicator convey at a glance what it is measuring?
- Measurable: can the measurement be expressed as an objective value? Do reliable data exist? Can they be easily collected or already being collected?
- Achievable: does the indicator measure something within the program or activity’s manageable control?
- Relevant: does the indicator measure the most important result of the activity?
- Time-bound: is there a deadline for achieving the performance indicator? Are data reported at sufficiently regular intervals to support tracking and management decision making?

The indicators can also be collected according to stage in the process, divided in:



- Input indicators: referred to the resources needed for the implementation on an activity, measuring the quantity, quality and timeliness of resources (e.g. policies, human resources, financial resources and materials);
- Process indicators: referred to indicators to measure whether planned activities took place (e.g. holding of meetings, realization of training courses, etc.);
- Output indicators: give more details in relation to the output of the activity (e.g. number of dissemination events, number of people invited, etc.);
- Outcome indicators: measuring the intermediate results generated by project outputs referring more specifically to the objectives of an intervention. They are the result of both the quantity (“how many”) and quality (“how well”) of the activities implemented. Often, they are such coverage indicators, measuring the extent to which the target population has been reached by the project;
- Impact indicators: measuring the quality and quantity of long-term results generated by programmed outputs (e.g. measurable change in quality of life, reduced noise emissions, etc.).

### 3. Key performance indicators

Given the key role that dissemination and communication activities will play throughout the whole ANCHOR Life project, this document will provide important guidance on how to achieve our objectives as well as maximizing project impact, interaction and engagement with end-users, public bodies and society in general.

In order to enhance communication and dissemination, planning and implementation abilities, the key performance indicators (KPIs) presented in this deliverable shall track progress of dissemination activities; the following main points were targeted:

- definition of KPIs separated by different target in order to be able to better track progress of dissemination;
- definition of Success Criteria based on defined KPIs in order to be able to evaluate progress or achievements;
- creation of an Evaluation Table to be filled out to monitor progress of KPIs.

The three levels of KPIs (output, impact, outcome) are presented in both Communication and Dissemination KPIs.

#### 3.1 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)

### 3.2 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.

## 4. 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.

Every Partner will digitally fill in the reporting form (as shown below) and the responsible for the action will aggregate 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 will be 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	↓	
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		
WS01	Number of visits	≥ 1000 per year		
WS02	Time spent on website	Average visit ≥ 2 minutes		
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)		
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		
PE01	Press echoes (from all over Europe)	≥ 3 (total)		
PE02	Online magazines and newspapers (worldwide)	≥ 3 (total)		
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		
CO01	Number of cooperation with other initiatives	≥ 3 project cooperations		
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		
<b>Categories</b>				
↓	Immediate action necessary			
↘	Further attention needed			



<input checked="" type="checkbox"/>	Good progress
<input checked="" type="checkbox"/>	Overachievement
<input type="checkbox"/>	Not applicable due to change of dissemination plan or measures