



**LIFE17 GIE/IT/000562**

**ANCHOR Life**

**Advanced Noise Control strategies in HarbOuR**

# **Progress Report on the performance indicators of the project**

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00	22/07/2019	Initial Version of Information KPIs Inv.	SR, INGENIA
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### Document Review

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## 1. Executive Summary

This deliverable provides a progress report on the performance indicators of the project, on the basis of the Information KPIs inventory deliverable.

This Report and the monitoring of a set of Key Performance Indicators (KPIs), are defined and followed 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, the Information KPIs inventory provided 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 dissemination and exploitation quantification, 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.

## 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
	CO03	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 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 monitored social-media accounts are:

- Twitter – <https://twitter.com/AnchorLifeProj>
- LinkedIn – <https://www.linkedin.com/groups/13737372/>
- Facebook – <https://www.facebook.com/AnchorLifeProject/>
- Instagram – <https://www.instagram.com/anchorlifeproject/>

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	↘	3 followers at present date
SM02	Number of Twitter posts	≥ 5 per quarter	↘	2 posts at present date
SM03	Twitter Impressions and Retweets	≥ 50 per year	↘	2 impressions at present date
SM04	Number of LinkedIn group members	≥ 50 after year 2 ≥ 100 end of the project	↑	44 at present date
SM05	Number of LinkedIn posts/discussions	≥ 5 per quarter	✓	4 posts at present date
SM06	Number of Facebook likes	≥ 50 after year 2 ≥ 100 end of the project	↑	281 likes at present date
SM07	Number of Facebook posts	≥ 5 per quarter	↑	8 posts at present date
WS01	Number of visits	≥ 1000 per year	☐	Website not online
WS02	Time spent on website	Average visit ≥ 2 minutes	☐	Website not online
PR01	Number of newsletters	≥ 5 (total)	↘	
PR02	Number of press releases	≥ 3 (total)	↘	
PR03	Number of blog posts	≥ 2 per quarter	☐	Blog not online
PR04	Number of promotional videos, leaflets, etc.	≥ 5 items (total)	↘	Melilla leaflets was done
PR05	Number of referring websites	≥ 5 (total)	☐	Website not online
ST01	Number of scientific publications	≥ 2 submission per year ≥ 1 submission per year at a target conference	↘	Working on it
ST02	Number of other external publications	≥ 1 submission per year	↘	Working on it
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	✓	Melilla workshop done
PE01	Press echoes (from all over Europe)	≥ 3 (total)	-	Not applicable at the moment
PE02	Online magazines and newspapers (worldwide)	≥ 3 (total)	-	Not applicable at the moment
EV01	Dissemination at domain networks	≥ 1 per year	-	Not applicable at the moment
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	✓	Melilla event
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
<b>Categories</b>				
↓	Immediate action necessary			
↘	Further attention needed			
✓	Good progress			
↑	Overachievement			
□	Not applicable due to change of dissemination plan or measures			