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ANCHOR Life

Advanced Noise Control strategies in HarbOuR

Progress Report on the performance indicators of the project

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### Document Version Control

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<th>Version</th>
<th>Date</th>
<th>Change Made (and if appropriate reason for change)</th>
<th>Initials of Commentator(s) or Author(s)</th>
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<td>00</td>
<td>22/07/2019</td>
<td>Initial Version of Information KPIs Inv.</td>
<td>SR, INGENIA</td>
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<td>Reviews added</td>
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### Document Review

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<th>Reviewer</th>
<th>Institution</th>
<th>Date and result of the review</th>
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<tr>
<td>Giorgio Baldinelli</td>
<td>CIRIAF</td>
<td>26/07/2019</td>
</tr>
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Approved by (signature) | Date

Approved by at European Commission (signature) | Date
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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.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Code</th>
<th>Activity</th>
<th>Suggested Success Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>SM01</td>
<td>Number of Twitter followers</td>
<td>≥ 50 after year 2</td>
</tr>
<tr>
<td></td>
<td>SM02</td>
<td>Number of Twitter posts</td>
<td>≥ 5 per quarter</td>
</tr>
<tr>
<td></td>
<td>SM03</td>
<td>Twitter Impressions and Retweets</td>
<td>≥ 50 per year</td>
</tr>
<tr>
<td></td>
<td>SM04</td>
<td>Number of LinkedIn group members</td>
<td>≥ 50 after year 2, ≥ 100 end of the project</td>
</tr>
<tr>
<td></td>
<td>SM05</td>
<td>Number of LinkedIn posts/discussions</td>
<td>≥ 5 per quarter</td>
</tr>
<tr>
<td></td>
<td>SM06</td>
<td>Number of Facebook likes</td>
<td>≥ 50 after year 2, ≥ 100 end of the project</td>
</tr>
<tr>
<td></td>
<td>SM07</td>
<td>Number of Facebook posts</td>
<td>≥ 5 per quarter</td>
</tr>
<tr>
<td>Website</td>
<td>WS01</td>
<td>Number of visits</td>
<td>≥ 1000 per year</td>
</tr>
<tr>
<td></td>
<td>WS02</td>
<td>Time spent on website</td>
<td>Average visit ≥ 2 minutes</td>
</tr>
<tr>
<td>Promotion</td>
<td>PR01</td>
<td>Number of newsletters</td>
<td>≥ 5 (total)</td>
</tr>
<tr>
<td></td>
<td>PR02</td>
<td>Number of press releases</td>
<td>≥ 3 (total)</td>
</tr>
<tr>
<td></td>
<td>PR03</td>
<td>Number of blog posts</td>
<td>≥ 2 per quarter</td>
</tr>
<tr>
<td></td>
<td>PR04</td>
<td>Number of promotional videos, leaflets, etc.</td>
<td>≥ 5 items (total)</td>
</tr>
<tr>
<td></td>
<td>PR05</td>
<td>Number of referring websites</td>
<td>≥ 5 (total)</td>
</tr>
</tbody>
</table>
### 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.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Code</th>
<th>Activity</th>
<th>Success Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific Targets</td>
<td>ST01</td>
<td>Number of scientific publications</td>
<td>≥ 2 submission per year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>≥ 1 submission per year at a target conference</td>
</tr>
<tr>
<td></td>
<td>ST02</td>
<td>Number of other external publications</td>
<td>≥ 1 submission per year</td>
</tr>
<tr>
<td></td>
<td>ST03</td>
<td>Number of project position papers</td>
<td>2 position papers in total (1 mid of project, 1 towards the end of year 3)</td>
</tr>
<tr>
<td></td>
<td>ST04</td>
<td>Number of workshops, presentations, webinars, etc.</td>
<td>≥ 2 per year</td>
</tr>
<tr>
<td>Press Echoes</td>
<td>PE01</td>
<td>Press echoes (from all over Europe)</td>
<td>≥ 3 (total)</td>
</tr>
<tr>
<td></td>
<td>PE02</td>
<td>Online magazines and newspapers (worldwide)</td>
<td>≥ 3 (total)</td>
</tr>
<tr>
<td>Events</td>
<td>EV01</td>
<td>Dissemination at domain networks</td>
<td>≥ 1 per year</td>
</tr>
<tr>
<td></td>
<td>EV02</td>
<td>Dissemination to citizens</td>
<td>Representative number of users should be reached</td>
</tr>
<tr>
<td></td>
<td>EV03</td>
<td>Number of participated events</td>
<td>≥ 2 per year</td>
</tr>
<tr>
<td></td>
<td>EV04</td>
<td>Number of hosted events</td>
<td>≥ 1 per year</td>
</tr>
<tr>
<td>Cooperation</td>
<td>CO01</td>
<td>Number of cooperation with other initiatives</td>
<td>≥ 3 project cooperation</td>
</tr>
<tr>
<td></td>
<td>CO02</td>
<td>Number of work meetings, teleconferences, etc.</td>
<td>≥ 2 per year per cooperation</td>
</tr>
<tr>
<td></td>
<td>CO03</td>
<td>Number of email exchanges with other projects</td>
<td>≥ 3 per year per cooperation</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Status</th>
<th>Results</th>
<th>General actions and contingency</th>
</tr>
</thead>
<tbody>
<tr>
<td>⇣</td>
<td>Immediate action necessary</td>
<td>KPI is significantly below the expected value. Actions to be taken immediately in order to improve activities relevant to the selected KPI.</td>
</tr>
<tr>
<td>⇧</td>
<td>Further attention needed</td>
<td>KPI is slightly below expectation. Actions to be taken are to be carried out as soon as possible.</td>
</tr>
<tr>
<td>✔</td>
<td>Good progress</td>
<td>KPI is on track with plan. Measures implemented need to be carried out in a similar way to the end of the project.</td>
</tr>
<tr>
<td>↑</td>
<td>Overachievement</td>
<td>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.</td>
</tr>
<tr>
<td>□</td>
<td>Not applicable due to change of dissemination plan or measures</td>
<td>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.</td>
</tr>
</tbody>
</table>

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:
<table>
<thead>
<tr>
<th>KPI</th>
<th>Success Criteria</th>
<th>Status at DATE</th>
<th>Results and comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM01</td>
<td>Number of Twitter followers</td>
<td>≥ 50 after year 2</td>
<td>↘</td>
</tr>
<tr>
<td>SM02</td>
<td>Number of Twitter posts</td>
<td>≥ 5 per quarter</td>
<td>↘</td>
</tr>
<tr>
<td>SM03</td>
<td>Twitter Impressions and Retweets</td>
<td>≥ 50 per year</td>
<td>↘</td>
</tr>
<tr>
<td>SM04</td>
<td>Number of Linkedin group members</td>
<td>≥ 50 after year 2 ≥ 100 end of the project</td>
<td>↑</td>
</tr>
<tr>
<td>SM05</td>
<td>Number of Linkedin posts/discussions</td>
<td>≥ 5 per quarter</td>
<td>✓</td>
</tr>
<tr>
<td>SM06</td>
<td>Number of Facebook likes</td>
<td>≥ 50 after year 2 ≥ 100 end of the project</td>
<td>↑</td>
</tr>
<tr>
<td>SM07</td>
<td>Number of Facebook posts</td>
<td>≥ 5 per quarter</td>
<td>↑</td>
</tr>
<tr>
<td>WS01</td>
<td>Number of visits</td>
<td>≥ 1000 per year</td>
<td>□</td>
</tr>
<tr>
<td>WS02</td>
<td>Time spent on website</td>
<td>Average visit ≥ 2 minutes</td>
<td>□</td>
</tr>
<tr>
<td>PR01</td>
<td>Number of newsletters</td>
<td>≥ 5 (total)</td>
<td>↘</td>
</tr>
<tr>
<td>PR02</td>
<td>Number of press releases</td>
<td>≥ 3 (total)</td>
<td>↘</td>
</tr>
<tr>
<td>PR03</td>
<td>Number of blog posts</td>
<td>≥ 2 per quarter</td>
<td>□</td>
</tr>
<tr>
<td>PR04</td>
<td>Number of promotional videos, leaflets, etc.</td>
<td>≥ 5 items (total)</td>
<td>↘</td>
</tr>
<tr>
<td>PR05</td>
<td>Number of referring websites</td>
<td>≥ 5 (total)</td>
<td>□</td>
</tr>
<tr>
<td>ST01</td>
<td>Number of scientific publications</td>
<td>≥ 2 submission per year ≥ 1 submission per year at a target conference</td>
<td>↘</td>
</tr>
<tr>
<td>ST02</td>
<td>Number of other external publications</td>
<td>≥ 1 submission per year</td>
<td>↘</td>
</tr>
<tr>
<td>ST03</td>
<td>Number of project position papers</td>
<td>2 position papers in total (1 mid of project, 1 towards the end of year 3)</td>
<td>▴</td>
</tr>
<tr>
<td>ST04</td>
<td>Number of workshops, presentations, webinars, etc.</td>
<td>≥ 2 per year</td>
<td>✓</td>
</tr>
<tr>
<td>PE01</td>
<td>Press echoes (from all over Europe)</td>
<td>≥ 3 (total)</td>
<td>▴</td>
</tr>
<tr>
<td>PE02</td>
<td>Online magazines and newspapers (worldwide)</td>
<td>≥ 3 (total)</td>
<td>▴</td>
</tr>
<tr>
<td>EV01</td>
<td>Dissemination at domain networks</td>
<td>≥ 1 per year</td>
<td>▴</td>
</tr>
<tr>
<td>EV02</td>
<td>Dissemination to citizens</td>
<td>Representative number of users should be reached</td>
<td>▴</td>
</tr>
<tr>
<td>EV03</td>
<td>Number of participated events</td>
<td>≥ 2 per year</td>
<td>▴</td>
</tr>
<tr>
<td></td>
<td>Description</td>
<td>Target</td>
<td>Status</td>
</tr>
<tr>
<td>---</td>
<td>----------------------------------------------------------</td>
<td>-------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>EV04</td>
<td>Number of hosted events</td>
<td>≥ 1 per year</td>
<td>✔</td>
</tr>
<tr>
<td>CO01</td>
<td>Number of cooperation with other initiatives</td>
<td>≥ 3 project cooperations</td>
<td>-</td>
</tr>
<tr>
<td>CO02</td>
<td>Number of work meetings, teleconferences, etc.</td>
<td>≥ 2 per year per cooperation</td>
<td>-</td>
</tr>
<tr>
<td>CO3</td>
<td>Number of email exchanges with other projects</td>
<td>≥ 3 per year per cooperation</td>
<td>-</td>
</tr>
</tbody>
</table>

**Categories**

- **↓** Immediate action necessary
- **↗** Further attention needed
- **✓** Good progress
- **↑** Overachievement
- **□** Not applicable due to change of dissemination plan or measures