INSPIRE
Innovative Solutions for Plastic Free European Rivers

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Performance Indicators
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List of Acronyms

ANRI	Alchemia-Nova Research & Innovation Gemeinnutzige GMBH
D	Deliverable
EC	European Commission
EU	European Union
EXIT	Foundation EXIT
GA	Grant Agreement
INSPIR	Innovative Solutions for Plastic Free European Rivers
KPI	Key Performance Indicator
M	Month
MS	Milestone
RCU	River Cleanup
RI	Research Infrastructure
VLIZ	Vlaams Instituut voor de Zee
WP	Work Package
VITO	Vlaamse Instelling voor Technologisch Onderzoek

Executive Summary

This D6.2 INSPIRE Performance Indicators document lists the INSPIRE Key Performance Indicators (KPI) and the aimed targets, and identifies for each KPI the available tools and data (Google analytics, the INSPIRE register of social media channels including media partners, dissemination and communication activities including INSPIRE stakeholder events and INSPIRE webinars). These tools and data will enable to assess, follow up and report on each of the INSPIRE Key Performance Indicators in the categories communication, community engagement and dissemination towards its aimed targets during the project.

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1. Objective

The objective of the Deliverable D6.2 is to list the selected INSPIRE Key Performance Indicators (KPIs) and aimed targets, and to indicate the tools and data available to assess, follow up and report on each of the INSPIRE KPIs towards the aimed targets.

2. Background

2.1 The INSPIRE project

INSPIRE's main objective is to contribute to the drastic reduction of litter, macro-, meso- and microplastics in European inland and transitional waters in a holistic approach, by bringing together 20 technologies and actions for:
- DETECTION of the pollution in the river and at the riverbank,
- COLLECTION of litter and macroplastics at the riverbank and litter, macro-, meso- and microlitter in the river,
- PREVENTION of litter, macro-, meso- and microplastics to enter the river by collecting it from its waste stream before it can enter the river and by developing biodegradable alternatives for currently non-degradable polluting products, to avoid they will further be used and arrive in the river as litter.

Six use cases are defined in INSPIRE to deploy and test technologies and actions, to model the processes related to the water purification activities, to obtain 7 well defined solutions at detection, collection or prevention level and combinations thereof. The technical feasibility is backboned by a techno-economic analysis with the development of business cases for the solutions, action plans towards upscaling and replication. Combined with mapping and modelling, all elements are brought together to develop a Master Plan for tackling the challenges of the mission and contributing to the objectives of the mission.

The INSPIRE project will be visible thanks to its well-developed dissemination and communication plan and strategy for community engagement. Apart from the general dissemination and communication tools and activities, specific activities will be set up on festivals, promoting 100% biodegradable products as a result of INSPIRE.

The INSPIRE's consortium is composed of 26 partners with complementary expertise with a balance between sectors, namely academia, industry, communication specialists and soft skills organisations. Partners will jointly work towards developing and implementing successful solutions that can find their way to the market.

2.2 Related deliverables and milestones

This report defines the tools and data to assess and follow up each of the INSPIRE KPIs towards its targets (preliminary defined in D6.1) during the INSPIRE project. The D6.1 describes the community engagement, communication and dissemination strategy, including the preliminary INSPIRE KPIs and aimed targets. In the D6.2 the INSPIRE KPIs and aimed targets were further consolidated.

This document is part of a wider framework of INSPIRE defined deliverables (D) and milestones (MS) to maximise impact (see Table 1 and Table 2).

Table 1: Related INSPIRE deliverables to D6.2, due dates and the leading partner (Green marked = Deliverable has been submitted at M12)

Number	Deliverable Title	Due Date	Responsible
D4.4	Delivery of impact evaluation dashboard	M24	INFOR
D6.1	Community engagement, communication and dissemination strategy	M6	VLIZ
D6.2	Performance Indicators	M12	VITO
D6.3	Project Website	M5	EXIT
D6.4	Communication kit	M8	EXIT
D6.5	Open-access research publications in high-impact journals	M36	VITO
D6.6	Organized citizen science and capacity building events	M36	VITO
D6.7	Collaboration Acceleration Plan	M12	VLIZ
D6.8	Policy information brief	M34	VLIZ
D7.3	Data Management Plan	M6	VLIZ
D7.8	Updated Data Management Plan	M18	VLIZ

Table 2: Related INSPIRE Milestones to D6.2 and their due dates (Green marked = Milestone is achieved at M12)

Number	Milestone	Due Date
MS 9	Dashboard established	M10
MS 13	Project Website Online	M5
MS 14	EU marine Litter Landscape Mapped	M12
MS 15	First Scientific webinar	M18
MS 16	First stakeholder event organized	M20
MS 17	Citizen science holistic approach implemented at the Scheldt	M24
MS 18	Martin Strel - Swim in European river	M30
MS 19	Special issue in journal published	M36
MS 20	Final event: Workshop on river litter monitoring	M44
MS 21	Data Management Plan implemented	M9

3. Performance Indicators

3.1 Introduction

Key Impact Pathways are a novel approach to capture and communicate scientific, societal and technological/economic impact. The Indicator Methodology and Metadata Handbook[3] describes definitions, methodologies and data sources for each of the Key Impact Pathway indicators, including how frequently measured and data quality assessment. Progress towards impact is monitored via short-term, medium-term and long-term indicators along the scientific, societal and technological/economic Key Impact Pathways.

The EU Horizon 2020 Research Infrastructure project Paths-RI[4] identified indicators within categories human resources, economy and innovation, society, policy and provides data collection approaches and tools. Paths-RI identified quantitative and qualitative indicators. Quantitative indicators are defined as measure of quantities or amount (number, index, percentage or ratio) based on available monitoring data.

The Key Performance Indicators (KPIs) selected within INSPIRE are based on the Handbook, and the list of RI-paths indicators.

3.2 List of performance indicators

For INSPIRE the selected Key Performance Indicators (KPIs)
- are output or result indicators as defined in European Union, 2015, Horizon 2020 indicators[5];
- are quantitative indicators;
- focus on short-term impact.

Table 3 lists the INSPIRE KPIs and the aimed target values in the categories communication, community engagement and dissemination together with the tools or data available to assess and follow up the KPIs. The INSPIRE communication KPIs are based on Paths-RI indicator category Society. The INSPIRE community engagement KPIs are based on Paths-RI indicator category Society and the Key Impact Pathways for Societal Impact. The INSPIRE dissemination KPIs are based on Paths-RI indicator category Society and Human Resources and the Key Impact Pathways for Scientific Impact. The estimated preliminary target values in D6.1 are based on experience of the INSPIRE project partners in previous EU projects.

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[3] European Commission, Directorate-General for Research and Innovation, Stančiauskas, V., Brozaitis, H., Notten, A. et al., *Study to support the monitoring and evaluation of the framework programme for research and innovation along key impact pathways – Indicator methodology and metadata handbook*, Stančiauskas, V.(editor), Brozaitis, H.(editor), Notten, A.(editor), Hollanders, H.(editor), Papageorgiou, H.(editor), Manola, N.(editor), Zagame, P.(editor), Le-Mouel, P.(editor), Publications Office of the European Union, 2022, https://data.europa.eu/doi/10.2777/44653

[4] https://ri-paths-tool.eu/en/indicators; grant agreement No 77756

[5] European Union, 2015, Horizon 2020 indicators, ISBN 978-92-79-49476-5 doi:10.2777/71098 KI-01-15-477-EN-N; https://ec.europa.eu/newsroom/horizon2020/document.cfm?doc_id=10927

After discussion at the INSPIRE 3rd General Assembly (14-16 May 2024, in Vienna), the communication KPI 'followers on all partners social media channels > 2.5 million' was considered as too ambitious and one community engagement KPI was modified from 'Increase in citizen involvement in realization of the MaP > 20% 'into 'Increase in stakeholder involvement in realization of the MaP > 20'.

Table 3: List of Key Performance Indicators and aimed targets together with tools and data provided to assess the KPIs to monitor the impact of INSPIRE.

Indicator	Metric	Target value	Data source
Communication			
Project website	Number of visitors,	1000+ visits/month	Google Analytics
Social media reach and interaction	Number of followers on INSPIRE social media channels	250+ followers	INSPIRE_SocialMedia_Channels.xlsx Social media analytics: (X, LinedIn, Instragram, Facebook)
Combined followers on all partners social media channels	Total number of followers across INSPIRE's partner channels	2.5M+ followers (ambitious)	INSPIRE_SocialMedia_Channels. xlsx Social media analytics: from partner accounts (X, LinkendIn, Instagram, Facebook)
Social media coverage	Number of posts across all social media platforms	10+ posts per month	Monthly posts in INSPIRE Dissemination and Communication Activities register.xlsx
International press coverage – Number of Press Releases	Total number of international press releases published	10+ press releases	Press release ((newspapers, TV), news platforms. INSPIRE Dissemination and Communication Activities register.xlsx
International press coverage – Audience reach	Total number of people reached through press releases	4M+ people reached	Media tracking tools, press release analytics, INSPIRE Dissemination and Communication Activities register.xlsx
Media partnerships	Number of media organizations engaged	25+ media partners	Media partner list (radio, TV, newspapers, …) in INSPIRE_SocialMedia_Channels.xlsx
Newsletters – Internal communications	Monthly internal newsletters sent to project partners	1 per month	INSPIRE internal reports, email tracking
Newsletter – External reach	INSPIRE news integrated into external newsletters	5+ external newsletters featuring INSPIRE content	External newsletter partners, publication records
Video content- production and distribution	Number of videos produced	3+ core videos	Video uploaded on INSPIRE website, YouTube and social media
Video impact	Number of total video views across all platforms	10,000+ combined views	YouTube, social media analytics, INSPIRE website tracking.

Community engagement			
Citizens participation in clean-up events ,	Number of participants per event	500+ citizens engaged in INSPIRE activities	Event attendance records General public reached during cleanup events in INSPIRE Dissemination and Communication Activities register.xlsx
Stakeholder involvement in realization of the MaP	Number of non-INSPIRE stakeholders participating in events	20+ stakeholders involved	Number of stakeholders participating in stakeholder events (non INSPIRE partners) in INSPIRE Dissemination and Communication Activities register.xlsx
Dissemination			
Conference presentations and posters	Number of presentations and posters at international conferences	30+ presentations	Conference records Number of presentations in INSPIRE Dissemination and Communication Activities register.xlsx
Audience reach at conferences	Number of professionals, authorities and media representatives reached	4000+	Conference participantion data Number of participants in INSPIRE Dissemination and Communication Activities register.xlsx
High impact scientific publications (A1 journals)	Number of peer-reviewed papers	5+ high impact scientific publications	Google Scholar, ResearchGate, DOI references in INSPIRE Dissemination and Communication Activities register.xlsx
Scientific webinar(s)	Number of leading scientific webinars organized	1+ INSPIRE scientific webinar	Number of webinars announced as news item at INSPIRE website

3.3   Implementation and reporting

For the strategic evaluation of the progress of the KPIs, the status of the KPIs using the tools and data listed above will be assessed and reported at the INSPIRE monthly WP6 meetings, 6-weekly Management Board meetings and 6-monthly GA meetings, where appropriate actions will be defined to reach for the aimed targets. The communication and dissemination team (WP6), along with project partners, will be responsible for the implementation of this framework. The KPIs will serve as a basis for refining strategies and enhancing stakeholder engagement to maximize INSPIRE's impact.

4. Conclusion

Tools and data are available to assess and follow up on the INSPIRE KPIs in the categories communication, community engagement and dissemination. Status of the KPIs will be assessed and reported at the INSPIRE WP6 meetings, Management Board meetings and GA meetings, where appropriate actions will be defined to reach for the aimed targets.

INSPIRE

Innovative Solutions for Plastic Free European Rivers

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