Europa Media webinar

Communication and Dissemination in Horizon Europe: focus on KPIs and Reporting

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Welcome!

- 10:00– 10:45 | Presentation

- 10:45 – 11:00 | Q&A session

SPEAKERS

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GET IN TOUCH

Agenda

1. KPIs: definition
2. Types of KPIs
3. How to choose the right KPIs for you
4. In the proposal: where you need to include KPIs and practical examples
5. Reporting tips

KPIs: definition

Key Performance Indicators

A value you can measure to show progress: from your personal life to your EU project

KPIs are:
- a type of performance measurement
- A way to show how effectively you are reaching your objectives
- Part of the D&C strategy
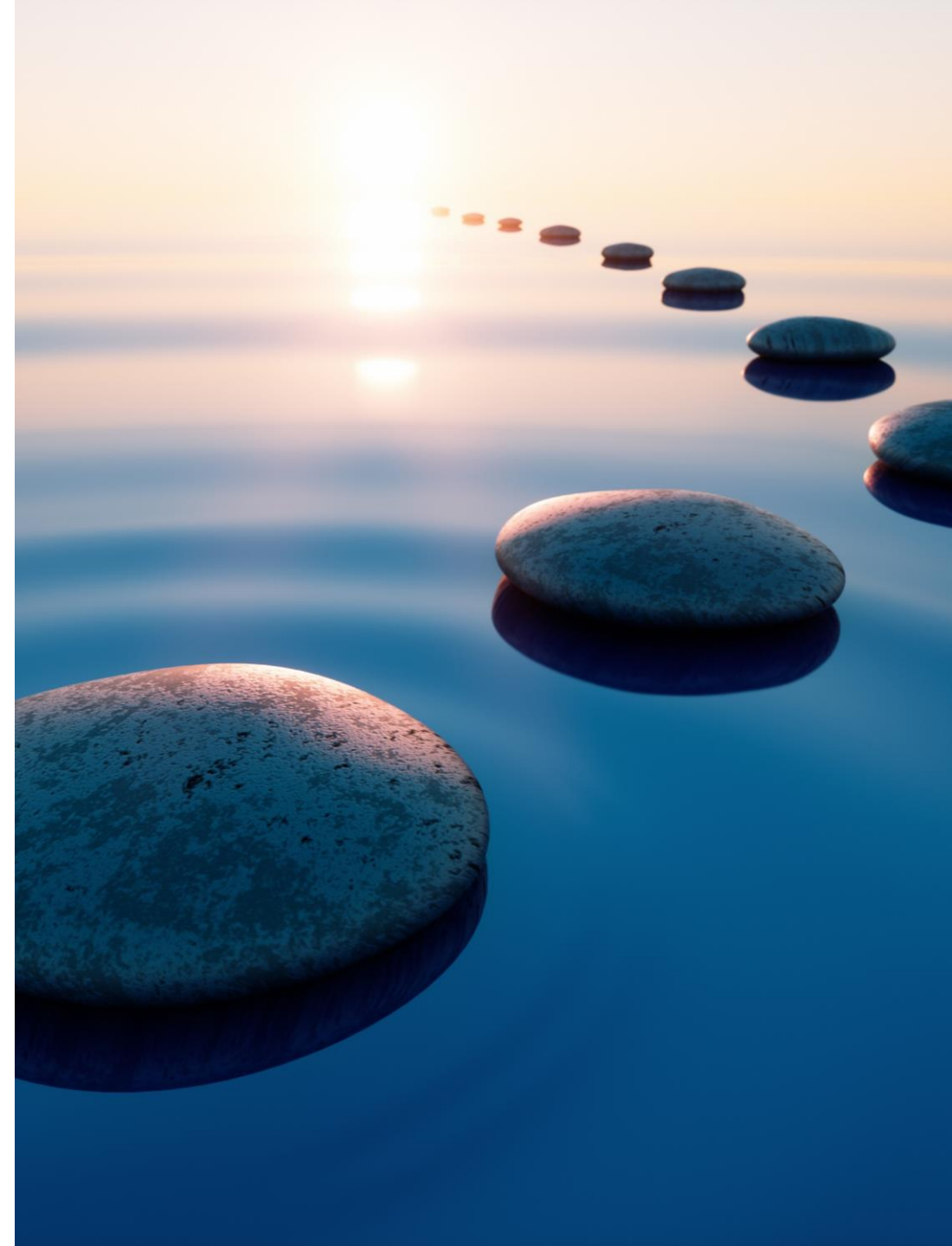
Remember: What you promise has to be delivered!

DO NOT COPY PASTE

KPIs: Before getting started
Step by step

1. Determine your project objectives

2. Define success

3. Decide on measurement

4. Write your SMART KPIs

KPIs: SMART

1. **Specific:** what exactly needs to be accomplished?

2. **Measurable:** How will we know we have succeeded?

3. **Achievable**: Do we have the resources to achieve this goal?

4. **Realistic (and relevant):** is this goal worthwhile?

5. **Timely**: what is the deadline for reaching this goal?

Types of KPIs

KPIs: different types

	RAW	PROGRESS	CHANGE
MEASURE (What are we measuring?)	N of newsletter subscribers	% complete	% increase in newsletter subscribers
TARGET (how many?)	500	100%	20%
SOURCE (where is your date coming from?	In-house system, Mailchimp, etc	Project Plan	Project Plan

Time and frequency: how often you need to report on these KPIs (weekly, monthly, yearly…)

In brief

Quantitative indicators may be:
- Number of press releases
- Number of publications
- Number of times a deliverable was downloaded
- Number of unique visitors to your project website

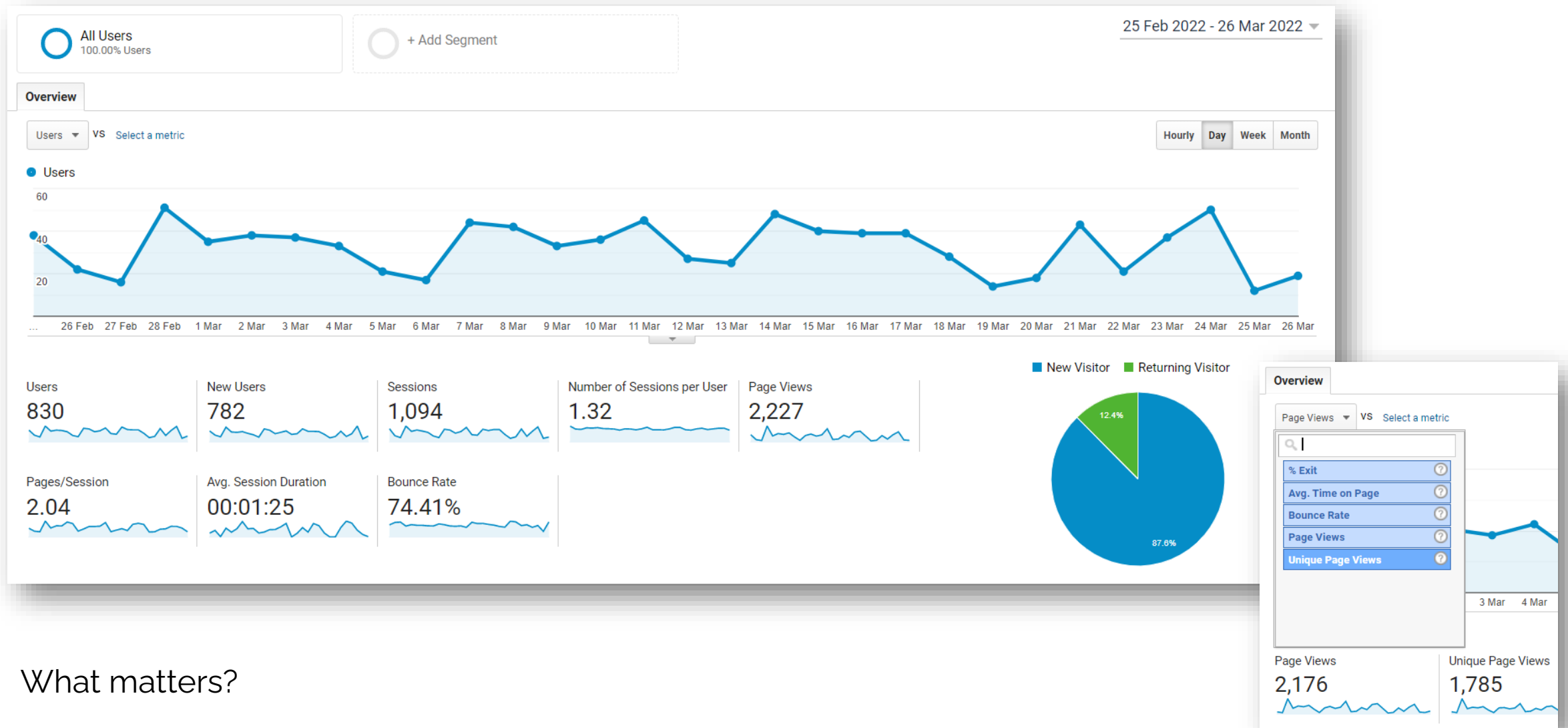**Assessment** might be performed through:
- Google Analytics
- Social Media analytics
- Presence sheets at face-to-face events
- Qualitative assessment through feedback questionnaires

💡 Chance for adjusting/changing your channels, tools, messages, style, etc.
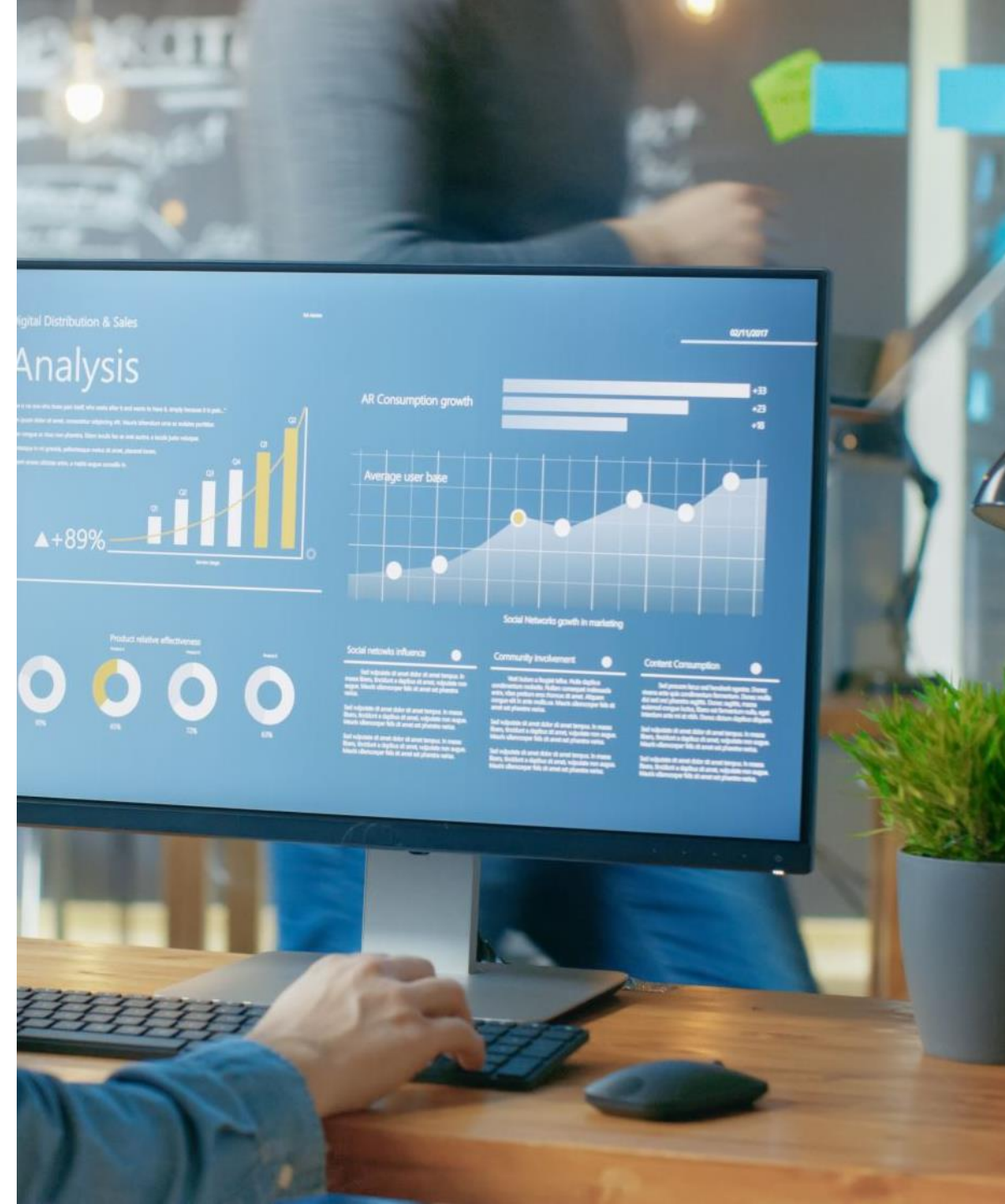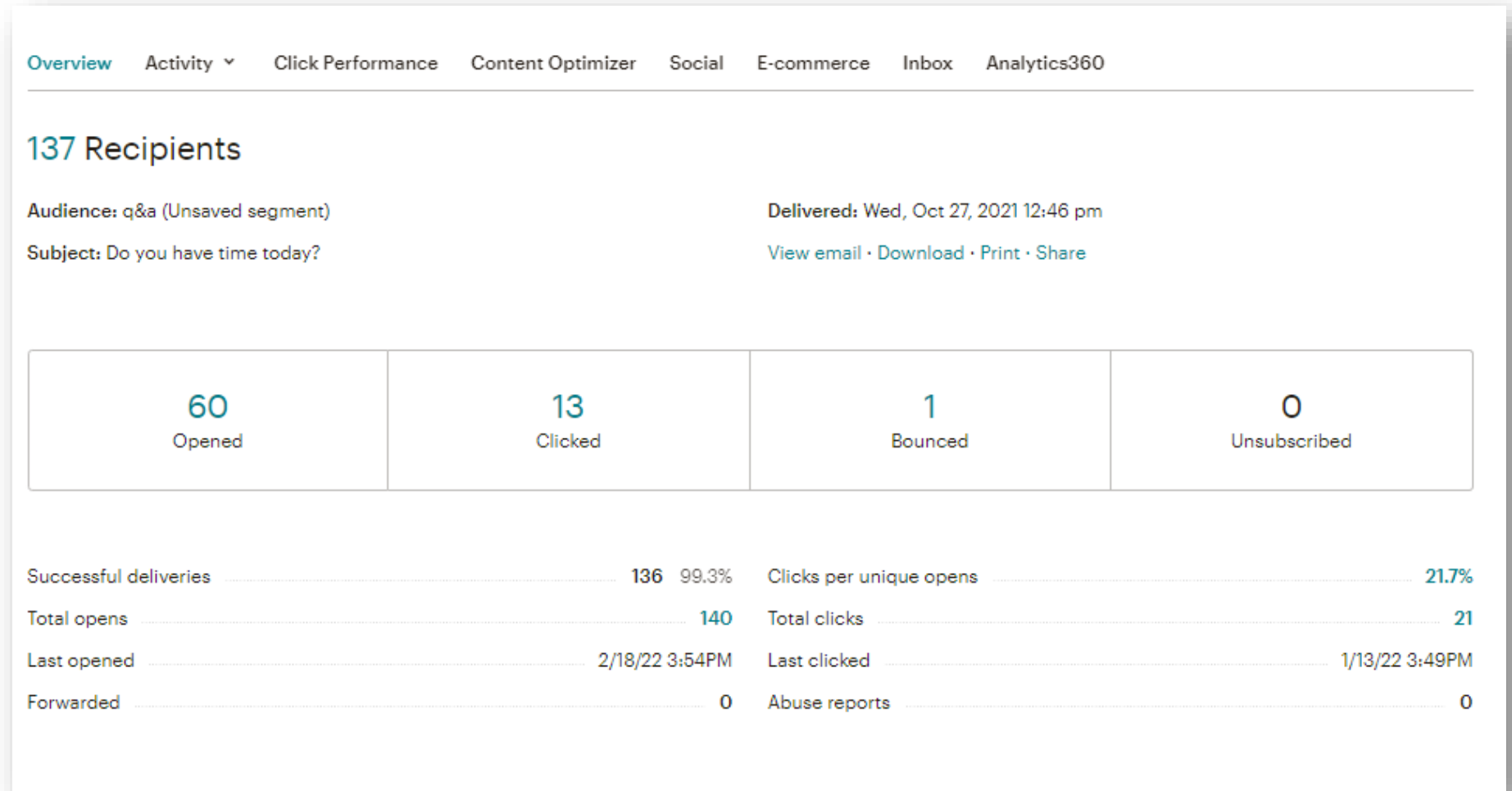
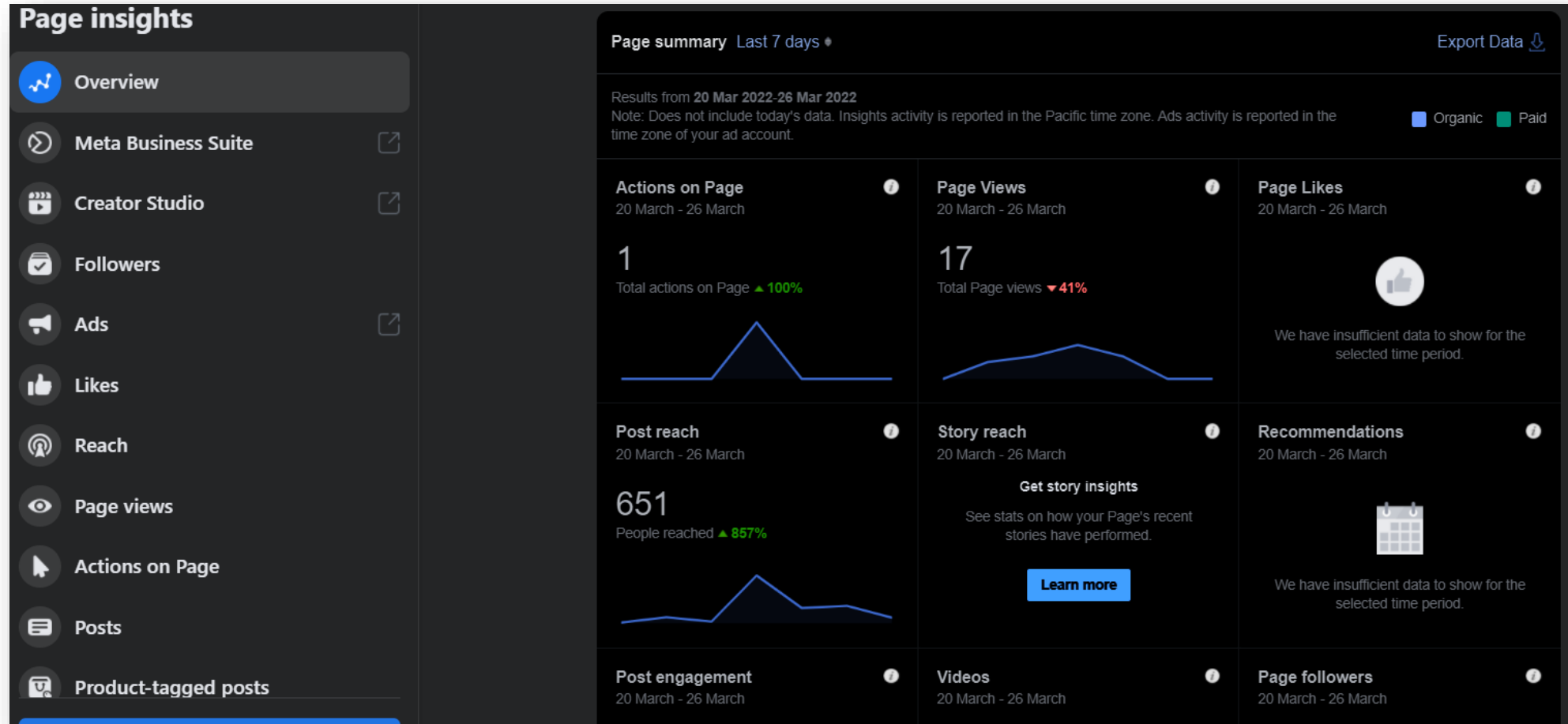# Communication KPIs: Google Analytics

What matters?

Communication KPIs: Newsletter

What matters?

Overview   Activity ⌄   Click Performance   Content Optimizer   Social   E-commerce   Inbox   Analytics360

137 Recipients

Audience: q&a (Unsaved segment)

Subject: Do you have time today?

Delivered: Wed, Oct 27, 2021 12:46 pm

View email · Download · Print · Share

60	13	1	0
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	136	99.3%	Clicks per unique opens		21.7%
Total opens		140	Total clicks		21
Last opened		2/18/22 3:54PM	Last clicked		1/13/22 3:49PM
Forwarded		0	Abuse reports		0

Comm KPIs: Social Media - Facebook

What matters?

Comm KPIs: Social Media - Facebook

1. Choose a goal

2. Choose the difficulty

3. All set!

Comm KPIs: Social Media - Twitter
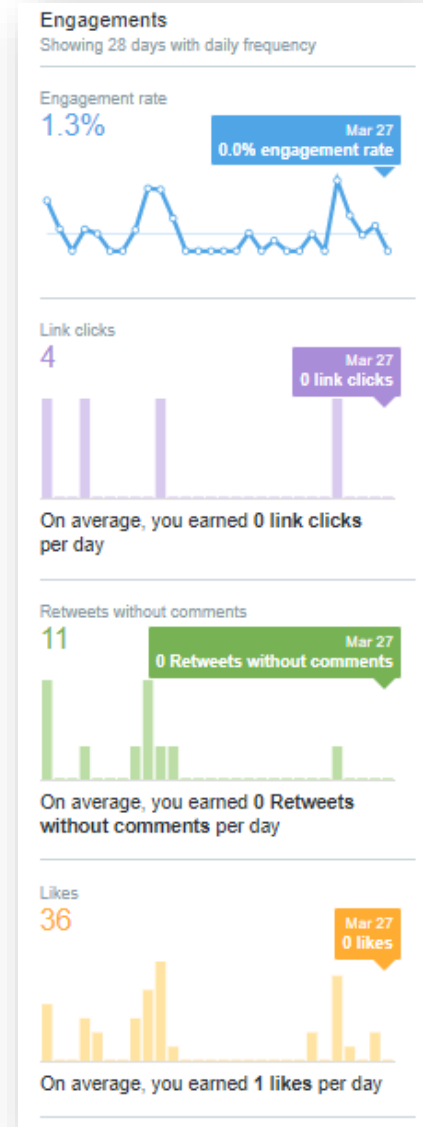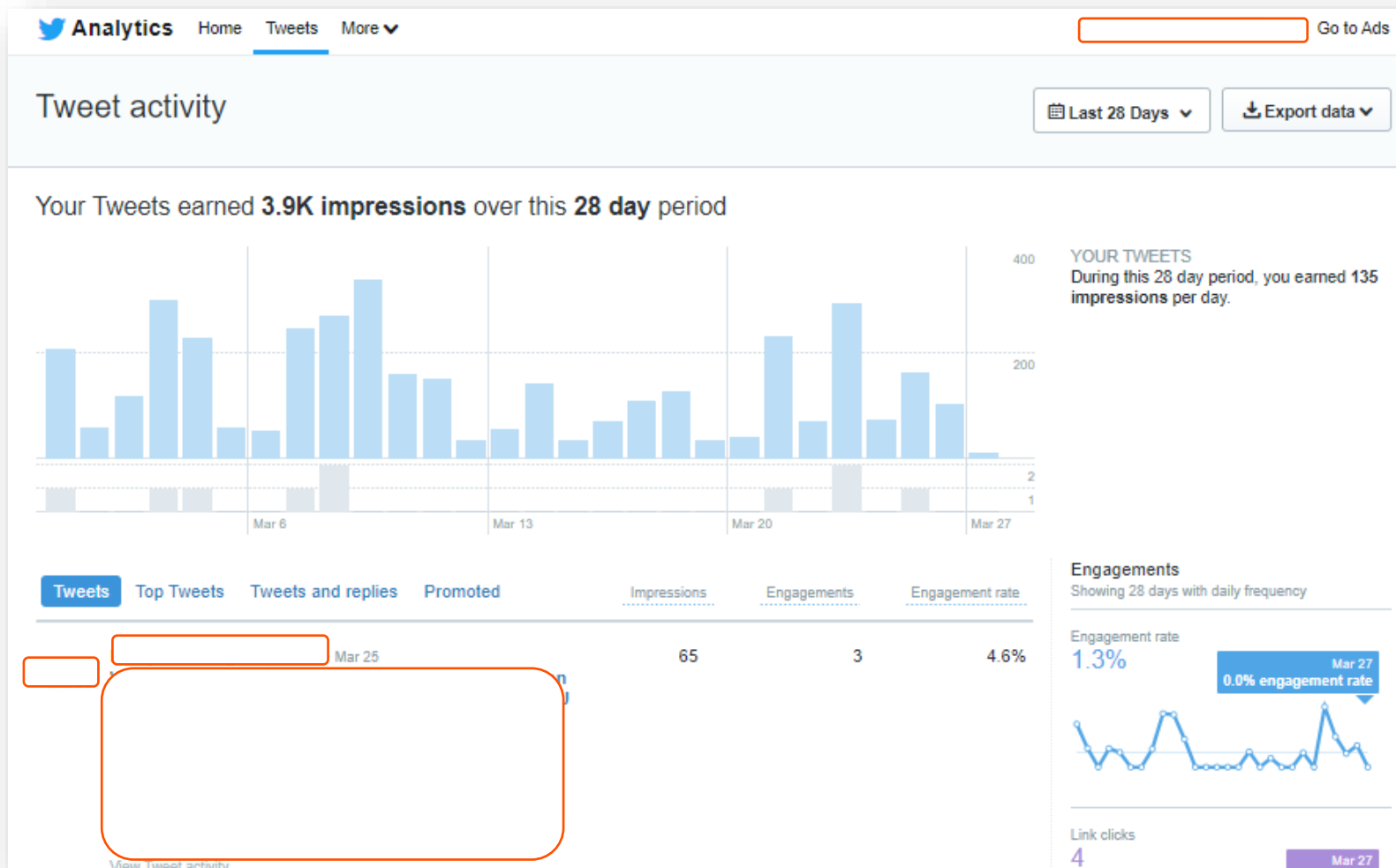
What matters?

Comm KPIs: Social Media - LinkedIn
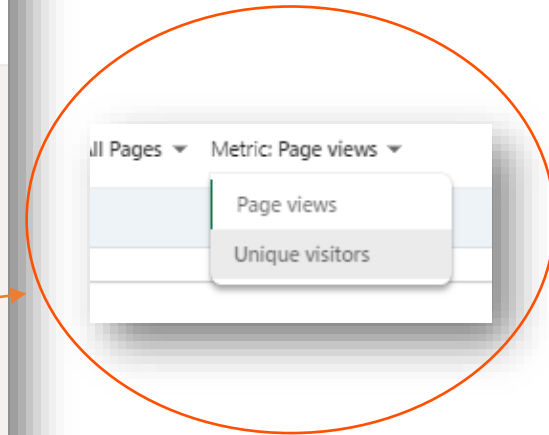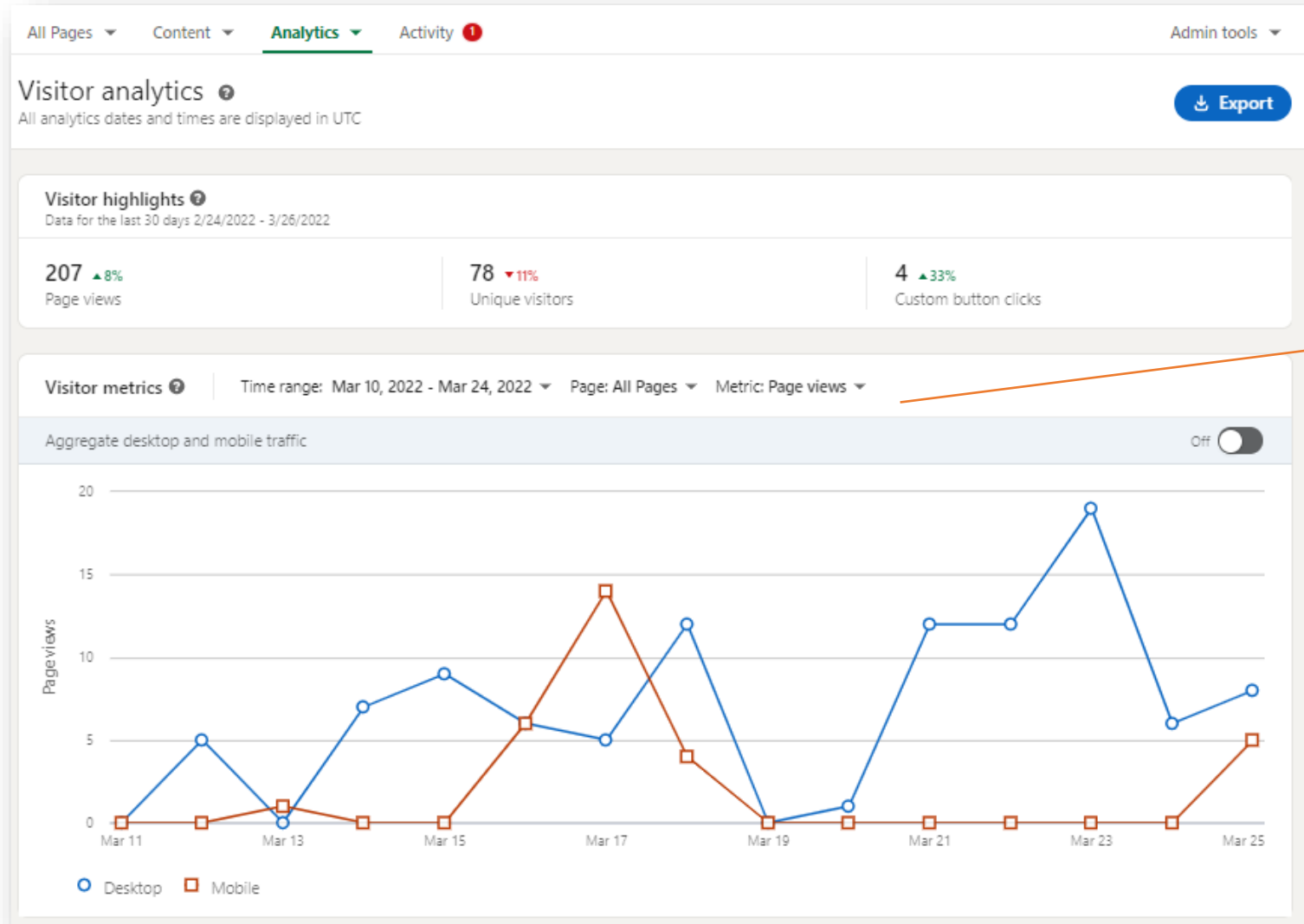
Dissemination KPIs
Reaching a more specific audience

- **Presentations** at scientific conferences (e.g. minimum 4 during Project implementation)

- **Exhibitions**, **workshops and e-learnings** (e.g. 6 stakeholder workshops, industry workshops, 6 e-learning courses. 2 MOOCs)

- **Mailing**: direct emails, newsletters (e.g. 24 mailings), even direct calls, etc.

- **Scientific posters**: 1 brochure, 3 posters, etc

How to choose the right KPIs for your project

What to consider

- Project length and budget: 1 year-long Project, 3 years..?

- Objectives of the Project: bear in mind what you want to achieve

- Your starting point: leverage your organisation outreach and the partnership's

- Check out previous EU projects and their results - benchmark

- Specific tools you choose: tools may vary depending on the geographical region you target, on the specific activity, etc

- Pick KPIs that matter: not all metrics are worth tracking, not all Perfomance Indicators are Key
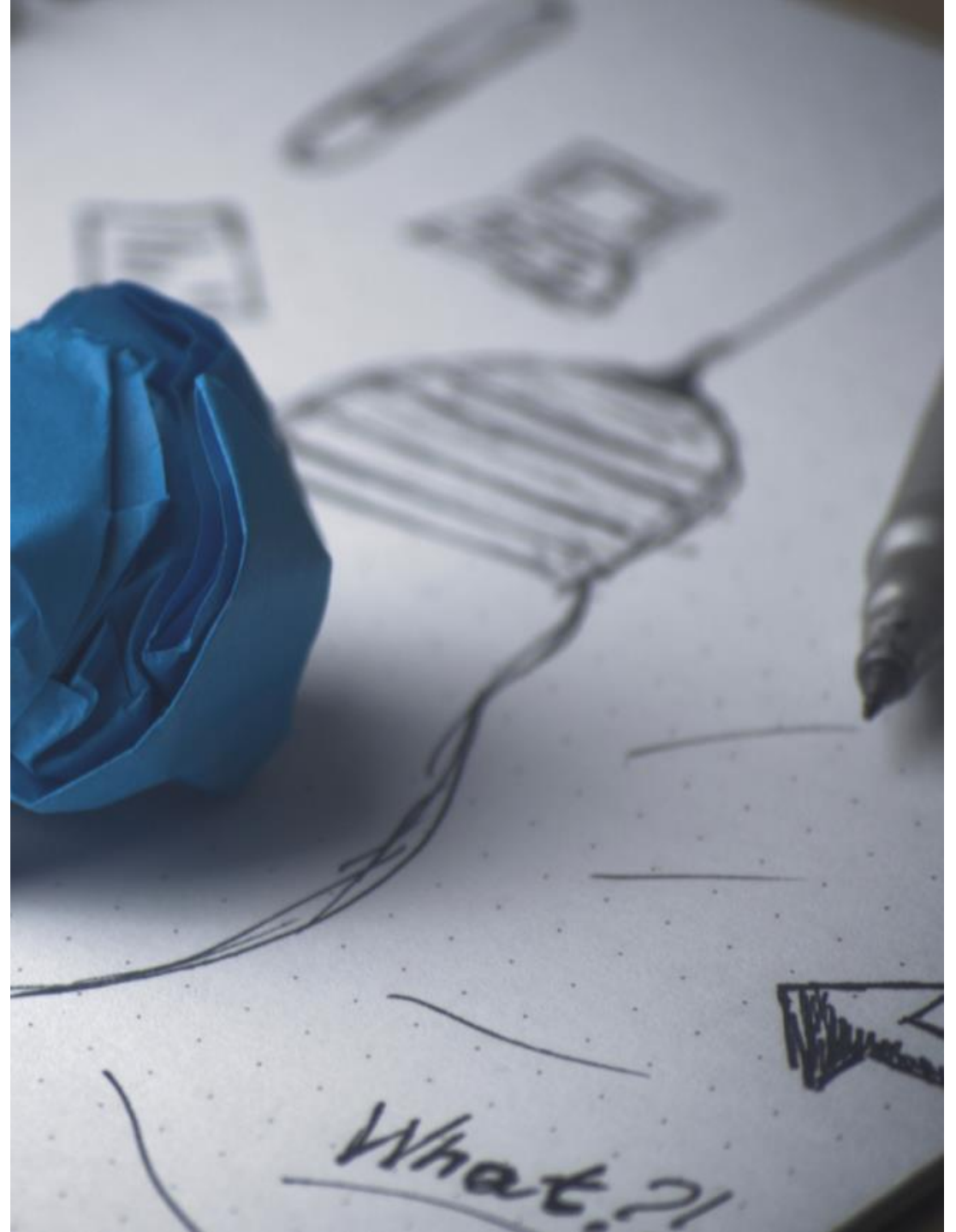
Exercise – help us set the ideal targets!

Background info:
- Partners reach (e.g. Newsletter subscribers..?)
- ...

Project info:
- duration: 36 months
- Requested EU contribution: 5 million euros
- Geographical outreach: Sweden, Denmark, Norway, Finland, Spain, Romania

Project objective:
Engage **key target groups** (e.g educators, CSOs, researchers, decision makers, etc) in the **co-creation and evaluation** of **policies, strategies and tools** (including technologies) to address root-level needs

D&C objective:
Reach out to **decision makers** in the field of education to guarantee the **uptake of the Project's results** (*sharing best practices; exchanging experiences and information; reflecting on the field tests; sharing the results*)

Channels and tools
- 1 to 1 meetings
- calls and discussions
- ...

Indicators
- N of meetings with policymakers
- N of calls
- ...

(Target) KPIs
- ...
- ...
- ...

KPIs in the proposal

D&C KPIs

Impact section:

- **Section 2.1** Project's pathway towards impact (results, contribution to impact and indicators)

- **Section 2.2**. Measures to maximise impact: dissemination, exploitation and communication

Horizon Europe Programme
Standard Application Form (HE RIA, IA)

Application form (Part A)
Project proposal – Technical description (Part B)

Version 4.0
21 January 2022

2.2 Measures to maximise impact
Drafting your Dissemination and Communication Plan

How to present your KPIs?

a) Table (mention: KPIs, measurement, target and monitoring method)

Scientific presentations	15 scientific presentations in national/EU conferences, seminars, workshops during the project and after	Presentations are available on the project website
Synergies with other projects & initiatives	20 joint activities (social media campaigns, webinars, joint workshops)	Documented through social media posting, pictures, email exchanges
Policy workshops	3 x policy workshops; 45 high level attendees (in-person + online livestream)	Documented via D7.5 and attendee list
Project website	15000 hits	Google Analytics report
LinkedIn, Twitter, Instagram, Facebook and YouTube	2000 followers in total	Social Media Analytics reports
Media/Press visibility	At least 15 appearances in relevant magazines, newspapers TV, radio shows	Documented through pictures and videos

b) Narrative (mention: KPIs, measurement, target and monitoring method)

A standardized database of biological samples and associated risk factors; around 15 scientific publications, including 30% methodological (e.g. proof-of-principle tool), 30% pathogen specific, 30% addressing our overarching questions, and 10% position/perspective/review papers; and increased epidemiological knowledge used by OIE and WHO and relevant authorities in at least 4 countries on three continents. More than 5000 biological samples will be stored in biobanks, and genetic sequences will be stored in open repositories. Consequently, the burden of emerging zoonotic diseases in the human and animal population will be reduced. There is also an ambition is to contribute to the international biodiversity agenda.

Examples

Project 1: BCOMING

D&C objective & target group	Tool	Measure	KPis
Share information with all target groups and the general public	Website, social media, media, press	Unique visitors, followers, appearances on local and national media	Min. 10k website visits, 1k followers, etc
Share the new scientific approach developed by the Project with scientific communities	Events, news Exchange	Events attendance, event organisation, number of publications on scientific journals	Min 15 events, min 10 publications
Support open science practices and highlight synergies with other projects	Joint events, social media campaigns,	N of events, N of data Exchange agreements, N of collaboration agreements, N of campaigns, N of reach of those campaigns	Min 4 data exchanges, Min 8 collaboration agreements
Share new tools and strategies with policymakers, NGOs, authorities	F2F discussions, events, presentations	N of F2F discussions, N of attendance, N of presentations	Min 10 discussions and presentations in Europe and 5 in hotspot áreas, 5 attended events

Project 2: Giant Leaps

D&C objective & target group	Tool	Measure	KPis
Disseminating and promoting Project results to key stakeholders active in the food supply chain	Website, social media, media, press	Unique visitors, followers, appearances on local and national media	Min. 10k website visits, 25k page views, 30% more than 1 minute on the webiste
Dissemination of results to policymakers	Policy briefs	N of policy briefs on food policy N of sectoral policy briefs on public health N of policy briefs on food safety	2 policy briefs on food policy distributed to more than 100 policymakers
Collaboration with other food-related projects	Joint events, social media campaigns, workshops, joint comm actions	N of events, N of campaigns, N of workshops, N of joint actions	Min 2 events organised, with min 100 attendees each
Setting up an e-learning platform for multiple target groups, especially educating children in alternative food consumption	E-learning platform embedded on Project's website	N of modules, N of chapters per module, Module length	3 modules, min 10-minute length per chapter

Project 3: HarMonies

D&C objective & target group	Tool	Measure	KPis	Monitoring and Evaluation
Promoting synergies with other projects and initiatives with policymakers and researchers	Social media campaigns, webinars, joint workshops	N of campaigns, N of workshops, N of workshops	Min 20 joint activities	Social media posts, photos at events, email exchanges
Promoting Project results to general audience	Project website and partners websites	N of blogs, N of articles	Up to 20 articles and blogs, Min 10 articles published on local and EU outlets	Articles available on Project's website
Raising awareness about food loss amongst teenagers	Social media (e.g. tik tok, Instagram)	N of video views for more than half of its length, N of short interviews with influencers	Min 48 videos, 12 interviews	Social media analytics

Project 4: ReWrite

D&C objective & target group	Tools and channels	Measure	KPis
Raising awareness about the Project's objectives, actions and results about rewilding coastal seascapes	Public deliverables, scientific publications, conferences and other events, journals	N of deliverables, N of publications, N of conferences	25 peer-reviewed publications, taking part in 4 conferences & exhibitions
Maximise the expected impacts along all stages of the Project and boosting sustainability	Press kits, training courses	N of press releases, N of training courses,	Up to 20 articles and blogs, Min 10 articles published on local and EU outlets
Support the engagement of stakeholders involved in multi-actor laboratories	Project website, articles, videos, social media	N of articles, for more than half of its length, N of followers,	Min 10 articles, Min 5 videos and 300 unique viewers, Min 150 followers

D&C KPIs: let's exercise!

Tools and Channels	Measure and metric	Target KPIs
Publications/Academic articles/White papers	N of publications per month/year/Project duration N of dowloaded articles per year	
Events (e.g. conferences, workshops)		
Webinars, MOOCs		
Newsletter		
Printed Material		
Website		
Social Media		
Online training platform		
Synergies with other projects		

Reporting

Tips

- Partners report on dissemination activities they conducted

- Partners can provide suggestions for future events to attend in the next 3-6 months

- Partners collect any mentions of the project in the media

- Scientific publications are listed in a separate tab;

- The final tab always includes target monitoring

- Regularly check the progress towards the targets (ideally, on a 6-monthly
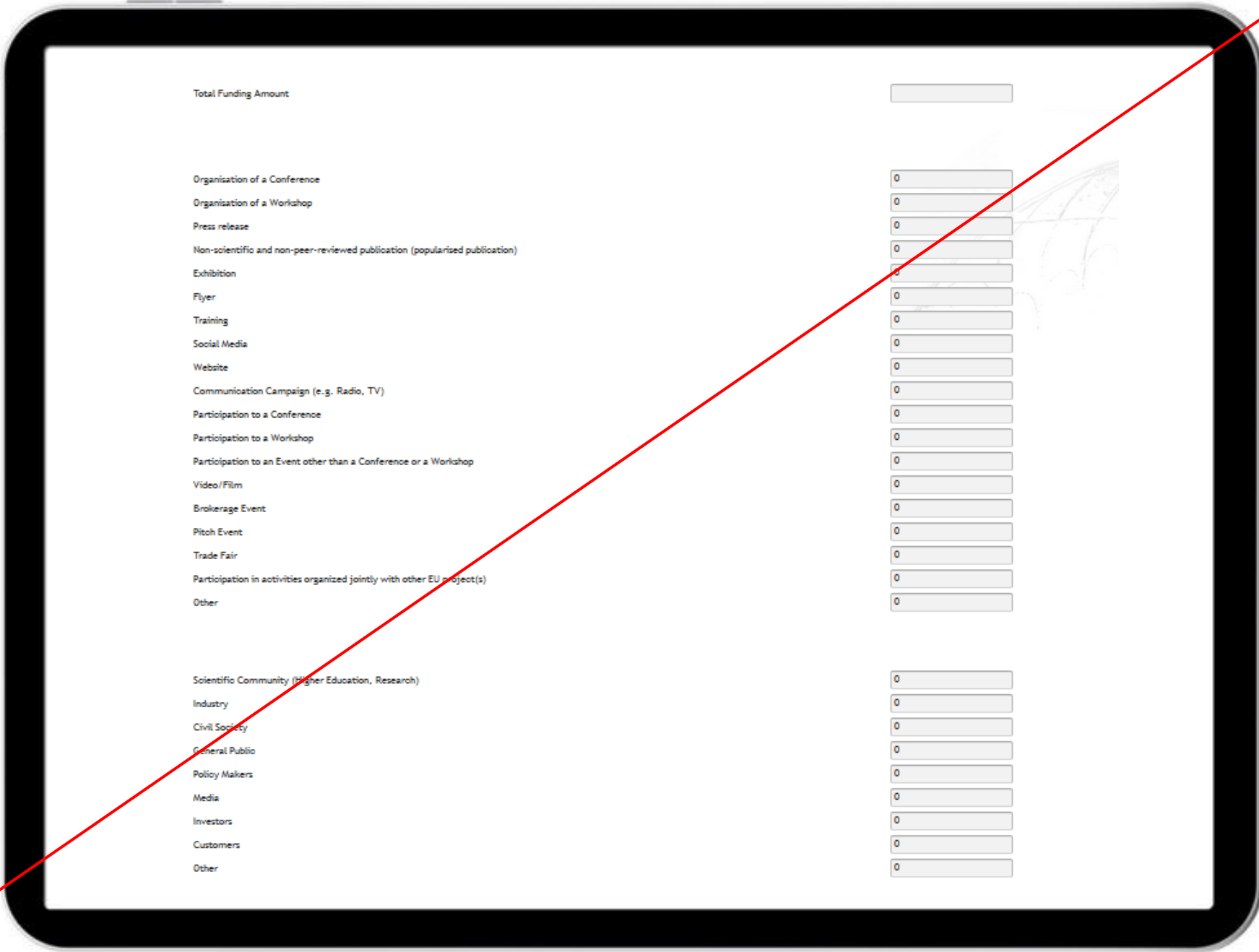
Why is this important?
- EC reporting.. and.. Reviews

Total Funding Amount	

Organisation of a Conference	0
Organisation of a Workshop	0
Press release	0
Non-scientific and non-peer-reviewed publication (popularised publication)	0
Exhibition	0
Flyer	0
Training	0
Social Media	0
Website	0
Communication Campaign (e.g. Radio, TV)	0
Participation to a Conference	0
Participation to a Workshop	0
Participation to an Event other than a Conference or a Workshop	0
Video/Film	0
Brokerage Event	0
Pitch Event	0
Trade Fair	0
Participation in activities organized jointly with other EU project(s)	0
Other	0

Scientific Community (Higher Education, Research)	0
Industry	0
Civil Society	0
General Public	0
Policy Makers	0
Media	0
Investors	0
Customers	0
Other	0

Reporting: Dissemination and Communication activities
in Horizon Europe

3.2 Dissemination activities

Table 3.8: Dissemination activities – (mentioned in the proposal and new ones)				
Activity name	What? Type of dissemination activity	Who? Target audience reached	Why? Description of the objective(s) with reference to a specific project output	Status of the dissemination activity
	Meetings	Policy-makers and authorities, international	200 characters max	Choose an item.

3.3 Communication activities

Communication activity (short label, as described in the DEC plan)	Description of implemented activity (free text)	Target audience (Who?)	Communication channel (How?)	Outcome of the activity (IMPACT**)	Status of the communication activity
		Choose an item.	Choose an item.	(free text)	Choose an item.

** We would advise to give clear guidance of what we expect. It would be very specific Key performance indicators similar to what is suggested by DG COMM for our corporate communication https://myintracomm.ec.europa.eu/corp/comm/Evaluation/SiteAssets/Pages/Do-You-Need-Methodological-Guidance/Communication%20Network%20indicators%20.pdf

Instead of a text in part B, the Dissemination and Communication are now in a table.
In a semi-structured format for dissemination in order to extract data

European Commission

Conclusions and final tips

- Make sure your KPIs support your project results

- What you promise has to be delivered!

- Ask your communication colleagues for a second opinion

- Do not copy paste KPIs from one project to the other

- Include credible KPIs

- Do not wait till the last minute to meet your targets!

- Set up a reliable monitoring system

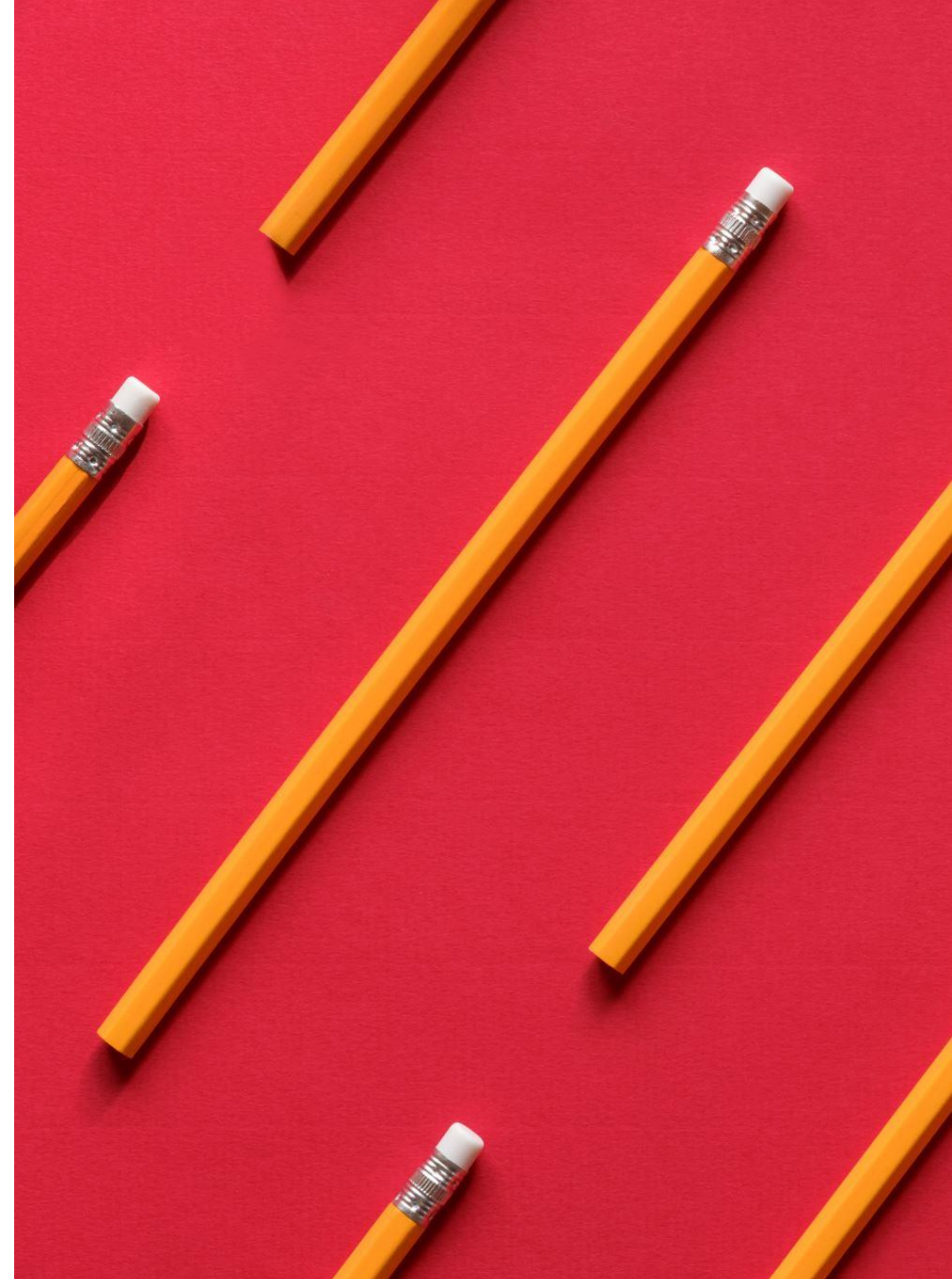- Align your KPIs with the final reporting tables

Question time!

About to end...

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THANK YOU!
for your attention

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