

BLUE ACTION BANOS

EMPOWERING

Key Performance Indicators (KPIs) and Impact Assessment for your Project

From PIF to Full Proposal (pt. 1)

24.3.2026



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www.blueactionbanos.eu

Mission Ocean

Protect and restore marine and freshwater ecosystems and biodiversity.



Make the sustainable blue economy carbon-neutral and circular.

Prevent and eliminate pollution of our oceans, seas, and waters.

BlueActionBANOS

Netherlands
Netherlands Enterprise Agency

Norway
NIVA
Norsk institutt for vannforskning

Sweden
innovatum science park
ivl
Swedish Environmental Research Institute

Finland
GTK

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pioneer in marine science

Latvia
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Estonia
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Denmark
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Coordination
SUBMARINE NETWORK

FundingBox
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UBC
UNION OF THE BALTIC CITIES
ERRIN
European Regions Research and Innovation Network

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BlueActionBANOS: Vision

Provide **targeted financial assistance**, **technical guidance**, and **strategic knowledge-sharing** to support the scale-up and deployment of Mission Ocean solutions within the **Baltic and North Sea Lighthouse Area**.

Community-Led
Actions



Transition
Agendas



Technical Assistance &
Knowledge-Sharing

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Ongoing Calls: Timeline



‘From PIF to Full Proposal’

- Webinar series offering practical support to BAB applicants with the development of their Full Proposal.



MONITORING WEBINAR

24
Mar

14:00 CET
From PIF to Full Proposal (pt. 1): Key Performance Indicators (KPIs) and Impact Assessment for your Project

The card features a background image of a harbor with boats. In the top left corner, there is an icon of a magnifying glass over a bar chart with 'KPI' written inside. The text 'MONITORING WEBINAR' is in a dark blue box at the top. The date '24 Mar' is in a dark blue circle. The time and title are at the bottom.




MATCHMAKING WEBINAR

15
Apr

14:00 CET
From PIF to Full Proposal (pt. 2): Matchmaking Session

The card features a background image of two hands shaking over documents. In the top left corner, there is an icon of two puzzle pieces. The text 'MATCHMAKING WEBINAR' is in a dark blue box at the top. The date '15 Apr' is in a dark blue circle. The time and title are at the bottom.



May
TBD

The placeholder is a white rounded rectangle with a dashed blue border. It contains the text 'May' and 'TBD' centered.



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The logo consists of the words 'BLUE', 'ACTION', and 'BANOS' stacked vertically in a bold, blue, sans-serif font. A small house icon is integrated into the letter 'A' of 'ACTION'.

Key Performance Indicators (KPIs) and Impact Assessment for your Project

Kristiina Nuottimäki

Geologist

Geological Survey of Finland (GTK)

An underwater photograph showing a sunlit scene with rays of light filtering through the water. In the foreground, there is a dense field of green seagrass. A small fish is visible in the middle ground, swimming towards the right.

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Today's content

- In this webinar, we will
 - Take a closer look at how to monitor the impact of your project. Starting from your project's objectives and the measurable outputs listed in your PIF.
 - You will learn how to define Key Performance Indicators (KPIs) that effectively track your project's impact. By linking these to a clear and coherent narrative, you can demonstrate why they are credible and appropriate for your project's objectives.
 - Introduce the Pathway to Impact (PtoI) approach for tracking project's internal impact
 - Introduce the PESTLE framework for exploring the wider context of your community project. Taking time to examine your assumptions about external **P**olitical, **E**conomic, **S**ocial, **T**echnological, **L**egal, and **E**nvironmental factors can help you adapt your project's implementation accordingly.
 - This presentation summarises the KPI framework developed for monitoring CLAs and TAs.



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Why KPIs and impact monitoring?

- Impact monitoring refers here to project / program / mission scale results and impact monitoring, not instrumentation of a single site
- KPIs measure
 - Performance: budget, used hours
 - Progress: results achieved in time, in expected scale
 - Impact: concrete, tangible results as well as impacts beyond the project time
- They must be aligned with Mission Ocean goals through the use of objectives, targets and indicators
- Indicators are defined for each project application by the project team

A large, light blue, stylized lighthouse graphic is positioned on the right side of the slide. It has a tiered top section with a central archway and a wider base.

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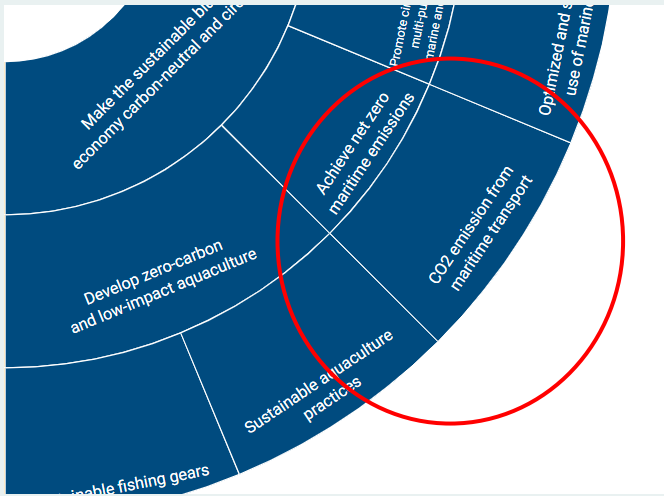
WISE Marine alignment – Marine Water Information System for Europe

- Projects must align indicators with WISE Marine objectives.
- This ensures that the project results support the Mission Ocean
- See WISE Marine portal in: <https://water.europa.eu/marine>
- Mission Ocean section:
<https://water.europa.eu/marine/europe-seas/eu-mission-restore-our-oceans-and-water>

A large, light blue, stylized lighthouse graphic is positioned on the right side of the slide. It has a tiered top section with a central window and a conical body tapering downwards.

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Quick look at the WISE Marine webpage



Indicator

CO2 emissions from maritime transport

Modified 16 June 2025

Objective:	Making the sustainable blue economy carbon-neutral and circular
Target:	Achieve net zero maritime emissions

[Home](#) > [Europe's seas](#) > [EU Mission "Restore our Oceans and ..."](#) > [MO-indicators](#) > [CO2 emissions from maritime transport](#)

The European Climate Law and The European Green Deal aims to transform the European economy towards net-zero emission of greenhouse gasses by 2050. Thus, novel solutions are required to ensure the **transition of maritime transport**, currently relying on fossils fuels. Projects funded by the EU Mission Oceans and Water plan to support the transition of the sector, especially for **fishing and monitoring vessels** used by offshore activities.

EU Mission's projects contributing to this indicator:

Logos of EU Mission projects contributing to this indicator:

- OLAMUR
- BioProtect
- SEAGLOW
- H2-SEAS
- REFEST

Klaipeda
 Country: Lithuania
Project: REFEST
 Objective/Enabler
 • Objective 3: Make the sustainable blue economy carbon-neutral and circular
 Indicators
 • CO2 emissions from maritime transport

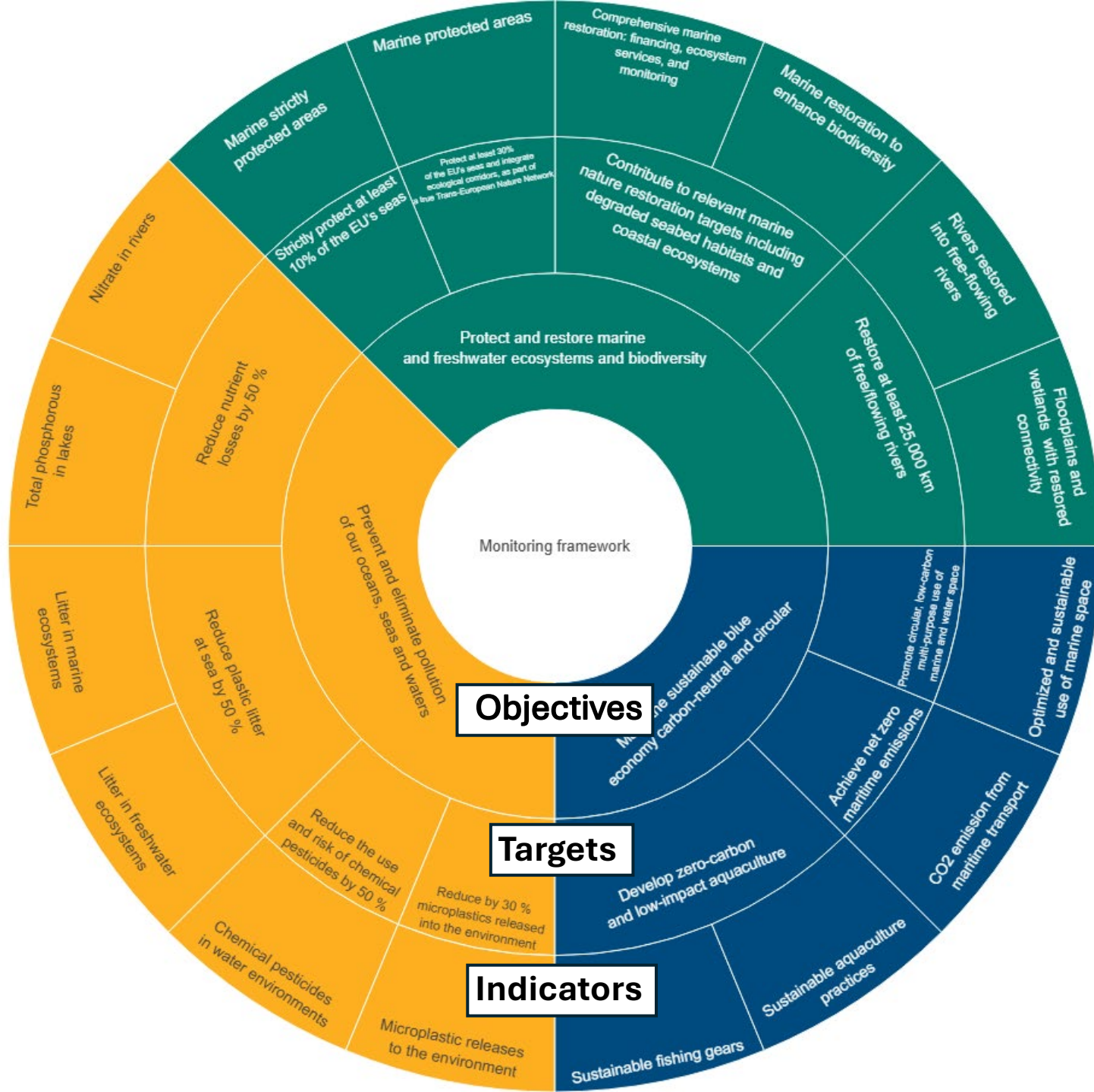


Mission Objectives / WISE Marine objectives

- 1. Ecosystem restoration
- 2. Pollution reduction
- 3. Carbon-neutral blue economy
- Projects, both CLAs and TAs, can address any of the objectives
- Objectives have equal weight in the proposal
- Project can contribute to one or several objectives

A large, light blue, stylized lighthouse graphic is positioned on the right side of the slide. It has a tiered top section with a central lantern room and a tapered body below.

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Methodology

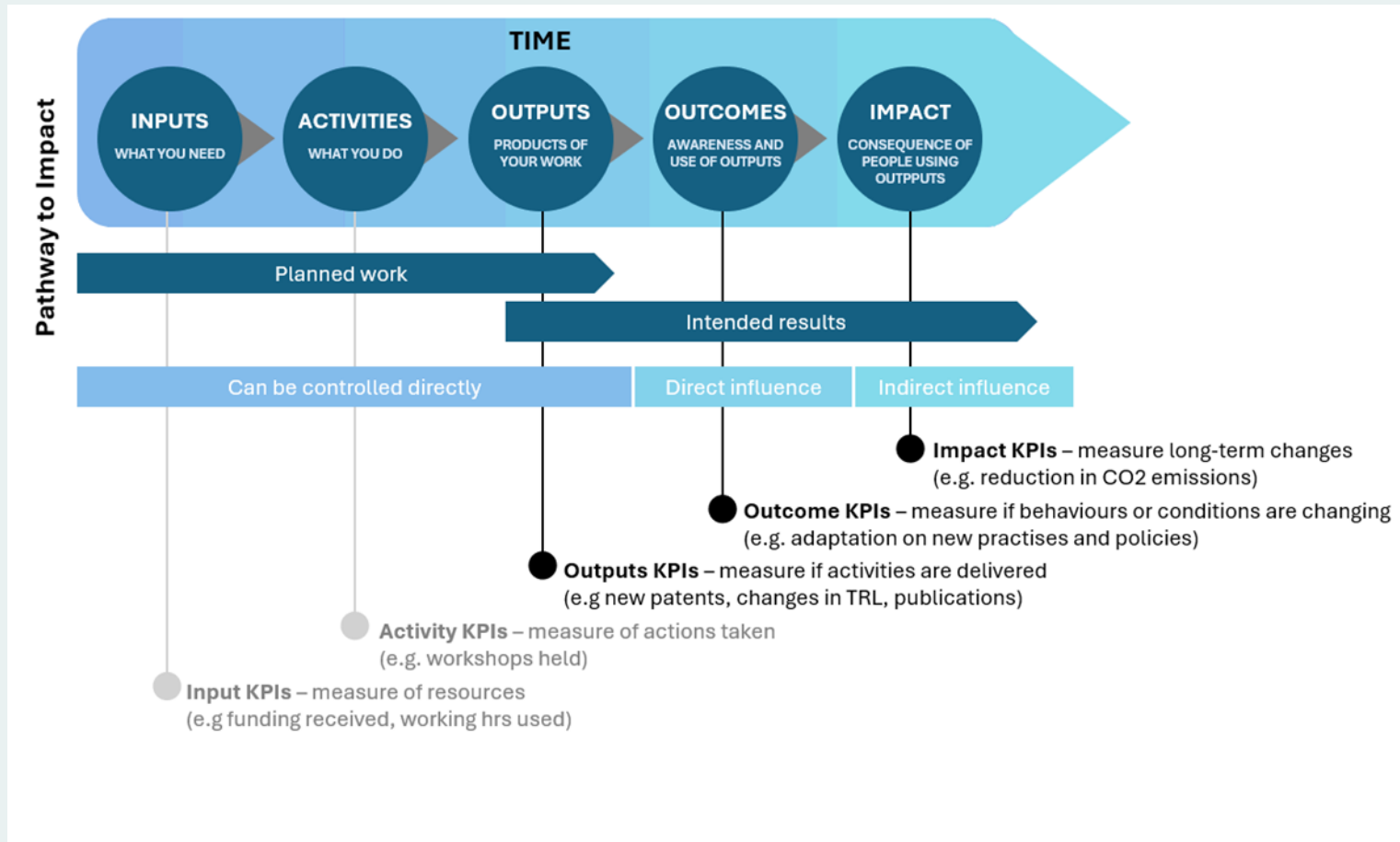
- Two key methods: Pathway to Impact (Ptol) and PESTLE.
- Ptol describes how your project is creating impact internally; how your activities translate into tangible results, something measurable as well as something to expect over a longer time
- PESTLE describes the external factors to your project; the environment where your project takes place
- We expect to see both short-term as well as long-term impacts of your project
 - Short term during the project
 - Some results can materialize only after your project
 - You should prove your project's impact with suitable means --> you should collect the data that proves the impact



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Pathway to Impact

- Progression: Inputs → Activities → Outputs → Outcomes → Impacts



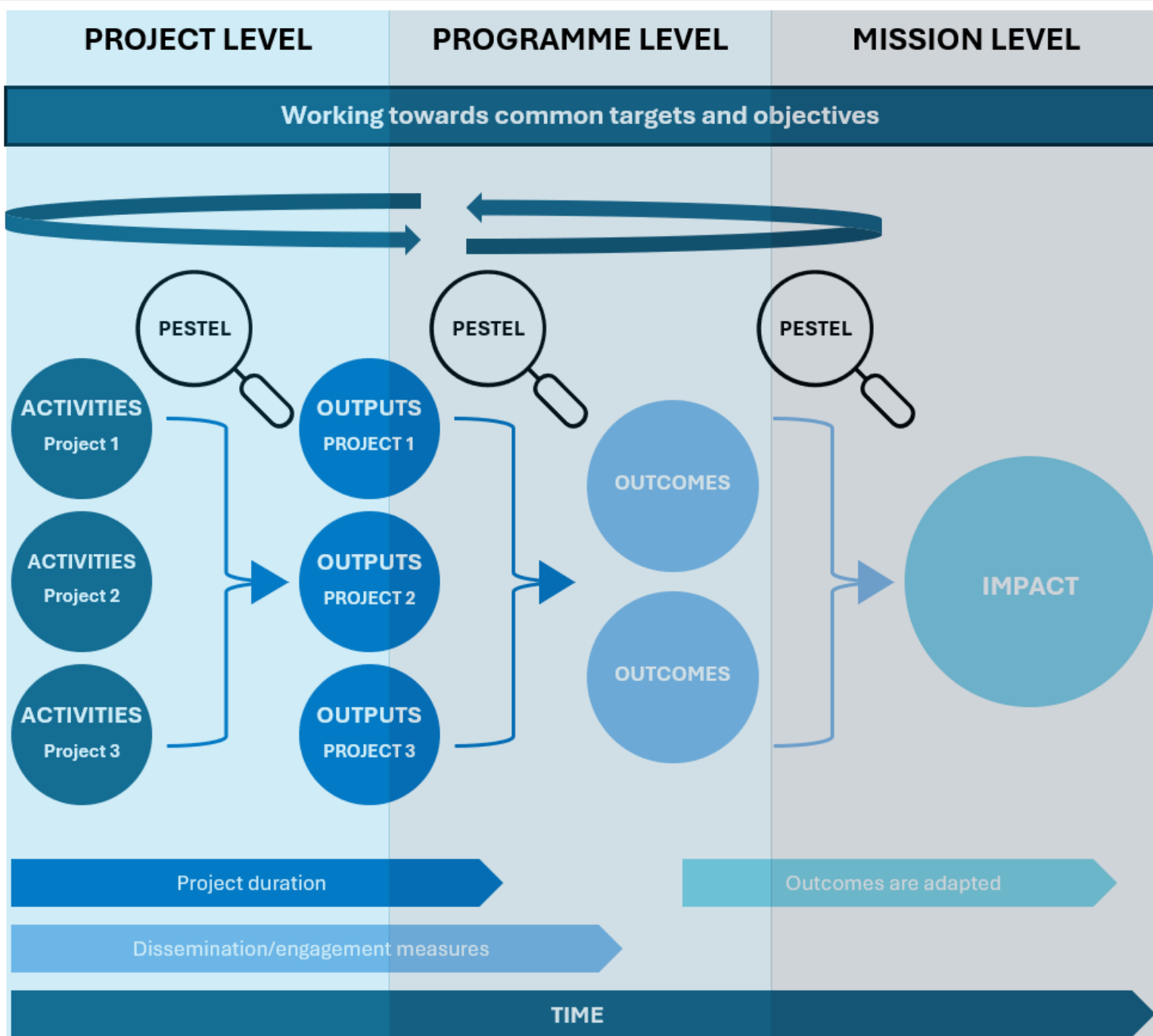
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PESTLE - Political, Economic, Social, Technological, Legal, Environmental factors

- Some examples
- Political
 - Local policies support the topic of your project / local policies focus some other topics
- Economic
 - Funding available / not available for your topic
 - Your product is expected in the market / does not sell
- Social
 - Local community supports / opposes your project
 - Your project has positive / negative social impact
- Technological
 - The technology you need in your project exists / is available / affordable
- Legal
 - Legislation missing / supports your activities
- Environmental
 - Your project locates in an environmentally sensitive area
 - Your project is awaited improvement to the local environmental problem



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How to add PESTLE in your proposal

- Identify PESTLE factors for your activities and outputs
- Likely not all factors affect all the activities and outputs, list the ones you find relevant
- The purpose is not to increase administrative burden!
- This supports BAB partners in seeing the bigger picture:
 - What are the differences in enabling factors across the lighthouses?
 - Which aspects needs more attention (resources, research...)?
 - What are the most important enabling factors?
 - What are the projects contributing to?



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Performance KPIs – example table - activities

TABLE 1: PROJECT PERFORMANCE KPIS (DRAFT VERSION), OUTPUTS AND IMMEDIATE OUTCOMES. THIS TABLE WILL BE USED IN THE IIPP PHASE WHEN APPLICANTS SUBMIT THEIR FULL PROPOSALS AND FORMS THE BASIS FOR PERFORMANCE REVIEW.

Project performance KPIs			
Definition	Baseline	Target	Reporting frequency
Activities			
Number of activities completed vs. planned			
Ratio of completed project activities to those planned in the IIPP.	0 at project start	100 % by project end	annual, at milestones, or project end
Timeliness of deliverables			
Percentage of deliverables submitted on or before deadline.	0 %	≥90 %	annual, at milestones, or project end
Stakeholder engagement events held			
Number of workshops, consultations, or co-creation events with stakeholders.	0	As specified in project plan (e.g., ≥3 per year)	annual, at milestones, or project end

Performance KPIs – example table - outputs

Outputs and Immediate Outcomes			
Number of innovative solutions piloted or implemented			
Count of new methods, technologies, or governance models tested.	0	≥1 per project	annual, at milestones, or project end
Policy contributions			
Number of policy recommendations, guidelines, or regulatory inputs delivered to authorities.	0	≥1 per project	annual, at milestones, or project end
Community engagement and inclusion			
Number of local actors (e.g., NGOs, SMEs, citizens) actively involved in project activities.	0	As per project scope (e.g., ≥10 unique actors)	annual, at milestones, or project end
Dissemination activities			
Number and type of dissemination activities during the project (press releases, articles, news, newsletters, interviews, presentations, posters, books, posts on social media etc.) .	0	As specified in project plan (e.g., ≥10 unique activities)	annual, at milestones, or project end

Impact KPIs – short-term

- Short-term and long-term impacts; quantitative + narrative.

TABLE 2: PROJECT IMPACT KPIS AND NARRATIVES WITH AN OUTLOOK TO FUTURE. THIS TABLE WILL BE USED IN THE IIPP PHASE WHEN APPLICANTS SUBMIT THEIR FULL PROPOSALS AND FORMS THE BASIS FOR THE PROJECT SPECIFIC IMPACT MONITORING.

Project impact KPIs					
Short term KPI name	KPI description	Numeric value Baseline / Target	Source	Reporting frequency	PESTLE category
1. Marine restoration to enhance biodiversity	Marine nature restoration (seabed) as in Mission Ocean objective 1. Indicator “Marine restoration to enhance biodiversity”	Baseline 1 ha of seabed restored/ target 2 ha restored in the end of the project 0 / 400 plants planted in the area.	WISE Marine web page https://water.europa.eu/marine/europe-seas/eu-mission-restore-our-oceans-and-water	Annually and at milestones	E(nvironmental)
2.				annual, at milestones, or project end	
3.				annual, at milestones, or project end	

Narrative: Seabed restoration pilot project in my city’s coastal area has proven successful, and we (university) will now scale up the effort in cooperation with the city spatial planning department. We will clean seabed of litter and plant suitable plant species, that serve as habitats and nourishment to species X, Y and Z. We will also shape the seabed by placing boulders to reduce erosion and to develop the environment to be more suitable to these species. During the project we have restored 1 ha more of seabed and planted 400 plants.



Impact KPIs – long-term

Long term KPI name	KPI description	Numeric value Baseline / Target	Source	Reporting frequency	PESTLE category
1. Marine protected areas	Protecting the restored area as an MPA, when its qualities allow it to be included in a protection area network	Baseline 0 / target 1 MPA created in the city coastal area.	WISE Marine web page https://water.europa.eu/marine/europe-seas/eu-mission-restore-our-oceans-and-water	Project end	E(nvironmental)
2.				annual, at milestones, or project end	
3.				annual, at milestones, and project end	

Narrative: When successful, the project will increase local biodiversity and restore habitats that have been diminishing due to coastal constructions activities in recent years. The habitat is on national watchlist, and if successfully developed, it may qualify as a part of MPA network in the coming years. In the coming years after the project the area will be maintained by the city according to our recommendations to enable spreading the planted species, and the regional biodiversity will experience a strong positive impact. Criteria for inclusion into the MPA network are confirmed already during the start of project with local authorities, so that project activities support this.



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About narratives

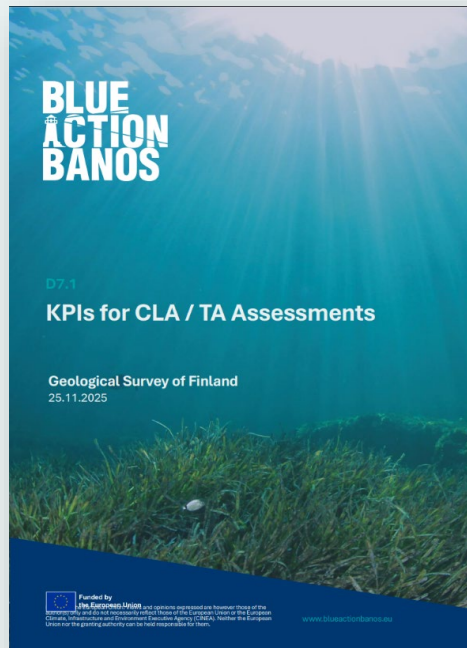
- Helps evaluators understand not only what the project will do, but why these actions matter and how they create lasting benefits
- Narrative is a concise, forward-looking description of your project's activities to impacts
- Tips for writing a good narrative
 - Be specific and realistic
 - Align with Mission objectives
 - Include both short-term and long-term perspectives
 - Use evidence where possible
 - Baseline data, regional priorities, scientific studies to justify your impacts



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Supporting material

- Annexes of BlueActionBANOS report "KPIs for CLA / TA Assessments" (D7.1)
 - Offers guidance for applicants for KPI and narrative formulation.
 - Will be made available soon on the website.



Annex 1: Guidelines for Applicants – Creating an Expected Impact Narrative

In the **Project Idea phase**, applicants are required to provide an impact narrative that explains how their proposed activities will lead to meaningful change during and after the project. This narrative is an essential part of the application because it demonstrates the logical link between project actions and the long-term objectives of the EU Mission *Restore Our Ocean and Waters*. It should help evaluators understand not only what the project will do, but why these actions matter and how they will create lasting benefits.

1. What is an Impact Narrative?

An impact narrative is a concise, forward-looking description of the pathway from your project's activities to its intended impacts. It should describe the steps your project will take, the immediate results you expect, and the longer-term changes these results will enable. Think of it as telling the story of your project's contribution to Mission objectives—ecosystem restoration, pollution reduction, and sustainable blue economy.

2. How to Structure Your Narrative

To make your narrative it is strongly advised to follow the **Pathway to Impact** concept illustrated in the figure below. This approach organises your thinking into four key elements:

Annex 2: Draft Guidelines for Creating KPIs in the full proposal phase

This annex represents a first draft and may be updated as the project progresses. Adjustments will be made to better support applicants once the range of potential topics and funded actions is known, and as new guidance or indicators become available through WISE Marine and other Mission Ocean and Waters resources.

1. Purpose of Annex 2

This annex provides practical guidance for defining Key Performance Indicators (KPIs) in the Individual Integrated Project Plan (IIPP). KPIs ensure that project implementation and impact are measurable, transparent and aligned with the EU Mission *Restore Our Ocean and Waters*. Applicants must complete the KPI tables provided and include a short narrative explaining how their activities contribute to Mission objectives.

2. Minimum requirements

Each project must provide:

Performance KPIs: At least two KPIs describing project execution and outputs.

Q&A

An underwater photograph showing a fish swimming above a field of green seagrass. Sunlight rays penetrate the water from the top right, creating a bright, hazy atmosphere. The text 'BLUE ACTION BANOS' is overlaid on the right side of the image.

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Other resources and upcoming events

1. Follow us on [LinkedIn](#) for announcements
2. Join our [BlueActionBANOS Community on BlueBioMatch](#) to interact
3. For questions, don't hesitate to reach out to your National Contact Point or BAB_helpdesk@fundingbox.com
4. Submit your **full proposal** by **29 May 2026**



<https://qrco.de/beWskQ>

**Register on BlueBioMatch
to join the BAB Community!**

A screenshot of the BlueActionBANOS Community page on BlueBioMatch. The page features a header image of a lighthouse on a rocky shore at sunset, with the BlueActionBANOS logo and 'SUBMARINER NETWORK' branding. Below the header, the page title is 'BlueActionBANOS Community' with 87 members. There are tabs for 'Live feed', 'Members', and 'Events'. A 'Write a post' input field is visible. A post by Silvia Tosatto, dated 15 days ago, is shown with a warning icon and text: 'Only 7 days left to submit your Project Idea! The deadline for the first mandatory step in the BlueActionBANOS Open Calls is approaching, so make sure you hand in your project Idea form before next week Monday, 16 March at 17:00 CET!'. An 'About' section on the right provides a welcome message and details about the community's mission and goals.

Other resources and upcoming events

5. Register for our **Matchmaking Webinar** on **15 April**:
<https://bluebiomatch.hivebrite.com/networks/events/208394>

From PIF to Full Proposal (pt. 2): Matchmaking Session

Webinar, 15 April 2026 - 14:00 CET

A graphic for the Matchmaking Webinar. It features a white outline of two interlocking puzzle pieces on the left. To the right, a person's hand in a dark suit sleeve is shaking another person's hand. A dark blue banner with the text 'MATCHMAKING WEBINAR' in white is overlaid on the handshake.

Welcome to the BlueActionBANOS matchmaking webinar!

Are you looking for that one additional partner who would complete your consortium? Or is your organisation not yet part of a consortium, but eager to showcase the value you could bring? This webinar is your opportunity to connect.

We invite pitches both from consortia seeking specific partners and from prospective partners interested in joining an existing consortium. Through a digital bulletin board, participants can introduce themselves and share their call for collaboration.

To encourage open interaction, all attendees will be able to engage on the digital board, send messages, and join breakout rooms. We will also facilitate continued matchmaking after the webinar.

If you are interested in delivering a pitch, please contact us at jonas.lescroart@viz.be.

15 April 2026
14:00 - 15:30 CET
Online
Free

[Register For This Event](#)

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Other resources and upcoming events

6. Find existing solutions in project databases:

<https://www.blueactionbanos.eu/funding/inspiration-for-your-project>

The image displays a navigation menu on the left with four steps: 'Browse existing solutions', 'Adjust ideas to your context', 'Find partners', and 'Develop your proposal'. The central part shows a 'Find existing solutions across Europe' page with sections for 'Mission Solutions Library', 'WaveLinks', and 'BlueMissionMed Portfolio Of Innovative Transformative Solutions'. The right part shows the 'BlueMissionBANOS' monitoring dashboard with a sidebar for 'WaveLinks' and a main area for 'Select KPI to Explore' featuring 'Maritime Transport Emissions' and 'Blue Economy Investment'.

the WaveLinks platform catalogues many solutions

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In: [linkedin.com/company/blueactionbanos](https://www.linkedin.com/company/blueactionbanos)



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