

Guidelines for the 2021 KIC Business Plan

Section on KPIs



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History of changes

Segment	EIT Core KPI reference in Business Plan 2020	EIT Core KPI reference in Business Plan 2021	History of changes
Education	EITN02	EITHE05.1	No changes to the KPI definition
	Start-ups created by students enrolled and	Start-ups created of EIT labelled MSc/PhD programmes	
	graduates from EIT labelled MSc and PhD		Sub-KPI specific to RIS has been created
	programmes	EITHE05.2-EITRIS	
		EIT RIS start-ups created of EIT labelled MSc/PhD	Additional data requirements at the reporting stage
		programmes	
Innovation	EITN03	EITHE02.1	Additional requirement for the products (goods or services) to have
	Products (goods or services) or processes launched on the market	Marketed Innovations	a sales revenue of <u>at least 10 000 EUR documented</u>
		EITHE02.2-EITRIS	Sub-KPI specific to RIS has been created
		EIT RIS Marketed Innovations	
			Additional data requirements at the reporting stage
Business	EITN04	EITHE04.1	Sub-KPI specific to RIS has been created
Creation	Start-ups created as a result of innovation	Start-ups created of/for innovation	
	projects		2 instead of 3 documents required at the reporting stage
		EITHE04.2-EITRIS	
		EIT RIS Start-ups created of/for innovation	Additional data requirements at the reporting stage
Business	EITN05	EITH03.1	Sub-KPI specific to RIS has been created
Creation	Start-ups created of/ for innovation	Supported Start-ups/Scale-ups	
			3 documents required at the reporting stage
		EITHE03.2-EITRIS	
		EIT RIS Start-ups/scale-ups Supported	Additional data requirements at the reporting stage
Business	EITN06	EITHE06.1	NOTE: already in 2020 guidance <u>Debt financing and EU/structural</u>
Creation	Investment amount attracted by ventures supported by KICs	Investment attracted by KIC supported start-ups/scale-ups	<u>funds (grants)</u> are no longer accepted as investment.
		EITHE06.2-EITRIS	Sub-KPI specific to RIS has been created
		Investment attracted by KIC supported EIT RIS start-	
		ups/scale-ups	Additional data requirements at the reporting stage
	EITN08.1 and EITN08.2	N/A	No longer separate KPIs as sub-categories for RIS have now been
	External participants in EIT RIS1 programmes		added as part of other KPIs

1 EIT RIS countries: Bulgaria, Croatia, Cyprus, Czechia, Estonia, Greece, Latvia, Lithuania, Malta, Portugal, Romania, Serbia, Slovenia, Slovenia, Northern Macedonia



Introduction

The European Institute of Innovation and the Technology (EIT) plays an important role in achieving the European Union's (EU) objective of integrating the knowledge triangle of higher education, research, and innovation.

Key Performance Indicators (KPIs) have been designed to measure the fulfilment of selected EIT strategic objectives over a specific period. The EIT adapts its monitoring provisions on a regular basis to reflect the growing number of KICs and their different stages of development.

KPI definition and rationale

Key Performance Indicator (KPI) is a measurable value that demonstrates how effectively a company, organization, or a consortium, is meeting its objectives.

EIT, Climate-KICs primary funder, uses KPIs to assess Knowledge and Innovation Communities (KICs) performance with so-called **EIT Core KPIs**. The level of overall EIT Climate-KIC funding in any given year depends in part on how the organisation performs against these KPIs.

In addition, each KIC is required to further define set of KPIs to better encapsulate their societal challenge. This additional set of KPIs is known as the EIT Climate-KIC KPIs, or in shorthand, KIC KPIs.

Below you will find the list of KPIs for 2021, including the description and possible reporting requirements. Please note that all KPIs must be reported in the grant year in which they were originally planned.

Evidence requirements and templates supporting KPIs

For the KPI to be approved, you will need to submit a separate set of supporting documentation. All documents in another language than English need to include an English summary. Unless correct evidence is attached, the KPI will not be accepted.

Therefore, please **carefully read and make sure you understand the evidence and data requirements** before setting your KPI targets. If a KPI achievement cannot be reported because of lack of evidence, it can result in underperformance assessment and subsequent cost reduction at reporting stage.

In addition, one column has been introduced to help you identify mandatory target requirements for the submission.



EIT core KPIs

code	Subcategories of EIT Core KPI code	Definition set by EIT	MANDATORY SUPPORTING EVIDENCE KPIs cannot be Reported without the evidence and data requirements	MANDATORY DATA If the data is not supplied, the KPI cannot be reported.	TARGET in BP2021
:	EITHE02.1 and EITHE02.2- EITRIS (RIS specific)	# Innovations introduced to the market during the KAVA duration or within 3 years after completion thereof. Innovations include new or significantly improved products (goods or services) and processes sold. Each reported innovation should have a sales revenue of at least 10 000 EUR documented. Innovations must be linked directly reported in the year when they were introduced on the market reaching the first €10 000 revenue (not later than three years after KAVA completion) Open access innovations having at least 200 satisfied users should be reported separately with the number of users satisfied with the innovation. Markets to be defined per country.	Two separate evidence documents are required: 1. Declaration of the product owner describing the innovativeness (new or significant improvement in terms of physical of functional parameters) of a product/process, link to the KIC societal challenge and the KAVA, as well as information on the KAVA investment in the innovation development. 2. Documented proof such as an invoice or an online sales records demonstrating that the purchase of at least 10,000 EUR has been made by a customer/s. For open access innovations the evidence should prove: Number of users who have downloaded the innovation Number of users with satisfactory feedback		YES





	EITHE02.3- EITRIS	# of EIT RIS countries related to the products introduced on the market (as per EITHE02.1 definition)		Waiting for EIT to provide further information.	NO
	EITHE02.4	# Markets to be defined per country.		Waiting for EIT to provide further information.	NO
Entrepreneurship EITHEO3	EITHE03.1 and EITHE03.2- EITRIS (RIS specific)	# Number of start-ups and scale-ups registered supported by KICs for at least 2 months in 2021. # Start-ups and scale-ups supported by KICs in 2021 for at least 2 months. KIC will need to justify that the provided services contribute to the company's growth (including potential growth). Examples of such services are mentoring, consultancy on access to finance and markets, product/service marketing, legal advice, internationalisation, matchmaking, etc.	Three separate evidence documents are required: 1. Declaration of the start-up supported confirming the length and type of services provided by the KIC and how they contributed to the growth of start-up. The declaration shall also include short description of the start-up and its core business 2. Formal signed agreement between KIC and the ventures clearly stating what is being provided, when and with which milestones/ deliverables for the start-up to go onto the next stage of BC services and, if applicable, what is KIC receiving in exchange 3. Registration certificate of the venture receiving BC services	Mandatory structured data to be reported, but not limited to: Registration number of Start-Up Name of start up Gender of CEO/owner (M/F) Country of Registration Website It is important this data is provided in the format requested (i.e. Plaza forms), otherwise it may not be possible to add it into the EIT system.	YES
	EITHE03.3- EITRIS	# EIT RIS countries where start-ups/scale- ups supported by KICs (as per EITHE03.1 definition) are registered		Waiting for EIT to provide further information.	NO





Entrepreneurship EITHEO4	eitheo4.1 and eitheo4.2- eitris (RIS specific)	# Start-ups established in 2021 as a result/based on the output(s) of Innovation/Research related KAVA(s), or start-ups created for the purpose of an innovation project to organise and support the development of an asset (but not later than three years after completion of the KAVA).	 Two separate evidence documents are required: Registration certificate of a start-up established in 2021 Declaration of the start-up demonstrating substantial link with the specific KIC KAVA (indication of the specific output of KIC KAVA(s) or asset development) and proof for the KAVA investment in the start-up. The declaration shall include short description of the start-up and its core business. 	Mandatory structured data to be reported, but not limited to: Registration number of Start-up Company/start-up Name of CEO/owner Gender of the CEO/owner Country of registration Website It is important this data is provided in the format requested (i.e. Plaza forms), otherwise it may not be possible to add it into the EIT system.	YES
	EITHE04.3- EITRIS	# EIT RIS countries where start-ups of/for innovation (as per EITHE04.1-2 definition) were registered		Waiting for EIT to provide further information.	NO
Education EITHE05	eitheo5.1 and eitheo5.2- ei	# Sum of start-ups created by students enrolled and graduates from EIT labelled MSc and PhD programmes in 2021. To be eligible, a start-up should be created during EIT labelled programme (by students) or within three years from the graduation (by graduates).	 Two separate evidence documents are required. Registration certificate of a start-up established in 2021; Declaration of the student confirming the length and type of EIT labelled study programme taken including the support provided by the KIC and its 	Mandatory structured data to be reported, but not limited to: Company name Website Registration number Country of registration (specified format) Gender of the CEO/owner KAVA reference (provided by EIT CKIC)	YES





			contribution to the establishment of start-up. The declaration shall include short description of the start-up and its core business.	It is important this data is provided in the format requested (i.e. Plaza forms), otherwise it may not be possible to add it into the EIT system.	
	EITHE05.3- EITRIS	# EIT RIS Countries - Start-ups created of EIT labelled MSc/PhD programmes		Waiting for EIT to provide further information.	NO
Business creation EITHEO6	eitheo6.1 and eitheo6.2- eitris (RIS specific)	Total EUR amount of private and public capital attracted within 2021 by supported start-ups/scale-ups established in the EIT (RIS) countries, that have received KIC business creation services support of total duration of at least two months, within a maximum of three years following the last received KIC KAVA support activity. Please note that EIT is still to update the definition and supporting evidence once the Horizon Europe's respective KPI is developed; acceptance of debt financing or grants will be confirmed alongside the definition	One evidence document is required: 1. Declaration of a start-up proving the amount, type of investment, source of income by type (public/private) and a link to a specific KAVA and support received.	Mandatory structured data to be reported, but not limited to: Registration number of Start-Up Name of start up Gender of CEO/owner (M/F) Country of Registration Value of investment attracted Website Type of investment (public/private) It is important this data is provided in the format requested (i.e. Plaza forms), otherwise it may not be possible to add it into the EIT system.	YES
	EITHE06.3- EITRIS	# EIT RIS Countries where the supported start-ups/scale-ups which attracted investment were registered			NO



EIT Climate-KIC KPIs

EIT CKIC KPI Code	DEFINITION/FORMULA	SUPPORTING EVIDENCE	MANDATORY DATA
			If the data is not supplied, the KPI cannot be reported
CKIC01	Investment attracted by innovation activities supported by KIC Total EUR amount of private and public capital attracted within year N by Partners or start-ups1 who have used at least one month of EIT Climate-KIC support to advance innovation activities over the last three years (e.g. through projects supported under the Innovation Framework). Note: this is different from the KPI EITHE06 which is for investment attracted by Start-Ups only. However, evidence supplied under EITHE06 will also serve as evidence that will contribute to this KPI.	One document only: A Press release/an official announcement document / another official document or information to validate the accuracy of your claim. Note: Any KPI evidence supplied under EITHE06 KPI (which is to specifically for EIT to measure investment attracted by Start-Ups supported), will also be used towards the total investment attracted by innovation activities supported under CKIC01 KPI. Therefore, you do not need to provide additional evidence.	At the reporting , you will be asked to include the following mandatory information: Name of organisation/entity attracting investment Value of investment attracted (in €'s) and written in full (eg €200,000.00) Permission to EIT to use the KPI publicly if necessary (yes/no) The values you enter will be exported and added to the EIT system to register your KPI achievement. Please therefore ensure the total value you report in Plaza is equal to the total number of achievements show in the evidence you are uploading. Otherwise there will be a discrepancy between the evidence and the information registering the KPI with EIT. Guidance on entering information into Plaza will be provided during the Reporting process.



CKICO2	# Innovation Opportunities identified The number of Innovation Opportunities identified within year N of the KIC KAVA activity. An Innovation Opportunity exists when the unique discovery or idea has been identified and clearly stated.	One document only: Signed declaration by Lead Partner listing and briefly describing the innovation opportunity/ies and confirmation that due diligence has been undertaken in each instances to establish the uniqueness of the discovery or idea. Note: The unique innovation opportunity should have been identified at proposal stage, so we also expect in the majority of cases, the innovation opportunity is unique. If, during the course of year N you have identified another similar innovation opportunity is under development elsewhere, then you should have informed Climate-KIC, or should do so now.	At the reporting, you will be asked to include the following information which is mandatory: Total number of innovation opportunities identified within the project/activity Permission to EIT to use the KPI publicly if necessary (yes/no) The values you enter will be exported and added to the EIT system to register your KPI achievement. Please therefore ensure the total value you report in Plaza is equal to the total number of achievements show in the evidence you are uploading. Otherwise there will be a discrepancy between the evidence and the information registering the KPI with EIT. Guidance on entering information into Plaza will be provided during the Reporting process.
CKIC03	# Cities and regions engaged with EIT Climate-KIC on climate innovation In 2021, number of city and regional authorities/ representatives actively engaged and either part of formal EIT Climate-KIC partnership, receiving EIT Climate-KIC Community innovation services or hosting EIT Climate-KIC Community events (2 or more in year N). E.g. active engagement could be where a City is receiving a service or involved in an activity contributing to the project outcome such	One document only: Signed declaration by project/activity partner which lists, briefly describes and confirms the active engagement of each city/region within the project, where active engagement is defined as any activity contributing to the outcomes (i.e. receiving a service, hosting a workshop, testing or piloting innovation services). This will be evidence to substantiate that the number of cities and regions engaged with ETI Climate-KIC on climate innovation can be listed as a KPI result.	At the reporting stage, you will be asked to include the following information which is mandatory: • Total number of cities/regions engaged • Permission to EIT to use the KPI publicly if necessary (yes/no) The values you enter will be exported and added to the EIT system to register your KPI achievement. Please therefore ensure the total value you report in Plaza is equal to the total number of achievements show in the evidence you are uploading. Otherwise there will be a discrepancy





as hosting a workshop, testing/piloting innovation
services, purchase of service.

The following applies for Climathon: Engaged:

• City authority provides the climate challenge(s), expert knowledge and organises the Climathon

Engagement requires verification:

• City authority provides the climate challenge(s), expert knowledge and the event is organised in cooperation with a partner (can be C-KIC or not) or EIT Climate-KIC (city authority pays C-KIC to organise Climathon).

Not considered "engaged" for the purpose of this KPI and cannot be counted:

- City authority is present at the event (speaker, jury, guest)
- City authority promotes Climathon
- acknowledges it

between the evidence and the information registering the KPI with EIT.

Guidance on entering information into Plaza will be provided during the Reporting process.

City authority is aware of Climathon and

Knowledge Triangle learning and knowledge sharing events held

In 2021, number of EIT Climate-KIC Community events held with a focus on learning, knowledge sharing, exchanges of experience, with participation from organisations representing at least two different knowledge triangle actors.

These must be the direct result of activity undertaken within a KAVA.

One document only:

Signed declaration by project/activity partner which lists all events and the following info:

- List of events with event name and date
- Brief description of the specific focus of event explaining why it fulfils this KPI, e.g. examples of knowledge shared during each event
- List of participating organisations and KTI relevance, e.g. Research & Innovation; Education and Entrepreneurship / business creation.

At the reporting stage, you will be asked to include the following information which is mandatory:

- Total number of knowledge triangle learning and knowledge sharing events
- Permission to EIT to use the KPI publicly if necessary (yes/no)

The values you enter will be exported and added to the EIT system to register your KPI achievement.

CKIC04





			Please therefore ensure the total value you report in Plaza is equal to the total number of achievements show in the evidence you are uploading. Otherwise there will be a discrepancy between the evidence and the information registering the KPI with EIT. Guidance on entering information into Plaza will be provided during the Reporting process.
CKIC05	# Education Support Participants The number of EIT Climate-KIC community individuals (whether from Partners, start-ups or as individuals) engaged in EIT Climate-KIC innovation activities or EIT Climate-KIC education activities in year N that receive an Education service in 2021.	One document only: Signed declaration by partner running the education service confirming total number of participants receiving education support service.	At the reporting stage, you will be asked to include the following information which is mandatory: Total number of participants receiving Education Support Service(s) Permission to EIT to use the KPI publicly if necessary (yes/no) The values you enter will be exported and added to the EIT system to register your KPI achievement. Please therefore ensure the total value you report in Plaza is equal to the total number of achievements show in the evidence you are uploading. Otherwise there will be a discrepancy between the evidence and the information registering the KPI with EIT. Guidance on entering information into Plaza will be provided during the Reporting process



Climate Impact Estimates and Projections

The number of Climate Impact Estimates (CKIC06.E) and Climate Impact Projections (CKIC06.P) on adaptation and mitigation completed in year N.

CKICO6.E - Climate impact estimates to be reported by EIT Climate-KIC only

• Climate impact estimates received as part of the proposals received during year N (this includes successful and unsuccessful proposals)

CKICO6.P - Climate Impact Projections to be reported by Partners (per project/activity)

CKICO6.P (projections)

CKICO6.E

(estimates)

- Climate impact projections (ie improvement of original estimate) of projects that were approved with the climate impact estimate. Feedback from EIT Climate-KIC on acceptance of the proposal may include feedback on how climate impact estimates can be improved.
- **1. Estimate** first draft estimate at proposal submission stage
- **2. Projection** refined and more precise estimate prepared by the successful project (expected to be done each year the project is in implementation)

Note: currently EIT Climate-KIC is not asking for actuals as this can only be assessed cumulatively ex-post (ie after implementation)

For CKICO6.E: EIT Climate-KIC will collect the info needed from the proposals submitted by partners.

<u>For CKICO6.P</u>: a short (no more than 2 page) document outlining the methodology, and calculations and assumptions.

At the reporting stage, you will be asked to include the following information which is mandatory:

- Total number of Climate Impact Estimates
- Total number of Climate Impact Projections
- Permission to EIT to use the KPI publicly if necessary (yes/no)

The values you enter will be exported and added to the EIT system to register your KPI achievement.

Please therefore ensure the total value you report in Plaza is equal to the total number of achievements show in the evidence you are uploading. Otherwise there will be a discrepancy between the evidence and the information registering the KPI with EIT.

Guidance on entering information into Plaza will be provided during the Reporting process.



CKIC07	# Individuals paid training The number of professionals that have paid for EIT Climate-KIC Education services lasting 1 day or more in 2021.	One document only: List of all attendees - per project/activity - of paid EIT Climate-KIC Education services. This list must be signed by the EIT Climate-KIC Director (KAVA Owner) and should include: Name of attendee, Education service attended and Amount paid	At the reporting stage, you will be asked to include the following information which is mandatory: • Total number of individuals paid training • Permission to EIT to use the KPI publicly if necessary (yes/no) The values you enter will be exported and added to the EIT system to register your KPI achievement. Please therefore ensure the total value you report in Plaza is equal to the total number of achievements show in the evidence you are uploading. Otherwise there will be a discrepancy between the evidence and the information registering the KPI with EIT. Guidance on entering information into Plaza will be provided during the Reporting process.
CKIC08	# Social media followers In 2021, sum of followers from one or more of these major social media channels: Facebook, Twitter, and LinkedIn	One document only: Signed declaration by the Partner responsible providing the results which shows the target and lists and verifies the results. Nb. The results must be directly related to the project or activity, so where the project has a social media profile, e.g. Twitter account.	At the reporting stage, you will be asked to include the following information which is mandatory: • Total number of social media followers • Permission to EIT to use the KPI publicly if necessary (yes/no) The values you enter will be exported and added to the EIT system to register your KPI achievement. Please therefore ensure the total value you report in Plaza is equal to the total number of achievements show in the evidence you are uploading. Otherwise there will be a discrepancy





			between the evidence and the information registering the KPI with EIT. Guidance on entering information into Plaza will be provided during the Reporting process.
	Number of knowledge transfers between different CKIC community actors (i.e. from one CKIC partner to another CKIC partner or to third parties)	In the case of Knowledge Transfer: Signed declaration by Lead Partner which includes The knowledge type (such as a) patent, b) trademark, c) know-how, d) copyright.)	 Identify you are reporting a knowledge transfer or knowledge adoption Permission to EIT to use the KPI publicly if necessary (yes/no)
CKIC09	# Number of knowledge adoptions (adoptions by CKIC community actors – within KIC partner own org; between Partners; and from thirds parties as part of an activity such as a project	Brief description of the knowledge transferred How the knowledge was transferred (e.g. consortium agreement, licencing agreement, etc) In the case of Knowledge Adopted:	The values you enter will be exported and added to the EIT system to register your KPI achievement. Please therefore ensure the total value you report
	These must be the direct result of activity undertaken within a KAVA and transferred or adopted within the grant year, e.g. 2018. This KPI is to stimulate open innovation among the CKIC community.	Signed declaration by Adopting CKIC Partner, or third party which Briefly describes the knowledge adopted Factors that influenced the adoption (i.e. why adopt, what is the benefit) The barriers faced in adopting the knowledge and how you	in Plaza is equal to the total number of achievements show in the evidence you are uploading. Otherwise there will be a discrepancy between the evidence and the information registering the KPI with EIT.
		overcame (or are overcoming) them.	Guidance on entering information into Plaza will be provided during the Reporting process.



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CKIC10	# Prototypes Developed Number of prototypes developed and tested (in the H2020 areas identified in the footnote below ²) as a result of activity in 2021	One document only: Signed declaration by Lead Partner per prototype with a brief description of the prototype and main output of the prototype/testing activity.	At the reporting stage, you will be asked to include the following information which is mandatory: Name of Prototype Select H2020 area Permission to EIT to use the KPI publicly if necessary (yes/no) Each prototype will need to be entered as a separate entry in Plaza to ensure data can be captured per prototype. Guidance on entering information into Plaza will be provided during the Reporting process.
CKIC11	# Patent Applications Number of patent applications SUBMITTED (in the H2020 areas identified in the footnote ³ below) as a result of activity in 2021	Two documents required: 1. Signed declaration by Lead Partner confirming the patent submitted listing:	At the reporting stage, you will be asked to include the following information which is mandatory: 3. Patent number 4. Date patent application submitted 5. Select H2020 area 6. Permission to EIT to use the KPI publicly if necessary (yes/no) Guidance on entering information into Plaza will be provided during the Reporting process.

Health - Health, demographic change and wellbeing / BioEconomy - Food security, sustainable agriculture and forestry, marine and maritime and inland water research, and the Bioeconomy / Energy - Secure, clean and efficient energy / Climate - Climate action, environment, resource efficiency and raw materials / Changing World - Europe in a changing world - inclusive, innovative and reflective societies - Secure societies - protecting freedom and security of Europe and its citizens / Space - Space / Nano - nanotechnologies, advanced materials, advanced manufacturing and processing, biotechnology / ICT - ICT

² Refer to https://ec.europa.eu/programmes/horizon2020/h2020-sections



CKIC12	# Patents Awarded Number of patent applications AWARDED (in the H2020 areas identified in the footnote ³ above) as a result of activity in 2021	Two documents required: 1. Signed declaration by Lead Partner confirming the patent submitted listing:	At the reporting stage, you will be asked to include the following information which is mandatory: Patent number Date of patent award (issuance) Select H2020 area Permission to EIT to use the KPI publicly if necessary (yes/no) Guidance on entering information into Plaza will be provided during the Reporting process.
CKIC13	# Publications Submitted/ OR / Publications published in journals Number of Publications Submitted/ OR / Publications published in journals (in the H2020 areas identified in the footnote3 above) as a result of activity in 2021.	Two documents required: 1. Signed declaration by Lead Partner confirming the publication submitted listing the Date publication submitted OR Publishing date / Name of Journal / Title of article 2. Copy of Publication	At the reporting stage, you will be asked to include the following information which is mandatory: Identify if publications submitted or published Title of article/publication Journal name Select H2020 area Permission to EIT to use the KPI publicly if necessary (yes/no) Guidance on entering information into Plaza will be provided during the Reporting process.



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CVIC4.4	# Business Models Validated The number of business models created and tested in year N with market stakeholders to confirm validity of the business model	Two documents required: 1. Business model validation (business model canvas). 2. List of market stakeholders interviewed/consulted.	At the reporting stage, you will be asked to include the following information which is mandatory: Number of business models validated Permission to EIT to use the KPI publicly if necessary (yes/no) All values you enter will be exported and added to
CKIC14			the EIT system to register your KPI and achievement. Please therefore ensure the total value you report in Plaza is equal to the total number of achievements show in the evidence document you are uploading. Otherwise there will be a discrepancy between the evidence and the information registering the KPI with EIT.
			Guidance on entering information into Plaza will be provided during the Reporting process.