**Mission KPIs – Clean Hydrogen**

**The following document outlines areas identified where KPIs could support the Mission to deliver its overall goals and support management of the mission by both the Mission Director and the Steering Committee.**

The KPIs are divided into three categories:

* Inputs – these include areas such as resourcing, both financial and personnel.
* Outputs – including published reports, webinars and other engagement metrics
* Outcomes – the broader advances within the mission field of activity that may or may not be directly attributable to the mission but may steer its activities.

**Inputs**

Many of these inputs are considered as part of TAG review, however we would encourage the mission to check and report on these on a more regular basis. Where there is shortfall in intended resource the mission should be able to quantify this and make members aware of the need.

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| --- | --- | --- | --- |
| **Description** | **Target** | **How Measured** | **Reporting Frequency** |
| External Expertise – Technical |  | Direct headcount | Quarterly |
| Resourcing – people |  | Direct headcount | Quarterly |
| Key sector advances – what reports/insights/demonstrations have been announced in the last reporting cycle |  | Direct report from MI Members and also globally | Quarterly |

**Outputs – per workplan each year**

Intended Outputs:

|  |  |  |
| --- | --- | --- |
| **Description** | **Quantity** | **Target Date for each** |
| Annual Report |  |  |
| Mapping Report |  |  |
| Other reports |  |  |
| Events – in person |  |  |
| Events – virtual |  |  |

Each output should consider its target audience and the goal for attendance/views in addition to content and timeline.

The following outline the goals in terms of reach for each report or webinar that is hosted by the mission and the goals will vary depending on the target audience for each.

Where web analytics is required for downloads of reports, views of videos etc this will be considered as part of the MI Website where appropriate but if hosted elsewhere will be the responsibility of the Mission to gather that data.

**Direct Outputs from Missions**

These outputs aim to capture the collaborative projects that Missions are able to facilitate. They do not have to be directly involved in the delivery of them but should be able to demonstrate their actions have supported them happening.

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| --- | --- | --- |
| **Description** | **Target per year** | **Qualitative Description** |
| Collaborative projects launched by Mission members and other member countries |  |  |
| Mission Member trials & Demonstrations launched |  |  |
| Collaborative funding supported by Mission activity |  |  |

**Report Goals & Targets**

In generating reports it is important the target audience is considered and to measure not just number of people engaging but in some cases who. This will also consider the engagement with the Hydrogen Valley platform. Representative KPIs are shown below:

|  |  |  |
| --- | --- | --- |
| **Description** | **Goal** | **How Measured** |
| Target audience reach | Any key identified stakeholders have read and acted or identified intent to act based on the report | Direct engagement with the relevant target audience and gathering of either direct statements or anecdotal intent to act. |
| Overall audience reach | Number of page views/downloads of reports within a timeframe of publishing | Web metrics from hosting site to determine how many hits and downloads an individual report receives. |
| Audience demographics | Geographic spread of document access to be determined based on report and whether it is aimed at MI or globally | Web metrics from hosting site to determine where the web activity is originating from that accesses the report. |

**Event Goals & Targets**

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| --- | --- | --- |
| **Description** | **Goal** | **How Measured** |
| Target audience reach | Any key identified stakeholders attended the event and have committed to act based on their learning | Direct engagement with the relevant target audience and gathering of either direct statements or anecdotal intent to act. |
| Overall audience reach | Number of page views/downloads of reports within a timeframe of publishing | Assessment of event sign ups/badge recognition or other manual means of recording people engaged with the programme |
| Audience demographics | Geographic spread of attendees to be determined based on report and whether it is aimed at MI members or globally | Assessment of event sign ups/badge recognition or other manual means of recording people engaged with the programme |

**Outcomes**

Outcomes provide a global view of activity within a Mission’s sphere of influence. While these are further reaching than more linear outputs it is critical that these are monitored to understand general progress and development of technology. It is encouraged for Missions to consider activity both within MI and the broader global community to determine if there are activities that should be shared to a wider audience or learnings gathered from other parts of the world.

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| --- | --- | --- | --- | --- |
| **Indicator** | **Target** | **Timeframe** | **How Assessed** | **Reporting Frequency** |
| 2USD/kg tipping point for clean hydrogen | Plot the journey to get there |  | Data gathered as part of Mission | Annual |
| Public Funding Commitments – MI Members | TBD but should be one goal per milestone | Dec 2025, Dec 2026, Dec 2027, Dec 2028, Dec 2029, Dec 2030 | Reported via IEA data or direct report from member countries | Annual |
| Public Funding Commitments – Non MI Members | TBD but should be one goal per milestone | Dec 2026, Dec 2027, Dec 2028, Dec 2029, Dec 2030 | Reported via IEA data or direct report. | Annual |
| Funding calls announcements |  | Rolling | Reported by country & promoted through the Mission | Rolling |
| Clean Hydrogen Regions | 100 | 2023? | Direct report from Mission | Annual |
| Commercial projects in development – Globally with MI Members split out |  | Dec 2024, Dec 2027, Dec 2030 | IEA data or direct report by country | Annual |
| Commercial projects deployed – Globally with MI Members split out |  | Dec 2024, Dec 2027, Dec 2030 | IEA data or direct report by country | Annual |

Outcomes / General indicators will form part of the TAG review and general mission progress monitoring towards overall goals. Support for delivery of metrics can be provided through IEA/IRENA partner members within MI but also should be considered as part of general review of global activity.

Any direct involvement of the mission in advancing these outcomes should be noted in a qualitative fashion alongside quantitative reporting. For example, development of a bilateral fund between MI members and the resulting demonstration projects from Mission involvement should be highlighted separately to other global data.

**Mission Sprints**

As each sprint is different with the associated variation in terms of goals and outputs the definition of KPIs for a sprint should be done as a separate exercise. However, as a short term project within the larger mission understanding the goals for the sprint ahead of its execution is important so that effective assessment of its impact can be carried out.

In many cases the KPIs around sprints will require more direct monitoring from the team that is delivering but with the benefit of being able to evidence the outputs and outcomes more easily.